from sign-on to sign-off, "The Flintstones" reaches more homes than any other program in WNEW-TV, New York; KTTV, Los Angeles; TNT-TV, Seattle-Tacoma; WTTG, Washington. 66 full color half-hours. SCREEN GEMS

*Audience composition estimates are based on ARB reports and are subject to qualifications which will be supplied on request.
GUESS WHO
HOOPER SAYS
IS NO. 1
IN SAN FRANCISCO
DAYTIME
MONDAY THRU FRIDAY?

KGO RADIO 810
THE NEWS AND CONVERSATION STATION

KGO was also No. 1—7:00 AM to 12 noon in the previous (Sept.-Oct.) Hooper. The data herein are estimates from 1966 Sept., Oct., and Oct.-Nov. San Francisco-Oakland Metro Area Hoopers 7:00 AM to 6:00 PM Monday thru Friday. Any figures cited or quoted are estimates or are based upon estimates and are not accurate to any precise mathematical degree.

AN ABC OWNED RADIO STATION
Nurses in San Francisco, New York and other cities have resigned by the hundreds protesting their low pay. Nurses' pay and benefits in California are so minimal that some 3,000 nurses in the state leave the profession each year. There is a constant shortage of registered nurses to staff hospitals and care for the sick and injured. Los Angeles is fortunate. The 20,000 nurses in Southern California have shown remarkable restraint, choosing to negotiate while continuing on the job.

Private hospitals start registered nurses at $419 per month. Nurses buy their own uniforms, pay for their meals and laundry. Southern California cannot afford a nurses' strike—or mass resignations. We have obligations to both hospital patients and to the nurses.

We can avoid an impasse if we act now. We recommend the formation of a professional committee—appointed by the Governor—to determine interim pay scales for nurses. Then the committee should review all aspects of nursing and come up with a program aimed at bringing the profession into the economic mainstream. Nurses deserve more than they are getting."

This editorial was originally aired by Elton R. Rule, vice president and general manager of KABC-TV, Los Angeles, one of the ABC Owned Television Stations. In the past four years, our five stations have broadcast more than 6,500 editorials on vital community issues.
Your product group includes cakes or mixes?

WGAL-TV is your sales ingredient!

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

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

Broadcasting, December 12, 1966
It’s Katz Bird now

Station representation plum—John-
son family’s KTBX-Am-TV Austin—has
been won by the Katz Agency, New
York. Katz takes over officially on
Jan. 1. Several major reps vied for
representation of stations formerly
handled by Paul H. Raymer Co. J. C.
Kellam is president and general man-
ger of Johnson stations which are in
trust during Mr. Johnson’s White
House tenure.

Football shuffle

Though imminent announcement of
Super Bowl TV details by newly
 merged National and American Foot-
ball Leagues will be top news, several
unusual adjustments in upcoming pro-
football post-season games are already
indicated. Among serious possibilities
being discussed by team owners and
NFL-AFL Commissioner Pete Rozelle
move of AFL championship game on
NBC-TV from Dec. 26 to Jan. 1, same
day of NFL championship game on
CBS-TV. Games would be scheduled,
however, to avoid conflict.

Super Bowl, expected to be played on
Jan. 15 in Los Angeles, also could
mean advance of NFL Pro Bowl (on
CBS-TV), now scheduled on that date,
to Jan. 8. Or possibly postponement
to Jan. 22. CBS-TV as of late Friday
was considered certain to obtain esti-
imated $2.5 million to rights of Super
Bowl, but whether it would get them
exclusively or on forced-sharing basis
with NBC-TV was question. One late
report was that Super Bowl might be
simulcast by CBS and NBC with each
network selling game to own sponsors.

Cliff hanger

Still no word from Justice Dept.
last week on ABC-ITT merger, and
there may be none this week. Donald
Turner, antitrust chief, left last Fri-
day for Paris meeting of International
Committee on Restrictive Practices
and won’t be back until Dec. 19. In
his absence, it’s doubted that any word
will be sent FCC on merger.

Despite silence at Justice, Wall
Street was flooded last week with
rumors of imminent OK by Justice
and FCC of ABC-ITT deal. Coinci-
dently ABC stock closed Thursday
at 74 1/4, up one and three-quarters.
and closed Friday at 78, up three and
one-quarter.

Seller’s choice

Capital Cities Broadcasting, which
must dispose of one of its VHF
stations to acquire KTRK-TV Houston,
may sell either its Providence, R. I., or
Raleigh-Durham, N. C., station.
SOURCES close to preliminary negoti-
as believe. Capital Cities owns
FCC-imposed limit of five V’s now,
is buying KTRK-TV for about $20
million (Broadcasting, Nov. 21).
Capital Cities brass was mulling de-
cision at management meeting last
weekend in Freeport, Grand Bahama.
Present were two lawyers from group’s
Washington law firm.

Way out

FCC, which is scheduled to meet
today (Monday) on petitions for re-
consideration of its new CATV rules,
is not expected to make more than
minor changes in them. That at least
is recommendation of General Coun-
sel Henry Geller, who feels commis-
sion should stand pat until Congress
acts on copyright bill which he thinks
would obviate need for much of
CATV regulation now in effect at
FCC.

Copyright bill would exempt from
liability CATV systems that provide
traditional fill-in service. Full liabil-
ity would be imposed on systems that
damage a copyright owner by destroy-
ing his market; limited liability would
be imposed on systems indirectly
damaging owner by, among other
things, using his work without com-
pensation.

Key job change

Edward Jarrett, chief clerk of Sen-
ate Commerce Committee, is about to
retire after 24 years in job and 10
years before that on other staff as-
signments. No replacement has yet
been named by Senator Warren G.
Magnuson (D-Wash.), chairman of
committee which has jurisdiction over
broadcast legislation. Mr. Jarrett will
leave in February.

Gone to black

Because White House installation
for TV origination has been used less
and less frequently this year, networks,
with blessing of White House, have
decided to cut back on daily staffing.
After this week, three cameras and
control desk will be maintained on
regular basis, but there will be no staff
sitting around waiting for call to ac-
tion. Instead, networks will provide
crew when required. Installation,
completed in summer of 1964, cost
networks about $250,000. Daily crew
of five men has been costing them
about $1,000 a week.

Breaths of life

General Artists Corp., Creative
Management Associates Ltd. and
David Wolper Productions, among
other Hollywood entities, are expand-
ing their activities in live and tape
programming. General feeling is that
only way to compete with feature
films on television is by selective
counter-slotting of live-tape program-
ming.

As result of belief in spontaneity as
counter to movie trend, GAC, for one,
is making strong pitch to networks,
producers and sponsors to go back to
live-live shows, not ones that are
merely taped. Wolper, always pre-
viously identified with filmed TV doc-
umentaries, has just set up live enter-
tainment TV division, move that hints
at major emphasis to be put on live
productions in future.

Not before sun-up

FCC officials have about given up
hope of seeing long-pending pre-sun-
rise broadcast rule adopted in time to
affect daytimers’ operations this win-
ter. Proposal, under consideration
since 1962, is in form commission is
ready to adopt. But hitch has devel-
oped in Canada, whose rights under
treaty with U. S. are affected. Indeed,
neogotiations with Canada have been
delicate since pre-sunrise operations
FCC has permitted some daytimers
under existing rule are said to violate
that treaty.

Proposed rule would permit Class
III regional daytimers to begin oper-
ating at 6 a.m. with 500 w. Class III
fulltimers, many of which are required
to directionalize at night, would also
be able to operate nondirectionally
with 500 w at 6 a.m. Stations wishing
to take advantage of new rule have to
request license authority; some 2,000
are expected to do so.
Last year, a significant number of Cleveland-area viewers began moving to WJW-TV. Cautiously, we labeled this a trend. Now, the latest Nielsen Reports and also ARB* overwhelmingly validate this trend. WJW-TV is clearly the Cleveland leader. It's no longer a trend. It's a fact. Check into it — then us.

Thank you, Mr. Nielsen

for telling us that trend is now a fact.

WJW-TV/CLEVELAND

*NSI, June 1966; ARB, March, May, July 1966. 8 AM-Midnight 7 days, subject to qualification described in said reports.
Educational television scrambles for better position vis-a-vis commercial TV as NET's White announces plans for national live coverage of President Johnson's State of Union speech in January. See . . .

**ETV MAKES ITS MOVE . . . 35**

Upcoming House Small Business subcommittee report is expected to level blast at FCC for not adapting to changes in communications. It may also urge curb on prime time programing controlled by networks. See . . .

**HOUSE REPORT . . . 72**

FCC comes up with answer to who should own satellite ground stations: Says Comsat and international common carriers should run them 50-50. Comsat would remain as manager of ground operations. See . . .

**ANOTHER 50-50 PLAN . . . 66**

Need to expand advertising's voice in Washington is cited by Donald Macdonald. Calls on 17 organizations at special AFA meeting to give support to 'truly unified nerve center and national program.' See . . .

**INTEREST IN UNITY . . . 44**

Canadian Board of Broadcast Governors schedules special March meeting to hear presentations on domestic communications satellite. Original proposal would use satellite for cross-country connections. See . . .

**CANADA CONSIDERS SATELLITE . . . 86**

Spot television buying continues to increase as TVB figures show third-quarter reached $270.6 million, up $12.3 million from 1965. P&G, with $19.6 million outlay, continues to lead list. See . . .

**SPOT TV UP . . . 38**

Commerce Department starts looking to government agencies for support in planned study of spectrum shortage. Commerce will talk with FCC and others on how plans for study should be advanced. See . . .

**COMMERCE SEEKS ACCORD . . . 81**

NAB building project moves into new phase as committees approve recommendations of architectural consultants. Architects now have green light to develop actual construction plans. See . . .

**NAB BUILDING RESTARTS . . . 69**

Canadian Broadcasting Corp. comes out with its own white paper attacking Fowler Report and government recommendations. Paper is particularly critical of Fowler proposal to eliminate CBC and BBG boards. See . . .

**CBC TALKS BACK . . . 87**

Golden West Broadcasters spending about $8 million to buy 10.2 acres of Paramount Pictures studio land. Purchase includes six sound stages, which GWB will lease to independent producers. See . . .

**BUYS PARAMOUNT LOT . . . 70**

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**BROADCASTING, December 12, 1966**

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**AMERICAN BUSINESS PRESS, INC.**

**Broadcasting**

Published every Monday, $5.00 issue (Yearbook Number) published in January by BROADCASTING Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1725 DeSales Street, N.W., Washington, D.C. 20009. On changes, please include both old and new addresses plus address label from front cover of magazine.
**ARB Says...**
We have the largest TV market in the Carolinas and Virginia

**RANK** | **MARKET** | **TOTAL HOMES**
---|---|---
1. | GREENVILLE-SPARTANBURG-ASHEVILLE | 219,000* 
2. | Norfolk | 206,700 
3. | Greensboro-Winston-Salem-High Point | 191,500 
4. | Charlotte | 186,300 
5. | Richmond | 157,800 
6. | Raleigh-Durham | 143,500 
7. | Roanoke | 142,900 
8. | Greenville (N. C.)-Washington-New Bern | 105,100 
9. | Columbia | 80,200 
10. | Charleston | 75,400 

*The Giant Share . . . 42% . . . of this prime time audience belongs to WFBC-TV, according to ARB.

For more facts, rates and availabilities, contact the Station or Avery-Knodel.

---

**Signal Coverage in the Southeast...**

Offering advertisers coverage of more than 1-million homes in six southeastern states.

**WBIR-TV** | **WFBC-TV** | **WMAZ-TV**
---|---|---

Represented Nationally by AVERY KNODEL, INC.
Storer Jr. resigns; plans own business

George B. Storer Jr. has resigned as vice chairman of both Storer Broadcasting Co. and Northeast Airlines and from board of Storer, effective Dec. 31. He will continue as member of North- east board.

Announcement, made Friday (Dec. 9), said Mr. Storer has "for some time desired to establish and operate" his own business. It did not say what area he would enter, but company sources reported he has expressed interest in forming his own broadcast company and that he is actively interested in acquiring stations.

Mr. Storer reportedly has said he has been "stymied" in looking for his own business by possible conflicts with Storer Broadcasting.

He had been with broadcasting group, headed by his father George Storer Sr., since 1948, and was president from April 1961 to August 1965.

Following Storer Broadcasting's acquisition of majority interest in Northeast last year, Mr. Storer Jr. resigned as broadcasting president to become vice chairman of group. For past year he has been active in airline's affairs and has been working from its Boston headquarters.

SNI plans regional feeds of weekly college games

Sports Network Inc., New York, plans regional TV feeds to 76 stations of weekly college basketball conferences: nine games for Southwest Conference (Jan. 14-Feb. 25) with 16 stations in Texas; and 10 games each in Game of the Week series (Jan. 7-March 11) for Big Ten Conference with 45 stations (Minnesota, Illinois, Iowa, Wisconsin, Michigan and Indiana, and for Pacific Conference (AAUW), with 15 stations (Nebraska, California and Washington).

Participating sponsors for three conferences are Dodge Division, Chrysler Motors, through BBDO, both Detroit; and R. J. Reynolds Tobacco, Winston-Salem, N. C., through Dancer-Fitzgerald-Sample, New York.

Other sponsors: Humble Oil & Refining, through McCann-Erickson Inc., both Houston, on southwest games; American Oil, through D'Arcy Advertising, both Chicago, and Time Inc.'s Sports Illustrated, through Young & Rubicam, both New York, on Big Ten games; and Richfield Oil, through Hixson & Jorgensen Inc., both Los Angeles, and First National Bank of Oregon, through Cole & Weber, both Portland, Ore., on Pacific Conference.

SNI also plans regional TV schedule of 1967 NCAA basketball playoffs (in March) and East-West College All-Star basketball game (April 1) with Dodge (BBDO) and Sherwin-Williams Co. (Griswold-Eshleman Co.), both Cleveland, on playoffs; and Dodge (BBDO) and Pabst Brewing, Milwaukee, through Kenyon & Eckhardt, Chicago, on All-Star game.

KFWB sale to WBC okayed; Crowell-Collier faulted

FCC approved sale of KFWB Los Angeles to Westinghouse Broadcasting Co. (Dec. 9)—but with stinging letter to station owner Crowell-Collier Broadcasting Corp. on what commission considers management laxness in guarding against payola activities.

Sale price is $9,100,000, which is $1,650,000 reduction from $10,750,000 originally agreed upon by parties in January. WBC last month insisted that lower price be negotiated, contending that management had permitted station's financial position to deteriorate (Broadcasting, Nov. 14).

Approval of sale was 5 to 1. Commissioner Nicholas Johnson, who had led fight to set station's license for revocation hearings on charges involving payola (Broadcasting, Oct. 24), was lone dissenter.

Commission said more diligent effort by station to protect integrity would have been desirable. "However, it does not appear that revocation proceedings or other sanctions would be warranted," he added.

Commission consideration of sanctions was based on testimony at nonpublic FCC hearing in Los Angeles which revealed that station employees had violated anti-payola rules laid down by management.

Commissioner James J. Wadsworth, in concurring statement, made clear his vote for assignment doesn't imply determination that Crowell Collier is qualified to expand its interests in broadcasting. Crowell-Collier had said one reason for selling was its intention to consider purchase of TV station.

We can't be swayed: Geneen to Commission

Harold S. Geneen has again stated unequivocally that ABC's news and public-affairs coverage would in no way be compromised if FCC permits International Telephone and Telegraph Corp. to acquire network.

Mr. Geneen, chairman and president of ITT, made statement in reply to second batch of questions that Commissioners Kenneth A. Cox and Nicholas Johnson have asked concerning ITT's foreign business interests (Broadcasting, Nov. 28).

In response to specific hypothetical questions commissioners raised, Mr. Geneen said ABC would broadcast program unfavorable to government of foreign country in which ITT subsidiary was located, "regardless of type of economic consequence threatened."

To submit to threat would violate ABC's journalistic standards, he said. Furthermore, he added, it would be impossible to prevent broadcasts without that fact becoming known.

Mr. Geneen also said that ITT, with its diversity and economic strength, would be better able to resist retaliation or reprisal attempts than would smaller licensee who might be more dependent on "single entity or group attempting to kill an unfavorable story."

Mr. Geneen, whose letter accompanied 8-inch-thick filing submitted in response to all questions raised by commissioners, made plea for prompt action by commission on proposed merger.

Main roadblock to commission action is delay on part of Justice Department in submitting views it promised on proposed merger.

Three-way switch

NBC-TV will add new game show, Reach for the Stars (Bill Mazer, host, and Merv Griffin, packager) Jan. 2 in 10-10:25 a.m. slot, Mon.-Fri. Eye Guess moves out of that period into 12:30-5 p.m., bumping Swinging Country, country-western music show, which will be dropped.

Two accounts moving

Two accounts at Doyle Dane Bernbach, New York, said Friday (Dec. 9) they are moving. Squibb Products Co., division of E. R. Squibb & Sons, New York, awarded advertising for both Ortho and American brands to Young & Rubicam Inc., New York.

More AT DEADLINE page 10
K. B. (Ken) Fleming, president of Hal Holman Co., radio rep specializing in small market stations, named president and chief executive officer. Paul H. Raymer Co. He will operate Raymer firm from its Chicago headquarters. National Television Sales, TV station rep, has controlling interest in Raymer company, which will function as radio rep and as separate entity (Broadcasting, Dec. 5). Mr. Fleming will continue as president of Holman firm he acquired earlier this year. He is president also of Feature Merchandising, food marketing firm, acquired in 1961. Mr. Fleming has been in rep (George P. Hollinger in 1950) and advertising agency fields (Leo Burnett in 1953 and McCann-Erickson in 1958).

Mr. Fleming

John L. Sinn resigned as president of United Artists Television, New York, effective within several months and after he transfers his duties to others. His successor has not been named. Mr. Sinn, veteran of syndication business, spent 12 years with Frederic W. Ziv Co., Cincinnati, in its early years in charge of Ziv's radio production and distribution, and subsequently as executive VP and later president of Ziv's subsidiary World Broadcasting System and in 1948 of Ziv Television Programs. When Ziv merged with UA in 1960, he became president of UA-TV, which produces programs for networks and is major TV syndicator. His plans are not definite, though he's expected to devote more time to outside interests, which include presidency of North Shore hospital on Long Island in New York.

Mr. Sinn

Craig Lawrence, with CBS since 1952, and executive VP, CBS Television Stations Division for past two years, has retired. He remains on division's executive staff until next Feb. 24. Mr. Lawrence joined CBS as general manager of WCBSTV New York after holding executive posts with Cowles stations and was elected VP of CBS owned TV stations and national sales in 1956. Robert D. Wood, CBS-TV stations VP and KNXT(TV) Los Angeles general manager since 1960, succeeds Mr. Lawrence as executive VP with responsibility for company owned TV stations and CBS Television Stations National Sales. Mr. Wood served in sales executive capacities with KNX and KNXT, starting in 1949, and for one year was account executive with KTTV(TV) Los Angeles. He moved to New York in 1954 as account executive with CBS Television Stations National Sales, became KNXT's general sales manager year later. Ray Beindorf, KNXT general sales manager, succeeds Mr. Wood. He started with CBS in 1951 in Los Angeles and in 1957 joined CBS Television Spot Sales in Chicago and later in New York. He was made KNXT's general sales manager in 1960. Ralph Daniels, national sales manager of KNXT since 1961, named general sales manager of KNXT and CBS-TV Pacific Network.

Mr. Lawrence

Mr. Wood

Benjamin Kalmenson elected president and principal executive officer, Warner Bros. Pictures. He succeeds Jack L. Warner, named to new post of board chairman. Mr. Warner will also be executive producer in charge of worldwide production of WB films. Mr. Warner recently sold his shares in company to Seven Arts Productions Ltd. Mr. Kalmenson, since 1956 executive VP and director of WB, previously was president of Warner Brothers Pictures Distributing Corp., and VP of parent firm in 1941.

Mr. Warner

Robert L. Werner, RCA executive VP and member of board, named general counsel. Mr. Werner has served RCA for 15 years as general attorney, now becomes chief legal officer. He joined RCA in 1947 as attorney after year as special assistant to United States attorney general in civil division of Justice Department; was assistant U. S. district attorney in New York, 1936-42. He fills vac-ucy left by death of John Cahill (Broadcasting, Nov. 7).

For other personal changes of the week see FATES & FORTUNES

York, said Broxodent Electric Toothbrush, heavy spot and network user, will be handled by Lennen & Newell, New York. L&N currently handles Squibb's vitamin line and other pharmaceutical products. Two divisions of Charles Pfizer & Co., New York (Thomas Leeming & Co. and Paccquin), which earlier had announced intentions to shift estimated $3 million billings next February (Broadcasting, Nov. 21), announced MacManus, John & Adams, New York, as new agency. MJ&A also handles other Pfizer products.

Anti-smut backer

Eversharp Inc., important broadcast advertiser and one that has frequently backed controversial programs, was major financial supporter of Proposition 16, unsuccessful anti-obscenity measure on Nov. 8 ballot in California, it was revealed Friday (Dec. 9).

In letter to California Secretary of State, G. W. Humphreys, treasurer of Eversharp in Culver City, said company paid $185,000 for radio program and for newspaper advertising. He indicated that this was in keeping with Eversharp's extensive advertising campaigns that include promotions "deemed to be of public interest."

Strike vote today

Writers Guild of America West (Screen Branch), now negotiating for new agreement with Association of Motion Picture and TV Producers, has called special membership meeting for today (Dec. 12), at which it will seek strike authorization.

Labor contract expires at midnight tonight.
Christmas Eve 1966

(would you believe 2 p.m.?)

The office Christmas party followed by Saturday at the office? It's un-American!

Couldn't you send us your Christmas-week instructions by the 19th or 20th?

We at WELI (and every other station in the world) will love you for your consideration. Merry Christmas from us all.

Ann Costa
Chief Slave

WELI ★ 960 KC ★ 5000 WATTS ★ The Sound of New Haven

NATIONAL: H-R REPRESENTATIVES, INC.; BOSTON: ECKELS AND COMPANY
The Embassy of Canada

His Excellency A. Edgar Ritchie, Ambassador of Canada, with Mrs. Ritchie, at the entrance to the living room of the Embassy... another in the WTOP-TV series on the Washington diplomatic scene.

WTOP-TV (9)
WASHINGTON, D.C.
Represented by TVAR
A POST-NEWSWEEK STATION

Photograph by Fred Maroon
Months ago, these people made New York's Warwick a wonderful new hotel...

...now just about everyone is enjoying its great location and royal services.

Seasoned travelers from the worlds of business, entertainment, radio, TV and sports are enjoying the wonderful new Warwick's spacious rooms, all completely air conditioned, splendidly redecorated and refurbished by famed designer, Ellen Lehman McCluskey.

They like the Warwick's royal services: every room is equipped with electric shoe polisher, silent valet, VIP king-size towels, special makeup mirrors and decorator closets.

You, too, will enjoy the Warwick; you'll like the intimate warmth of the Warwick Bar and the famous Raleigh Room, where luncheon and dinner are served in an atmosphere of sturdy elegance. And after a busy day, the new Executive Sauna Club is just the place to relax and unwind.

Next time you come to town, stay at the Warwick. We know you'll agree that it's a very special kind of hotel.

DATEBOOK

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

Indicates first or revised listing.

DECEMBER

Dec. 12—Meeting of the Washington section of the Institute of Electrical and Electronics Engineers. A. M. Greg Andrus, program manager for communications, space applications office, National Aeronautics and Space Administration, will speak on "Broadcast satellites: Technical possibilities and problem areas." PEPCO auditorium, Washington.

Dec. 12-13—CATV legal seminar sponsored by National Community Television Association. Featured speakers will be Frederick W. Ford, NCTA president; Robert H. L'Heurieux, NCTA general counsel; Bruce E. Layett, NCTA assistant general counsel, and Washington lawyers E. Stratford Smith and Harry E. Fioklin. Subjects: regulatory and copyright legislation, litigation on FCC's First and Second Reports and Orders, telephone company tariffs, copyright litigation, state public utility "threat." Sheraton-O'Hare Inn, Chicago.


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 Ameco 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. 22—Annual meeting of the stockholders of Filmways Inc. to elect eight directors, to consider an amendment to increase the number of common shares from 1 million to 1.5 million, and to transact other business. Hotel Baltimore, New York.

Dec. 30—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9).
PREDICTION FOR '67:

PICK A SHOW

will be the hottest phone-for-cash TV game of the New Year!

PICK A SHOW is ingenious! It's an easy-to-produce, exciting way to promote your station and its entire programming lineup while the home audience plays the game...and loves it!

In its very first market, PICK A SHOW pulled nearly triple the audience of station #2. It can do the same for you.

Trans-Lux provides all the essentials, including a custom-made game board. You produce it live—30 minutes daily across-the-board—at absolute minimal cost. You pick the shows to promote—network, syndicated or local—and work in those necessary public service announcements, too. Prizes may be cash, merchandise or both.

What a way to promote your station! Get the facts now!

Call, wire or write:

PICK A SHOW
created by GENERAL ELECTRIC BROADCASTING COMPANY, INC.

© T-LTC MCMLXVI

TELEVISION CORPORATION

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

BROADCASTING, December 12, 1966
To John Von Leesen, buying
But to Bob Van Keuren,
time is a coffee break. it's a gas.

That's why our Blair man's service to Benton & Bowles has to be so versatile.

At B&B, Von buys for a coffee brand. That means ladies, daytime, and fringe time.
Van buys for a petroleum products account. Which means men, late night, news, and sports.
In between, the agency's time buyers are busy with everything from soup to nuts, including a certain large soap company.
Obviously, to provide the kind of service required, we have to be on the spot with research facilities, informational aids and buying tools.
So we are. In fact, we provide more of those services, and make them available more quickly, than any other station representative company does.
A small for-instance: the Blair Comparative Network Schedule is a handy way for Von to be sure that he's buying non-conflict time for his coffee account.
Just remember that the fastest way for John von Leessen, or Bob Van Keuren, or you to get the most help on any problem to do with buying broadcast time is to ask a Blair man.
When you do, you'll see how trying harder got us where we are in the representative business.
Number One, by a long shot.
Blair Television
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.

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 a disk, sound tape or film supplemented when possible with scripts. Material should be submitted to Professor Jacob Jaffee, curator of the awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.
Feb. 1—Deadline for entries for the 35th 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. 2—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Motor Inn, Madison.
Feb. 5-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau, Vancouver, B.C.
Feb. 6-9—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 policy for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MPOV method is used to measure radiation from directional antennas. Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wasilewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

MARCH
March 2-4—Region II conference of the National Federation of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.
March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

APRIL
April 2-5—Annual convention of the Television Film Exhibitors organization. Conrad Hilton hotel, Chicago.
April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, For information contact Mr. Charles Michelson, 45 West

indicates first or revised listing.
Many things remain to be done before the first supersonic jet transport soars out over the Atlantic coast. But many things have already been done — like the lengthy research on the special fuels and lubricants required for supersonic flight. At nearly three times the speed of sound, the giant aircraft will generate tremendous heat, putting unusual stress on every part and product. Ready now, are new Humble heat-tolerant lubricants and a new jet fuel so stable that it can absorb excessive engine and cabin heat. These new developments are no accident but are the result of the happy combination of out-of-the-world imagination and down-to-earth capabilities that Humble brings together. From this combination come products that serve equally well for trips on the road or flights to the future.
What Kind of Golfer Is Sheldon Leonard?

Not so hot, really.

On a clear day, when he's feeling right, and the grass on the putting greens isn't growing too noisily, he may break ninety. Maybe.

But Sheldon's golf score is of no more concern to the NBC Television Network than it is to Jack Nicklaus.

When, earlier this year, we signed producer Leonard to a long-term, exclusive contract for developing new programs, we were motivated not by his golf standing but his track record.

Last season, it was Leonard—as executive producer—who introduced viewers to a new and highly unusual adventure series called "I Spy." That hit is now enjoying its second big season on this network.

In the field of half-hour comedy, Mr. Leonard's production talent has been evident in such happy enterprises as "The Donny Thomas Show," "The Dick Van Dyke Show," "The Andy Griffith Show," and "Gomer Pyle."

With so many successes to his credit, Sheldon must be doing many things right. Producing...directing...writ-
ng... acting... he does them all beautifully.

The versatile Mr. Leonard is one of four front-rank producers whose exclusive services on new projects ave recently been committed to the NBC Television Network. The other three: "Bonanza's" David Dortort; the Man from U.N.C.L.E.'s" Norman Felton; and "The Andy Williams Show's" Bob Finkel.

Together, these highly creative producers are a key element in our continuing attention to future programming. We're confident that, beginning with the 1967-68 season, all four will be represented by important additions to NBC's television schedule.

As for Mr. Leonard's golf—for which he's had very little time anyway over the past dozen years—we suspect it will become shabbier than ever, now that he's so deeply involved with ideas for new NBC series.

But cheer up, Sheldon. You won't be losing a birdie; you'll be gaining a Peacock.

NBC Television Network
Who gets top billing with Central Iowa viewers?

COLORFUL 13 • DES MOINES, IOWA

45th St., New York 36, Telephone Plaza 7-0655.


April 18-20—Fifth instructional radio-television conference sponsored by the instructional division of the National Association of Educators. The Electronics Industries Association and the Educational Media Council, New York.

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 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 21-22—Annual spring meeting of Virginia Broadcasters Association. Holiday Inn, Richmond.


May

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherrill Taylor, vice president for radio of National Association of Broadcasters, University of Missouri, Columbia.

May 3-7—18th annual national convention of the American Women in Radio and Television. Marriott Motor hotel, Atlanta.

May 5-5—Annual spring meeting of Kansas Association of Radio Broadcasters, Ramada Inn, Topeka.

May 6—Distinguished Service Awards Banquet sponsored by Sigma Delta Chi, San Francisco.

May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer Inn, Louisville.


May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.


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. Speakers include Vincent Wasilewski, president of National Association of Broadcasters, Riverfront Hotel, Las Vegas, Nev.

June 12-14—Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers, Minneapolis.

June 13-14—Annual spring meeting of North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

Indicates first or revised listing.
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 I. Christal Company
New York • Chicago • Boston • Detroit • San Francisco • Atlanta
Los Angeles • St. Louis

MILWAUKEE RESPONDS TO WTMJ
5000 WATTS/620 KC/NBC
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.
June 14-16—Annual spring meeting and election of officers of Virginia Association of Broadcasters, Marriott Twin Bridges motel, Arlington.

June 17-21—32d annual summer convention and engineering conference of Georgia Association of Broadcasters, Holiday Inn, Calhoun Gardens.

June 22-24—Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association, Henlopen hotel, Rehobeth Beach, Del.

June 24-29—44th annual convention of the Advertising Association of the West, Lafayette hotel, Long Beach, Calif.

June 25-20—Annual convention and board of directors meetings, National Community Television Assn., Palmer House, Chicago.

June 30-July 2—Annual summer meeting of Wisconsin Broadcasters Association.

Tribute

EDITOR: Within the past few weeks, two good friends of our industry have died, both of them men who devoted their lifetimes to the radio profession: Robert T. Mason, who died Nov. 23, and Jim Crawford, who died Nov. 17.

These men had a lot in common. Both ran good radio stations, ones which had served as training grounds for dozens of enthusiastic young men who later went on to other positions in all parts of our industry.

Bob Mason, in addition to operating WMRN Marion, Ohio, devoted hundreds of hours, and thousands of dollars of his own money, to industry-wide projects, such as the National Association of Broadcasters, the Radio Advertising Bureau, Community Broadcasters, and the All-Industry Radio Music Committee. Even 18 years ago when I worked at his station as a young man, he was often out of town, being on the go to a NAB meeting somewhere, or a speaking engagement some place else.

Jim Crawford, who died at the young age of just 35, brought to WBTM Danville, Va., an enthusiasm which was so completely contagious that when he spoke of how his station was operated, each of the radio men at the meetings he addressed would sit spellbound.

I realize that each week your magazine lists the names of outstanding men in our field who have died, but I feel that the loss of these two men, being so similar in their devotion to radio as a profession, should be noted by the industry.— Cary H. Simpson, WTRN Tyrone, Pa.

Advertiser codes, NAB style

EDITOR: At the TVB membership annual meeting in Chicago one of the highlights was the "Business of Advertisers" panel held on the morning of Nov. 16. The suggestion of Alfred Plant that ANA and the television industry form a committee to discuss ways and means of treating some of the so-called "clutter" and "interruptions" said to be prevalent in telecasting was a good one.

Perhaps one of the most constructive ideas that could come out of such a gathering would be the adoption of a resolution recommending that ANA, and perhaps AAAA, adopt their own codes, similar to the NAB code, to serve as guidelines. Presently the television industry is in a position comparable...
KMPC is doubly proud to have been given the Silver Gavel Award of the American Bar Association for outstanding public service in support of law and justice—in 1964 and, again, in 1966.
measure FM Subcarriers
AM Frequencies...

**With International’s Model 1120**

**Secondary Frequency Standard**

**ALL TRANSISTOR CIRCUITS**

**SOLID STATE INTEGRATED DIVIDERS**

Using any general coverage communications receiver the International Model 1120 provides the necessary standard signals for measuring frequencies. Easily calibrated against WWV to provide an accuracy of $1 \times 10^8$ for measuring the frequency of harmonics of FM subcarrier frequencies. The Model 1120 is designed for field or bench use with its own self contained rechargeable battery and charger. Long term stability of ±10 cycles over range 40°F to 100°F. Short term stability of better than $1 \times 10^7$ can be obtained. Zero adjustment for oscillator on front panel. All transistor circuits provide outputs at 1 mc, 100 kc and 10 kc. Level of signal can be set with gain control.

Order direct from International Crystal Mfg. Co.

Keeping You On Frequency is Our Business.

$175

Tower costs disputed

**EDITOR:** READ WITH INTEREST ARTICLE ON PAGE 74 BROADCASTING MAGAZINE FOR NOV. 28. I AM FLATTERED TO BE SINGLE OUT AS AN INDIVIDUALIST BUT AM CURIOUS TO KNOW WHERE YOU GOT YOUR FACTS. CANDELABRA TOWER WOULD HAVE COST EACH STATION CONSIDERABLY MORE MONEY THAN INDIVIDUAL TOWERS AS BUILT. Howard Statnaker, vice president-general manager, WOW-AM-FM-TV Omaha.

(The story, reporting that three Omaha television stations simultaneously switched to individual new towers on Nov. 28, said it had been estimated that joint use of a candelabra would have cost them less. The estimate came from engineering sources.)

University without walls

**EDITOR:** [Re the article on programing provided by the Pennsylvania State University department of public information (BROADCASTING, Nov. 28)]. The office of radio and television programing liaison in the department of university relations of the State University of New York at Buffalo last summer initiated a survey of the stations in New York state to see if we could service them with radio programing. Fifty-two stations replied affirmatively, and we now service these stations on the basis of their choice.

We offer The State of the University as follows: a 30-minute, 15-minute and 5-minute production, and a 1-minute actuality news story on a weekly, bi-monthly or monthly basis. Offerings are produced by me with most of the interviews and production work done by two part-time assistants.

We present a radio chronicle of the life of the university, including interviews with visiting personalities, research stories and even musical selections from faculty and students. We recently sent out programs containing the following program elements [listed in part]: Dr. Edward Teller; Ade Martins, Nigerian ambassador to the U.S.; John W. Macy, chairman of the U.S. Civil Service Commission; Dr. Anthony Frederico, use of batteries in heart treatment, and Dr. William Chardak, new coronary techniques; Dr. Alan Guttman, president of Planned Parenthood; study of tranquilizers; Pierre Salinger; Dr. John Boot, games to teach management techniques.

And a telephone interview with alumnus Dr. Irving Perlstein, whose new book says that some people are born to be fat.—Daniel A. Rose, director, office of radio and television programing liaison, university relations, State University of New York at Buffalo.
Have you seen the Official Festival package?

THE STARS:
Robert Hirsch
Rosanna Podesta
Pierre Brasseur
Armando Francioli
Anne Vernon
Jean Seberg
Abbe Lane
Xavier Cugat
Sanni Frey
Francoise Hardy
Geraldine Chaplin
Jean-Paul Belmondo
Akim Tamiroff
Francoise Dorleac
Danelle Barrieux
Gerard Philippe
Vic D'Amico
Vera Silenti
Bruno Cremer
Mireille Mirel
Marcello Mastroianni
Raf Vallone
Giovanna Ralli
Pierrot Barouch
Duda Cova Neto
Helen Craig
Nina Osten
Georges Riviére
Dany Robin
Elke Sommer
Stig Willner
Osvald Helmuth
Roger Hanin
Anna Gael
Pierre Fresnay
Jean Servais
Marina Vinci
Magali Noel
Yuzo Kayama
Akira Kubo
Lang Jeffries
Doris Kristianell
Charles Aznavour
Jean-Louis Trintignant
Jean Gabin
Bourvil
Robert Hossein
Gina Lolobrigida
Sacha Distel
Jill Haworth
Jacques Charrrier
Jacques Perrin
Jean Marais
Brett Halsey
Corrine Marchand
Michelene Presle
Lino Ventura
Bernard Noel
Roger Brown
Yoko Tani
Franco Franchi
Cicclo Ingrassia

THE MOVIES:
The Amorous Corporal
Man From Chicago
The Man From Mykonos
Demarcation Line
Desire Diabatique
Devil At My Heels
Crime On A Summer Morning
The Starlet
The Red And The Black—Part I
The Red And The Black—Part II
Montecassino
Objective: 500 Million
Sunday's Horses
Desert Fugitives
Doomed Lovers
East Zone, West Zone
How A Man Stole The Body
The Boy Who Loved Horses
Via Macao
The Visitor
Revenge For Pacho
The Accident
The Band That Went To War
The Barretts Affair
The Fabian Affair
Four Bags Full
Hitch Hiker
Curves In The Road
The Delinquent
The Trouble With Woman
The Postman Goes To War
The 317th Section
The Magnificent Gypsy
Our Man In Casablanca
The Hour Of Truth
The Lady Killer Of Rome
Monsieur Vincent
Second Breath
Killer's Choice
The Spy Who Loved Flowers
How To Rob The Bank Of Italy

Write, wire or phone for the Official Festival brochure.

OFFICIAL FILMS INC.
724 FIFTH AVENUE
NEW YORK, N. Y. 10019

Please send me the official Festival brochure and complete details.

NAME ______________________________________
COMPANY __________________________________
ADDRESS ___________________________________
CITY ____________________ ZIP ______
STATE ________
MONDAY MEMO

from BERNARD W. CARNEY, The Carney Tire Co., Terre Haute, Ind.

Using radio-TV for fun and profit

To an independent tire dealer, winning the Life magazine educational-grant competition must be comparable to a young lady being named Miss America. The grant is awarded in behalf of the tire dealer, regardless of size and brand affiliation, whose entry is judged best in its area of local advertising, sales promotion and merchandising in relation to the tire manufacturer's national promotion themes. As recipient of the 1966 Life grant, we will appoint a committee to name a 1967 high-school senior from the Terre Haute, Ind., area who will be given an opportunity to attend college. The $2,000 grant is made in our dealership's name.

Our 50-page presentation was based on a year-long advertising campaign using primarily radio and television spots. No retailer as small as our Kelly-Springfield tire dealership had ever won the award, and to our knowledge no retailer had previously won the award on the basis of a campaign using primarily radio and television.

To the average motorist, our business looks like a typical midwestern tire shop, but our advertising is different.

Hometown Touch - We are not afraid to spend money wisely on advertising. We know that many of our competitors don't understand what local advertising can do. Of course, the giant retailers know advertising and purchasing but don't have the personal service. Many small independent merchants have the hometown touch but lack an aggressive advertising campaign.

Our family-owned business is 43 years old, and until 10 years ago Carney's didn't use radio or television. At that time we opted for a "young man's approach to advertising." We decided to keep our same newspaper schedule, that of small ads frequently. But we felt that W Bowman Terre Haute, rated first in all surveys we saw, offered us the best opportunities for a positive approach.

In recent years our heavy W Bowman schedule calls for weekday spots aimed at work- and homeward-bound drivers. Also, we usually run eight spaced spots on Saturdays. Each week we have five spots on WAC Terre Haute near the 7:30 a.m. news. (Our business opens at 7:30 a.m.) Special traffic-building contests or coverage of Indiana State University basketball in the NCAA tournament finds us using WTHI-TV Terre Haute. We buy each station for a definite purpose or audience.

There's fun in doing your own radio and television spots. And feedback to the sponsor is direct and to the point.

After 10 years of using radio and five years of buying TV spots, we'll back our one-minute announcements against those of the discount house and company-owned stores for top effectiveness. We have better control over the schedule than an advertising or sales manager hundreds of miles away. Also, we know when a spot is working or when it isn't. A competent local-station staff can help, too. Several times when we've come to the W Bowman studios to record, they didn't think the idea or sales pitch was exactly right. We changed the copy. It is this type of assistance, and the ease in taping announcements, which makes do-it-yourself radio advertising fun and profitable.

Effects - We attempt to give our tire sale announcements a different sound. Special production effects are the key-stone of our radio advertising. Our production spots may have me as a helicopter traffic reporter on the scene as a tractor-trailer pulls away from the Carney Tire Co. This means "another truckload tire sale has started at Carney's." Announcements with crowd background noise may feature this writer as a news reporter in the middle of a demonstration—"a demonstration caused by low prices with the crowds continuing to come as the Carney brothers won't raise prices to stop these demonstrations."

When snow or ice is on the ground, we run a "stand-by" spot eight or 12 times daily with the latest road bulletins from "Carney's Snow Tire Central," advising how to drive on slick streets and to come to Carney's for snow tires. If secret agents or bad railroad crossings make timely conversation, we usually have a radio spot to tie in. If the Kiwanis club needs help selling Travel & Adventure Series tickets or the Optimist club has fish-fry tickets to sell, we'll gladly give 15 seconds of our minute commercial to help them. The Carney Tire Co. is the only retailer selling Indiana State University football game tickets. We promote these things only on radio.

We feel we can tailor anything to radio spots. In a year's time we will cut more than 50 different ones, saving the best five or six to reinsert in the schedule if business slows. Business usually picks up when we put one of our favorites back on the air.

Talent - We also like to pitch our own TV spots, but the local screens have become so full of appliance dealers or used-car salesmen that last year we introduced our 4-year-old son, Mike, as a television actor-salesman. I read the copy, off-camera. Mike did the spot from his toy station wagon, driving past the tire displays and other products sold by "Daddy and Uncle Joe." Without a doubt, this was the most effective TV spot we've ever done—far superior to my straight pitches.

With 20 other business-district merchants, the Carney Tire Co. shares a Tuesday-evening WTHI-TV newscast. The cost is small and the exposure large, with each retailer getting brief store-product identification.

Our TV schedule is heavier during winter. We buy one-minute locations in parades, Sunday football games and near newscasts.

The Carney Tire Co. is now using its radio-TV spot-announcement schedule to publicize the Life grant. This "celebrity approach" will help us greatly and put the icing on the award.
GREATEST SHARE OF AUDIENCE of any radio station in the First 50 markets

42.9 MON-FRI. 7AM-6PM

Authenticated by C. E. Hooper, Inc. based on September-October, 1966 Hooper Radio Audience Indexes in the top 50 U.S. markets as defined by Standard Rate & Data Service, Inc.

Data subject to the limitations on its accuracy inherent in the method of survey used, and should be considered an estimate.
Is there a swing to Norelco

Just ask these busy people

Better yet, ask the

*Trademark of N. V. Philips' Gloeilampenfabrieken of the Netherlands for television tubes.*
Scenes from North American Philips Company, Inc., Studio Equipment Division manufacturing facility, Mt. Vernon, N.Y

3-tube Plumbicon* color cameras?

who build them.

people who are buying them.

Here's a partial list of stations now using the Norelco cameras. Ask them—at our expense—why they chose Norelco cameras. Call or write us. If you're in the market for a new color camera, we'll pay for your trip to one of these stations, subject of course to availability of their technical personnel to show and tell you the reasons for their choice.

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STUDIO EQUIPMENT DIVISION

NORTH AMERICAN PHILIPS COMPANY, INC

900 South Columbus Avenue, Mount Vernon, New York 10550

Two major networks and dozens of stations now use Norelco 3-tube color cameras. Over a hundred of these "new generation" cameras are on the air today. And, just to keep up with orders, we've had to triple production personnel and quadruple the number of our factory test stations in less than a year.

Why the swing to Norelco 3-tube cameras? The big reason is superior performance through state-of-the-art innovations. Item: A sharper picture in both color and monochrome than with any 4-tube camera; Norelco's "contours out of green" system for both vertical and horizontal aperture correction provides that. Item: Lower noise, more detail in dark or shadowed areas with Norelco's superior gamma circuitry. Item: No lag because our beam split system is highly efficient; also, the light is split 3 ways, not 4. Item: Maximum stability and reliability because the Norelco 3-tube camera is inherently simpler (which also means fewer controls, less set-up time).

Briefly, that's why they're swinging to the Norelco camera. For technical details, call our sales representative, Visual Electronics. Or call us. Be a swinger.
WKRG-TV
MOBILE, ALABAMA
FULL COLOR

COLOR REMOTES
COLOR FILM
COLOR SLIDES
COLOR PLUMBICON CAMERAS
COLOR EDITEC EDITING
COLOR VIDEO TAPE
COLOR TELEMET EFFECTS
CBS NETWORK COLOR

Represented by H-R Television, Inc.
or call
C.P. PERSONS, Jr., General Manager
Who's to slice that pie in sky?

ETV forces begin their moves in expectation of heavy windfalls; NET to join commercial chains in live coverage of 'State of the Union' message

Educational television, which may be emerging from a lean past into a future that promises large funds and fancy hardware, gave indications last week of how it may put its anticipated resources to work—on nationwide programming that overlaps commercial network service.

The final shape of noncommercial TV and its national program sources cannot be foretold until Congress defines, as it may next year, a new national policy on funding and operation. Meanwhile a scramble for position is becoming evident among existing forces in noncommercial broadcasting.

A major move for recognition was made last week by National Educational Television, a programing source that serves some 100 ETV stations. In a surprise announcement, John F. White, president of NET, disclosed plans for the first coast-to-coast live hook-up of ETV stations to broadcast President Johnson's "State of the Union" address next month as the centerpiece of a two-and-a-half-hour program including background and analysis.

The commercial television networks have traditionally broadcast "State of the Union" addresses live and plan to do so next month. Indeed NBC News has already been chosen as the originator of pool pickup from the Capitol and has begun planning its installation of lights and color cameras.

After the NET announcement, which was as much as a surprise to them as to anyone else, news executives of the three commercial networks said they would proceed with their plans. Although some wondered about NET's choice of so well covered an event for the core of its first national live feed, others pointed out that NET's fore-and-aft background and analysis segments would be more extensive than the commercial networks' supplementary coverage. The latter view was also expressed by Mr. White who said he did not regard his proposed program as duplicating conventional coverage.

Describing the "State of the Union" program as a "historical occasion for educational television," Mr. White said it would be the first of several special programs to be fed live by NET in 1967.

For Openers • Mr. White's announcement came as a curtain raiser to what is expected to be an extensive discussion of ETV's future in filings due at the FCC next Friday (Dec. 16). These will be filings of comments on the Ford Foundation's proposal for the creation of a nonprofit organization to operate a domestic satellite system for all television networks, including ETV, which would be supported from profits earned from fees the commercial networks paid. The foundation is expected to amplify its proposal this week.

Some time later, perhaps next month, the dialogue on ETV is expected to pick up even more steam when the Carnegie Commission on Educational Television submits a report based on its intensive study of noncommercial broadcasting's prospects. The Carnegie Commission was founded with the endorsement of President Johnson, and its report is expected to carry very heavy weight. Though tight security has surrounded the commission's deliberations, there have been reports that the commission will recommend a budget of $100 million a year or more for noncommercial broadcasting to be paid out of federal funds.

The showdown on ETV's future may come in the Senate in the next session. Senator Warren G. Magnuson (D-Wash.), chairman of the Communications Committee, has already announced that he intends to hold extensive hearings on ETV. Mr. Magnuson was the principal sponsor of an act under which the federal government has awarded some $23 million to help in the establishment of ETV stations. That authorization of federal spending expires next year.

Who Is First? • With attention thus focused on ETV from all directions, and money seeming sure to follow, the question was raised as to what organization might emerge as the programming authority through which the funds will be channeled and how that organization might be structured.

It was speculated last week that the timing of NET's program announcement—with the shape of ETV's future now hanging in the balance—and the nature of the program itself had been
chosen as factors that would spotlight the primacy of NET as the obvious beneficiary of whatever bounty may lie in ETV's future.

President White denied the timing of the NET announcement was in any way related to any particular proceeding that will affect the future of educational television, while acknowledging that NET must gain experience in handling live national teletasts.

It was noted that the plan to cover the "State of the Union" address was not only an innovation for NET, but that it seemed close to the type of programming that the Ford Foundation has been interested in supporting with its satellite plan.

Look to the Future * Appearing before the Senate Communications Subcommittee last August Ford Foundation President McGeorge Bundy said "nothing is more needed in our society, and for television itself, than first-rate national noncommercial broadcasting," adding that a new way must be found to financially promote educational television programming.

Last week Mr. White said NET's coverage of the presidential address was certainly an omen of more to come in the way of live coast-to-coast news and cultural programming from the educational network, but that this "will always be different from what our commercial colleagues are doing."

Referring to the other networks' coverage of the President's address, he said "if the past is any indication, they will just fill out the hour with analysis," before going back to their regular programming.

The NET program will begin with a half-hour of background information, then cut to the President and wind up with a lengthy analysis of the address. This analysis will be presented by economic and political authorities in various cities across the country. The program will be anchored by Paul Niven, Washington correspondent for NET. It will go out live to about 75 NET affiliates and be delivered on tape to 25 or 30 other noncommercial stations.

For the program the educational network expects to use the pool facilities of the commercial networks to pick up the President's address from the congressional chamber. Mr. White said this problem had not been worked out but that NET is prepared to pay its share of the cost of the pick-up if it is asked to.

Where It Began * The whole question of noncommercial television's structure and support has been thrust into the center of the FCC's communications satellite proceeding through the Ford Foundation's proposal (BROADCASTING, Aug. 8). The commission proceeding began as an inquiry into the use and ownership of satellites for domestic communications of all kinds. At the outset educational television was not even mentioned. The commission is still concerned with the broad questions of domestic satellite ownership and use even though publicity surrounding the proceeding has centered on ETV since the Ford proposal was made.

NET's President White said his organization has had a five-man task force developing plans for the eventual design of an educational network that will have interconnection facilities at its disposal.

Their final report should be ready within a month, he said.

Mr. White reported frequent contact between him and Fred Friendly, former CBS News president who is now consultant to the Ford Foundation, on NET's plans and also with members of the Carnegie Commission. According to Mr. White there is no one he has talked to who doesn't see NET as the central program source in whatever noncommercial broadcasting design is developed.

A high official of the National Association of Educational Broadcasters said late Thursday that he had not heard of Mr. White's announcement of NET's intention to cover the "State of the Union" speech.

The NAEB represents both television and radio broadcasters in the educational field. It has begun a drive to raise money for its own expansion (CLOSED CIRCUIT, Dec. 5). NAEB officials have asked commercial broadcasters and TV set manufacturers to contribute some $100,000. The association has explained that it wants to add enough staff to its permanent headquarters in Washington to enable it to plan for future expansion.

NET, with headquarters in New York, is operating this year on a $9-million budget, supplied by private sources, principally the Ford Foundation. It has produced and distributed taped and filmed programs to affiliates scattered all over the country. In a few instances it has been involved in live hookups of no more than regional size.

Mr. White said the next National NET telecast would very likely be of a cultural nature. Perhaps a dramatic presentation, he said.

While NET has undertaken programing efforts from its New York base it has never had the resources available to use nationwide hookup. The organization has interconnected stations on a regional basis and now considers interconnection as its "highest priority." Gerald L. Appy, field services director of NET, says that by 1968 it hopes for permanent interconnection on a minimum basis of eight hours per day.

Last summer four East-Coast ETV stations were connected for nine weeks for presentation of jointly produced live public affairs programing.

Regional networking by educational stations has been spreading throughout the country on an intrastate basis, it was pointed out.

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**Students operate suburban Chicago ETV**

Children in suburban Chicago are getting training in practical television station operation at the high-school level.

This is but one of the many benefits seen in a new $130,000 educational TV system now starting programing at suburban New Tier township high school at Winnetka, Ill. The student-run station is said to be the first four-channel closed-circuit system authorized by the FCC in the 2350 MHz microwave relay band. All four channels will be "on the air" simultaneously, each with a different program service.

A professional staff of five persons guides the student staff of nearly 150. Together they are producing in-class programing and other shows such as teacher training and coverage of live events like debates or concerts. The system feeds programs to more than 17,000 students in 25 schools in seven districts surrounding the Chicago North Shore village.

The station boasts two live studio cameras, two compact broadcast-type video-tape recorders, a mobile unit and a master control that would be the envy of many commercial stations. The students try their hand at virtually all jobs including technical operations.

According to the preliminary plans announced last week in Chicago, the annual operating budget for the school project has been set at $60,000. This amount is to be shared by participating schools.
An ETV panel looks at commercial TV

To Donald H. McGannon, president of Westinghouse Broadcasting Co., the new TV season lacks excitement. The sets-in-use show viewership is average, but that’s not enough. I think people are getting a little bored. They’re not talking about television. I seldom hear people say ‘Did you see that show on TV last night?’

He expressed this opinion on a one-hour discussion show produced and directed by Joan Shephard for the Brooklyn College TV Center in New York and being seen on noncommercial TV stations. Other members of the panel were: FCC Commissioner Kenneth A. Cox; Herb Jacobs, president of Television Stations Inc.; Senior Vice President Robert B. Hudson of National Educational Television Network; and critics Marya Mannes and Lawrence Laurent.

While the broadcasters on the panel were willing to grant that TV is not providing “the best” to viewers, they denied charges that TV is not giving viewers what they want.

Mr. Jacobs said: “TV’s critics are a highly audible minority. But we never hear from the huge, silent majority that likes what they see.”

But critic Laurent “is bothered” when he hears “the slogan, the cant, the plain damn foolishness that TV is giving people what they want. I have never in my life met anybody born with an aching necessity to see The Beverly Hillbillies. These are created needs.”

Miss Mannes said that “the ordinary people” she has met, “taxi drivers and shop girls,” say that they “can’t find anything worth looking at,” and that “as long as programing is based on delivering a mass audience it will never reach the creative heights it could.”

Mr. McGannon said: “There was a commitment made many years ago to advertiser support. Advertising support—mass audiences—programs to get mass audiences. That’s as simple as the sequence is. If you want to upgrade programing, you’ve got to find some way of breaking that... and I personally think that if it can’t be done by the networks you are going to see very little of it happening.

“At the moment, the networks are locked into a frenetic competition for first place, a position which really doesn’t mean all that much in terms of revenue. They could innovate, not every night, but one show a night... Instead, competition is increasing.”

Miss Mannes replied: “Far more people want better things than are articulate enough to describe them.

‘You have accepted the status quo: a commercial system not susceptible to change; an educational system, alas, not properly financed and no more a rival of commercial television than David was of Goliath.”

After that analogy, Miss Mannes continued: “What are the alternatives? The BBC is superb. More educational television. Pay-TV. I think everything should be tried.”

Commissioner Cox said: “There is going to be no improvement in programing by government fiat. But there is the possibility that package-goods advertising can be supplemented by advertisers of more expensive merchandise for whom it would pay to sponsor better quality, the Xerox Corp., for example. And those willing to pay for television should be given the direct option of a pay-TV alternative.”

Mr. Hudson suggested that one of the functions of ETV is to “complement and influence commercial television. For example, our series of dramatic shows apparently sparked some thinking at the networks. Of course, they have somewhat of an edge as far as financial support is concerned.”

The show, Broadcasting: Is the Viewer Remembered in Television 1966-67? has been provided to the 24 stations of the Eastern Educational Network.

Miss Shephard is currently negotiating for sale of the show to two group broadcasters.

L.A. agency will sponsor half-hour cultural show

A media millennium has come to local television in the Los Angeles market. Last week a locally based advertising agency—not any of its clients—bought a locally produced half-hour cultural program and will be its sole sponsor.

Carson/Roberts Inc., Los Angeles, announced that it will sponsor the color special called Picasso: 60 Years of Graphic Works on KHJ-TV Los Angeles. The agency will act as its own client. It plans to use the commercial time available on the program to point up the growth of cultural activities in Southern California and the necessity for everyone living there—including people working for advertising agencies—to contribute to that growth. In all, C/R will run a billboard at the opening and close of the program and the message about the area’s cultural growth in special will be placed in the middle of the program.

KHJ-TV, an RKO General-owned, nonnetwork station, applauded the action of the agency sponsoring its own program on television. The station pointed out that in the past its cultural specials have not been money-making propositions and that at best KHJ-TV barely broke even in bringing such programs to the public. The C/R-sponsored special will be broadcast at 7:30 p.m. on Dec. 21.
Spot TV buying up another 7.3%

TVB reports $270.6 million in gross times sales in third quarter; P&G still tops, but dramatic increases shown for Colgate-Palmolive, GF

National and regional spot-TV advertisers spent an estimated $270.6 million in gross time in the third quarter this year compared to $248.3 million in the same period a year ago.

The Television Bureau of Advertising in its quarterly spot report today (Dec. 12) said this is an increase of 7.3%, computed on the comparison of the same number of stations reporting for the July-September period in both years.

Both Colgate-Palmolive and General Foods went from the $8-million-plus level in the three-month period in 1965 to over $11 million this year. Other advertisers who spent more in this year's period compared to third quarter of 1965 were: Warner-Lambert, Johnson & Johnson, Liggett & Myers Tobacco, Shell Oil, Associated Products, S. C. Johnson, National Dairy Products, Mobil Oil, Texaco, Swift, California Packing, Sun Oil and Parker Pen.

The most favored and most heavily invested spot commercial length continued to be the one-minute form, the advertisers placing more than $191.3 million, or 70.7% of the $270.6 million total, for 60-second commercials (which by TVB's definition includes commercials 40 seconds or more). In 20's (includes all other lengths up to 30's), spot advertisers spent over $45.3 million (16.8%), in 10's (8-10 seconds) more than $15.5 million (5.7%) and in programs, over $18.4 million (6.8%).

By day parts, daytime TV took an estimated 21.8% of the spot money in the quarter, early evening 23.4%, nighttime 34.2% and late night 20.6%.

Greatest increases among product categories occurred in clothing-furnishings-accessories, consumer services, gasoline and lubricants, tobacco products-supplies and transportation and travel.

According to the bureau, Goodyear Tire & Rubber Co. and Household Finance appeared in the top-100 spot TV advertiser list for the first time in any quarter.

The top 100 spot advertisers in the quarter:
(Source: TVB/LNA-Rorabaugh)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Expenditure</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>$19,563,500</td>
</tr>
<tr>
<td>2</td>
<td>Colgate-Palmolive</td>
<td>$11,411,200</td>
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<tr>
<td>3</td>
<td>General Foods Corp.</td>
<td>$11,149,100</td>
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<tr>
<td>4</td>
<td>Coca-Cola/bottlers</td>
<td>$8,018,000</td>
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<tr>
<td>5</td>
<td>William Wrigley, Jr., Co.</td>
<td>$5,884,700</td>
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Sagging coffee sales need spot TV injection

Spot TV to heat up coffee's cooling sales is the recommendation of a study released last week by the television division of Edward Petry & Co., New York station representative.

The study points out that while coffee advertising in spot TV has remained stable since 1960, soft-drink spot advertising has more than quadrupled. During the same period, per-capita consumption of soft drinks has increased 31%, while coffee per-capita consumption has declined 5%.

In addition, the percentage of consumers who are coffee drinkers has declined from 74.7 in 1950 to 71.4 in 1965. This indicates a loss of 5 million potential consumers.

The study cites the parallel problem of the brewing industry. Since 1957, when both sales and per-capita consumption declined, beer advertisers have greatly expanded their spot-TV efforts. In every year since then, sales and per-capita consumption have significantly increased. The sales of the five heaviest users of spot TV have increased three times faster than those of the industry as a whole.

The study concludes that while the World Coffee Promotion Committee's "Think Drink" campaign on network (ABC-TV) and spot TV (14 markets) is a step in the right direction, an all-industry campaign domestically would do much toward improving coffee sales.
HAVE YOU LOOKED AT CHARLOTTE LATELY? This largest city of the Carolinas is mushrooming, building, bustling with prosperity and production. Here is where advertisers tap the highest effective buying income per household in the Southeast. Retail sales tops in the Carolinas. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to give you a proposal. Let us show you how you can get more for your advertising dollar in North Carolina with Charlotte's WSOC-TV.

NBC/ABC—Represented by H-R
WHEN-TV to stick by color surcharge

WHEN-TV Syracuse, N. Y., which opened the floodgates of agency criticism when it announced a color rate card last month (BROADCASTING, Dec. 5, CLOSED CIRCUIT, Nov. 28), is standing by the 5% increase for commercials run in color.

Paul Adanti, vice president and general manager, said last week that he expected some strong agency feeling about the increase but that he was "most surprised and concerned with statements which have threatened economic sanctions in the purchase of other than color time on our station and which have threatened economic sanctions against our sister radio station, WHEN, which is a separate operation."

He said threats that the Syracuse market would be bypassed if "our competition" institute color charges are "equally unsettling." (WSYR-TV and WNYS-TV both had said earlier they did not plan color charges.)

Mr. Adanti said there is no reason for color TV to be an orphan compared to other media that receive extra payment for color. He charged advertisers were being "unrealistic" to expect television, "alone of all the various media of advertising, to offer a continuing "free ride" for color advertisers in the face of the increased costs incurred to provide the color service."

The advertiser is not required to use color, he added, noting that black-and-white television "is an advertising medium of unparalleled impact and effectiveness [and one that] remains woefully underpriced." WHEN-TV color charge, he continued, is a move to "develop a formula for this premium service and premium impact on a sensible, equitable basis, founded on the color circulation" of the station.

The ability to produce results is the only criterion for advertising dollar investment, he said, and "on that premise we are willing to be judged."

Business briefly...

The Armstrong Cork Co., Lancaster, Pa., through BBDO, New York, will sponsor the rerun of "Brigadoon" on ABC-TV in early March and has signed for two additional musical revivals on ABC: "Carousel" in early May and "Kismet" in early fall, 1967. Original telecast of "Brigadoon" was Oct. 15.

American Airlines and The Chemstrand Co. (both through Doyle Dane Bernbach), and Sylvania Electric Products (Tatham, Laird & Kunder), all in New York, and R. J. Reynolds Tobacco, Winston-Salem, N. C. (William Esty, New York), will sponsor ABC-TV's third blockbuster feature film scheduled this season—Guys and Dolls—on Feb. 8 (8-11 p.m. EST).

Coca-Cola Co., Atlanta, through the Marschalk Co., New York, plans a $4-million campaign that includes spot TV for Tab, Sprite and Fresca. In addition Fresca will use its first network TV with participation in five football games between Dec. 24 and Jan. 2.


NAB code board to decide on billboard cutbacks

Several proposals on time standards, including alternate staff recommendations, will go before the National Association of Broadcasters television code board at its meeting in Washington this week (Dec. 14-15).

The original staff proposal presented at the code board's regular October meeting (BROADCASTING, Oct. 10), would have restricted the use of billboards to single-sponsored half-hour or longer programs and have them run no longer than 10 seconds. This would result in reducing the amount of non-program time 40 seconds per hour (assuming two half-hour shows)—from 16-minutes, 20-seconds per hour to 15 minutes, 40 in nonprime time, and reducing the 10-minute 20-seconds to nine minutes, 40 seconds in prime time.

The alternate proposal will be that billboards for participating shows be allowed but that they result in a time cutback that would total 20 seconds an hour.

Among the other proposals before the code board are ones from Cornithan Broadcasting, Storer Broadcasting and Kaiser Broadcasting. These range from limiting number of commercials and interruptions to separate time standards for network affiliates and independents to an average time standard for the whole day.

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BEELINE® COUNTRY... AWFULLY BIG IN AGRICULTURE

... and BEELINE RADIO KMJ is a proven way to reach this important market

You have a powerful line-up working for you on Beeline Radio. KMJ, for instance, covers Fresno’s 9-county market where people have over $2.63 billion to spend every year. KMJ is just one of four Beeline stations... the key to California’s rich Inland Valley.

Data Source: Sales Management's 1966 Copyrighted Survey (Effective Buying Income)

McCLATCHY BROADCASTING
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KMJ • Fresno KFBK • Sacramento KBEE • Modesto KOH • Reno

BROADCASTING, December 12, 1966
Hart to get network side

Hill hearing on alleged discrimination in ad practices resumes today

The Senate Antitrust and Monopoly Subcommittee, which earlier this year delved into alleged discriminatory practices in the field of television network advertising, will resume its inquiry in Washington today (Dec. 12) with the avowed purpose of hearing the networks' side of the story. There were indications that the hearing would range beyond network practices.

The lineup of witnesses scheduled to testify at the three-day hearing includes network executives, government officials and the head of the National Association of Broadcasters.

Subcommittee Chairman Senator Philip A. Hart (D-Mich.) said the group would hear the networks' side of the allegations made earlier and examine the adequacy of present law and enforcement. Shortly after the group wound up the earlier sessions in June (Broadcasting, June 6), its staff began preparing for this sequel and Senator Hart said last week the networks had provided data to assist in understanding their rate and discount structures.

The network officials will be called to explain the earlier charges by small businessmen and media experts that major corporations received discounts and favorable placement for their advertising.

The government officials scheduled to appear at the hearing are Rosel H. Hyde, chairman of the FCC; Paul Rand Dixon, chairman of the Federal Trade Commission, and Edwin H. Zimmerman, first assistant to the assistant attorney general in charge of the antitrust division.

The network officials are Thomas H. Dawson, senior vice president of the CBS Television network; Dr. David M. Blank, vice president of economics and research of the CBS Broadcasting Group; Thomas W. Moore, president of ABC and Don Durging, president of NBC-TV.

Vincent T. Wasilewski, president of the National Association of Broadcasters, is also scheduled to appear.

Although the hearing is billed as a chance for network rebuttal of the earlier charges, it reportedly may develop into a wide-ranging continuation of the general probe into advertising practices. Some see it as an extension of the heated dialogue that has been waged in recent weeks over the possible extension of government activity into advertising because of what it feels may be discrimination against small advertisers and because of the impact that large advertising budgets may have on economic concentration. (Broadcasting, Oct. 31.)

The subcommittee will also focus on the NAB code and charges it may adversely work against small advertisers. Network officials also will probably face a thorough grilling on their rate discounts and other practices. The presence of high officials from the FTC and the Justice Department's antitrust division also indicates they may amplify on past statements concerning advertising. The head of the antitrust division has already suggested some action such as government entry into the dissemination of additional product information for consumers.

One of the subcommittee's staff has suggested some action to remedy present practices and Senator Hart has also voiced concern over the lack of opportunity for smaller firms. The staff for this hearing has gathered data submitted by the networks on rates, discounts, and availabilities for a presentation that may center on some of the charges of unfairness to small advertisers.

TV to educate consumers urged

Young & Rubicam's executive vice president, William J. Colihan Jr., called for industry, advertising and media support of a program of consumer education at the annual "Freedom of Information" conference last week at the University of Missouri.

"Perhaps if LBJ or Esther Peterson called a White House conference on extending the benefits of marketing," Mr. Colihan said, "we could develop some really great ideas.

"I think that business, media and advertising can put together an adult course in consumer education . . . that [they] can deliver it to needy consumers in their homes . . . and that it is the social responsibility of business, media and advertising—of the hitherto unholy three of marketing—to do so.

"Give us a TV network for 15 minutes a day and we will build a bridge. Enlist the Ad Council for free commercials on radio and we will get the program looked at.

"It would be nice, however," he emphasized, "if government could realize it could be helpful by making receptive sounds and gestures."

Mr. Colihan described the lack of effective consumer education as a giant weakness of marketing. We need more consumer education—if the marketing system is to succeed in energizing the economy and for all the people. This is to say we need more affluent consumers, smarter consumers, better-educated-to-better-buying consumers than we now have."

Mrs. Peterson, adviser to President Johnson on consumer affairs, termed the Colihan proposal "a very worthwhile idea." She said that she intends to explore the suggestion.

C&W remotes pull lakeside land customers

WKTC Charlotte, N.C., has been the key to success for lot developer, W. G. (Bill) Allen Jr. And the door WKTC has opened with its country-and-western sound is one through which $5.7 million worth of real estate customers have passed in six years, according to WKTC.

The radio campaign for the land transactions features 20 spots daily for the four days preceding a sale, usually held on Sunday, plus additional spots on the morning of the event.

Mr. Allen's "supermarket" system for lot buyers, which J. G. (Jack) Kenworthy, president, WKTC, and Johnny Jacobs, manager and featured announcer, have helped spark since its inception, is based on mass sales of building sites for $10 to $25 down and a similar amount per month. This formula, plus the attraction of C&W performers such as Porter Wagoner, Tex Ritter, Justin Tubb, Sonny James and Stonewall Jackson, has led to sales of as many as 67 lots in one afternoon.

With promotion from WKTC, Allen has become the largest single retailer of lakeside recreational lots in the area, according to the station. He has sold 525 waterfront lots, approximately 800 waterview lots on Lake Norman, the largest inland body of water in North Carolina, and over 200 mobile-home lots and more than 1,100 suburban residential lots within 10 miles of Charlotte. The carnival atmosphere created at an Allen selling site is centered around the broadcast stage for the C&W performers, who are on the air from 12:30 to 6:30 p.m. during special sale days.
Meet the fine executives behind United Broadcasting Company...

Successful men like C. C. Courtney of WJMO Radio, Cleveland.

To serve your audience, you've got to know your audience, says C. C. Courtney, executive vice president of UBC. With years of radio experience already behind him, Courtney joined Cleveland's WJMO 14 years ago, when the station subsisted on a round-the-clock diet of rhythm and blues. Since then, the WJMO audience has doubled, and now stands at 300,000. What did Courtney do? He looked long and hard at the Negro market in Cleveland, and determined they were after more than music. Today, a balanced format of News, Music, and Public Service is standard fare for WJMO. The station airs 48 newscasts daily, raises funds for Cleveland's needy, sends mobile units to report on major Negro events. Advertisers, religious groups, and the City Council have acclaimed WJMO as a significant spokesman for the local Negro community, a group representing a significant 35% of Cleveland's citizenry. And not surprisingly, billings are up 500% from early R & B days.
United defense for advertising?

Ad Federation proposes cooperation effort

of nearly score of organized media and advertising
groups to carry water for fires in Washington

The new American Advertising Federation appeared last week to have kindled at least tentative interest in a proposal that 17 leading media and advertising associations join the AAF in presenting a unified front against government attacks on advertising.

Donald A. Macdonald, chairman-elect of AAF, which becomes operative on Jan. 1 through merger of the Advertising Federation of America and the Advertising Association of the West, made the proposal in an address to executives of the 17 organizations at a closed luncheon meeting in New York last Monday (Dec. 5).

He called on the organizations for support that would permit expansion of the Washington office currently maintained jointly by AFA and AAW into "a truly unified Washington nerve center" with "a unified national program" through which all the organizations could "truly speak as one voice."

Under Mr. Macdonald's plan the expanded office would also serve as the Washington office or bureau of each of the participating organizations, would have a registered lobbyist representing all the organizations, would compile information and prepare reports of special interest to individual associations, would offer the services of a Washington attorney to counsel on legislative and regulatory problems, and would set up study and action committees to plan and implement unified programs in behalf of advertising.

Real Target • Mr. Macdonald, who is advertising director of Dow Jones & Co., said that in the mounting volume of criticism directed against advertising "the real target" often is not really advertising but business itself—and that, if these attacks succeed, the survival of media (since they are advertiser supported) will also be in question.

"They [critics] know they can enlist more support from the general public if their pronounced purpose is to destroy automotive advertising, for example, than if they were to confess that they really wanted to destroy is American business," Mr. Macdonald said. "More unthinking citizens will applaud them if they declare war on TV aspirin commercials than if they

Equal time for cigarette commercials?

A 26-year-old New York attorney reportedly concerned about his mother's smoking habits may ask the FCC soon to rule on whether cigarette commercials—on which cigarette companies pay broadcasters $200 million annually—subject stations to the requirements of the fairness doctrine.

The attorney, John F. Banzhaf, III, has asked WCBS-TV New York to make available for the presentation of antismoking messages "free time, roughly in proportion to that now spent on your station promotion the virtues and values of smoking."

He said "that if he hasn't received a satisfactory answer" to his request by Dec. 16 he will file a formal complaint with the FCC.

Mr. Banzhaf argues that the advisability of smoking is "clearly a controversial issue of public importance" and, therefore, comes within the fairness doctrine. He says that time should be given to "responsible groups," such as the National Interagency Council on Smoking and Health, to afford viewers a "cross-section of opinion" on the issue.

Mr. Banzhaf could not be reached for comment last week, but his mother told Broadcasting how her son, a graduate both of the Columbia University Law School and of the Massachusetts Institute of Technology (with a degree in electrical engineering), became interested in the cigarette-commercial issue.

"He was quite disturbed about my smoking. I'm a health education teacher, and I tell my kids about the danger of smoking, but they tell me about handsome, healthy people in TV commercials. John got so excited, he began watching commercials, and that's why he started this thing."

Question Qualities • Mr. Banzhaf, in his letter to WCBS-TV, said the question of whether smoking is advisable qualifies as a controversial one in view of the sharply conflicting views expressed by public groups and some members of Congress, on the one hand, and by cigarette companies on the other. And its importance is indicated by the fact, he said, that smoking affects "the health and very lives of millions of Americans."

Although the commission has held that sponsored programs and paid political spots fall within the fairness doctrine, it has never been asked to rule on whether commercials for products do. One commission attorney last week said that while an argument could be made that the doctrine applies, "the doctrine is not supposed to regulate everything." In the case of commercials, he said a distinction "might be drawn between a question that may be implied and an affirmative point of view."

The issue of the FCC's responsibility in connection with cigarette commercials was raised in February in another connection. A group called the American Radio and Television Improvement Association, of Beverly Hills, Calif., said the commission was obliged by the Communications Act to bar the broadcast of cigarette commercials. The association based its argument on the act's provision stating the FCC was created to promote "safety of life and property through the use of wire and radio communication."

A commission official said at the time the commission wouldn't be prepared to take the requested action until "an official government agency makes a finding smoking has a direct causal relationship to illness." He also noted that Congress, while requiring a health-hazard warning on cigarette packages, chose not to ban tobacco advertising (Broadcasting, Feb. 28).
declared war against the drug business."

In calling for unified action, Mr. Macdonald said that at present "when advertising speaks, it speaks to itself, and the news coverage is limited primarily to our own trade press. What nationally respected champion of advertising and marketing appears on television, and with logical and studied remarks answers unfair attacks upon our very existence?"

"Is there no national figure in business we can call forth to do battle for us? We are being bested at our own profession and in our own arena."

Lacking a united program, he continued, associations today tend to be "stampeding in the same direction and winding up in a pile, or in opposite directions alone." He said his proposal did not anticipate that "one association will speak for all," but rather would make it possible for "all associations [to] speak through one."

Quick Results • Preliminary estimates, he said, indicate that $50,000 added to the current AFA-AAW Washington office budget would permit the proposed new program, in behalf of all 17 of the AAF-affiliated associations, to become effective "in a relatively short time."

Among the participants in the meeting, president Vincent Wasilewski of the National Association of Broadcasters said afterward that the NAB was pleased with the proposal and would do all it could to support it, although he made clear that NAB would not in any way yield its own Washington lobbying operations.

Mr. Wasilewski noted that he had himself advanced a similar proposal, calling for media and agencies to consider a joint program of education concerning advertising (Broadcasting, Nov. 21).

Miles David, president of the Radio Advertising Bureau, said his organization is interested in exploring ways in which RAB can contribute to a unified program, but that he felt the project should be "thought out completely" and should not be limited to a "Washington operation" where RAB, as a sales organization, has no real role.

There was no immediate reaction from the Television Bureau of Advertising and the American Association of Advertising Agencies, which—like the other organizations represented at the meeting—are affiliated with AAF. The Association of National Advertisers is not an affiliate and was not represented at the meeting.

Other Problems • Even among some of those who gave qualified approval to the AAF proposal there was a feeling that in focusing attention on Washington it was underestimating the importance of advertising's problems in other areas, particularly in general public relations.

Some newspaper as well as broadcasting executives reportedly were skeptical about the success with which the AAF—or any other one organization—could represent all advertising, and especially competing media, under all circumstances. One suggestion advanced unoffically was that the AAF might function more effectively as a "disseminating" organization, coordinating the distribution of materials developed by individual organizations.

Donald Wilkins, AFA Washington vice president, said that the shotgun effect of different offices and programs run by different organizations has made it easy for government to follow a "divide and conquer" strategy, concentrating its fire at one target at a time.

"It seems pointless for every individual organization to open an office with two people when by pooling efforts and funds we can combine and have one strong operation," he said. He singled out NAB President Wasilewski as one who had "gotten in with both feet" and helped lead the fight not only against critics of radio and TV advertising but against critics of advertising as a whole.

Mr. Wilkins thought it would be possible to assess the extent of support for the AAF proposal—and therefore the extent to which the current operation can be expanded—by the time of the organization's annual Washington conference on advertising and government relations, scheduled next Feb. 6-8. He noted that, in any case, plans were being made to strengthen his office after the AFA-AAW merger goes into effect Jan. 1.

Rep appointments...

- WINN Louisville, and WVLK Lexington, both Kentucky: Avery-Knodel, New York.

Benton & Bowles enters MPO's volume plan

Benton & Bowles, New York, now has an agreement with major TV film commercial producer MPO Videotronics, New York, patterned after two other agreements MPO holds with advertising agencies. Basically the agreements establish a reduction in MPO's markup based on the annual volume of commercial production the agency places with MPO.

Existence of the agreement, signed Nov. 28, was disclosed by the companies last week. MPO's other agreements, which were effected over the past three years, are with J. Walter Thompson and Lennen & Newell.

The companies noted there was no exclusivity involved. The agency can continue to use other producers, although it will earn what amounts to a discount at MPO, and the commercial producer will continue to handle commercial production for other agencies whether or not they are regular users of MPO.

Rheingold renews N.Y. Mets for five years

Rheingold Breweries Inc., Brooklyn, N. Y., has renewed its radio-TV rights to New York Mets baseball games for the next five years (1967-71), and has completed several broadcast arrangements through its agency, Doyle Dane Bernbach, New York, it was announced last week.

Rheingold signed five-year contracts for Mets coverage with WOR-TV New York and, in radio, with WJZJ Newark, N. J., and also made radio deals with WJZJ Babylon, N. Y. and WSNB Bridgeport, Conn. Before the 1967 season starts, other radio and TV stations outside of New York City are expected to be added, according to DDB.

A DDB spokesman indicated Rheingold will cut its sponsorship to one-quarter beginning in 1967. Previously, Rheingold took over half the sponsorship, selling the remainder to other advertisers.

The WOR-TV contract calls for 120 TV games with 75 home contests in color. WJZJ plans to broadcast all 189 games played by the Mets.
N.Y. banks hear TVB presentation

The Television Bureau of Advertising last week made a presentation to 36 New York banks and their advertising agencies, emphasizing the successful use of local TV by banks across the nation.

Banks, it was noted, are the second biggest local-TV users, averaging 66 spots per week in 75 cities: In New York, they are the biggest, averaging 156 spots weekly. A main thrust of the presentation, "Trusts and Television," was toward developing new spot advertising by banks' trust departments.

The population base of even the highest income brackets is spreading, and most of the wealthy live beyond the reach of downtown newspapers, it was pointed out. And, in the style of the American Airlines "professional traveler" theme, trust departments can be made to symbolize "a feeling of confidence, security, money saved, of peace of mind" to the general public as well as trust prospects.

Also in advertising...

Acquisition — Ridgway Advertising Agency has purchased Hart and Johnson Advertising Agency Co., both St. Louis. Casper Yost, president of Ridgway, said that the acquisition will increase the agency's annual billings by approximately a million dollars. Ridgway's expanded offices are in the Ridgway Building, 889 South Brentwood, Clayton.

Video tape rentals — Promotional Services Inc., New York, said last week its subsidiary ATC, a reciprocal trade agency, is leasing Ampex video tape recorders to agencies for $60 per day. By April 1967, PSI expects to furnish color equipment in this service.

Best in radio — D'ArCY Advertising's Chicago office won the 1966 regional radio award of the American College of Radio, Arts, Crafts and Sciences last week for its radio commercial for Standard Oil. Group's best local radio commercial award went to Z-Frank Chevrolet and Marvin Frank Advertising, both Chicago.

Rates up — WJZJ Newark-Linden, N.J. (ch. 47), which appeals primarily to the Spanish market in the New York area, will raise its rates for its various 60-second package plans by approximately 25%, effective Dec. 12. The station cited as a reason for the rate rise the increase in UHF set penetration among Spanish-speaking New Yorkers to 54%, which is a 70% gain since January.

Mennen gives JWT $4-million account

J. Walter Thompson Co. last week picked up $4 million in Mennen business effective Feb. 1. The products, currently at Warwick & Legler, bill more than $1 million in radio-TV.

Products include Sof'Stroke shaving cream, Skin Bracer, spray deodorant, pushbutton deodorant, bathdale and new products. Other Mennen products are with Grey Advertising and Warren, Muller, Dolobowsky Inc., both New York.

W&L earlier had reported its 10-year association with the Mennen Co., Morristown, N. J., would end upon appointment of a new agency (Broadcasting, Nov. 7). A Morristown announcement, released last week through JWT, indicated that Mennen had met with 12 agencies.

Rep opens in Pittsburgh

Gateway Reps has been formed to act as a Pittsburgh regional sales organization for radio and TV. Joseph Kiselica Jr., previously with WIFE-AM-FM Indianapolis, has been named general manager. The firm's main office is in the Gateway Towers in Pittsburgh.

A sure bet: election probes

Gears start meshing on House side following earlier Senate move

Broadcasters are virtually assured of a double-barrelled investigation on Capitol Hill next year of the manner in which they cover elections and public affairs.

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has already indicated he intends a sweeping inquiry into practices in the broadcast of news, editorials and public-affairs programs (Broadcasting, Oct. 31).

And last week, Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, began laying the groundwork for what could be an extensive inquiry into broadcasters' coverage of elections.

He asked the FCC to request all stations about which it has received complaints concerning alleged fairness doctrine and equal-time law violations to preserve the records and correspondence relating to those complaints. He wants the material kept available for inspection by members of the committee and its staff.

Representative Staggers, in a letter to FCC Chairman Rosel H. Hyde, said House colleagues and members of the public have informed him of "a number of cases" in which television stations have been charged with violating the fairness doctrine or the equal-time law.

Inquiry Coming — "In due course," he said, "our committee intends to inquire into these matters." The station material he wants preserved for that inquiry includes "scripts, editorials, comments, tapes, film clips, log entries, announcements and all correspondence, memos or writings pertaining to the questioned broadcasts."

Senator Pastore, in preparation for his hearings, has asked all stations to complete an exhaustive questionnaire on such subjects as station editorials, public-affairs programs and the use of syndicated programs. It also asked for comments on the equal-time law.

Representative Staggers last week declined to discuss any plans he might have for a hearing. He said that it would be premature to discuss such matters in advance of the reconvening of Congress.

But he gave an indication of how he feels about the political-broadcasting subject in the conclusion of his letter to Chairman Hyde: "Will you kindly advise me as soon as possible of the action taken to preserve these records. At this time I do not wish to invoke the committee's subpoena power. But the serious nature of the complaints received by me may require exercise of such power forthwith."

Commission staffers last week were reported composing an answer to his letter and, at the same time, culling their files for all complaints concerning fairness and equal-time received in connection with the past year's primary and general elections. There was no immediate count as to the number of stations involved.

There was no indication, either, as to how much of the material of interest to Representative Staggers will be available to his committee. The commission
IN LOS ANGELES uncommon growth is a common occurrence. Nearly 5,000 people move into Greater Los Angeles each week. The area "is already the second-most populous metropolis in the U.S. [and is] almost sure to pass New York by 1975." (Time Magazine, September 2, 1966.) Only KMPC owns and uses all of the mobile facilities necessary to span this expanding market: two helicopters, two fixed-wing planes and four ground units. Advertisers are never charged for this news and traffic coverage. They simply profit from it.

BROADCASTING, December 12, 1966
has no rule requiring stations to preserve such records. However, the commission will request the stations to cooperate in preserving the requested information.

Representative Staggers' letter to the commission indicates a broadening of his interest into stations' coverage of political campaigns. Two months ago—as the 1966 campaign hit its climax—he expressed concern about stations endorsing candidates, and said he would hold a hearing on that subject when Congress reconvened (Broadcasting, Oct. 31).

**Asks Senate hearing on vote-projections**

The reaction to television networks' vote predictions on election night continued to swell last week as a member of the Senate Communications Subcommittee called for a congressional study of the practice and a gathering of state legislators condemned the broadcasting technique.

Senator Vance Hartke (D-Ind.) who had been expected to make such a plea, last week asked subcommittee chairman Senator John O. Pastore (D-R.I.) to hold hearings on the possible influence the vote projections might have in areas where polling places have not closed.

"The hearings are not intended to cast doubt on the polls themselves nor the validity of projections. They would, instead, examine the full impact of projections, especially when these are presented as full and final totals on the basis of a very few returns," he wrote.

He added that he did not dispute what he called the inherent right of the people to know the facts and the right to stations and networks to tell the facts along with interpretations. But he also noted that "viewers and listeners are misled—often—unintentionally.

Sometimes they are annoyed by being told that one candidate or another has been 'elected' when, in fact, only a handful of returns have been counted.

"I feel that a complete airing would be helpful and enlightening. The least we might expect from all this is that Congress and the people would learn the validity of polls and what efforts are being made to keep reporting and interpretations honest and complete as well as communicated rapidly," he concluded.

Meanwhile, the General Assembly of the States, a conference of state legislators and officials from throughout the nation meeting in Chicago, adopted a resolution condemning the projection of election victories on the basis of scattered returns. The resolution also called for state and federal laws to prohibit declaration of election victories that might influence election results in areas where the polls have not closed.

**KDAY remembers Pearl Harbor in big way**

A Los Angeles-area radio station, which 25 years ago was part of the Blue Network, spent one entire broadcast day last week remembering Pearl Harbor. Last Wednesday (Dec. 7) 50-kw KDAY Santa Monica discarded its regular telephone request music programing, including all scheduled commercials, in commemoration of the 25th Anniversary of the Japanese attack on the Hawaiian naval base. The Rollins Inc.-owned station totally recreated the "day of infamy" the way it would have been covered by radio in 1941.

Music heard included all the 78 RPM records that were popular 25 years ago. Some of the commercial messages were for new Fords and Chevrolets selling at $950 each and Safeway Stores was heard advertising porterhouse steaks for 29 cents a pound. Public service spots urged young men to join the Army Air Corps and the general public was asked to buy Defense Bonds to the tune of "Any Bonds Today?" playing in the background.

KDAY's programing started out as a typical broadcast day of 1941: The news of the fighting in Europe was covered by actualities and reports from foreign correspondents. Stock market activity showed the Dow-Jones industrials at a high of 112 points. Hollywood gossip from Jimmy Fiddler and Hedda Hopper carried such items as the opening of Ronald Reagan's new movie "Kings Row," in Hollywood, with admission of 40 cents for adults.

This conventional programing was interrupted with a bulletin at what would have been 10:09 a.m. PST, advising that the War Department had confirmed that Japanese bombers were attacking Pearl Harbor. The war story was allowed to develop throughout the day at the same pace it would have in 1941.

Later news included short-wave reports from KDAY Blue Network correspondents in Manila, Honolulu, Washington and London.

The research for last week's recreation was said to represent weeks of preparation by the KDAY news staff headed by Russell Porterfield, news director. KDAY newsman Stan Evans wrote the continuity and script for the entire broadcast day. Much of the information for the broadcast came from the Dec. 7 and 8, 1941 editions of the Los Angeles Times. In addition magazines from the 1941 era were secured from the UCLA library.

After the broadcast, station officials indicated that KDAY may go on to do similar historic recreations on a one-a-month basis.

**Revamp voting laws says ABC's Lower**

Elmer W. Lower, president of ABC News, last week became the second high network executive in recent weeks to publicly endorse a revision in the nation's election laws to keep pace with advances in electronic technology.

Mr. Lower's stand was part of an address he made before the National Democratic Club in Washington. It followed a similar proposal by William S. Paley, chairman of CBS Inc. a week earlier (Broadcasting, Dec. 5.) At the Democratic Club session Mr. Lower also defended television's handling of the election-night returns including vote projections based on computer data. However, he did say ABC in the future will strive for accuracy rather than speed in its computations.

He came out strongly in favor of a uniform 24-hour voting day throughout the nation as an answer to critics who have claimed reporting of eastern returns might affect voters in areas where the polls have not closed. He
IN SAN FRANCISCO the success of KSFO is unequivocal. The station attracts the San Francisco-Oakland area’s largest audience. And it is considered a major advertising medium in the Bay Area, not only by leading national accounts, but by those close enough to measure its immediate effectiveness, the local businessmen. More than 50% of KSFO’s commercial time is bought by Bay Area advertisers. Fortunately for all advertisers, local or national, desirable schedules on KSFO are available with encouraging frequency. In fact, we suggest that you contact KSFO or its representative now.
Nine-week network takes 52 weeks’ work

When KTVH (TV) Wichita, Kan., began the Missouri Valley Conference basketball network several years ago it was quite proud of the nice little live hookup of 11 regional stations it had engineered.

But that was only the beginning of a sports program success story—and a lesson in how deeply stations can become involved in the big business of syndication in spite of themselves.

Four years later, thanks to faithful sponsors like Goodyear Tire and Rubber Co. (Young & Rubicam) and Phillips Petroleum (J. Walter Thompson Co.) plus the practical production assist of video tape for easy insertion of commercials and other standard format material while anywhere on the road, the basketball network this winter will include some two dozen stations in 10 states. The nine-week series starts after the holidays and this season will include two contests in color.

All commercials also are in color this season.

Goodyear and Phillips once again have each renewed one-quarter sponsorship on the network and another one-quarter is still open. The remaining quarter sponsorship is open to stations for local selling. The network package continues to be produced by KTVH but now it is sold and underwritten by Tom Vickers Productions, Wichita.

The Missouri Valley Conference TV network began in 1963 as the brainchild of Jack Munley, KTVH sports director, with the blessing of station management. Mr. Munley does the play-by-play while color is provided by Dick Boushka, former All-American from St. Louis University.

“Organizing and operating the nine-week network is a year-long job,” according to KTVH production supervisor Julius P. Efflandt, since actual telecasting of the games is only the final step. “Lining up the games, one each week, negotiating rights, signing up member stations, working with the schools and producing a uniform format are all part of the behind-scenes work,” he explained.

Producing live openings and closes plus inserting network commercials for each game from different participating stations, each done with a different crew, could have amounted to monumental production headaches for one outlet to shoulder, Mr. Efflandt recalled. KTVH solved the problem by pre-recording a set format on video tape. This tape is taken with the KTVH announcer and network producer to the originating station for integration into the live pick-up of the game each week.

The video tapes have been further personalized for each game by inserting the names of the colleges, fieldhouse and local station call letters, he continued. A set opening and close were animated on film and the title cards were picked up on camera in the KTVH studios. Both film and live material then were integrated on video tape. An additional wrap-up format was recorded just in case a game ended ahead of schedule, Mr. Efflandt said.

“During the 1965-66 season we taped eight black-and-white game formats and one in color,” Mr. Efflandt said. “Since color facilities are available at more of the stations carrying the 1967 telecasts, all our work will be done in color for format and two of the games themselves will be in color.”

For the first few years the basketball network just about broke even and last year the profit margin began to show up on the black side of the ledger. KTVH hasn’t thought of the package as a money-making venture but if this syndicate continues its present trend the sales department will be able to be just as proud as the boys in programing are.

called other suggestions “impractical”, such as a ban on broadcasting of national results until all polling places have closed. He said, however, that he did not expect legislation in time for the elections in 1968 but perhaps by the 1972 presidential race.

He and Arnold Snyder, manager of elections for ABC, and Ron Ogle, associate producer of election coverage, besides fielding questions and criticism from the floor, also described the ABC election-night operation to the gathering. They told of the myriad details that are worked out in advance; including the data that is gathered for use in the computers to forecast outcomes. They discounted the effect that early forecasts and results might have on voting intentions, citing surveys taken that showed such practices having little impact in the past.

However, they added, all the networks stubbed their toes on some aspects of coverage and that all are starting now to evaluate their past coverage and to plan for the 1968 elections.
IN PORTLAND the mighty 50,000-watt day-and-night coverage of KEX blankets more than 85% of homes in Oregon plus 100,500 homes within the state of Washington. In the Portland Metropolitan Area itself, KEX is the dominant "adult" station, saturating a listening population of 860,000 in this four-county market alone. With the state's largest radio news department and best-known and admired personalities, KEX couples power with popularity to give the advertiser the best buy in this 2½ billion dollar market!
Kintner beats drum for longer newscasts

BUT NETWORK NEWS OFFICIALS ARE LUKEWARM TO IDEA

A renewed plea by Robert E. Kintner for an expansion in network television evening newscasts from a half-hour to a full hour each day was depicted last week by news executives as a "desirable development" but one that most likely will not happen for some time.

One TV news authority privately suggested that Mr. Kintner was "ahead of the times," although the former NBC chairman and president had expressed similar sentiments 10 months earlier (Broadcasting, Feb. 28).

Mr. Kintner made the plea last week in his first public address since his departure from NBC on March 31 and his appointment subsequently by President Johnson as a special assistant and as secretary to the cabinet. He spoke at an International Radio and Television Society luncheon in New York.

In his talk, less than 10 minutes long, the field. His comments emphasized a need for additional interpretation of the news and the scheduling in prime hours of more news specials and of more documentaries treating controversial issues.

A belief, sometimes expressed, that "news does not make money," Mr. Kintner said, was not valid "if you add up" all the news programing (and its sponsorship) on network and station schedules.

He said the "news job" in broadcasting has "just started."

The points expressed last week by Mr. Kintner had been advanced in a more general way in a comprehensive review of NBC's financial, programing and audience successes gained during his seven-and-a-half years with the network. That review, along with suggestions for news and program improvement, was submitted in a detailed letter to Robert W. Sarnoff, RCA president, in February, prior to Mr. Kintner's departure from NBC.

Not Enough Pre-emption. In his letter, Mr. Kintner had advocated greater experimentation in regular programing" and more frequent pre-emption of regular nighttime schedules for special programs. He had suggested "immediate" experimentation in lengthening evening newscasts, that television "tackle many more" controversial subjects and that more "intelligent" interpretation be exercised on the air by news departments, which he said must assume responsibility for better communicating to the public complex local, national and international events.

William R. McAndrew, president of NBC News, said last week that NBC has had discussions on the possibility of expanding newscasts but has not reached a decision. The network, he indicated, does not intend to schedule expansion soon but will continue to study the matter.

CBS and ABC news authorities were reluctant to speak publicly to the question.

It Takes Time. One executive noted, however, that it took some time before a "breakthrough" was achieved to a half-hour evening newscast. (ABC expands its 15-minute evening news to a half hour next month. CBS and NBC both telecast a half hour of news each evening).

Network news officials pointed up several difficulties they would encounter in planning for a news expansion. These were beyond the purely financial, though this alone would require study. Among the difficulties would be the displacement of time periods, station clearance, a required step-up in news coverage and the color-cost factor.

It was pointed out that in such major cities as New York, Chicago and Los Angeles, stations now schedule a full hour of station-originated newscasts before or after the half-hour network news shows. "Would we now suggest to these stations that they program two full solid hours of news daily?" they asked.

Mr. Kintner told his broadcast audience that since he had been at the White House he had declined 13 invitations to speak, 51 invitations to appear on "TV forums" and "five or six" requests to write articles. He also said his remarks reflected his own observations and that he could not speak for the President. Mr. Kintner said his job at the White House demanded anonymity.

Mr. Kintner said that he believed today's complicated events, such as the Vietnam conflict and continual changes in Europe, could not be adequately discussed within the framework of the half hour of news currently programed nightly by the networks.

Les Personnages. Mr. Kintner suggested that the networks also reduce the air time of such news personalities as Walter Cronkite (CBS), Chet Huntley and David Brinkley (NBC) and Peter Jennings (ABC), and expose a greater number of other reporters in

Cabinet Secretary Kintner
Job demands anonymity

TV series sales . . .

New Year's Eve with Guy Lombardo (ABC Films): WAKR-TV Akron, Ohio; WBFG-TV Altoona, Pa.; WAGA-TV Atlanta; WJBF(TV) Augusta, WRBL-TV Columbus and WMAZ-TV Macon, all Georgia; KTVB(TV) Boise, Idaho; KTSF-TV El Paso; KFRE-TV Fresno, and KNTV(TV) San Jose, both California; KREX-TV Grand Junction, Colo.; WZZM-TV Grand Rapids, Mich.; KCBK-TV Lubbock, Tex.; WLVA-TV Lynchburg and WTVR(TV) Richmond, both Virginia; WFAA-TV Pittsburgh, and WNYS-TV Syracuse, N.Y.

Something Special (Four Star Inter-
IN SEATTLE-TACOMA, advertisers get the advantage of one of the most spectacular sales opportunities in the nation. It is the only major area where a boom in new jobs is outrunning a growing population by a margin of three to one. The thousands of new families moving to the Northwest mean a steadily prospering market for both local and national accounts. KVI is the one station that enjoys equal popularity in the Tacoma as well as in the Seattle Metropolitan Area. Besides, this growth and reach means that you get coverage in 30% more homes than you would have just 5 years ago!
Rights group pushes for interracial program

A civil rights organization in New York is proceeding with plans to persuade TV networks and stations in the area to present a 90-minute, Monday-through-Friday, racially integrated TV program on a sponsored basis.

Media Workshop has reported that it held meetings with WPX-TV New York, NBC, CBS and WNEW-TV New York and later will confer with other stations and ABC. Its program, which it would package, produce and supervise, is tentatively titled After Hours and would be similar to the type presented by Johnny Carson on NBC-TV and Merv Griffin in syndication. Its host would be a Negro personality on a rotating weekly basis and the program would include entertainment and discussions on a wide range of subjects (examples cited: "the revolution"; "the underground" and "the new music").

The meeting with WNEW-TV on Wednesday (Nov. 30) followed brief picketing by Media Workshop members of the Metromedia facility. Flo Kennedy, director of Media Workshop Downtown, claimed the WNEW-TV management had declined to discuss the project with the group on the grounds it had not made a formal appointment with the station. A WNEW-TV official said Media Workshop had sent a letter setting the date of the meeting, but added that the letter arrived on the morning the MW group assembled in the lobby of the station. He said station officials asked Miss Kennedy to make an appointment, but the delegation was annoyed and left. Following the picketing on Tuesday (Nov. 29), Metromedia and the workshop representatives arranged a conference for Wednesday.

Station and network executives reported they have listened to the workshop's proposal, but said they had no further comment at this time.

Miss Kennedy, who is a New York attorney, said Media Workshop intends to "press its demands" for the program to provide "meaningful opportunities in television for Negroes." She claimed that TV today has "deprived the white community from a unique opportunity to participate in a wide spectrum of Afro-American life and experience."

The Media Workshop is a racially integrated organization, which picketed Benton & Bowles last September as a symbol of its contention that low-income consumers have not received equitable benefits from advertising-campaign expenditures. Media Workshop noted that B&B has established a plan for a training program for minority groups.

Klavan plans FM shows for women

In an era of FM-AM separation, FM must inject excitement and program with special appeal to women. "Otherwise," Gene Klavan said last week, "FM will not be turned on during the day. It must reach the women's audience to build appeal."

Mr. Klavan, a morning personality teamed on WNEW New York for the past 14 years with Dee Finch, has formed Profile Productions Ltd., New York, to produce half-hour interview shows for sale to FM stations. Programs will be offered exclusively to a station in a market with rates based on size of market and on the station's rate card. The programs are tailored especially for women listeners. Mr. Klavan said last week that his firm has taped 20 to 25 shows, most in New York, Washington, Hollywood, London and Paris.

WNEW-FM New York, a Metromedia station, is the first station to buy Mr. Klavan's shows.
IN LOS ANGELES the independent television station that leads the way is KTLA. With more than a million dollars worth of mobile color equipment, KTLA can cover the news in color from any point in Southern California. This is one of the reasons why KTLA leads all other independents in news coverage, scoring the highest ratings in report after report (ARB, January through November, 1966). And KTLA has another news advantage: it is the only station with a Telecopter, an air-borne studio that is literally on top of the biggest news beats.
Spots, films convict

Betty Chadwick, WTHI-TV Terre Haute, Ind., chief news photographer, made news herself when she spotted an escaped convict driving a stolen car, followed him, and radioed the station with a description of the fleeing man and the ensuing capture.

Mrs. Chadwick's husband, a state trooper, met her within minutes to get the convict's direction and follow the car. From that point on, Mrs. Chadwick's movie camera began recording the chase and capture.

Oscar legend Mickey Rooney, 54, has announced he is being treated for stomach cancer. The film star returned to Los Angeles from New York, where he was undergoing treatment for cancer of the throat.

Radio City's Christmas Show • NBC-TV plans to film "Christmas at the Radio City Music Hall" to be presented for the first time as a color special during the holiday season in 1967.

Radio City Music Hall • The Radio City Music Hall, home of the Rockettes, will celebrate its 50th anniversary with a special season-long series of events, including a new, limited-engagement production of "River of No Return." The show opens Dec. 1 and runs through Jan. 15.

Television • The weekly show "The Adventures of Superman" will be broadcast at 8:30 p.m. EST, starting Dec. 5. The show, which features Superman in action, will be syndicated to 190 stations, including 55 in the major markets.

Film • The film "The Gift of the Magi," a Christmas tale starring Spencer Tracy and Katharine Hepburn, will be released in time for the holiday season.

Radio • The radio show "The Adventures of Don Martin" will be broadcast at 8 p.m. EST, starting Dec. 1. The show, which features the adventures of a bumbling detective, will be syndicated to 150 stations, including 30 in the major markets.

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56 (PROGRAMMING)

BROADCASTING, December 12, 1966
IN LOS ANGELES (Continued)

newspaper groups is a common occurrence. Nearly 5,000 people move into Greater Los Angeles each week. The area is proving the secretarial efficiency of the idea. Look to KTLA, the place where it starts.

Now by 70's" (Time Magazine, September 2, 1966). Our KMPC men and women at all of the major broadcast

IN LOS ANGELES: The secretiveness of Pacific都市报 is in the U.S. and so, expect some in the news.

one of the millionaires in the broadcasting world. Los Angeles is a bustling city and has ground

FIRST: The Yolk recess.; they do. In Los Angeles, now has the most populous city in the world. The

area not only by leading advertisers, but also by Bay Area residents, who are willing to pay the

to the second most populous city in the U.S. The

December Magone, September 2, 1966. Our KMPC men and women at all of the major broadcast

the most important to them is the helicopter. The flightseeing planes and tour helicopters

KMP SCW

KSFQ

KEX

KVI

the Northwest means that the state of Washington, in the Portland Metropolitan Area (KMPC, KEX, KVR, and

the key elements which make up the population in this large metropolitan area. With the state's largest radio station and television

to advertisers, local or national, desirable schedules on KMPC are available with encouraging frequency.

station enjoys the advantage of one of the most spectacular sales opportunities in the nation. It is the

station, the one that boasts a boom in viewership is growing steadily by a rate of three to one.

rors in the Tacoma area and have two of the finest television stations in the state.

in the Seattle Metropolitan Area. Besides, this growth and reach means that you get coverage in 30%, more homes than you would have just 5 years ago.

KTLA, the independent television station that leads this way in KTLA. With more than a million dollars worth of mobile
color equipment, KTLA can cover the news at color from any point in Southern California. This is one of the reasons why KTLA leads

GWB

GOLDEN WEST BROADCASTERS

Four great radio stations covering 87% of the people on the rich Pacific Coast.

REPRESENTED BY MAJOR MARKET RADIO, INC.

And KTLA (Television 5) serving three million Southern Calif. households.

REPRESENTED BY FLETCHER, GRIFFIN, WOODWARD, INC.

BROADCASTING, December 12, 1966

57
30-Feb. 10; WRC-TV Washington (Feb. 27-March 10), and WKYC-TV Cleveland (March 27-April 7).

New idea = WABC New York is introducing a concept in news and public affairs programming called “total station thrust,” under which a single community issue will be explored for one week through in-depth reports, documentaries, news conferences, editorials and public service announcements. The first project, during the week of Dec. 11, is the air pollution problem.

Trio of specials = The Project 20 series on NBC-TV will include three one-hour programs during the first quarter of 1967. They are “The Island of Ellis” on Jan. 13 (10-11 p.m.), “End of the Trail” on March 16 (7:30-8:30 p.m.) and “The Law and the Prophets” on April 23 (10-11 p.m.).

TV civil rights series = NBC Enterprises is releasing a series of four educational films from NBC News’s Documentary series American Revolution ’63 to Encyclopaedia Britannica Films for its film library. EBF plans to distribute the three-hour study on civil rights to educational film libraries.

Format shift = WUST Bethesda, Md.-Washington, a Negro-oriented daytimer, has dropped a rhythm-and-blues top-40 format in favor of album music featuring Negro artists.

Service program = They Serve that Other May See, a 15-minute public-service feature, has been produced for International Guiding Eyes School, North Hollywood, by Jonathon Kirby Enterprises, Anaheim, Calif. The radio program is designed to give encouragement to persons who have recently lost their sight. Kirby Enterprises, P. O. Box 14, Anaheim, will furnish program tape to interested stations without charge.

Ballet for LA = The Harkness Ballet, which was recorded for television during its recent West Coast debut, will be seen in a two-hour special broadcast on KTLA (TV) Los Angeles, on Dec. 12. The Golden West Broadcasters-owned station taped four separate ballet performances as they were presented on stage at the Greek Theater in Los Angeles. Each ballet will be shown in its entirety. Dancer-actress Juliet Provost is the hostess for the television special.

ABC signs Orr = The Joey Bishop late-night show that begins in April on ABC-TV will be produced by Bill Orr. The veteran network producer had worked with Mr. Bishop when the comedian had appeared as host on NBC-TV's Tonight show. Mr. Orr’s credits include the late-night program when Jack Paar was the star, and various weekly variety show telecasts.

'Playhouse' first = “The Final War of Olly Winter,” the premiere production of CBS Playhouse, will be telecast as a 90-minute special on a Sunday night in January (9-10:30 p.m. NYT) starring Ivan Dixon of Hogan's Heroes. The drama was written by Ronald Ribman and will be produced by Fred Coe and directed by Paul Bogart.

Film about treasure = North American Television Sales Inc., Hollywood, has acquired exclusive world theatrical and television rights to Treasure Trove of the Century, an hour color documentary about a hidden fortune in Spanish gold lost off the Florida coast. According to NATS President Richard Dinsmore, KABC-TV Los Angeles, will present the show before it goes into national syndication.

Theaters to TV = Producers Harold Goldman and Roger Corman have agreed to co-produce two feature films, both of which eventually will play on television. Both will be distributed to theaters by way of Mr. Goldman’s Feature Film Corp. of America. Afterwards they will be released to television by another Goldman subsidiary, Television Enterprises Corp. The first feature will be filmed in Hollywood beginning next March and the second film will be shot immediately afterwards in San Francisco.

Las Vegas fights = Las Vegas Fight of the Week, is now being seen in 15 markets around the country, Medallion TV Enterprises Inc., Hollywood, announced last week. The hour tape series is produced out of the Silver Slipper Ballroom on the Las Vegas strip every Monday evening and is fed live to KCOE (TV) Los Angeles. Tapes are then bicycled to 14 other markets including Philadelphia; Minneapolis; Houston; Providence, R. I.; Dayton, Ohio, and Portland, Ore. Medallion TV, which has been syndicating the fight series since last October, also co-produces it with Bill Miller Sports Promotions.

UAL in Hawaii = United Air Lines, which makes 70 round trips to Hawaii every week, is buying time in the top-50 TV markets for the half-hour color travel series, Hawaii Calls. The syndicated program is produced by Field Communications Corp. and Paradise Productions Ltd. Currently there are 26 programs in the series ready for distribution.

Computer champ = Worrner Productions Inc., Miami, has announced plans to produce a 15 fight elimination tournament for the all-time heavyweight championship of the world—by computer. Using assorted data about each fighter, an NCR computer will read out blow-by-blow descriptions of individual matches which, in turn, will be recorded by a top sports announcer. Tapes of the fights will be delivered under seal to participating stations by Western Union or bank courier. Promotional devices include “pool” forms whereby listeners may win prizes by predicting the outcome of the tournament.

Torres—Tiger = Madison Square Gar-
BULLETIN!

TOP RATED 1ST RUN SYNDICATED COLOR TV SHOW IN TOUGH LOS ANGELES MARKET—(DENVER, TOO)

HAWAII CALLS

Rated No. 1 by both ARB and NIELSEN!

This magnificent color 30 minutes whipped the best in the nation’s toughest market! The station (KCOP—Channel 13) and its sponsors are enthusiastic—170,000 homes and a "12" share against prime competition! And this same impact is coming from unpublished upcoming ratings in Denver, San Diego, Minneapolis, Chicago and other key markets. What’s more, this series of 26 is just starting in these markets— the momentum is yet to come! "Hawaii Calls" captured and holds the international radio market—imagine what it’s going to do now on TV...IN COLOR!

CALL FOR YOUR AUDITION PRINT TODAY...

Get on the rating bandwagon! You must see this show yourself to appreciate why it’s going to be one of the great TV syndications of all time!

Call or Write ED SIMMEL, Gen. Mgr., Syndication Dept.
FIELD COMMUNICATIONS CORPORATION
* 9229 Sunset Boulevard, Los Angeles, California 90069.
  Area Code 213/274-6027

"Let the Man from Field solve your programming problems!"
Unexcelled Performance... Unequalled Features
COLOR TAPE RECORDER

...available today

The TR-70 Deluxe High Band Color Tape Recorder is the newest entry in a race where each new design "leapfrogs" the last. RCA engineers designing the TR-70 were not satisfied—dared not be satisfied—just to match the already available machines. They had to make the TR-70 better—much better. And they did. Thus, the TR-70 does everything, has everything (good) that the very best previously available recorder could boast of. But that's just the start. In addition it has a whole host of features and advantages not found in other recorders. Read on.

THE TR-70 DOES EVERYTHING
It produces the sharpest, most brilliant, truest color pictures you have seen. Makes superb color dupes through four generations. Offers all the wanted accessories—to electronically edit, compensate for dropouts, dimensional errors, variations in tapes. Operates at four switchable standards. And does it all more easily, more surely and more conveniently than ever before.

THE TR-70 HAS EVERYTHING
Everything you've ever heard of before. The basic machine is High Band color (not monochrome). It's designed, tested, and delivered that way. When you get it, it's ready to go! It's an integrated machine—there's no need to find space for a compressor—everything's built-in. Space is also provided for accessories, and all wiring's in place—no downtime to install—just plug in modules: Velocity Error Correction, Automatic Chroma Control, Dropout Compensator and Remote Control. (Pixlock, Line Lock, ATC and Color ATC are part of basic machine.)

THE TR-70 HAS MORE
Features not available in other machines, features that make for better, easier, more convenient operation and maintenance. Such as all-front access, eye-level (and ear-level) monitoring, less floor space. Standard modules, all the same type, same extenders—easily removed (you don't need a screwdriver). Test points on front of panels, D-C metering panel, built-in FM test facility. Grouped operating controls, automatic guide positioning, foot-operated brake release. And many more. To learn the whole story—hear all of the facts—call your RCA Broadcast Representative.

The Most Trusted Name in Electronics
**ARB’S 1966-67 TELEVISION AUDIENCE REPORTS**

tell you more of what you need to know about today’s television audience

**AVERAGE QUARTER HOUR ESTIMATES**

<table>
<thead>
<tr>
<th>TIME AND PROGRAM</th>
<th>STATION</th>
<th>METRO AREA</th>
<th>HOMES</th>
<th>TOTAL</th>
<th>TOTAL ADULTS 21+</th>
<th>WOMEN</th>
<th>HOUSEHOLDS</th>
<th>MEN</th>
<th>TEENS</th>
<th>CHILDREN</th>
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<td>5:00 P.M.</td>
<td>E/S</td>
<td>10 34</td>
<td>138.4</td>
<td>11</td>
<td>152.0</td>
<td>87.1</td>
<td>26.6</td>
<td>31.8</td>
<td>28.7</td>
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<td>C/C</td>
<td>11 38</td>
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<td></td>
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<td>32</td>
<td>95.1</td>
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<td></td>
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<td>353.1</td>
<td>205.5</td>
<td>90.4</td>
<td>101.5</td>
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<td>5:15 P.M.</td>
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<td>11</td>
<td>150.3</td>
<td>90.6</td>
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<td>90.4</td>
<td>101.5</td>
<td>20.5</td>
<td>150.9</td>
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**THREE geographic reporting areas—Metro Area, Total Area and the new Area of Dominant Influence (ADI), an unduplicated television market definition based on specific and exclusive county groups where more people watch more hours on home market stations.**

Whatever your goals in spot television planning—selective target audiences, specific geographic areas, or both—the new ARB Television Market Reports tell you more of what you need to know to do an effective job.

Metro Area ratings and share information, homes and extensive demographic breakdowns of total audience reached, people ratings for the new exclusive market ADI and audience spill-over into adjacent market areas are provided for every time period.

Whether you need reports from one or from all of the 225 U.S. television markets, ARB can supply you with the information you need. Your ARB representative will be glad to help you—contact him today.

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**AMERICAN RESEARCH BUREAU**

*SUBSIDIARY OF C-E-I-R INC.*
den-RKO General Sports Presentations, division of RKO Pictures Co., New York, said last week it will syndicate coverage of its Dec. 16 world lightweight title fight between Jose Torres and Dick Tiger live and in color to about 60 TV stations in the U. S. MSG-RKO plans to use live radio to Puerto Rico, and film overseas to France, Italy, Argentina, Venezuela, Panama, Puerto Rico, Nigeria, Singapore, the Dominican Republic, Surinam, Curacao, and St. Thomas in the Virgin Islands.

On the house • Pepper Sound Studios, Memphis, has created a jingle package for the more than 300 stations of the Armed Forces Radio and Television Service. Pepper donated the package to AFRTS.

ABC ‘Pickle’ • Sullivan Productions Inc. said it will film an ABC-financed pilot for 'The Pickle Brothers,' a projected half-hour comedy series written and produced by Gerald Gardner and Dee Caruso, currently script supervisors on 'The Monkees' (NBC-TV).

MSG-RKO on ice • Madison Square Garden-RKO General Sports Presentations, division of RKO Pictures Co., New York, has announced an eight-week schedule of National Hockey League Game of the Week telecasts (Feb. 12 to April 2, 1967). MSG-RKO expects to syndicate the programs live in color to about 50 TV stations in the U. S. Tentative schedule will be Sundays at 4 p.m. EST. The MSG-RKO schedule of hockey games resulted from a sale by CBS-TV of part of its three-year contract with the NHL (BROADCASTING, Sept. 26).

Midnight mass • ABC-TV will resume its live coverage of the Christmas Eve mass from the National Shrine of the Immaculate Conception in Washington, this year's broadcast in color. The mass has been televised on ABC-TV each Christmas from 1959 to 1964 but was not broadcast last year.

Spanish-language outlets’ dispute aired in court

A controversy between a Latin-oriented television station in Los Angeles and a would-be broadcaster in nearby Fontana who also plans a heavy schedule of Spanish-language programs, was argued in a federal court in Washington last week—but on narrow, procedural grounds.

At issue was the question of whether the FCC was right in denying the petition to deny a request to become a party filed by KMEX-TV Los Angeles in the proceedings involving International Panorama TV Inc.'s application for channel 40 in Fontana, Calif., and the commission's further refusal to permit KMEX-TV to intervene after the initial decision was issued.

International Panorama filed an application for channel 40 in Fontana in 1963. KMEX-TV, on channel 34 in Los Angeles, charged that Angel Lerma-Maler, owner of the Fontana applicant, had been involved in a campaign to discredit the Los Angeles station. A hearing examiner absolved Mr. Lerma, and the FCC last March confirmed the grant. International Panorama uses the call letters KLXA-TV.

The court argument last week was held before Circuit Judges Spottswood Robinson, Charles Fahy and W. Barrett Prentymann of the U. S. Court of Appeals for the District of Columbia.

Hearings coverage leads in NBC news specials

More NBC-TV hours were devoted to U. S. Senate hearings this year than any other category of special news programming including spaceflights, according to William R. McAndrew, president of NBC News.

He noted that NBC coverage of Senate hearings has totaled 72 hours 30 minutes to date this year, of a total of 240 hours of special news programming. The comparable figure for Gemini and other spaceflights is 70 hours.

Included in the 240-hour total were more than 48 hours of scheduled news specials, more than 10 hours devoted to primaries and the 1966 elections, and more than 17 hours of presidential activities—speeches, news conferences, trips and the President's recent surgery.

Regular NBC News programing will total 923 hours by the end of this year, Mr. McAndrew said.

Exhibitor scores films' rush to TV

The specter of an all-consuming, ever-vauntful television medium unthinkingly being fed movies almost before theater exhibitors have a chance to play them was raised last week by Sherrill C. Corwin, president of the National Association of Theater Owners. In a speech made in Milwaukee before the Wisconsin Theater Owners Associations, Mr. Corwin chided feature-film distributors for rushing movies to television before their initial theatrical cycle has run its course. He charged that where formerly television was showing pre- or post-1948 features and then "films of the '50s," now home viewers are being offered pictures that played in theaters last month or even last week.

"We might wake up tomorrow to find that we are playing day and date" with television, Mr. Corwin told the assembled exhibitors.

"Caution, wisdom and logic seem to have been thrown to the wind," he emphasized. The motion-picture exhibitors also contended that major movie productions are sometimes whisked to television before their initial theatrical potential is realized. He pointed out that such practices "cold-bloodedly" ignore the needs of neighborhood theaters, with some of these houses, as a result, being "endangered."

Mr. Corwin cited 20th Century Fox's production of 'Cleopatra' as an example of a movie sold to television "long before" its "full theatrical potential has been explored." Continuing his cautionary remarks about movies and television, Mr. Corwin rhetorically asked: "Will we read tomorrow that 'The Sound of Music' is on its way, too?"

He reminded film distributors that theaters still are the primary market that builds the word-of-mouth and eventual value of their film products.

Dope show principals sue for privacy invasion

The Xerox Corp., Rochester, N. Y., and Drew Associates Inc., New York, are being sued for $1 million by two heroin addicts featured in their TV documentary Storm Signal.

In the suit, James and Helen Brandenberger charge invasion of privacy
and defamation of character, on the grounds that they never knowingly agreed to participate in the telecast, being under the influence of drugs at the time.

The documentary was seen on an independent lineup of more than 100 stations during the week of Sept. 5, and took first prize at the 1966 Venice Film Festival. Xerox sponsored the show and Drew Associates produced the program.

The suit was filed in New York state supreme court.

All-channel unit
wants to keep going

One of the remaining subcommittees of the government-industry Committee for All-Channel Broadcasting will ask the FCC for another two-year extension of its life.

The subcommittee on availability of non-network programs for independent stations reached that decision at a meeting in New York Dec. 1. At the same time the group reaffirmed its stand in favor of pay TV. The subcommittee is headed by Lawrence M. Turet, of Field Communications.

CACB, with FCC Commissioner Robert E. Lee as chairman, was organized four years ago primarily to aid in the development of UHF television. Two of the three original committees making up CACB went out of existence two years ago, but the third, including subcommittee on programing, was given a two-year extension.

Color camera obsolete?

A major manufacturer of color television equipment warns broadcasters their costly color cameras could suddenly become obsolete as new, improved image pickup tubes are developed.

Only one color camera on the market has the flexibility of accommodating any present or contemplated pickup tube—the Polychrome camera manufactured by Sarkes Tarzian, Inc. of Bloomington, Indiana.

Exclusively in the Sarkes Tarzian, Inc. color camera will you find:

Complete image tube versatility;
Wide band colorimetry;
Large apertures optics from lens to pickup tube;
Choice of either 10/VID combination, or four Plumbicon tubes.

It's still a close ratings race

NBC-TV and CBS-TV moved into November nip 'n' tuck in the national Nielsen ratings. CBS's average nighttime rating (7:30-11 p.m.) for the two weeks ended Nov. 20 was 19.1, NBC had 19.0 and ABC 16.1.

Included in the report was election night (Nov. 8), the ratings showing a strengthening of CBS News against perennial leader NBC News. In the 7:30-11 p.m. election-night period, NBC had a 19.8 average audience rating and a 44 share of the three-network audience, while CBS's comparable record was 17.9 and 40% share of the network audience. ABC had a 6.8 rating and a 16 share.

None of this season's new shows appeared in the leading 20 programs, a situation that had marked the previous national reports.

CBS now has been on top in two and NBC in three out of the five national ratings reports that have covered this season.

The close scoring by CBS and NBC was pointed up in the wins by half-hour periods—they tied at 21 while ABC had seven—and in nights of the week. NBC and CBS each won three nights—NBC Wednesday, Saturday and Sunday and CBS Tuesday, Thursday and Friday. ABC won Monday.

In the Arbitron overnight coverage the 7:30-11 p.m. periods but for the week ended Dec. 4. NBC commanded the lead with an 18.4, CBS had 17.9 and ABC 14.7. In wins by half-hour periods and nights of the week: CBS scored with 21 half-hour periods, NBC had 18 and ABC 10; CBS and NBC each won three nights, ABC one (Monday). CBS won Wednesday, Friday and Saturday; NBC Tuesday, Thursday and Sunday.

Here are the top-20 Nielsens released last week.

Based on Nielsen estimates in second NTI report for November 1966 (two weeks ending Nov. 20).

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Percent U.S. TV households</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bonanza (NBC)</td>
<td>29.7</td>
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<tr>
<td>2</td>
<td>Lucy Show (CBS)</td>
<td>27.3</td>
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<tr>
<td>3</td>
<td>Clown Alley (CBS)</td>
<td>26.7</td>
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<tr>
<td>4</td>
<td>Red Skelton* (CBS)</td>
<td>26.4</td>
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<tr>
<td>5</td>
<td>Jackie Gleason (CBS)</td>
<td>25.7</td>
</tr>
<tr>
<td>6</td>
<td>Andy Griffith Show (CBS)</td>
<td>25.4</td>
</tr>
<tr>
<td>7</td>
<td>Green Acres (CBS)</td>
<td>25.0</td>
</tr>
<tr>
<td>8</td>
<td>Bob Hope (SNBC)</td>
<td>24.5</td>
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<tr>
<td>9</td>
<td>Beverly Billbies (CBS)</td>
<td>24.2</td>
</tr>
<tr>
<td>10</td>
<td>Saturday Movie (NBC)</td>
<td>23.3</td>
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<tr>
<td>11</td>
<td>Lawrence Welk (ABC)</td>
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<tr>
<td>12</td>
<td>Bewitched (ABC)</td>
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<tr>
<td>13</td>
<td>Get Smart (NBC)</td>
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<tr>
<td>14</td>
<td>Ed Sullivan Show (CBS)</td>
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</tr>
<tr>
<td>15</td>
<td>Gomer Pyle (CBS)</td>
<td>22.2</td>
</tr>
<tr>
<td>16</td>
<td>Chrysler Theater* (NBC)</td>
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</tr>
<tr>
<td>17</td>
<td>Friday Movie (CBS)</td>
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<td>18</td>
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<td>19</td>
<td>My Three Sons (CBS)</td>
<td>21.7</td>
</tr>
<tr>
<td>20</td>
<td>The Virginian (NBC)</td>
<td>21.6</td>
</tr>
</tbody>
</table>

*Telecast only one week of this report.
(S) Special or pre-empting program.
†Households reached during the average minute of the program.

NBC-TV was an easy first in the Nielsen multimarket ratings report covering 7:30-11 p.m. in the week ended Nov. 27. ABC, second, led CBS slightly. The ratings: NBC—19, ABC —16.9, CBS—16.6. Wins by half-hour periods and nights of the week: NBC 24 half-hours and Wednesday, Thursday and Saturday; ABC 11 half-hours and Monday and Sunday; CBS 14 half-hours and Tuesday and Friday.
You can be carefree about your electric service when it comes from us.

The electric company people —the folks at your investor-owned electric light and power companies,* working all the time to make sure you'll have all the reliable electric service you'll ever want, now and in the future.

*Names of sponsoring companies available through this magazine.
FCC has another 50-50 plan

This one calls for Comsat to own half of satellite ground stations, with common carriers owning the other half

The FCC last week adopted a new interim policy governing ownership of communications satellite earth stations, and thus removed what had been a roadblock to the establishment of a worldwide communications-satellite system.

The commission, in a unanimous decision, held that all existing and planned earth stations are to be owned jointly by the Communications Satellite Corp. and six international common carriers. The policy, to remain in effect until 1969, supersedes an arrangement in effect since May 12, 1965, under which Comsat is the sole owner and operator of the three existing ground stations at Andover, Me., Brewster Flat, Wash., and Paumala, Hawaii.

Under the new policy, Comsat will own 50% of each station, the carriers the rest, with ownership of their 50% distributed among them in proportion to each one's expected use of the system. Comsat will serve as manager of the stations subject to policies established by a committee representing the owners.

In a related development, the commission approved construction of an earth station in the Puerto Rico-Virgin Islands area, to serve the eastern Caribbean. The ownership policy will apply to that station, as well as to stations proposed for the southeastern and southwestern sections of the U.S.

Time Limits • The commission gave the parties 60 days to file applications for transfer of control of the existing earth stations, and 90 days to file an application for a station on "an appropriate site" in the Puerto Rico-Virgin Islands area.

Conflicts among the carriers as to who should own the stations have stalled development of the global system to the annoyance of the White House and the chagrin of the commission. A considerable financial stake is involved in the ownership question since construction costs can be figured into a carrier's rate base.

Comsat has argued that ownership of the U.S. portion of the satellite system will mean little if it doesn't own the ground stations. But the commission feels that if carriers are barred from ownership they will have no incentive to contribute to the growth of satellite communications.

The 50-50 plan grew out of an idea suggested by Comsat in meetings of the carriers that the commission initiated in September in hopes they could work out a mutually satisfactory compromise on the ownership question. The carriers agreed in principle on the 50-50 split, but efforts to reach final agreement foundered on the question of how the carriers' 50% would be divided.

Percentages • The FCC's decision on the percentage of ownership, which is subject to change at the conclusion of the interim period, follows: AT&T, 28.5% of the stations within the conterminous states: Hawaiian Telephone, 30% of the station in Hawaii; International Telephone & Telegraph Puerto Rico and Virgin Islands, 30% of the Caribbean station; International Telephone & Telegraph, 7% of the stations within the conterminous states, 6% of the Hawaiian station, and 11.5% of the one in the Caribbean; Radio Corp of America Communications, 10.5% of the stations in the conterminous states, 11% of the Hawaiian station, and 4% of the Caribbean facility; and Western Union International, 4% of the stations in the conterminous states, 3% of the station in Hawaii, and 4.5% of the one in the Caribbean.

The commission's concern in moving ahead swiftly was reflected in its statement urging the parties to move "promptly to plan, construct, and make

Plaque marks site of Fessenden broadcast

The Broadcast Pioneers and Massachusetts Broadcasters Association have commemorated a site in Marshfield, Mass., as the location of the first radio broadcast in the U. S. The two organizations saluted the Christmas Eve 1906 voice-and-music broadcast by Reginald A. Fessenden.

The plaque was placed at the base of what had been a 420-foot tower built by Mr. Fessenden in 1905.

Taking part in the dedication ceremonies were (l-r): Lamont L. Thompson, W6Z-TV Boston, president of MBA; Rosella Ames, chairman of the Marshfield Historical Commission, and William S. Hedges, past president of the Broadcast Pioneers.
available for service" the stations that have been proposed for the southeastern and southwestern parts of the country. The carriers were given 60 days to agree on applications for stations in those regions.

The commission said its action granting an earth station application for the Caribbean, for which a number of competing applications had been filed, "would be a further step in carrying out the congressional mandate to expedite the realization of a truly global satellite system."

In a related development, the commission approved an application by four carriers for a 720-circuit cable between Florida and the Virgin Islands. The commission said construction of both the cable and the Caribbean earth station would provide essential alternative forms of service and would "facilitate the provision of services requiring very large segments of capacity," including television.

Complications • The new ownership policy complicates the question of Comsat rates—just as Comsat and its customers appeared to be moving toward an agreement that would eliminate the need for a hearing on its tariffs that the commission had ordered (Broadcasting, Dec. 5).

The commission said the new policy would require a re-examination of Comsat's current rate structure, since existing rates are based on the company's sole ownership of the earth stations. However, the commission expects any revision that may evolve "will not initially" result in prices for authorized users that would exceed Comsat's current composite charge for the services of the earth station and access to the satellite.

In another communications satellite matter last week, the commission dismissed Western Union Telegraph's application to become an authorized user of Comsat—that is, authorized to deal directly with the carrier's carrier—in domestic service. The commission held that the application was premature since action has yet to be taken on questions dealing with the establishment of a domestic satellite system and with who should operate such facilities.

FCC's Johnson to speak

FCC Commissioner Nicholas Johnson, named to the commission by President Johnson in July for a full seven-year term, makes his first public appearance before the Washington bar association this week. He's scheduled to address a luncheon meeting of the Federal Communications Bar Association in Washington on Thursday (Dec. 15). His subject has not been announced.

A loud fight simmers down

Acquisition of Columbia dissidents' holdings is explained to FCC

A dissident group of stockholders who once threatened to take over control of Columbia Pictures Corp. are now prepared to sell their stock in the company. The sale would mark a quiet close to a tempestuous few months during which the FCC expressed concern over the possibility that, in view of Columbia's control of six stations, commission rules might be violated in the conflict between the contending forces.

The proposed purchaser of the dissident group's 18% of Columbia Pictures — 340,000 shares — is a French bank, whose appearance on the Columbia Pictures scene in October was accompanied by speculation it would side with the dissidents in the fight for control.

Cox computer on line for research, billing

Cox Broadcasting Corp., a group broadcaster and community antenna television operator, reports rapid conversion of business operating procedures to computer processing on its new Honeywell Series 200 Model 120.

The data-processing equipment is being used for research analysis for the group's television stations, with data supplied on magnetic tape from American Research Bureau and A. C. Nielsen. In addition the computer is being used to handle billing of 40,000 subscribers to Cox CATV systems, as well as for analysis of public opinion polls.

Above, Cox's data-processing manager Dan Clay (c) describes the computer's functions to James Rupp (l), director of sales development and research, and Clifford Kirtland Jr., vice president, secretary and treasurer.

Attorneys for Columbia, the bank (Banque de Paris et des Pays-Bas) and the dissident group headed by N. M. Clairmont of New York, discussed the history of the dispute and the plan for ending it, in a meeting last week with FCC Chairman Rosel H. Hyde.

The plan, which is subject to FCC approval—or to a commission statement that such approval is not necessary—calls for the bank to purchase the dissident group's stock for $40 a share and place it in an irrevocable trust with the U.S. Trust Co.

Playing Safe • The bank and Columbia are moving cautiously in view of the notoriety that attended the struggle for control. The principals want to be sure their plan will encounter no obstacle at the commission before proceeding with it.

The bank, which now owns 20% of Columbia Pictures (394,082 shares), would put the shares to be purchased from the Clairmont group in trust in order to avoid conflict with a commission rule governing alien ownership of companies controlling broadcast licensees. The rule permits the commission to revoke or refuse to renew the license of a station under the control of a holding company, 25% of whose stock is owned by aliens. Columbia
controls its stations—KCPX-AM-FM-TV Salt Lake City, WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico, and WTVU(TV) New Orleans—through a subsidiary, Screen Gems.

During the early jockeying that appeared to be heading for a proxy fight for control of Columbia the commission called the attention of both sides to the 25% rule and, in addition, warned that a transfer of control application would have to be filed before a new group could take over direction.

The fight ended, however, when the bank declared it would support the present management. The bank also said it intended only to remain a 20% minority stockholder, would take any action necessary to safeguard the broadcast licenses of Columbia's subsidiaries, (Broadcasting, Nov. 21).

A. Schneider, president of Columbia, related these assurances in a letter filed with the commission last week. He also reported the management board of directors stated to be presented at the stockholders meeting next month would be expanded from 9 to 11 members, with the bank being "invited" to suggest two directors to fill the new places.

According to a draft of the proposed agreement under which the French bank would place its new holdings in trust, the trust company would vote the stock free from control but would sell the stock as directed by the bank. The trust would run for 10 years, but would be renewable at the close of every 10-year period.

Mitch gets nod for Washington ch. 50

An FCC hearing examiner has decided that Mitchell (Mitch) Miller, popular musician and radio-TV producer, deserves the grant of a UHF television station in Washington because of the professional attention and talent he could lend to the station's operation.

In an initial decision issued last week Examiner Basil P. Cooper said that Mr. Miller "stakes his personal and professional reputation, his time, his personal fortune as well as that of his family on the proposition that—given the chance—he can and will make the channel 50 television station a small oasis in the vast wasteland of television mediocrity." It would be "in the public interest to give him that chance," the examiner said.

Mr. Miller, who has no other broadcast interests, is president and majority stockholder of All American Television Features Inc., the hearing examiner's choice of the three competing applicants. Mr. Miller's wife, Frances, is vice president and Abraham Fishman is secretary-treasurer of the corporation.

The other applicants for the UHF are Theodore Granik, veteran syndicator-producer, and TCA Broadcasting Inc. of which O. Roy Chalk is president and majority stockholder. Mr. Granik is the majority owner of CATV Enterprises Inc., which has a CATV franchise in New York City, and is also president of Granik Broadcasting Inc., applicant for a UHF in Patchogue, N. Y. Mr. Chalk is president of Trans-Caribbean Airways Inc. and D. C. Transit System Inc. and also has broadcast interests in Puerto Rico.

Mr. Cooper stated that the applicants' financial qualifications and programming proposals were not important factors in the formation of his decision. In this case, the examiner said, the "manner" in which the integration of ownership with management will be "reflected" in channel 50's programming is decisive.

Mr. Miller has said that he will move to Washington, personally be host of a Saturday night program titled An Evening with Mitch and assume responsibility for program development, program ideas and the day-to-day operation of the UHF.

"Mitchell W. Miller, first and foremost, is a showman possessed with the ability of being able to recognize and develop talent and originate and present radio and television shows," Mr. Cooper said. Mr. Miller's fulltime commitment to the station, coupled with the fact that he will be financing it, will give him "the opportunity to experiment, to try new techniques and new program concepts which will reflect his enthusiasm and imagination without having his program ideas, concepts or method of presentation vetoed by any other person," the examiner stated.
NAB building project restarts

Basic design favored by 11 of 12 at New York meeting; progress report goes to board meeting next month

The National Association of Broadcasters has taken a giant step on the road to getting a new headquarters building. Meeting in joint session in New York on Tuesday (Dec. 6), the building and executive committees voted to give the architects a green light in developing actual building plans, taking into consideration the recommendations made by a trio of architectural consultants.

Endorsed by all the consultants as a well-conceived design, the plans for the seven-story building have been hanging fire since first presented to the NAB board in June (Broadcasting, June 27). At that time Kenneth Giddens, WKRG-TV Mobile, Ala., a building committee member, offered a minority report opposing the design as too commonplace. The board then instructed the two committees to seek outside architectural guidance, and if the consultants approved of basic concept, the construction project could move ahead.

Eleven of the 12 men at last week's meeting felt the consultants favored the design. One consultant noted that Mills, Petticord & Mills, the Washington firm that designed the building, had done an excellent job—particularly in light of the space and budget limitations. The building has been originally budgeted at $1.8 million.

The lone dissenter last week was Mr. Giddens, who offered a resolution that NAB hire a consulting architect to work with MP&M in the final design and construction. The motion was not acted upon.

Some Slight Changes - The trio of consultants—Pietro Belluschi, Frank Montana and G. Holmes Perkins—did suggest some "minor" changes for the planned semielliptical structure. The recommendations will be forwarded to MP&M for consideration in the final design plans. It is not known when the architectural firm will be able to produce the final plans and a timetable for demolition of the present structure and erection of the new building.

At the winter board meeting of NAB in Mexico City, Jan. 22-27, 1967, the committees will deliver a progress report, and having complied with the board's June request, they expect the project to continue without delay.

Attending the New York meeting from the executive committee: John F. Dillie Jr., Communicana Group of Indiana, joint board chairman; Vincent T. Wasilewski, NAB president; Grover C. Cobb, KBKB Great Bend, Kan., radio board chairman; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV board chairman; George W. Armstrong, WKMT Kansas City, Mo., radio board vice chairman; John T. Murphy, Avco Broadcasting Corp., Cincinnati, TV board vice chairman, and Willard Schroeder, WWOD Grand Rapids, Mich., past joint board chairman.

From the building committee: Clair McColough, Steinman Stations, Lancaster, Pa., chairman; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Ben B. Sanders, KXIO Spencer, Iowa; Ben Strouse, WBBK Washington, and Mr. Giddens.

$2-million move planned by KNBR

KNBR San Francisco will move next April into new studios being built at the Fox Plaza in San Francisco's Civic Center. Dale Moudy, station general manager, said that the studio construction cost will be more than $2 million.

The NBC-owned station will install the latest RCA solid-state amplifying and control equipment.

KNBR has been located in the NBC building at 420 Taylor for the past 25 years.
Golden West buys Paramount lot

WILL HOUSE GROUP'S RADIO AND TV STATIONS

Golden West Broadcasters, which earlier this year broke ground in North Hollywood on what was to be a $4.5 million television complex, last week all but completed a deal for outright purchase of 10.2 acres of studio land on Sunset Boulevard owned by Paramount Pictures Inc. The entire Paramount Sunset studio, as the property is called, including land on which GWB-owned KTLA(TV) Los Angeles is now located and six sound stages now being used by Paramount Pictures and independent TV production companies and a large, white office building, will be part of the acquisition. The studio, the original home of Warner Bros. Pictures in Hollywood, was bought by Paramount in 1956. Paramount retains its major studio property on Marathon Street in Hollywood.

Contract for the purchase has been drawn, with the formal signing of final papers expected some time this week. GWB is hopeful of taking the property out of escrow and in hand by the end of next month. Financial conditions of the purchase were not revealed but it’s known to have been a deal involving several millions of dollars.

GWB apparently was motivated by a need to get all of its Los Angeles-based facilities and executive staff under one roof. Initial thinking is to move the company’s locally owned radio station, KMPC Los Angeles, to the office building on the studio lot. It’s projected that the operational facilities of KMPC will be on the ground floor of the building, with the second floor reserved for executive office space. Tentative estimates call for the radio station to be in its new quarters by early summer.

Improvements Planned • A three- to five-year program to completely modernize the KTLA television facilities would then be put into effect. First improvements would probably cover broadcasting and studio facilities. Top priority would be given to the installation of new taping equipment, color cameras and for a portable air conditioner on the only one of the seven Sunset lot sound stages now leased to the television station. GWB has earmarked some $2 million for the overall renovation program over the five-year period.

With the acquisition of the Paramount studio all but accomplished, Golden West Broadcasters has decided not to erect a new TV complex in the North Hollywood area of Los Angeles as originally announced. Plans to build a three-level structure containing some 100,000 square feet of space and housing the GWB headquarters and KTLA studios and administrative offices were first revealed last January (Broadcasting, Jan. 17).

Negotiations for the purchase of the Paramount studio began about six months ago. They were somewhat delayed during the merger of Paramount Pictures and Gulf & Western Industries Inc. that culminated last October (Broadcasting, Oct. 24). This is the second major deal GWB has negotiated with Paramount Pictures in recent years. In May 1964, the station group organization bought KTLA from Paramount Pictures for $12 million.

While the purchase price covered title to the station's license and broadcast facilities, it did not include real estate. At the time of the KTLA sale—by way of giving some hint as to how much GWB is paying for the Sunset lot—there were indications that Paramount was trying to sell both the studio property and television station for a package price of $20 million. By process of subtraction then, it’s conceivable that GWB is paying up to $8 million for the studio property now.

For the most part the Sunset lot’s seven sound stages have been operating at capacity. In the recent past such TV series as Branded, The Patty Duke Show, The Hero and Shane have been filmed there. Only Get Smart, however, is in current shooting.

Separate Operation • Golden West’s plan for the present is to keep these sound stages separated from the broadcast facilities and to lease them out to independent production companies.

When GWB takes over the Sunset lot it will mark the first time the company’s high-powered executive team of Gene Autry, chairman of the board; Robert O. Reynolds, president, and Loyd C. Sigmon, executive vice president, have ever occupied regular offices under the same roof.

In addition to the Los Angeles radio and television stations, Golden West Broadcasters also owns and operates KSFQ San Francisco, KEK Portland, Ore. and KVJ Seattle.

Springfield asks rule on CATV antenna deals

The FCC has been asked to initiate a rulemaking proceeding aimed at barring CATV’s from offering potential subscribers a financial inducement to part with their outdoor TV antennas.

The request was made by Springfield Television Broadcasting Co., which was turned down last month in a petition to the FCC that it prohibit Pioneer Valley Cablevision Inc., in Ware, Mass., from offering potential customers a $10 allowance on the installation cost of the system in return for their antennas.

The practice is employed by many CATV systems. But the commission said its authority over CATV’s doesn’t cover it. It added, however, that it didn’t approve of the sales technique and referred the matter to the Federal Trade Commission.

Springfield, licensee of WWLP(TV) Springfield, which puts a grade A signal over Ware, asked the commission to reconsider its decision and grant the requested cease-and-desist order. Springfield contends that the practice violates—or at least nullifies—a commission rule designed to preserve viewers’ freedom of choice as between CATV and off-air reception. The rule requires a CATV system to inform customers of the availability of a switching device, which the system would install, that would enable them to revert to off-air service.

Rulemaking Asked • If the commission again determines it lacks authority to act, Springfield said, it should initiate on its own motion an inquiry and rulemaking proceeding looking to adoption of the necessary measure. Springfield said that the commission’s action in
referring the matter to the FTC “consti-
tutes recognition of the serious ques-
tions of unfair competition” on the part of the CATV system.

Springfield said that since the com-
mision has seen fit “in the public in-
terest, to assume jurisdiction and regula-
tory authority over the operations of
CATV systems,” its statement that its
authority doesn’t extend to “a CATV
business practice which it recognizes
as being anti-competitive is an illogical
restraint and limitation on its effective
regulation of CATV systems.”

Bell companies object
to CATV intervenors

The 18 Bell telephone systems in-
volved in the FCC-ordered hearing on
the legality of CATV tariffs have ob-
jected to the intervention petitions filed
in November by seven CATV trade
associations.

In a joint opposition the Bell re-
pondents said that the addition of the
seven CATV associations to the hear-
ing proceedings would be “an unnec-
esary and unjustified redundancy.”

The telephone companies are specif-
ically objecting to the petitions to in-
tervene filed by Community TV Asso-
ciation of New England, Illinois-Indi-
aana Cable Television Association,
Michigan Cable Television Association,
New York State CATV Association,
Ohio Cable Television Association,
Pacific Northwest Community TV As-
sociation Inc. and West Virginia Com-
munity Television Association.

The National Community Television
Association, California Community
Television Association, Southern CATV
Association, Pennsylvania Community
Antenna Television Association Inc. and
Texas CATV Association Inc. have also
petitioned to intervene but have not
been challenged by the phone com-
panies.

The Bell parties stated that since the
seven petitioners are “concerned about
the same matters as the NCTA, their
intervention is not required and should
be denied.”

The commission, acting on its own
motion, ordered the hearing last October
(BROADCASTING, Oct. 24) to deter-
mine whether the Bell system tariffs
filed for CATV channel services are
unjust, unreasonable and discrimina-
tory.

New York CATV Association and
Community TV Association of New
England last week answered the objec-
tion to their participation, stating that
their absence from the hearing “would
not be in accord with the public-in-
terest objective of compiling a full and
complete record.”

CCTV set for Miami
hotels, apartments

A closed-circuit TV service for Miami
Beach’s hotels and apartment houses
begins Dec. 15, it was announced last
week. The system is South Florida Tele-
vision Network Inc., owned principally
by the estate of William B. MacDon-
ald Jr., and Walter Koessler, former gen-
eral manager of WPST-TV Miami (then
occupying channel 10 there but since
deleted).

The new service will feed about 30,-
000 viewers in 65 Miami Beach hotels
and apartment houses on two channels:
8 and 9. The channel 8 operation will
consist of hourly programs, comprising
news, weather, racing and sports, stock
market quotations, fishing news, flight
information, fashion, activities—up-
dated and repeated each hour for 16
hours a day beginning at 7 a.m. Chan-
nel 9 will be used to cover conventions
in the Miami Beach area. The SFTN
system will carry advertising.

The Miami Beach installation will
utilize 40 miles of telephone company
coaxial cable. Estimated cost for the
trunk lines, connections, studio and staff
is $750,000.

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Report may urge network curbs

Small Business panel set to blast FCC inaction on broad list of problems

A forthcoming report by a congressional group on broadcasting problems and the FCC is expected to contain strong language urging the commission to act to limit the amount of prime time programing controlled by the television networks.

The document currently being drafted by the House Subcommittee on Regulatory and Enforcement Agencies of the Small Business Committee, which earlier this year held an inquiry in various phases of broadcasting and advertising, is expected to be released in a few weeks. In the hearing the subcommittee heard charges that advertising practices discriminate against small advertisers and that network program control stifles competition from small production firms.

The hard-hitting report will range over a broad field of issues facing the FCC such as group-owned station representation firms, network minute-participation sales and spectrum management. It is believed it will also take the FCC to task for allegedly not keeping up with the challenges of a rapidly changing communications industry.

In the area of network program limits, the report will probably urge the commission to take whatever action is necessary and is expected to document the argument with new data. It will point out that since the network option-time prohibition went into effect in 1960, the ruling has not had the influence that was foreseen. Instead the report is expected to say the networks have continued to raise the number of hours of programing on affiliated stations and that the number of non-network program producers has also continued to decline along with the amount of prime time available to them.

To Propose Curbs * In view of this the subcommittee will advocate the adoption of some curbs on network prime-time program ownership and control. And while it will not specifically back the proposed 50-50 plan that would limit network control of nonnews prime-time programing to 50%, the subcommittee will suggest that there might be some merit in this plan or other alternative proposals. Among these would be the plan offered by Donald H. McConnon, president of Westinghouse Broadcasting Co., to the FCC (Broadcasting, April 18), and before the subcommittee (Broadcasting, June 20.)

Pioneers create fund for history project

Creation of the Broadcast Pioneers Educational Fund Inc. to provide financial backing for the Broadcast Pioneers' radio-TV history project was announced last week by Pioneers President John T. Murphy of Avco Broadcasting.

Initial contributions totaling $3,250 also were announced. The actions came Wednesday (Dec. 7) in New York at the annual membership meeting of Broadcast Pioneers, in which the organization's constitution and bylaws were revised to permit creation of a separate fund to underwrite and expand the broadcast history. In the past the project has been financed out of membership dues. An application for tax exemption has been filed for the fund.

G. Richard Shafto of Cosmos Broadcasting was named president of the fund.

The history project is designed to build a reference library covering as completely as possible the history of broadcasting in the words and documents of the people who made the history. It continues to be directed by William S. Hedges, longtime NBC vice president.

Dues Raised * Another change voted in the constitution last week raises the fee for life membership in Broadcast Pioneers from $100 to $150 and increases annual dues from $10 to $20. The percentage of dues to be returned from the national organization to local chapters was increased from 25% to 37.5%.

Sydney M. Kaye, New York attorney and chairman of Broadcast Music Inc., was elected to the Pioneers board, succeeding the late Paul Raymer.

Initial contributions to the new educational fund consisted of $500 each by the Shafto Foundation (created by G. Richard and Treva Shafto), Avco Broadcasting, Steinman stations, KTRK-TV Houston, WON Continental Broadcasting and WTC Hartford, Conn., and $250 by Richards & Associates, public relations firm.
The Westinghouse plan is aimed at making prime time available to independent producers by prohibiting stations in the 50 largest markets containing at least three stations from carrying more than three hours of network programs, other than news, between 7 p.m. and 11 p.m.

In other areas the report is expected to urge the commission to clamp down on group-station-owned representative firms representing outside stations, to charge that networks are tailoring affiliate programing to suit station representatives in sales of minute participations, to advocate more land-mobile space, to suggest that translators should be allowed to sell advertising to local clients and to criticize what it sees as a trend toward telephone-company influence on CATV rates.

NYC to file suit against CATV system

New York City, which is claiming the right to regulate and tax all wire communications services that cross its streets, was expected to file suit last week in state supreme court against an unfranchised community antenna television operator.

That operator, Comtel Inc., is leasing lines from the New York Telephone Co. for CATV service in an area of Manhattan for which Sterling Information Services was awarded a CATV franchise last year.

The city is asking the court to enjoin Comtel from continuing the CATV service (BROADCASTING, Dec. 5). The antenna operator, in promotion materials mailed to mid-Manhattan residents says: "Comtel, by special arrangement with the New York Telephone Co. to use its cables, can now bring you and others in your building almost perfect reception through cable TV."

While the city was preparing its action against Comtel two franchised CATV operators in New York, Teleprompter Corp. and Manhattan Cable TV Services, were petitioning the FCC to prevent the New York Telephone Co. from providing lines for "unauthorized CATV operations."

The telephone company has taken the position that its tariffs, on file with the state public service commission, give it the right to offer CATV lines and other services and that city jurisdiction does not extend to these uses.

WBC files against top-50 rule change

The programing "crisis" presently facing the television industry will be aggravated rather than solved by any further FCC limitations on the number of top-50 market TV stations a broadcaster may own, the Westinghouse Broadcasting Co. said last week.

In the only reply comments filed on the commission's proposal to limit multiple owner expansion, Westinghouse said that the problem of diminishing program sources is due to two primary factors: the concentration of those sources within the three television networks and network domination of the prime-time viewing hours.

"The number of television series which can be used in the early evening, produced and distributed independently, has declined precipitously in recent years with a corresponding decrease in the number of producing companies," Westinghouse said. Dependence on network sources will grow, the group broadcaster continued, as the number of TV stations under group ownership is reduced; but, on the other

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hand, "group ownership, within the numerical limits of present rules and with properly conceived management policies, has vast potential for increasing programing sources and viewpoints."

The commission's proposed rule would prohibit broadcasters from acquiring more than three television stations in the top 50 markets—no more than two of them VHF's. The present over-all limit of seven stations (no more than five VHF's), in effect since 1954, would not be changed if the proposal were adopted.

Westinghouse also submitted an appendix to the FCC with a description of its recent and projected programing efforts and suggested that a large portion of its group efforts could not have been successfully undertaken by individuals alone. "A modest concentration of men, materials, experience and ideas as permitted under present rules is necessary for the variety and quality of programs that Westinghouse has sought to achieve," WBC said.

Westinghouse owns and operates five VHF's: WBBZ-TV Boston; WJZ-TV Baltimore; KDKA-TV Pittsburgh; KYW-TV Philadelphia, and KPIX(TV) San Francisco.

Comments filed last month by multiple owners and the three TV networks were overwhelmingly opposed to the FCC's proposal (Broadcasting, Nov. 7). The Council for Television Development, an organization of 42 licensees formed last year to fight the proposed rule, has also commented unfavorably (Broadcasting, Oct. 10).

Way clear for Redding CATV off-air pickups

Finer Living Inc., operator of a CATV system in Redding, Calif., last week received FCC approval to move its fixed point-to-point microwave station from Shasta Ballyy Mountain to Inskip Hill, Calif. The commission at the same time denied a petition opposing the relocation, filed by Microwave Communications Ltd.

Instead of receiving distant signals from the San Francisco-Oakland TV market via microwave, as originally contemplated, Finer Living now proposes to pick up those signals directly off-the-air at its new Inskip Hill location. Microwave was breathing its contract for common carrier microwave service.

In other CATV actions the FCC:

* Denied petitions for waiver of the nonduplication rule filed by: Winona TV Signal Co. (division of Jack Kent Cooke Inc.), CATV operator in Winona, Minn.; Valtronics of Wisconsin Inc., operator of CATV system in Merrill, Wis., and Tele-Cable Inc., CATV operator in Huntsville, Tex. The commission also denied a request for temporary waiver of the same rule filed by Micom Cablevision Inc., operator of a CATV in Miami, Okla.

* Granted request for waiver of the local station carriage requirement filed by Television Cable Service Inc., CATV operator in Tyler, Tex.

Changing hands...

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

* WQAD-TV Moline, Ill.: Sold by Francis J. Coyle, Frank P. Schreiber, David O. Parson, Arthur M. Swift and others to Evening News Association, Detroit, for $5.5 million plus $1 million payable over five year period for covenant not to compete (CLOSED CIRCUIT, Dec. 5). The Evening News Association publishes the Detroit Evening News and owns WWJ-AM-FM-TV, that city. The contract for the sale was signed Dec. 6, and an application for FCC approval is due to be filed shortly. This is the Detroit News' first acquisition. WQAD-TV began operating in 1963 on channel 8 and is affiliated with ABC TV. It covers the quad cities of Moline, East Moline, Rock Island, all Illinois, and Davenport, Iowa.

* WYLO Jackson, Wis.: Sold by Dr. Donald Heyrman and associates to Marvin B. Korofsky, Lawrence Brandon and Harold Warshaw for $265,000. Buyers also own KXUL Golden Valley, Minn. and KCLJ Shreveport, La. Jackson is about 25 miles northwest of Milwaukee. WYLO is 250 w daytime on 540 kc. Broker: Hamilton-Landis & Associates.

* WHAG-AM-FM Halfway, Md.: Sold by Arthur A. Snowberger and group to Adler Communications Corp. for $200,000. Adler Communications is principally owned by Warren Adler, Washington advertising and public relations executive; it is also owned by W. Ronald Smith, associated with Mr. Adler in his Washington activities, and Mr. Snowberger. Mr. Adler said that this is the first of a planned series of acquisitions in the radio field. WHAG operates daytime only on 1410 kc with 1 kw. WHAG-FM is on 96.7 mc with 3 kw.

* WZOK and WOBJS Jacksonville, Fla.: Merger of ownership of both stations into one company, using facilities of...
WZOK under call letters of wos. Facilities of wos will be sold. New wos, fulltime on 1320 kc with 5 kw, will be owned jointly by Carmen Macri, who now owns wosk, and Lawrence R. Pickus, who now owns wos. Present wos operates daytime only on 1360 kc with 5 kw.

**APPROVED** • The following transfers of station interests were approved by the FCC last week (For other commission actions see For The Record, page 91).

• WZUM Carnegie, Pa.: Sold by Hoyt C. Murphy and G. Russell Chambers to James D. Pshoulis, 50% ; Samuel E., Howard T. and Jason H. Shapiro, 50% together, for $200,000. Mr. Pshoulis, general manager of station, held 5% interest in selling group. Messrs. Shapiro are in record business in Pittsburgh. Commission renewed license and denied petitions to dismiss, deny or defer action on assignment, and to deny or defer action on application for renewal. Objections were entered by WKJF Pittsburgh, which claimed WZUM owners contracted to sell Carnegie station to WKJF. The commission said the courts could decide the allocation of contract breach. WZUM is 1 kw dawtimer on 1590 kc.

• KATY-AM-FM San Luis Obispo, Calif.: Sold by Maynard F. Marquardt and others to W. John and Jeanne W. Grandy and David W. Fleming for $155,000 and noncompetitive agreement for eight years beginning in 1969. KATY is on 1340 kc with 1 kw days. 250 w nights. KATY-FM is on 96.1 mc with 3.8 kw.

**WWHY Huntington joins CBS**

CBS Radio reports wwhy Huntington, W. Va., became its affiliate on Dec. 1. WBBV, an independent, is owned and operated by Ohio Broadcasting Corp., with George H. Clinton, president, and Richard H. Hustead, vice president and general manager. It operates on 1470 kc limited time with 5 kw day.

**FCC lacks jurisdiction, Antwin told by Wometco**

Wometco Enterprises Inc., multiple television station and theater owner, charged last week that a Miami drive-in theater operator has asked the FCC to regulate areas totally outside the commission's jurisdiction.

Antwin had previously asked the FCC to deny the three pending license-renewal applications of Wometco's stations and to call for and deny the renewal applications of five ABC stations and one other Wometco outlet (Broadcasting, Nov. 7).

At issue is Antwin's complaint that Wometco, ABC and six motion-picture distributors have engaged in "illegal, fraudulent and monopolistic activities," which have caused it severe economic injury. ABC, which, like Wometco, owns and operates theaters in the greater Miami area, last month said the commission should leave the matter to the federal court where Antwin has filed a triple-damage antitrust suit (Broadcasting, Nov. 28).

In reply to the complainant, Antwin Theaters Inc., Wometco asserted that Wometco's "ownership interests afford Antwin a forum in which it can attempt to harass Wometco for alleged grievances in fields totally unrelated to matters which were entrusted to the commission for regulation."

In a sworn affidavit Richard F. Wolfson, senior vice president of Wometco, categorically denied all of Antwin's allegations and said his company has not engaged in any improper antitrust activity, specifically in regard to the exhibition of motion pictures in the Miami area.

Antwin wants the commission to deny the pending license-renewal applications of Wometco's owned or controlled WTVJ(TV) Miami and WFGA(TV) Detroit, and to deny license-renewal applications for KOSO(TV) Bellingham, Wash., owned by Wometco, and ABC's WXZ-7 Detroit, WBBK(TV) Chicago, KGO-Tv San Francisco, KABC(TV) Los Angeles, and WABC(TV) New York.

**NAB committee urges new research position**

Creation of a new job to concentrate on broadcast measurement research received unanimous endorsement of the National Association of Broadcasters research committee last week. The new position, which will be among research recommendations presented to the NAB board at its January meeting, would function within the present NAB research department and be budgeted at $50,000.

The office had been urged by group of station representatives and broadcasters originally and had support of the Television Bureau of Advertising (Closed Circuit, Dec. 5). As presented to a subcommittee of the research committee, it was to have been exclusively for TV research. The com-

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**EXCLUSIVE BROADCAST PROPERTIES!**

**NEW** —5 kw, fulltimer, oldest facility in a multi-station market. Badly in need of know-how management. Owner not active. Will sell for two-thirds of what station has billed. Price at $100,000 with $25,000 down. Must have fast action at this price.

**Contact—George W. Moore in our Dallas office.**

**MIDWEST**—Major market radio station operating at a nice profit, now absentee owned. Extremely valuable real estate included. Will gross approximately $190,000 in 1966. Total price of $325,000 cash.

**Contact—Richard A. Shaheen in our Chicago office.**

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**Hamilton-lands & Associates, Inc.**

John F. Hardesty, President

**NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES**

**WASHINGTON, D.C. • CHICAGO • DALLAS • SAN FRANCISCO**

**RADIO • TV • CATV • NEWSPAPERS**

America’s Most Experienced Media Brokers

Broadcasting, December 12, 1966
mittee, however, felt that radio must also be included.

TVB had originally advocated putting such an office within Broadcast Rating Council. But BRC, whose primary function is to audit rating services, felt NAB was the proper location for a job that would be, among other things, a liaison between raters and broadcasters.

The research committee also selected some new projects to be undertaken in 1967. The proposed research budget, which still must clear the NAB finance committee, would be about $100,000, virtually the same as the current budget.

Staggers wants fill-in on ABC-ITT merger

The Department of Justice's silence on the proposed merger of ABC and International Telephone and Telegraph Corp. remained unbroken last week. But another member of Congress—Representative Harley Staggers (D-W. Va.)—indicated interest in the case.

The Justice Department's antitrust division, under pressure from members of Congress opposed to the merger, asked the FCC six weeks ago to defer action on applications for transfer of ABC's stations to the merged company until the department completed its study of the case.

But last week a Justice spokesman said the antitrust division's views had not been prepared.

Representative Staggers, chairman of the House Commerce Committee, expressed his interest in the case for the first time by asking the commission to provide him with copies of relevant documents in the proceeding, including the transcript of the two-day oral hearing held in September (Broadcasting, Sept. 26). He also asked to be informed of developments but expressed no views on the case.

FANFARE

ABC O&O's seek new promotion ploys

ABC-owned TV stations plan to seek ways to break out of the "current mold" that, they feel, influences and at the same time limits the promotional activities of the owned stations of all three networks.

This was the overriding theme of a three-day meeting in New York last week of advertising and publicity directors of the five owned stations with ABC executives.

Sessions covered news promotion, particularly in view of ABC-TV's increased feed of the Peter Jennings news show from 15 minutes to a half-hour starting Jan. 9, exploitation and publicity for ABC-TV's "second season," which also begins next month, and use of local time periods for promotion and publicity. In the latter area, new techniques in promoting audience, sales and station image were discussed.

The group met during its sessions with Simon B. Siegel, executive vice president, ABC Inc.: Theodore F. Shaker, ABC Group vice president; James Conley, president, ABC-owned television stations, and Elmer Lower, president of ABC News, special events and public affairs.

Symon B. Cowles, director of advertising and publicity, ABC-owned TV stations, outlined several recommendations. Among them: exploration and budgeting by each station of new commercial production techniques in TV that can be applied to local on-air promotion; group effort in direct-mail campaigns to community leaders in a search for more ways to serve the needs of the communities, and separation of promotion for news and publicity in the stations' overall advertising-promotion budgets in order to stimulate community awareness of news and public affairs programming.

Use Own Air. In his presentation, Mr. Cowles also recommended the use of a station's own air time, along with other selected media, to promote that station's community role. He characterized this as an image campaign that would be conducted year 'round but with an emphasis on the use of television as the prime promotional medium.

He suggested also that stations explore the development of new and "perhaps radical" techniques in print promotion, noting that the "availability of strong, centralized daily print media is waning." Mr. Cowles said new promotional techniques in the use of radio, especially in view of AM and FM program separation, ought to be considered to assure the TV stations of "the most efficient and effective" approach to the sound medium.

The ABC stations represented at the meeting were WABC-TV, New York, WXYZ-TV Detroit, WBKB-TV Chicago, KGO-TV San Francisco and KABC-TV Los Angeles.

Mass broadcast of carol seeks 100% participation

A plan for all broadcasting stations in the U. S. to give simultaneous air play of a Christmas carol at local noon on Christmas day as a tribute to American servicemen overseas has gained the endorsement of the National Association of Broadcasters and logistical support of the national office of the YMCA.

Last year, Charles Pettit, station manager of WRMN Elgin, Ill., began a campaign only two days before Christmas for all stations to join in a mass broadcast of "We Wish You a Merry Christmas." Despite the limited time available, the station, aided by the Elgin YMCA and the AP and UPI wire services, gained the participation of approximately 300 outlets.

This year, with national support and more time for preparation, more than 6,000 stations are being supplied with a recording of "Silent Night," sung by the Carter Branch YMCA Choir, Trenton, N. J., and a message by George E. Gullen Jr., president of the YMCA National Council. TV stations are being supplied with slides to accompany the recording.
WOR named to receive annual 'Mike Award'

RKO General's WOR, New York has been designated to receive the seventh annual "Mike Award" of the Broadcast Pioneers and the Broadcasters Foundation, according to an announcement being made today (Dec. 12) by John T. Murphy of Avco Broadcasting, president of the Broadcast Pioneers, and Clair R. McCollough of the Steinman Stations, president of the foundation.

The award, given annually to a pioneer radio station for consistently outstanding service to the public and to the broadcasting industry throughout its history, will be presented to WOR at a dinner next Feb. 13 at the Hotel Pierre in New York. Proceeds of the dinner go to the Broadcasters Foundation.

The presentation will come in the 45th anniversary year of WOR, which went on the air from the Bamberger department store in Newark, N. J., on Feb. 22, 1922. Previous winners of the award were WLB Cincinnati; WGN Chicago; WSB Atlanta; WTIC Hartford, Conn.; KDKA Pittsburgh, and WHO Des Moines, Iowa.

AP news recording ready for public sale

The Associated Press has produced a long-playing record of the major news events of 1966. It is available to AP broadcasters at $1.60, for public resale at $2 each.

Robert Eunson, AP assistant general manager, described the record's main theme as "the issues springing from the War in Vietnam—the Senate Foreign Relations Committee debate of escalation, Saigon street demonstrations, the election of the Vietnamese constituent assembly."

It includes coverage of the President's trip to the Far East, surgery, and role in the 1966 elections; Luci Johnson's wedding, sports and fashion events; civil-rights action and racial strife; the Chicago and Austin, Texas, mass murders; the New York City transit strike, and the Gemini space flights.

CATV Week plans set

A special promotion campaign for CATV, scheduled as National Cable TV Week Jan. 30-Feb. 4, will include radio spot announcements and color slide commercials on TV, the National Community Television Association has announced.

CATV systems and equipment manu-
facturers will be encouraged to buy time on local radio and TV stations to launch the special week, NCTA said.

The program is part of a special $175,000 public relations campaign authorized last June at the NCTA convention.

Sanford Randolph, Clarksburg, W. Va., was named general chairman of the week; he and Selma Kremer, Jerrold Corp. public relations and advertising director, plan meetings on the program in the next several weeks with CATV operators and state associations.

Drumbeats...

Soap de jour — The Academy of Motion Picture Arts and Sciences has received the complete scripts and recordings of the popular 20-year radio show, Lux Radio Theater. Lever Brothers authorized Picture Arts and Entertainment.

Arthritis scripts — Jan. 31, 1967, is the deadline for entries in the 11 annual Russell L. Cecil Awards for outstanding articles of scripts, written or broadcast during 1966, that foster public knowledge and interest in the problems of arthritis and rheumatic diseases. Entry blanks may be obtained from The Arthritis Foundation, 1212 Avenue of the Americas, New York 10036, or from local foundation chapters.

WQXR plans campaign on AM-FM divorce

WQXR-AM and WQXR-FM New York will ‘air their differences in public,’ starting Dec. 26 in a $150,000 print and ear-card campaign put together by BBDO, New York.

In addition to the ‘differences’ copytheme, the campaign will feature 'happy new WQXR,' 'we take our AM out of our FM,' and 'divorce WQXR-style' to an estimated total circulation of 4 million and a total number of impressions of some 62 million.

In accord with the AM and FM separation, required by the FCC, WQXR will differentiate its AM and FM broadcasts Jan. 1. FM will broadcast classical music with New York Times news on the hour; AM will feature light classics predominantly, with Broadway show music, some jazz and folk selections and additional news periods on the half-hour.

To upgrade children's prizes

Kids Prize Network, a newly formed division of Hollywood Prize Co., will begin operations shortly after the first of the year, Howard Ray, executive vice president of the company announced last week. The new organization is described as 'an honest effort to upgrade audience participation prizes, gifts and awards' to all youngsters below the teen-age level. Programs subscribing to the network will accept only those products that parents would not hesitate to give to their small children.'

Kids Prize Network claims to have already signed children's shows being presented on more than 40 TV stations across the country. The company is based in Los Angeles.

received an individually numbered GAR membership card, bumper sticker, and a GAR badge that read: "Who's GAR? I are." To qualify for club membership one must have had an annual after-taxes income of $150,000, been a member of the Bombay Bicycle Club, owned a Lear jet airplane, played jai alai in the rec room or appeared on the Tonight show at least once a month. Twenty-two thousand wгар listeners found themselves eligible for membership.

Christmas spirit — A community project has received a Christmas check in the name of the sponsors and customers of wgar Honolulu claims a new unofficial world's record—17 days, 19 minutes and 40 seconds in a ferris-wheel chair. While ensconced on the wheel, the kgor personality also managed to broadcast his radio show weekdays (10 a.m.-1 p.m.) and Sundays (10 a.m.-3 p.m.). Pogo, nicknamed after he made an 82-mile hop on a pogo stick, claims other fatiguing records: continuous broadcasting while perched on a flagpole, an a bed, from a snake pit, and continuous trampoline bouncing and (formerly) roller-coaster riding. Kgor paid $1,000 to the person with the closest guess on how long Pogo would stay perched on the ferris wheel.

NRMA awards — The 22d annual Sales Promotion Gold Awards competition is open to all retail stores and covers the entire field of sales promotion, according to the National Retail Merchants Association, sponsors of the contest. Deadline for entries, which are to include such material as tear sheets, television story boards or direct mail pieces, is Jan. 31. Details can be obtained from NRMA at 100 West 31st Street, New York.

SDX contest — The 35th annual Sigma Delta Chi distinguished service awards contest was announced last week by the professional journalistic society. Categories for both radio and television in news reporting, editorializing and public service are included. Contest entry deadline is Feb. 1, 1967. Details may be obtained from SDX, 35 East Wacker Drive, Chicago 60601.

Spanish pennies — How many all-channel TV sets are in the homes of the New York area's 1.5 million Spanish-speaking population? Wmnj-tv Linden-Newark, N. J., (ch. 47) has challenged more than 600 agency and client executives with this question. And to insure thoughtful replies to the poster, the station has offered a prize of a penny for each all-channel Spanish-speaking home plus a two-week vacation in San Juan, P. R., for the winning estimate. Guideline for the contestants: a May penetration study disclosed 1,464,756 homes in this category, and a follow-up survey will yield the winning, and pre-
8 reasons why we call new "Scotch" Video Tape No. 399 color tape plus!

1. **Livelier, truer colors:** Colors appear brighter, clearer, life-like. Permits crisp picture definition. People, products have new realism. Foods look more appetizing. Perfect pictures from every station.

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

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

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

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

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

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

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

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

FIND OUT HOW Color Tape Plus adds a new dimension to your programming. Write: 3M Company, Magnetic Products Division, St. Paul, Minn. 55119.
Help conquer cancer in 25 words or less.

With one sentence in your will, you can help tremendously in the fight to conquer cancer. Today, cancer victimizes one out of four Americans. Over the years, it strikes in two out of three American families. It kills two out of three of its victims.

But, year by year, medical science and research advance toward the day when this dread disease will no longer threaten the lives of millions.

You can help bring this day closer by including these few words in your will:

"I give to the American Cancer Society, Inc. (or to its Division) the sum of $______dollars to be used for the general purposes of the Society."

Today, your legacy will be a gift of hope. Tomorrow, it could be a gift of life.

What legacy could be more precious?

For more information on how a legacy will help fight cancer, write to your nearest ACS Unit.

American Cancer Society
The Department of Commerce began moving last week toward building support for the spectrum-shortage study that has been recommended by a blue-ribbon telecommunication science panel, but which has drawn criticism from affected government agencies.

Assistant Secretary of Commerce J. Herbert Hollomon, prime mover in the creation of the panel, said the agencies —the FCC and the Office of Defense Telecommunications Management—will be consulted on the manner in which plans for the study should be advanced.

This would conform with a recommendation of FCC Chairman Rosel H. Hyde, in a letter to Commerce Secretary John T. Connor last month (Broadcasting, Dec. 5).

And Dr. Hollomon, in an interview with Broadcasting, indicated the department would attempt to build on the agreement which has been expressed concerning the need for the study—agreement, he said, which outweighs the disagreements on procedures.

In another development, Dr. Hollomon helped conduct four members of the FCC and representatives of other government agencies on a tour of the department’s impressive Institute of Telecommunication Sciences and Astronomy, formerly the Central Radio Propagation Laboratory, at Boulder, Colo.

Others said commission members indicated the view “the secretary [Commerce Secretary John T. Connor] is anxious that we come to an agreement on the report.”

Dr. Hollomon said he expects representatives of Commerce, the commission and ODTM “in the next few months” to work out the mechanism that should be employed in making the study. The recommendations would be submitted to the President.

The key recommendations would be on the substance of the study to be made and on the level of funding that would be needed to support it. Agreement would also be sought on the criteria that would be followed in determining who would make the study and, finally, on who should do the work. This indicated the degree to which Commerce is prepared to allow the FCC and ODTM to shape the study.

The proposal to establish the study group in the Commerce Department is not the only aspect of the science panel report which disturbed the commission. FCC members, painfully aware of the difficulties in obtaining administration approval for a budget request of more than $18 million for the commission’s entire operations for a year, feel the costs envisaged by the science panel for its proposed study are entirely too high.

The panel proposed initial investment “supporting growth to the $10 million level.” Ultimately, it said a budget of “$50 million would not be excessive.”

In addition, commission members have expressed reservations about the panel’s emphasis on the need to “optimize the use of the complex of telecommunications capabilities” on the basis of the overall value to the nation. The panel said a major problem in spectrum study is the lack of information on dollar-and-cents value of various spectrum uses—thus, its recommendation that an effort be made to determine the value of “individual units of frequency spectrum.”

Commerce seeks spectrum-study accord
HYDE AND OTHERS TOUR BOULDER PLANT; AGENCIES ‘TO BE CONSULTED’

Commerce Secretary John T. Connor is anxious that we come to an agreement on the report.

Commerce’s Hollomon

study is needed. The science panel, he said, determined that basic information needed to reach decisions on spectrum allocations—both in policy and in research-development areas—is lacking. An effort must be made “to understand the future uses to which the spectrum will be put . . . to determine alternate ways of using the spectrum . . . to understand the economic consequences involved,” he said. There is a need to put the problem in economic and technical perspective, he added. Analyses must be done.

How is Question = “I hear no dis-agreement that that is the case,” he said. “The question is how we are to get on with the study.”

And in that connection he said: “It’s appropriate now that the interested agencies—Commerce, FCC, ODTM—get together and decide what should be done.”

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Can’t See It = Commission members have indicated the view that such an effort would be useless and, if not, the results immaterial. “How do you de-
termine the value of the safety element involved in frequencies reserved for police?" asked one commissioner.

As for the costs of the proposed study, Dr. Hollomon feels they are not out of line. After all, he notes, communications is better than a $20-billion-a-year business, and growing rapidly. As for the dollar values the panel would attempt to determine, he feels they should be considered—though not to the exclusion of all else. "Social values must also be considered," he said. "But we've got to make some decision on a relative analysis as to what's important."

"Dr. Hollomon speaks from a background of experience in technical management as well as with government. He was with the General Electric Co. for 18 years, as metallurgical researcher, manager of metallurgy and ceramics research, and, finally, general manager of the general engineering laboratory before being tapped for his present job by President Kennedy in 1962."

As assistant secretary for science and technology, he supervises the Patent Office, the National Bureau of Standards, the Environmental Services Administration (of which ITS A is a part), and the Office of State and Technical Services.

**CATV by laser is plan in N.Y.**

CATV started out more than 15 years ago as an all-wire system of bringing TV signals to viewers. Early this year, Teleprompter's Irving Kahn sought and received FCC approval to experiment with microwaves to reach individual subscribers in the crowded, high-rise apartment house areas of upper Manhattan in New York without having to use telephone cables.

And now, it was learned last week, a new system of bringing TV over the air to community antenna customers may be tested soon in Brooklyn, N.Y.

The new system uses laser beams.

The laser link is a development of Ira Kamen, New York electronics engineer, and Harold R. Walker, formerly chief engineer of the Blonder-Tongue Laboratories, Newark, N.J., and is being considered, it is understood, by Bartell Cable TV Systems Inc., an applicant for CATV in the borough of Brooklyn. Bartell Cable TV Systems is 80% owned by Bartell Media Group (publishers-broadcasters), and 20% by Mr. Kamen and Daniel J. Riesner, New York attorney.

The patent application for the laser link was submitted by the Laser Link Corp., which is owned by Messrs. Kamen, Walker and Riesner. It proposes to use a laser beam in the 1-micron region of the spectrum to relay TV programs to high-rise apartment houses. The plan calls for reception of the over-the-air TV signal at the tallest building in an area and retransmission over a laser beam to other buildings, using in some cases mirrors to route the beam.

In the 1-micron region, the laser transmission will be good for only two or three miles, it is understood, but it will penetrate clouds, smog and rain.

A significant element of the laser-link proposal lies in a special technique of modulating the light beam. The system uses a high frequency oscillator with a crystal, frequency modulated.

Part of the laser link equipment is to be manufactured by JFD Electronics Co., Brooklyn, N.Y., a major TV receiving-antenna manufacturer.

Both the laser link and the Teleprompter experiments with microwaves are aimed at connecting CATV subscribers in large, urban metropolitan areas without the use of telephone company lines. Telephone lines in major markets are commonly underground, and the usual CATV connection to customers by wire cannot be accomplished without an arrangement with the telephone company. Both the laser link and the microwave relay are for short-haul service.

**Marconi unveils broadcast gear**

The Marconi Co., Chelmsford, England, has demonstrated for the first time two operational units that are optional additions to its Mark VII, a fully transistorized four-channel Plumbicon color camera. The showing was held last week in England at its developmental laboratories.

The company reported that it has sold or has "reserved" 200 Mark VII's since the camera was introduced a year ago.

Marconi said the camera has been further improved and the sensitivity "increased to over twice the original specification" with a capability of producing "perfect color pictures in the light levels found in any black-and-white studio." One of the operational units now being sold optionally is designed to simplify color balance control and color reproduction despite changing light conditions. The other optional unit provides vertical aperture correction that's designed to increase depth and sparkle of the picture, passing it on to the average color home receiver in studio-picture quality.

The British company also said it demonstrated at the same time a new 10-kw broadcast transmitter, which it described as having increased reliability and ease of operation. The equipment uses solid-state techniques throughout, except in the final output stage where a single tetrode is used. The transmitter (a developmental prototype was used for the demonstration) was said to have features that include simplified front-panel controls, one for operational use and the others to check the system. The equipment, which also has a remote control, can operate in extremes of temperature and humidity, Marconi said.

A third development is a new photo-conductive monochrome TV camera (Mark VI) that is designed for telecine operation. The Mark VI uses a vidicon tube. The company claimed higher picture quality and simplicity in engineering.

**NLRB clears KONO-TV of antiunion charge**

A complaint against KONO-TV San Antonio, Tex., has been dismissed by the National Labor Relations Board. Local 2206 of the International Brotherhood of Electrical Workers, AFL-CIO/CLC, has charged KONO-TV with interfering with the union activities of employees.

The union had charged that the station had promoted a decertification peti-
tion among its employees in order to induce them to abandon their union affiliation. Trial examiner Sydney S. Asher Jr. said there had been no proof the station had engaged in such antiunion activities, or that the station had even known of the existence of the decertification petition before it was filed with the NLRB.

The decertification petition had been filed with the NLRB on June 6 and been dismissed by the board later than month because it had been filed within a year of the certification of the union. The NLRB had certified the union at KONO-TV on July 20, 1965.

Not painting tower can cost plenty

FCC determination to crack down on broadcasters who fail to paint their antenna towers was indicated last week in a $5,000 notice of apparent liability sent to WMID Atlantic City, N.J., for "repeated or willful failure" to paint its tower.

Commission records indicate that the agency's legal-engineering bureau warned the station four times since Aug. 24, 1964, to paint its tower but that the licensee didn't notify the commission that the job was completed until last month.

Commission officials went out of their way to call attention to the size of the apparent liability as reflecting the importance that the commission attaches to tower painting as an aid to air-navigation safety.

Commissioner James J. Wadsworth, however, wasn't satisfied with the apparent liability of $5,000. In view of the circumstances of the WMID case, he said, the maximum forfeiture—$10,000—would be appropriate.

"This case represents an incredible waste in the time and resources of the United States in repeatedly attempting to bring this licensee into compliance with our rules designed not only to protect the public interest, but to promote public safety," he said.

Not only was the station in violation of commission rules for more than two years, Commissioner Wadsworth added, but the tower in question is only one-and-a-quarter miles from a runway of the Atlantic City, N.J., airport." He also noted that the station had been cited for failure to paint its tower on Aug. 9, 1956.

WMID can either contest the notice of liability or pay the $5,000 fine.

Law for master antennas with UHF pushed by JFD

JFD Electronics, Brooklyn, N.Y., last week introduced a new line of master-antenna equipment capable of both UHF and VHF reception and announced plans to force the acceptance of such equipment in the name of support for UHF-TV.

JFD argues there is inconsistency in government policy that forces all-channel TV receivers on the market and forces community antenna television to carry UHF channels but allows proliferation of "UHF-blind" master antenna systems of the type used in many new apartment developments.

The master-antenna manufacturing
School days again for management-engineers

For five days, 51 supervisory engineering personnel cracked the books at Purdue University, Lafayette, Ind. At the end of the period, they had improved their understanding of management as an "interrelated process of planning, organizing, motivating and controlling."

The engineers were students at the National Association of Broadcasters second Engineering/Management Seminar, which was designed to help develop management skills. Vincent Wasilewski, NAB president, told the engineers the course work was aimed at further refining "the philosophy and skills required for good management . . . in making decisions, in the delegation of authority and in the communication of management policy."

New subjects in this year's seminar were an introduction to financing and labor relations.


company displayed its new "Smooth Line" solid-state antenna system with amplification units that may be placed at any point along a distribution line to maintain even signal strength. It might be described as a vest-pocket CATV system, a JFD engineer suggested.

William Clancy, JFD vice president, said the company, with support from UHF station operators, would go to the FCC and Congress in hopes of establishing legislation that would require all master antenna systems serving 50 or more dwelling units to have all-channel capacity (Broadcasting, Dec. 5). Such action is expected from JFD before the end of the year, a spokesman said.

JFD intends to present the same petition for MATV legislation to New York City and to the New York state legislature.

The company surprised the communications industry in September 1965 by moving into community antenna television operation. Previously it had been a leader in the Television Accessory Manufacturers Institute (TAME), a lobby that fought against the development of CATV. At the same time JFD said it would begin manufacturing CATV components including amplifiers and distribution units. The new Smooth-Line system was described as a first step in that direction.

A JFD representative says the company is now developing eight CATV systems with a total subscriber potential of about 45,000.

RCA to start shipping high-band TR-70's

RCA Broadcast and Communications Products Division says it will begin shipping the first of its new TR-70 color tape recorders from its Camden, N. J., plant this month.

Priced at $82,500, the TR-70 unit is said by RCA to provide a higher quality in color program recording. RCA claims the TR-70 is "the first high-band color-TV recording system to be completely factory-assembled and ready for use upon installation at the broadcast studio."

In view of the present backlog of orders from U.S. and foreign broadcasters, RCA expects production of the recorders to continue through the middle of next year. The TR-70 was displayed last March at the National Association of Broadcasters convention in Chicago (Broadcasting, April 11).

Race tracks see video-tape demonstration

The Thoroughbred Racing Association is considering the use of instant video-tape color replays for officiating purposes at American race tracks by the spring of 1968. A demonstration of the potentiality in the color replays was given last week at the Turf Paradise race track in Phoenix, where the track was holding its annual meeting.

The demonstration was conducted by the Thoroughbred Photo Service, which introduced closed-circuit television at Hollywood Park last summer. The color replay system shown was developed by the Victor Co. of Japan primarily for medical education. Thoroughbred Photo Service is the American distributor for the Japanese company.

TRA delegates were told at the demonstration that the video-tape equipment will allow "the color tape to be slowed, reversed, still-framed and rocked."

NABET initiation fees excessive, says examiner

Trial examiner William Seagle of the National Labor Relations Board has recommended that New York local 11 of the National Association of Broadcast Employees and Technicians, AFL-CIO, be ordered to drop its higher initiation fees adopted in December of last year.

Charges against the union were filed by NBC and ABC, whose temporary and vacation-relief employees were subject to initiation fees ranging up to $1,000. The NLRB examiner recommended that the NLRB order the union to return to its flat $150 initiation fee and refund any overcharges made since the higher fees have been in effect, plus interest.

Under the increased scale of initiation fees, a broadcast technician earning, for example, $130 a week as a vacation-relief employee would be re-
quired to pay an initiation fee of $500. The trial examiner noted that comparable fees of another union were $100 to $125.

The trial examiner said that the necessary consequence of the higher fees would be to confine vacation-relief employment to broadcast technicians already members of the union and who would not, therefore, be required to pay the increased initiation fees. The examiner termed the initiation fees "discriminatory and excessive."

Electronics exports up 24% in first 6 months

The Department of Commerce has reported that exports of electronic products from the U.S. reached $567.3 million in the first six months of 1966, an increase of 24.2% over the $456.7 million in the same period last year.

FINANCIAL REPORTS

RCA and Hertz boards approve merger plan

The boards of directors of RCA and the Hertz Corp. last week approved an agreement on the proposed merger of the two corporations (Broadcasting, Oct. 24).

On approval of RCA and Hertz shareholders at their respective annual meetings in May 1967, Hertz will become a wholly owned subsidiary of RCA, though continuing to operate as a separate entity with its own directors and management.

The agreement calls for the exchange of each share of Hertz common stock currently outstanding for one-half share of RCA common stock and one-fourth share of a new RCA $4 cumulative convertible first-preferred stock to be issued. Also involved is the exchange of each share of Hertz $2 cumulative convertible preferred stock for 0.52 share of the new RCA preferred. Each share of the new RCA preferred will be convertible into two shares of RCA common.

UA’s 1966 pace well ahead of 1965

United Artists Corp., New York, net earnings in the first nine months of 1966 were reported last week to be 10% over last year’s period. UA’s board of directors last week also voted a special cash dividend of 25 cents per share on common stock, payable Dec. 29 to stockholders of record Dec. 16.

For the nine months ended Oct. 1:

<table>
<thead>
<tr>
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<th>1966</th>
<th>1965</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.55</td>
<td>$2.23</td>
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<tr>
<td>Gross income</td>
<td>133,820,000*</td>
<td>143,905,000**</td>
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<tr>
<td>Net earnings</td>
<td>10,830,000</td>
<td>9,451,000</td>
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<tr>
<td>Shares Outstanding</td>
<td>4,239,618***</td>
<td>2,085,265****</td>
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*Rafter a provision of $10,381,000 for federal income taxes.
**After a provision of $8,821,000 for federal income taxes.
***Result of a stock split.
****Divided into class A stock: 1,871,499, and class B stock: 415,706.
Canada considers its own satellite

BBG schedules hearing on possibility of domestic system for distribution of television programs

A proposal that Canada put up its own domestic communications satellite for national TV relaying is going to get a full-scale hearing by that country's Board of Broadcast Governors.

The BBG has announced that it will hold a special meeting March 7, 1967, in Ottawa to hear presentations on a space-satellite television network system. The proposal was first made by Kenneth D. Soble, CKCH-TV Hamilton, Ont., at a BBG hearing in October (BROADCASTING, Oct. 31).

Mr. Soble proposed a $75 million domestic satellite system in conjunction with the Power Corp. of Canada Ltd. that would launch a satellite into synchronous orbit over Canada to relay TV signals from coast to coast.

In announcing that it would hold a special hearing on domestic satellites, the BBG said that it was bringing the project to public attention because of "the imminence of space-satellite distribution of television signals."

Comments Sought • BBG invited comment from the publicly owned Canadian Broadcasting Corp., the privately owned Canadian TV network, the Canadian Association of Broadcasters, individual broadcasters and other interested parties.

Mr. Soble last spring proposed the establishment, also with the Power Corp. of Canada, of a second commercial TV network. BBG told him he could make preliminary plans, and scheduled a formal hearing on the project for October 1967 (BROADCASTING, May 16, 9).

Earlier A. G. Lester, executive vice president of Bell Telephone Co. of Canada, told members of the Rotary Club in Montreal that the potential of a domestic satellite was far beyond that of relaying TV signals alone. A domestic satellite, he said, could be used for extending telephone service into the far reaches of the northern areas of Canada, now underserved because of the expense.

If a low-cost earth station could be devised able to withstand the rigors of the Arctic environment, Mr. Lester said, "it would be possible to situate these stations in the scattered settlements of the Far North so that residents would have not only telephone connections with the outside world but would, for the first time, be able to receive 'live' television programs."

The Canadian Bell Co. is experimenting with such an earth station at Bouchee, 70 miles north of Ottawa, he reported. This station should be operating early in 1968, he said, and if successful could become the hub of a system serving the northeastern Arctic by 1970.

TV committee named for developing nations

A study of the potentials of educational television for the benefit of underdeveloped nations will be getting underway soon with a five-man U. S. task force doing the research.

The group was established two weeks ago by President Johnson and is headed by Leonard H. Marks, director of the U. S. Information Agency and former communications attorney in Washington (BROADCASTING, Dec. 5).

Named last week to round out the committee: Paul A. Miller, Assistant Secretary (for education) of Health, Education and Welfare Department; Charles Frankel, assistant secretary for cultural affairs, State Department; Dr. A. H. Moseman, Agency for International Development, and Tedson Myers, Peace Corps, former assistant to the former FCC Chairman Newton Minow. Douglass Cater, Presidential assistant, is White House liaison with the group.
The CBC talks back

Hits Fowler Report recommendations for czar and single board

The Canadian Broadcasting Corp. answered its critics last week with a white paper that emphasized the CBC should control its programing and policy without supervision from any other additional government-constituted body and the need for more realistic government views on CBC’s participation in commercial media.

In reply to the Fowler Report and the Canadian government white paper (Broadcasting, Sept. 13, 1965, July 11, 1966), the publicly owned corporation affirmed the need for two regulatory bodies because of Canada’s growing ETV and station-licensing problems and the potential for communication satellites and CATV systems. Previously the Fowler Report had proposed abolition of the Board of Broadcast Governors and the CBC board of directors in favor of a 15-member group with one full-time executive as “czar” to control both public and private stations; the government white paper endorsed a larger, more powerful BBG with regulatory powers over CBC affairs.

In its report the CBC recommended the BBG be given authority and responsibility for “the planning and administration of Canadian broadcasting’s physical structure, general broadcasting regulations, and the broad performance of the private broadcasting sector.” However, the CBC emphasized the government proposal of a three-way division of authority among the cabinet, BBG and CBC board regarding CBC affairs would result in “extensive duplication of effort” and would “drastically reduce” the effectiveness of the corporation. Therefore the CBC recommended that its board “be given full authority and responsibility for the policies, programs and operations of the national broadcasting service.” Further, both the BBG and the CBC “should each answer directly to Parliament through a designated minister for their respective responsibilities.”

The CBC made a partial concession to the Fowler Report with a recommendation that a single board, should it become necessary, be given authority over all public and private broadcasting; however, the CBC also recommended that the board should be the BBG and not a new entity. The report stated, in any event, “despite its shortcomings, the one-board system would be preferable to major divisions of authority and responsibility for the policies and operations of the CBC between two boards.”

Bad Formula - The corporation rejected the government commercial formula that would concurrently require the CBC not to increase its present volume of commercial programing and to retain a 25% share of all TV advertising expenditures and a 4% share of all radio advertising expenditures for the next five years. “These two requirements are incompatible since the corporation has no control over the total dollar volume of advertising sales in Canada,” the report stated. “In other words, the corporation’s sales quota is being fixed, not in relation to total CBC expenditures, but in relation to total expenditures outside the CBC.” Simultaneously news and opinion programs plus other program categories traditionally withheld from sale would have to go on the block to match the revenue required by the government.

CBC revenue projections indicated net TV income would increase from a current $23 million to an estimated $43 million by 1972-73, if the corporation obtained 25% of the TV advertising market: net radio income would increase from a current $2.9 million to an estimated $4 million by 1972-73, if the corporation obtained 4% of the radio advertising market. “Unless the CBC is to become fully commercial,” warned the report, “a practical net sales target for CBC-TV by 1971-72 is $31 million vis-a-vis a requirement of $40 million; for radio it is $2 million vis-a-vis a requirement of $3.8 million.”

The CBC found conflicting objectives of program quality and increased revenues in the government’s demands and recommended a reduction in the volume of sponsored programs and a “corresponding increase” in public funds. “If program quality, variety and Canadian content are to be maintained and improved,” the report stated, “not more than $25 million net per year should be realized on commercial sales over the next five years.” Stabilization of dollar volume plus an eventual increase in rates would produce a gradual decrease in the volume of CBC commercial programs and thus, in the CBC view, lead to free air time and necessary schedule improvements.

Lani Bird pictures

bad, networks say

Lani Bird, the new commercial satellite positioned over the Pacific, last Wednesday (Dec. 7) linked the three major TV networks in this country with Hawaii for what some network sources described as 12 minutes of video delay followed by 32 minutes of “bad” pictures. It happened during live pool coverage of Honolulu ceremonies observing the 25th anniversary of the Japanese attack on Pearl Harbor.

ABC-TV, as pool coordinator (its affiliate KHVN-TV Honolulu originated the feed), said last Thursday that ABC, CBS and NBC were protesting to AT&T (its common carrier) and the Communications Satellite Corp. (the supplier) that they won’t pay the $4,430 rate charged for the 44-minute relay.

ABC said that after it failed to receive signals for the first 12 minutes, the network decided to scrap its plans to carry the program at 12:53-1:37 p.m., EST. Later in the day, part of a video tape of the feed was inserted on 5:45 p.m. newscast.

CBS indicated that once video signals were available, the network carried the ceremonies until 1:30 p.m., and later used tape portions for its Walter
N BC reported using the entire time for its telecast Pearl Harbor: Dec. 7, 1966 (12:50-1:37 p.m.). To fill in the period in which there was no reception, NBC showed stock film footage of the Japanese attack with a recorded voiceover of the late H. V. Kaltenborn announcing the attack. Correspondent Merrill Muller talked from New York and John Dancy reported from Punch Bowl Cemetery (national shrine of the Pacific) when audio signals by undersea cable finally were established after the video correction.

The Other Bird • Early Bird satellite over the Atlantic was also put into TV use last Thursday (Dec. 8) for two United Nations relays to England: one to Rediffusion (4:12-4:41 p.m., EST), and the other to the BBC (5:30-6 p.m., EST).

Each relay was sent to Comsat's ground station in Andover, Me., and there beamed by satellite to an earth station in Goonhilly Downs in England. Rediffusion used its live feed for a program, This Week. On this segment, British Foreign Secretary George Brown discussed the Rhodesia crisis before the UN Security Council. The program also included a studio panel presentation with ambassadors of Nigeria, Uganda and Canada. Parts of the program also were presented live from Rhodesia, and taped interviews from London were inserted. BBC's relay was put on Twenty Four Hours, a new program, which featured a round-robin exchange with Charles Wheeler, BBC correspondent in New York, and Keith Kyle and Cliff Michelmore, both of the BBC in London. The program included a 12-minute live pickup from the Security Council.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Goodman

Richard E. Goodman, VP-associate creative director, D'Arcy Advertising, New York, and Jay W. Cheek, creative director, Life magazine, same city, named VP's-creative group heads, Dancer-Fitzgerald-Sample, also New York.

Mr. Cheek


Soren H. Munkhof, general manager of WPBN-TV Traverse City, Mich., named executive VP of Noyes, Moran & Co., Downers Grove, III., advertising agency and broadcast services firm.

Mr. Ogren


R. Gerald Grey and Marianne M. Fultz, with Reach, McClinton & Co., Boston, named VP's.

William Penible, creative associate at Knox Reeves Advertising, Minneapolis, elected VP.

Bernard L. Koff, manager of promotional research, Roche Laboratories, Nutley, N. J., named VP-director of marketing services for drugs, Sudler & Hennessey, New York. William Siegel, assistant director, drug marketing, appointed account executive.

Maxine C. Cohen, media director of Redmond, Marcus & Shure, New York, elected VP.

Mr. Gilbert

Glenn Gilbert, head of Detroit office, Metro Radio Sales, elected VP and manager.

Ian McKechnie, formerly head of his own company, Mc- Kay Productions, New York, named VP-commercial production division, Television Sound Inc., same city, division of LaBrie Associates Ltd.


Thomas H. Belviso Jr., account executive, ABC-TV Spot Sales, New York, named eastern sales manager.

Mr. Walsh

James Walsh, VP and director of TV at Papert, Koenig, Lois, New York, joins Colodzin Productions Inc. there as executive VP and creative director.

James Walsh, VP and director of TV at Papert, Koenig, Lois, New York, joins Colodzin Productions Inc. there as executive VP and creative director.

Thomas P. Shull, with Doyle Dane Bernbach, New York, joins Scope Advertising there as executive VP.

Walter L. Jones, with WAMO-AM-FM Pittsburgh, named sales manager.

Garry C. McKelvey, executive media director of W. B. Doner & Co., Detroit, appointed media director of Howard Swink Advertising Inc., Marion, Ohio.

Mrs. Moseley

Alice L. Moseley, associate creative director, and Robert H. Lenz, creative supervisor, with Grey Advertising, New York, elected VP's.

Mr. Lenz

Rudy C. Wahlig, with McCann/ITSM division of McCann-Erickson Inc., New York, joins Doremus & Co. there as media director.

James J. Mikolitis named associate director of research at Post-Keyes-Gardner, Chicago.

Mr. Casey

William J. Casey, VP and copy group head at Papert, Koenig & Lois, New York, joins The Marschall Co., that city, as associate creative director.

Kent Bosworth, assistant account manager of Hoefer, Dietrich & Brown, San Francisco, named account manager.

Mr. Lenz

Dale K. Stevenson, with Campbell-Ewald Co., Detroit, named media director for C-E, San Francisco.

Lewis I. Haber, John Hughes and Paul L. Richey, media supervisors at LaRoche, McCaffrey and McCall, New York, named associate media directors.

Mr. Casey


Carl Buffington, VP and director of TV at Morse International Inc., New
York, named director of communications at Richardson-Merrell Inc., that city.

Gayton M. Masters, design artist at WBZ-TV Boston, appointed assistant advertising and sales promotion manager.

John M. Cole named manager of media buying, Chicago division, Needham, Harper & Steers. Robert Olson, with BBDO, Chicago, joins NH&S as associate media supervisor.


Francis King appointed account supervisor at Clinton E. Frank Inc., Chicago.

Guilford Ross Dye, from Adam Young Inc., appointed television account executive at Peters, Griffin, Woodward, Chicago. Dennis Israel, with Broadcast Communications Group, Chicago, joins PGW there as radio account executive.

Robert W. Browning, formerly with Radcliffe Advertising and WZOK, both Jacksonville, Fla., joins WJXT(TV), that city, as account executive.

Paul F. Theriault, account executive WABC-FM New York, named account executive, WNEW-FM, same city.

Robert E. Bromley, with KHER Santa Maria, Calif., appointed account executive.

William Chororos, TV-radio producer for Ogilvy & Mather, New York, joins Warwick & Legler there as senior TV producer.

Paul Rannellucci joins WFIL-FM Philadelphia, as account executive.

David M. Brennan, national sales manager and assistant to general manager of WIL St. Louis, joins KWW, that city, as account executive.

Norman J. Bartel, sales representative for SCM Corp., San Diego, joins KDEO San Diego as account executive.

J. Warner Rush, with WHN New York, named to new position of general sales manager.

Donald A. Getz named western division sales manager and Charles A. Wilson named radio sales special projects manager at WGN Chicago. Mr. Wilson continues as director of national sales for Chicago office of KDAL Duluth, Minn., and as director of farm sales for WGN Continental Broadcasting Co.

Robert Stettner Jr., with WJJD Chicago, joins sales staff of WIND there.


MEDIA

Bob McRaney Jr., with WJDX-AM-FM and WLT(TV) Jackson, Miss., named general manager.

Ron L. Ruth, sales manager of WNUC Chicago, named general manager.


Russell G. Gast, sales manager of WOW Omaha, appointed station manager.

Earl W. Hickerson, general manager of WCCE-TV Freeport, Ill., named VP of parent Rock River Television Corp.

Allen H. Neuhart, general manager and operating head of Rochester (N.Y.) Democrat & Chronicle and Times-Union, also named executive VP of Gannett Co. (group owner), that city.

John E. Heselden named VP for operations, succeeding Lynn N. Bitter, Gannett's general manager and senior VP, who retires Dec. 31.


Donald E. Lowstuter, timebuyer for
BBDO, New York, appointed supervisor, radio ratings, for NBC, that city.

PROGRAMING

Baldov M. Kristovich, public administrator of county of Los Angeles, elected president of Garrison Productions Inc., which owns and produces The Wild Wild West television series. Bertram Fields, attorney in motion picture and television fields, elected VP.

Alice M. Koch, assistant to general manager of KMOX St. Louis, named program manager.

Terry Parker, news director of WRTA Altoona, Pa., named operations manager. Dave Parr, named program director of WRTA.

Dick Cignarella, senior film buyer for TV Stations Inc., New York, joins Teleworld Inc., that city, as account executive.

Louis Reese, production manager of KFMB-TV San Diego, appointed operations manager, replacing Bob Hower, who joins WBKB-TV Chicago.

Jean Lenauer, producer and director, joins Official Films, New York, as director of technical services.


Will Tomlinson, West Coast sales representative, Screen Gems, San Francisco, named West Coast sales manager, WBC Program Sales, same city.

Robert Lewis, sales executive for both WINS New York, and KYW Philadelphia, joins RKO General Productions, New York, as sports sales executive.

NEWS


Murphy Martin, correspondent with ABC News, New York, joins news staff of WABC, that city.

Ed Pluner, with special projects unit of WDSU-TV New Orleans, appointed news director of WDSU-AM-FM-TV.

George A. Rasmussen, previously with WBRR and WGR-TV, both Buffalo, N. Y., named director of news at WNAC-TV Boston, succeeding Robert Walker, who resigned.

David Sliger and Lon Landis, newsmen with WHEN-AM-TV Syracuse, N. Y., appointed news director and assistant news director, respectively, of WOLF, that city.

Patrick J. Sheehan, acting news director, WILI WILLIAMSPORT, Conn., appointed news director.

John P. Criswell Jr., news director of WEAM Arlington, Va., joins WMAJ-AM-FM-TV Washington as reporter-photographer and newscaster.

Mike O'Neill, with WWS Detroit, joins WKJN Dearborn, Mich., as writer and reporter.

Glenn Rinker, with WXCV-TV Cleveland, joins news staff of WAK-TV Washington.

Robert A. Kopler, newswoman with WARD Johnstown, Pa., joins news staff of WQV Pittsburgh.

Marshall J. Ewig, new assistant with NBC, joins AP broadcast bureau at Troy, N. Y. He replaces Ralph Howard, who transfers to AP broadcast news desk in New York.

Don Wright, with WKPT Kingsport, Tenn., joins news staff of WCYA-TV Bristol, Va-Johnson City-Kingsport, Tenn.

Dimbleby joins CBS News

CBS News has hired David Dimbleby, who has been a producer and reporter for the BBC, on a one-year assignment as correspondent/associate producer. His first assignment is a CBS News special, England vs. Texas, scheduled for telecast next spring. He is the son of the late Richard Dimbleby, well known war correspondent and CBS commentator.

FANFARE

Michael G. Silver, director, publicity and promotion, CBS News election unit, appointed manager, news information, for CBS-TV network press information in New York.

Lawrence L. Hillard, manager of news services for PR department of Trans World Airlines, New York, named to newly created post of manager of public relations-international. He will report to Thomas A. Bell, director of public relations-international, with headquarters in Paris. William J. Liss, manager-audio/visual media for TWA, New York, becomes manager-news services. Robert D. Hall, PR representative on TWA's eastern region staff, succeeds Mr. Liss.

Ron Pulera, assistant promotion manager of WITI-TV Milwaukee, named promotion manager.

EQUIPMENT & ENGINEERING

W. Russell David, VP in charge of engineering at W PTR Albany, N. Y., since 1948, retires. Mr. David will do some consulting engineering work in radio and television. Prior to joining W PTR, he was national sales manager of broadcast equipment for GE. Toward end of World War II, Mr. David served as vice chairman of FM panel of Radio Technical Planning Board, national industry group sponsored by FCC for postwar planning of radio and TV.

Richard S. Duncan, consulting engineer with firm of James C. McNary, Washington, appointed director of engineering for Maryland Educational-Cultural Television Commission, Baltimore, Maryland state educational television network.

R. A. Devine, chief engineer, KEGU-TV Visalia, Calif., appointed chief engineer of KEMO-TV San Francisco, now under construction.

Billy L. Patton, chief engineer of WJRA-AM-TV Providence, R. I., named...
to newly created position of director of engineering, Outlet Co. Broadcasting Stations, parent of WJAR-AM-TV and WBGO-AM-FM-TV Orlando, Fla.

George Brookhiser, with WJAR Morgantown, W. Va., named chief engineer of WJAR Richwood, W. Va.

Judd C. Nicholas, with Ameco Inc., Phoenix, named manager of production engineering.

W. Walter Watts, group executive VP for RCA, New York, assumes responsibility for defense electronic products, broadcast and communications products division, RCA Victor Systems Division. Charles M. Odorizzi, group executive VP, who is responsible for RCA Communications Inc.; RCA service company, and RCA Victor record division, assumes responsibility for RCA magnetic products division. Delbert L. Mills, executive VP, will continue to be responsible for consumer products (RCA Sales Corp., RCA Victor home instruments division, RCA Victor Distributing Corp., and RCA parts and accessories), and will assume responsibility for distributor and commercial relations.

Gary Langseth, formerly with Kaiser-Cox Corp. and Ameco Inc., joins Anaconda Astrodata Co., Denver, as regional manager.

William E. Beathard Jr., director of distributor and commercial financing of sales and distribution division of Philco-
Ford Corp., Philadelphia, and VP of Philco Finance Corp., named director of new sales financing office in sales and distribution division and president of Philco Finance Corp.


ALLIED FIELDS

Howard B. Goldner, controller for Audits & Surveys Inc., New York, elected treasurer.

Harvey Barad, after year's leave of absence in Europe and Africa, resumes duties as account executive for American Research Bureau's NAFA (network, advertising agencies, film companies, advertisers) services staff in New York.

Deaths

Claude Barrere, 60, died of heart attack at his office in New York on Dec. 2 (BROADCASTING, Dec. 5). For past 10 years, he was executive director of International Radio & Television Society, professional broadcast organization in New York. Before that he had served with NBC and RCA Thesaurus Transcription Service, was independent radio and TV program and PR consultant, and from 1953-56 was eastern director for TV of Broadcast Music Inc. Tom Mc Dermott, IRTS president, marked Mr. Barrere's passing in brief eulogy and asked for period of silence in his memory at IRTS "newsmaker" luncheon last week. Surviving is his wife, Ruth.

Lew Abrams Greene, 72, VP of J. Walter Thompson Co. until his retirement in 1953, died Dec. 6 in Stamford (Conn.) hospital. Mr. Greene began his advertising career with N. W. Ayer & Son, Philadelphia, in 1922. Later he worked at Young & Rubicam and Erwin Wasey. He joined JWT in New York in 1930 and was elected VP of agency in 1942. Surviving are his wife, Helen, son and daughter.


Robin Flynn, 71, former editor of broadcast desk at The New York Daily News, died Dec. 4 at his home in New York. Mr. Flynn had been news analyst for radio stations in Philadelphia, Miami, Los Angeles and Spokane, Wash., before joining Daily News in 1944. Surviving are his wife, Elspeth, two daughters and son.

May Sovcern, 57, wife of Jones Sovcern, treasurer and VP, Peters, Griffin, Woodward, New York, died at New Rochelle (N.Y.) hospital on Dec. 1 following illness. Prior to her marriage, Mrs. Sovcern was with the St. Louis Post-Dispatch.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 1 through Dec. 7 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann., announced; ant., antenna; CATV, community antenna system; D, day; DA, directional antenna; ERP, effective radiated power; LS, local station; m, megacycles; mod., modification; N, night; STA, special temporary authorization; trans., transmitter; UHF, ultra-high frequency; VHF, very high frequency; VS, visual; W, watts; C, educational.

New TV stations

APPLICATIONS

Palm Springs, Calif.—Palm Springs Communications Co., which operates WFUD, Palm Springs, Calif., through WFUD Assocs., Los Angeles, is seeking new UHF broadcast station, 684 kHz on Channel 46. ERP 263 kw vis., 44 kw aud. Ant. height above average terrain, 634 ft.; ant. height above ground, 160 ft. P. O. address: 1059 North Palm Canyon Drive 92262. Estimated construction cost $490,032.65; first year operating cost $189,000; revenue $120,000. Proprietor coordinates E. 8 degrees north lat.; 31 degrees 26 minutes west long. Type VHF, GE TT-50. Type ant. GE TV-50-C. Legal counsel Reisa and More, Washington. Consultant: engineer Fred W. Volken. Serra Madre, Calif.: consulting engineers Fred W. Volken, Sierra Madre, Calif.; partners: Burt H. Odorizzi, president Morris H. and Bernard D. Bergren, 30 and 3% respectively and HarriScope Cable Corporation (75%). Licensee of KFBB-AM-TV Great Falls, Mont., KTW-


EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations - CATV Appraisers - Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FJ 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, December 12, 1966 81
Broadcast Credit announces the availability of money.

Just money.
Most banks shy away from loans to radio stations.
Largely because they know so little about the industry and are unwilling to lend.

Broadcast Credit knows better.
If there's a station you're negotiating for, but the cash requirements are too high, talk to us.
If your present property is in need of financial refurbishing, get in touch.
If you wish to sell secured notes or negotiable paper, call.

Broadcast Credit knows radio.
We know a good communications risk when we see one. Let us analyze yours.

Broadcast Credit Corporation, 200 E. 42 Street, New York, N.Y. 10017 • 212 OX 7-1890.
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 20036

JAMES G. MCNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

-at- Established 1926-

PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
Sterling 2-0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
D 7-1319
WASHINGTON, D. C. 20005

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St. N. W. 20036
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg., National B-7757
Washington 4, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
Member AFCCE

GUY C. HUTCHESON
817 CResview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

Lohman & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFCCE

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Service Directory
and (c) granted motion to modify issues
filed Oct. 28 by Lorain and deleted issues
2(b) and 2(c), member Berkemeyer abstaining. Action Dec. 5.

■ Review board in Elmhurst, Ill., standard
broadcasting Decs. 1966-8, granted
motion filed Dec. 2 by Du Page County
Broadcasting Inc. and
application filed Nov. 21
on AM station proposed
in central Du Page County Broadcasting Co.
Action Dec. 6.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue
on Nov. 20 in proceeding on AM application
of Southington Broadcasters, Southington,
Conn., dismissed hearing without date (Dec. 97).

■ Hearing Examiner Isadore A. Honig
on Nov. 30 in proceeding on AM applications
of Du Page County Broadcasting Inc. Elmhurst
and Central Du Page County Broadcasters Inc.
Hearing Examiner Honig extended

■ Acting Chief Hearing Examiner Jay A.
Kyle on Dec. 6 designated Hearing Examiner
Gifford Irron to serve as presiding officer
in proceeding on AM applications of
J. T. Parker Jr. and William R. Livesey,
both Kingsport, Tenn., scheduled prehearing
6, 1967 (Docs. 17065-68), and designated
Hearing Examiner Chester F. Naumovec
Jr. to serve as presiding officer
in AM applications of
D & T Broadcasting Co., Dunes, and Service
Communications, Inc. Arizona, scheduled
prehearing conference for Jan. 4, 1967
and hearing for Jan. 18, 1967 (Docs. 17026-27).

CALL LETTER ACTIONS

■ Marion U. Moore, Joshua Tree, Calif.
Grandville Broadcasting Co., Calif.,
AWXM.

■ Heart of Georgia Broadcasting Co.,
Hinesville, Ga. GRXG.

■ Harrington Broadcasting Co., Petoskey,
Mich. Granted WJML.

Grants WKRP.

■ Pick Radio Co., Pickens, S. C. Granted
WKKR.

Existing AM stations

APPLICATION

KNCB Vivian, La.—Seeks CP to increase
power from 500 w to 1,000 kw. Action Dec. 2.

FINAL ACTIONS

WPTR Albany, N. Y.—Broadcast Bureau
granted license covering installation of new
site to be operated 144.6 kw, with 5
kw power, DA-1 from Middle Road near
Colonsi, N. Y., for auxiliary purposes only.
Action Nov. 30.

Hemway Broadcasting Inc. Hemway,
S. C.—Broadcast Bureau granted CP for
new daytime AM to operate on 1000 kw with
5 kw power; condition; Action Nov. 30.

Broadcast Bureau granted renewal of
licenses for following AM stations issued Nov.
30: WAAK Dallas, N. C.; WAYN Rockingham,
N. C.; WVEE Charlotte, N. C.; WBBL,
Burlington-Graham, N. C.; WBUU Union,
S. C.; WBBS Black Mountain, N. C.; WRSK
Bennettsville, S. C.; WBUG Ridgeland, S. C.;
WCLT Romania Rapids, N. C.; WCFL
Chapel Hill, N. C.; WCKM Winnabow, S. C.;
WCGS Columbia, S. C.; WCHW Cheraw,
S. C.; WCRRS Greenwood, S. C.; WCUP
Murphy, N. C.; WDSC Dillon, S. C.; WESC
Southern Pines, N. C.; WBBM Rocky Mountain,
N. C.; WESG Greenville, S. C.; WFIS Foun-
tain Inn, S. C.; WFMG Goldsboro, N. C.;
WGBG Greensboro, N. C.; WQDD Chester,
S. C.; WQTV Charlotte, N. C.; WBHP Bel-
ton, S. C.; WHPE High Point, N. C.; WQWI
Hendersonville, N. C.; WIDU Fayetteville,
S. C.; WFFG Farmville, N. C.; WJFR Mayo,
N. C.; WJAF Charlotte, N. C.; WJAY Mullins,
WLSP Loris, S. C.; WMBL Morehead City, N. C.;
WMFM Smithfield, N. C.; WMYT Havelock, N. C.;
WOOW North Charleston, S. C.; WNET Charleston,
S. C.; WRCX Ashokance, N. C.; WYMB
Rock Hill, S. C.; WYWB Kannapolis, N. C.;
WPLM Charlotte, N. C.; WRKO Roxboro, N. C.;
WSHB Sanford, N. C.; WGRC Durham,
N. C.; WSBF WRAB Norwalk, Conn.; WQTY
Tabor City, N. C.; WTVY Tyler, N. C.;
WGRNC Raleigh, N. C.; WYCX Wilmington,
N. C.; WYCL York, S. C., and WYMB
Manning, S. C.

OTHER ACTIONS

■ Office of opinion and review on Nov.
28 granted motion by Allen C. Bigham Jr.
and William A. Masters to file
reply to opposition by Broadcast Bureau
for reconsideration in proceeding on its
application for renewal of
KTVT, Salinas, Calif. (Doc. 16769).

■ Office of opinion and review on Dec.
2 granted motion by Plains Broadcasting Inc.
(NU) Guyton, Okla., for extension
time to Dec. 18 to respond to oppositions
to its pending petition for reconsideration
of order of designation in proceeding on its
AM application, et al (Docs. 16586-90, 16486).

■ FCC by order date for filing
of Arthur Powell Williams (KLAV in
Las Vegas standard proceeding
(Doc. 16864). Williams sought review of
memorandum and order issued by review board
which denied his request to postpone local
 completions of Sections 1.564 of rules
until commission acts
upon his pending petition for reconsidera-
tion and grant without hearing. Action Dec. 5.

■ Broadcast Bureau granted licenses for
following AM’s: WBTV St. Pauls, N. C., and
WHYZ Greenville, S. C. Action Dec. 2.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue
on Dec. 1 in proceeding on application of
Star Stations of Indiana Inc. for renewal of
licenses of WIFR AM-FM Indianapolis,
continued hearing from
Hearings Examiner Harrington
in proceedings for Jan.
17, 1967 (Doc. 16615).

■ Hearing Examiner Forest L. McClenning
on Dec. 1 in proceeding on AM application
of City of Camden (assignor) and
Broadcast Bureau Inc., assignee
for assignment of license of
WCAM Camden, N. C., conditions
without date (Dec. 13 and other procedural
dates) in proceeding in
AM applications of
Charles W. Johnson, Charlotte;
Rebecca Newton, Charlotte; and
Frank J. Griggs, Charlotte, et al, ordered
that response to interrogatories
served on Robert Burdette
shall be made on or before
Dec. 16 (Docs. 16732, 16744-50, 17586-80, 17582-86).

FINES

■ Broadcast Bureau notified Neil W.
Shirley & Charles F. Johnson d/b/a Mid-
Tex Broadcasting Co., licensees of
KBXN Lafayette, La., that they
have incurred an apparent
forfeiture of $200 for
violation of rules, including failure to
provide data concerning equipment perform-
ance or any other procedural
requirements within 45 days to pay or to contest
forfeiture. Action Dec. 5.

CALL LETTER ACTION

■ KBUY, John B. Walton Jr., Amarillo,
Tex. Requests KVJ.

New FM stations

APPLICATIONS

Honolulu—Pacific Broadcasting Inc.
Seeks 89.1 MHz, estimated construction cost
$6,000,000, estimated average
average terrain minus 125 ft. P. O. address:
1543 Kapolei Blvd., Honolulu, Hawaii, 1968,
estimated construction cost $6,464; first-year
operating cost $25,000; revenue $46,000.
Principals: Cecil L. Heftel, president. Mr. Heftel
has interest in RAKM-AM TV Honolulu and
K-299TV-HI Channel 2, Honolulu, P. O. address:
Dec. 5.

Rockford, Ill.—Greater Rockford Sound
Inc. Seeks 105.3 MHz, ch. 250, 3.0 kw, Ants.
300 ft terrain; preliminary
preliminary hearing date
Dec. 17, 1966. Estimated operating
cost $7,750; estimated revenue
$250,000. Principals: Dean Lueth (15.4%),
Clint Maslen (11.5%) and Robert J. Muyle
(49.5%). Mr. Lueth, bank director and
banker, secretary-treasurer of manu-
facturing company and president
of Winnebago County Bar Association. Mr.
Lueth is owner and manager of
an equipment manufacturing company.
Mr. Lueth is owner and manager of auto-
mall. Mr. Maslen is president
of the company and
president and manager of
Broadcast Auto Consultants
Inc. Mr. Muyle is
the company's attorney and
manager.

Seeks 107.1 MHz, ch.
280, 3.0 kw, Ants.
300 ft terrain; preliminary
preliminary hearing date
Dec. 17, 1966. Estimated operating
cost $7,750; estimated revenue
$250,000. Principals: Dean Lueth (15.4%),
Clint Maslen (11.5%) and Robert J. Muyle
(49.5%). Mr. Lueth, bank director and
banker, secretary-treasurer of manu-
facturing company and president
of Winnebago County Bar Association. Mr.
Lueth is owner and manager of
an equipment manufacturing company.
Mr. Lueth is owner and manager of auto-
mall. Mr. Maslen is president
of the company and
president and manager of
Broadcast Auto Consultants
Inc. Mr. Muyle is
the company's attorney and
manager.
cost; revenue $12,000 above also. Principal: Edward J. Tredwell, husband 100% owner. Mr. Baughn is general manager and owner. Applications were licensed to Wansehaw Broadcasting. Ann. Dec. 2.

ST. Louis—ST. Louis Education Assistance Fund. Seeks 89.9 mc, ch. 210, 76.8 kw. Ant. height above average terrain 150 ft. ERP 6 kw. Proposed to operate day and night. F. O. address: c/o Donald V. Beindick, Box 229, Springfield, Mo. Estimated construction cost $57,697. Principals: Virginia M. Gilbert, treasurer; Lucas D. Edwards, vice President; Mr. Beindick, director. Mr. Browne is also general manager and owner. Applications were licensed to ST. Louis. Ann. Dec. 2.

Somerset, Ky.—Somerset Broadcasting Corp. Seeks 97.3 mc, ch. 247, 40.4 kw. Ant. height above average terrain 110 ft. ERP 9 kw. Proposed to operate day and night. F. O. address: Box 801, Springfield 06801. Estimated construction cost $1,130,000; operating cost $50,000; revenue $20,000. Principals: Billy and Linda Wolfe (75%), and Charles Miller (25%). Mr. Wolfe is manager; Mr. Miller is auto dealer. Mrs. Wolfe is secretary-treasurer for her father's revulsus. Ann. Dec. 2.


FINAL ACTIONS
Boulder, Colo.—Rusell Shaffer International Electronic Development Corp.—Broadcast Bureau granted CP for new FM. Russell Shaffer requests power of 30 kw with ant. height of 60 ft.; 95 kw with ant. height of 890 ft. both to be operated on ch. 214 (94.7 mc). Action Dec. 5.


Somerset, Ky.—Somerset Community College.—Broadcast Bureau granted CP for new class D noncommercial FM to operate on ch. 106.7 mc, ERP 2 kw. Action Dec. 5.

McComb, Miss.—Albert Mack Smith, Phillip Phillips, and James D. White.—Broadcast Bureau granted CP for new FM to operate on ch. 231 (94.1 mc) with ERP 57 kw. ant. height 160 ft., condition Action Dec. 5.

INITIAL DECISION
* Hearing Examiner Millard F. French issued initial decision and order granting license to Lee D. Bach for operation of Samuel G. Costas, Jr., as a radio station at the site of a proposed radio station on the grounds of the Laci County Broadcasting Co. for CP for new FM to operate on ch. 95 (104.1 mc) at Fond du Lac Wis. (Dec. 18737). Action Dec. 6.

OTHER ACTIONS

ACIONS ON MOTIONS


RULEMAKING ACTIONS
* Broadcast Bureau, to allocate FM ch. 920 to La Mesa, Calif.—Request submission of a rulemaking proceeding so as to allocate FM ch. 297 to La Mesa, Calif. Ann. Dec. 2. Action Dec. 2. (Text continues on page 50.)

BROADCASTING, December 12, 1966

* MGL City & County Broadcasting Inc., Columbus, Neb.—Requests amendment of commission's rules so as to permit single family antennas on 20.5 (32.5 mc) to Columbus, Neb. Ann. Dec. 2.

* James A. Case, Angola, Ind.—Requests alteration of section 1.79 of GNIS involving making following proposed changes in FM table of assignments for Michigan involving proposed 240A and Defiance, Ohio existing 240A, ch. 113, 106.4 kw. with ant. height 500 ft. Action Nov. 15.

* Waterman Broadcasting Corp. of Texas, San Antonio.—Requests approval of a rulemaking proceeding looking toward assignment of FM frequencies in San Antonio, Texas, as follows: San Antonio: add 268; San Marcos add 219; delete 268A; Kenedy-Karnes add 282; delete 264A; Laredo add 280 and Burnet add 264A; delete 264C; Waco and Glorieta add deleted frequencies. Action Nov. 15.

* Salt Lake City and Granite District Radio Broadcasting Co.—Requests extension of a rulemaking proceeding looking toward assignment of FM ch. 274 to Salt Lake City, Ann. Dec. 2.


* Northern Neck & Tidewater Broadcasting Co., Virginia Beach, Va.—Requests extension of license for WJNT-FM. Action Dec. 5.


EXISTING FM STATIONS

WOKZ-FM, Baton Rouge, La.—Broadcast Bureau granted license covering change ERP to 10 kw, ant. height 50 ft. Action Dec. 5.

WLRH(FM), Louisville, Ky.—Broadcast Bureau granted CP to increase ERP to 10 kw, ant. height 285 ft., condition Action Dec. 5.

WDLM(FM), Detroit, Mich.—Broadcast Bureau granted ERP to 30 kw, ant. height 330 ft. Action Dec. 5.

WIBX(FM), N. Y.—Broadcast Bureau granted CP to increase ERP to 3 kw and decrease ant. height to 265 ft.; condition Action Dec. 5.

WFFD-FM, Winston-Salem, N. C.—Broadcast Bureau granted CP to increase ERP to 25 kw and increase ant. height to 300 ft.; condition Action Dec. 5.

KLVG-FM, Fairview township, (Harrisburg), Pa.—Broadcast Bureau granted license for FM. Action Nov. 29.

WKJB-FM, Mayaguez, P. R.—Broadcast Bureau granted CP to increase ERP to 13.5 kw and ant. height from 75 ft. to 175 ft.; condition Action Dec. 3.

KIX-FM (formerly KJB-FM), Bliss, Ohio.—Broadcast Bureau granted license to operate CP for changes to 150 kw. Action Dec. 3.

OTHER ACTIONS

* Broadcast Bureau granted licenses for following FM's and specific type trans., and ant.: WRKN-FM, Marinette, Wisc.; WAKN-FM, Aiken, and WDAR-FM, Pittsburgh, South Carolina; and WRMR-FM, San Francisco, Calif.


* Broadcast Bureau, to allocate WOAE-FM in La Mesa, Calif.—Proposed to operate on ch. 297 (104.1 mc) as a single family antenna. Action Dec. 5.

* Broadcast Bureau, to allocate WOAE-FM in La Mesa, Calif.—Proposed to operate on ch. 297 (104.1 mc) as a single family antenna. Action Dec. 5.

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Help Wanted—Management

Require immediate general manager with sales experience for local N.Y. daytimer.

Top salary. Box H-247, BROADCASTING.

Vice President and General Manager for midwest AM-TV. Good base, excellent incentive. Fine company, good schools, college. An ideal community in which to live. Box M-98, BROADCASTING.

Midwest AM, FM-Stereo wants aggressive, experienced man in sales and programming to bring us a larger audience. Would be able to call on all accounts in the West for FM listeners and direct programming. Send resume to Box N-123, BROADCASTING.

A Dream Job for a general manager, fully aware of numerous opportunities in the FM medium market, strong growth area, suburban Atlanta, Ga., market, $10,000-$12,000 plus incentives. Advantages in both sales and management. Write to V. E. Esslinger, President, WMJ, 115 E. Court Sq., Dearborn, Georgia.

Minneapolis-St. Paul market area: very good salesman can earn very good money at WPBC, AM-FM Stereo simulcast adult contemporary radio through guarantee against excellent contract, plus commission. Clean, reliable, high calibre applicants only. Send picture and resume to Bill Stewart, 646 Nicollet, Minneapolis 55423.

Sales manager for unlimited station who can direct salesmen, good opportunity for ambitious, energetic young radio manager and become manager of one of our group. Woody Weitz 45528, Sebring, Fla., or Mr. Erway 305-564-6548.

Wanted . . . Combination announcer-salesman for country music station in the southeast. Must have a proven sales record. Call person-to-person at Marion Jenkins—TU 7-5521, or TU 5-2179 or after 8 P.M. TU 7-8469, Carlsbad, New Mexico.

Announcers

Top 48 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Zany morning man wanted. Modern format—top rated station—midsouth. Send tape, resume to Box L-145, BROADCASTING.

Southeast Arkansas daytimer going FM and looking for experienced announcer. Good opportunity play-by-play experience. Box L-304, BROADCASTING.

Experienced announcer-newscaster wanted for Ohio daytimer. We will send you to school to get a first phonograph/wk start (if you want it) and you will start at $135/wk.) Box M-6, BROADCASTING.

Top 48 dj. Mid-day. East coast major market. Must have good documentary record. Send recent photo and resume. Box M-9, BROADCASTING.

Immediate opening for good Country-Western jock. One of top fifty markets fastest growing stations. Salary commensurate with experience. Minimum $125.00. Send resume, tape, and photo. Box M-37, BROADCASTING.

Immediate opening for announcer with 3rd, 4th class B license and commercial experience. $130 per week for good, stable personality. Call KFBC, General Manager, AM- TV, 1525 First Ave., Box M-91, BROADCASTING.

Experienced 1st class announcer for N. Ohio medium market good music, wages and staff. Box M-94, BROADCASTING.

Top country coming soon to station located in close proximity to Baltimore & Washington. Need 1st and 3rd class announcers, program director, news and public service director. Operating top 40 station. Send tape, resume, salary requirements to Box M-105, BROADCASTING.

Career opportunity, Michigan MOR expanding. Large market group ownership. $110 - $125. Tape, resume to Box M-119, BROADCASTING.

Announcers—(cont’d)

New Jersey, good music station needs exp. announcer to fill present position. Paying well in writing and writing local news. Good salary for right man. Send tape and resume. Interviews will follow. Box M-115, BROADCASTING.


Good pay? Do you also enjoy good music? Are you an announcer with a first? We’re looking for a first class announcer for the station. Station in California, Arizona, and Utah. Box M-188, KBOX, Tucson, Arizona 85705. Grow with the great southwest where the sun shines all winter.


Two announcers needed at once for radio station, One for news, plus some TV. One for work in news department doing on-the-air TV & Radio news. You do not need to have a tape, but we will get that here. Send tape audition, resume & picture to the station manager, KBDF AM-TV, Cheyenne, Wyoming.

$150.00 Weekly—as chief announcer for new Hibernal Missouri 100-kw FM station. Must be competent engineer with first-phone. Good announcer with minimum 3 years experience. Able to handle C & W, MOR and top 100. Send detailed resume of employment background for past 3 years. This is a permanent position necessary you will get to grow. Prefer family man from Iowa, Illinois or Missouri. James F. yas. General Manager, KTHO, Hannibal, Missouri.

Opportunity for permanent, qualified announcer for 50,000-watt, good music station. Complete details including salary with returnable tape to manager, KSWS, P.O. Box 470, Boswell, New Mexico.

RTTB in Tyler, Texas, is expanding its staff. Need one 1st and 2nd class and production man, play by play sportsman and salesman. Preferably combination of the above. Write telling all or call M.E. Danborn, General Manager, area code 214-Lyric 4-7278.

Immediate opening—staff announcer. New 5000 watt AM station. Gospel and light western music selected by program director. Must have good showmanship, good voice and pleasant personality. Pleasant authoritative delivery. A Christian based program. Please send resume to KKW, P.O. Box 579, Hot Springs, Arkansas. No phone calls please.


Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire to get into the business. Please call A. E. Harmon, Station WBSC, Benettsville, S. C.

Announcer experienced—position now open for MOR, news, sports—salary open to qualified man-tape and qualifications to WCBY—Chevy, Michigan.

96 BROADCASTING, December 12, 1966
Announcers—(cont'd)

Room to grow! There's a place for a young and ambitious and compensating announcing at WDBO, Orlando, Florida. He must have a love for radio. If you're that man and have proof on tape, send it to: Program Director, WDBO Radio, P.O. Box 1833, Orlando, Florida.

No. 1 station in Hudson River Valley—5000 watts on the air for 100% of the time. Excellent production facilities. We are looking for the right announcer in this exciting market.

Country-western station needs announcer. Excellent production, must have permanent background. Call person in person or to: Box 1247, TU 5-2179 or TU 7-3649.

Possible PD. Strong on production. Aggressive MOR station, only full-time in area. Permanent position. Call collect 216-388-1110.

Technical

Chief engineer—Lite announcing. Southern Virginia AM-FM, job security, good pay, medium market, fringe benefits. Open now. Box L-59, BROADCASTING.

First phone—beginners accepted. Must have car. Salary open. $5 kw AM, 50 kw FM stereo. Can attend local University if desired. Box L-214, BROADCASTING.

Two engineers, first phone—immediate opening. Transmitter or studio. Boston, Mass. Resume, details to Box M-69, BROADCASTING.

Broadcasting School in top market now accepting applications. Applicants for position of F.C.C. first class license preparation course. We are looking for people experienced in the business. Good opportunity. Box Resumes. All communications are kept confidential. Box M-12, BROADCASTING.

Chief engineer—DA plus studio maintenance. suburban station. Immediate opening. Box W-64, BROADCASTING.

First class maintenance engineer. Some announce but maintenance comes first. 5000 AM and 1000 FM transmitters. WCEF 364-4870.

Chief engineer, radio. First class man with practical experience to take charge of technical operation of AM and FM transmitters installed and trouble-free. No announcing. Position located in beautiful state. Write with resume, references, salary requirements to: Ed K. Smith, WCMB Radio, Box 3433, Harrisburg, Pa. 17105.


Opening for technician with 3rd class, broadcast licensed, Emphasis on control room, no announcing. Draft exempt. Chance to get into the TV market. Call: Pat Finnegan, C. E., WLBC AM-TV, Muncie, Indiana 47362.

Chief engineer for long established 5000 watt directional in good Michigan market. Excellent permanent position. Contact General Manager, WPAG, Ann Arbor, Michigan.

Chief engineer, studio. Need qualified first phone operator for maintenance, some announcing. Contact WSB, Detroit.

Technician with first class license wanted. Particular experience with FM receivers. Good working conditions. Write: Box 238, Waltham, Massachusetts 02154.

Production—Programing, Others

Los Angeles area station needs program producing engineer capable of doing voice-over work, air traffic, and copy departments, and taking a strong interest in production. Box M-3, BROADCASTING.

Wanted-program director. Handle program department, including hiring personnel, etc. Some air work. Diversified and challenging. Excellent compensation—staff changes rapidly. Send complete resume; background; experience and references. Confidential. Box M-23, BROADCASTING.

Wanted: Program director for AM-FM Stereo combination. Must have first phone. Will be responsible for ongoing growing experience who feels he's ready to step up. Many fringe benefits. Up to $135. Some air work. Upper midwest. Send tape, resume to Box M-122, BROADCASTING.

Aggressive small market station needs experienced commercial copywriter, with imagination and genuine writing ability, capable of turning out 1 to 2 pieces of selling copy per hour. Life Insurance, paid vacations, fringe benefits. Salary commensurate with ability and past performance. Contact Mason Dixon, Fort Morgan, Colorado, KFPM Radio.

Join No. 1 station in No. 1 city in central Wisconsin. Swinging format. Send photo, resume to Program Director, WRIG Radio, Wausau, Wisconsin.

RADIO

Situations Wanted—Management

Manager—Outstanding gross small market station. Want management with investment experience in small or medium market. Box L-136, BROADCASTING.

Multiple station and poster panel operator liquidating holdings. Desires challenging management, ES in Journalism. 35, former station manager, community operation. Knowledgeable in all phases of broadcasting. Box M-8, BROADCASTING.

Radio sales executive—hard-driving dynamo, with 18 years experience in top management capacity desires management or sales management opportunity, medium or major market. Age 44. Box M-15, BROADCASTING.

Gen. mgr.—west. Successful pro heavy emphasis sales, cost control, programming, desk man. Desires top sales management position in major market in west. Box M-45, BROADCASTING.

Sales Manager. Southeast only. Mature, long experienced, capable, responsible, top references, no problems. Box M-97, BROADCASTING.

"Successful" young manager ready for move. Prefer medium-small market. Familiar with entire station operation. Box M-94, BROADCASTING.

3 yrs General Manager—currently employed—outstanding profit production in one of top 25 markets—excellent sales background. Best references—desires change lower midwest, southwest, south. Box M-111, BROADCASTING.

Film director-editor 14 yrs. experience. Passionate. Best references include help. Box M-115, BROADCASTING.

Seasoned, successful TV-Radio executive available for management position in TV or radio markets generally $60,000 to $70,000. Highly figure income. Box M-124, BROADCASTING.

Situations Wanted—Announcers

DJ, tight board, solid news, commercials, third phone. Box L-213, BROADCASTING.

Proven personalty with authoritative news. Moving to move to top metro market. Currently morning man on 10 kw in northeast. Most modern studio complexes -extensive production. College grad, third endorsed, will relocate. Box M-11, BROADCASTING.

BROADCASTING, December 12, 1966 97
Announcers—(cont’d)

Controversial, telephone talk man available, currently top 10 market. Tapes on request. Box M-47, BROADCASTING.

Station losing money? Switch to big country-western. Experienced country music PD-announcer available. Box M-49, BROADCASTING.

Married midmarket announcer, wanting small midwest college market. Want college degree with all ready promising campus. Box M-17, BROADCASTING.


Combo, first phone, top-forty, some college, prefers midwest market, draft exempt. Box M-86, BROADCASTING.

Top-40 personality in medium market desires top-10 major market. Box M-90, BROADCASTING.

Midwest Announcer, 3rd, 27 service completed, married, children, 10 months experience wants job in southwest or midwest, will consider other areas, Presently making $500 month but will debate. Box M-92, BROADCASTING.

D.J. First phone experienced top forty will relocate. Box M-93, BROADCASTING.

Some college, third, one year’s background, speech trained. Box M-105, BROADCASTING.

Twenty-four year old announcer, tight bearded, new look: Correspond, good news, production. Training some experience. Prefer top forty. Box M-197, BROADCASTING.

Morning man! Salesman! Nine years experience! First phone! Florida only! Box M-108, BROADCASTING.

Have solid background—want secure future. Six years midwest metro markets. Box M-112, BROADCASTING.

Top 40 speaker—strong personality—18 months experience—college—3rd endorsed college—Box M-118, BROADCASTING.

Mild winters! Pro announcer, mature, stable, family, College! Proud salary! Box M-118, BROADCASTING.

Woman—Eleven years experience continuously employed. Good news, some “talk” programme—Newscasting, interviews, unique. Very good background coast to coast network experience. Fabulous voice, some background in advertising, English-Irish combination. Box M-125, BROADCASTING.


Top 40 singer, looking for show to call my own. Good commercial and news delivery. Willing to learn sales. 3rd phone. Box M-135, BROADCASTING.

The “MOJO-MAN” is looking. No formula station required. A real opportunity for real money. All others don’t bug me. 172 Mornington Ct., Weirton, W. Va. — 304-723-3639.

Experienced top 40 announcer-copywriter, 3rd phone, young voice, young satirical approach, excellent reference, Chuck Sonits, 771 Del Mar, Chula Vista, California.

Black announcer—beginner, but well trained, willing to work hard. Will relocate, William McRae, 522 West 126 street, New York City, 10021.

Top forty, Jazz, middle of road, classics—anything else, want to be with polish, Third phone endorsed. Tightest board possible. Your ratings bound to increase. Not me and weather man. Will relocate. White, 414-781-9281.

New Florida, Metropolitan delay sales, 414 years, MOR. Third Roket. 904-721-3669.

Technical

Self-study got first phone. Experienced, active ham, 22. Draft exempt. Box L-200, BROADCASTING.

Combo-chef, maintenance, directional, prooa, Georgia, Florida. Immediately available. 704-853-5880.

NEWS

Experienced newswoman. College graduate. Gathering, writing, editing ability. Box M-17, BROADCASTING.

Ex-bureau chief, experienced local news man. A.B. degree. Available two weeks notice. Write Box M-85, BROADCASTING.

Grad, 24, draft deferred, smooth delivery, four years voice, good Johnny Carson act, not flashy salary negotiable, Paul Carson, 803 Vine St., Syracuse 12203. 315-476-5264.

Production—Programming, Others

Young man wishes position with established news department. Prefer Washington, D. C. or major New England market. Will talk station's paying decent salary for sensible backgrounds, lead to move into exp. service in programming and news directing. Box M-14, BROADCASTING.

PD tired of directionless and promotional ideas shot down by short sighted management, available—employed top ten. Box M-482.

Strong production man, first phone. Nine years same station. Midwest or west, is the grass really greener? Box M-85, BROADCASTING.

TELEVISION

Help Wanted

Sales

We are selecting two, experienced salesmen in crew of four. Solid opportunity in new station. Excellent commission list. Send resume and sales experience. Box M-10, BROADCASTING.

Wanted: Television Production Manager. Five years experience with location in midwest major market. Excellent salary, commission, account list. Send resume to: W. B. Waters, Gen. Sales Mgr., KVOS-TV, 3864 S. Ker- tering, Dayton, Ohio.

Announcers

Booth announcer wanted by midwest TV station. Must have some copy-writing. Will consider man with solid radio background, to move into exp. service in programming and news directing. Box M-104, BROADCASTING.

Wanted: Top announcer. Some live camera, some copy-writing. Must be capable of solid commercial delivery. TV experience helpful but not essential. Good audio tape and photo experience a plus. Or VTR along with resume to F. Jank, KVOS-TV, Box 1157, Beillingham, Washington.

Staff TV announcer needed by ABC affiliate in midwest medium market. Prefer TV experience but will consider radar background. Mail photo, tape, resume, and salary requirements to Al Hervey, WPTA-TV Fort Wayne, Indiana.

Technical

Chief engineer to plan, construct, and operate television station in north east. Must be experienced in installation, maintenance and operation of equipment. Immediate opportunity to start in desiriable location. State experience and references in reply. Box L-218, BROADCASTING.

Experienced CATV engineer. Permanent position with no travel. System located 30 miles outside Pittsburgh. Send resume. Box L-940, BROAD- CASTING

Technical director—radio or TV group in northern state. Engineering degree desirable but not essential. Please give experience and salary requirements. First letter. Box M-59, BROAD- CASTING.

Chief engineer, AM, FM, TV in top 30 market, requires man with strong technical background. Must be experienced assistant chief. Large company with many employee benefits. Box M-117, BROAD- CASTING.

Immediate opening. Studio technician for upstate N. Y. College, TV system. Experience with VTR; openness required. 2nd class license preferred. Salary above area scale. Box M-124, BROADCASTING.

Wanted: Television transmitter engineer. Experience desirable but not necessary. Opportunity to gain all around experience. Box M-129, BROADCASTING.

Chief Engineer, N.Y. TV station, Pen- bina, N. D. Telephone: 701-625-6352.

KOY-TV, Channel 12, Santa Maria, Cali- fornia is accepting applications for trans- mission and studio engineer. Must be experienced. Send complete details to: Manager, KSWS-TV, P.O. Box 670, Roseville, New Mexico.

If you are a “displaced midwesterner,” here is your opportunity to return to Manager’s office. Station, KWTV in Waterloo, Iowa, has just finished remodeling its television studio from the ground up and is now in need of an engineer. We have permanent positions open for both an operating and a mainte- nance engineer at TV master control. First class license required, but previous experi- ence is not necessary. Position available. Contact: E. M. Tink, Engineering Vice President.

Wanted: Man with 1st class FCC license for studio/transmitter operation. Permanent position with unlimited opportunities for advancement. Content. BWA-J, Box 813, Binghamton, N.Y. or call 607-772-5252.

Eastern metropolitan VHF/UHF/FM station has immediate openings for experienced studio and transmitter technicians. These are permanent positions with an expanding station in one of the country’s largest cities. Modern, well equipped work- ing conditions, wages based on experience. Contact: Director of Engineering, WHTY, 46th & Market, Phila- delphia, Pa. 215-234-2990.

Are you the No. 2 or 3 man on the engi- nieer team of a top TV station? If you’ve got what it takes to be No. 1. . . We’re looking for a: Director. Call or write American’s most dynamic new indie: WP61—TV, Channel 11, 230 South 5th Street, Philadelphia, Penna. 215-318-735-2320. Direct inquiry to Mr. L. B. Stevens.

U. S. Virgin Islands: WS IV—TV, Channel 8, the first station to operate in the Virgin Islands, will hire an operator-switcher with a first class license. Payment $650 bi-weekly. Experienced, $115.00 per week to start with this small station on a beautiful tropical island complete with wonderful climate, great beaches, etc. Complete information to A. E. Kase, WS IV—TV, Christiansted, St. Croix, U. S. Virgin islands.

Need stable beginner for operating engineer. Good opportunity for capable person with first-class ticket. Send complete details to: Manager, P.O. Box 670, Roseville, New Mexico.

The University of Michigan has an im- mediate opening for a studio TV engineer. Applicants should be able to handle installation, maintenance and operation of equip- ment. Must be experienced to enroll in part-time University studies may be arranged. Starting salary commensurate with experience and benefit program. Send resume to R. R. Kirk, TV Engineer, Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

News

Need experienced newswoman to direct radio-TV news department of growing midwest TV station. Experience with VTR and 16 mm film, sound, sync, talent and studio. Salary above area scale. Box J-128, BROADCASTING.

Openings for two engineers and two newsmen and documentarists with VTR access at WTVJ, Miami, a news minded station in a fast growing market. Must be skilled with camera, and some journalistic experience. Send complete details and salary re- quirements to: Box M-125, BROADCASTING.
NEWS—(Cont'd)

Report/photographer—1-2 years experience. No airmen wanted. Good salary, excellent vacation. Resume to Tom Director, WBNS-TV, Columbus, Ohio.

Anchorman for half-hour 11pm news-sports/weather block. Write and supervise gathering of the opening January 2nd to staff alignment. Send VTR or SOF or phone 439-8170 for complete details to Box L-127, BROADCASTING.

Immediate opening for experienced director at WHV network affiliate, mid-Atlantic market. Superior creativity, sales, picture & sales requirements to Box L-127, BROADCASTING.

Wanted: Sports director. We dominate the sports area in this prosperous eastern market. If you are qualified to do play-by-play for all types of sporting events send complete details to Box M-133, BROADCASTING.

Cameras man needed for production crew of WPTA-TV in Fort Wayne, Indiana. Contact us immediately for details. Salary plus requirements or phone 219-482-0584.

Program director to set up & direct service origination for new CATV system. Operate camera, VTR. Handle CATV promotion. Situated in small town, year-round climate, two hours drive from Albuquerque. Phone 505-483-7107 or send resume. Earl Hickam, Box 1088, Las Vegas, N. M. 87701.

TELEVISION

Situations Wanted—Management


General Sales manager. Extensive top 10 market experience in management all aspects of sales and promotions. Outstanding documented sales performance reinforced by new sales figures. Ideal for station needing strong in-depth sales and sales management help with station management quality. Full salary + benefits. Write or phone 509-358-0646. Answered and each will be held totally confidential. Box M-119, BROADCASTING.

NEWS

Radio-TV sportscaster and newsmen seeks relocation. Reliable. Box M-128, BROADCASTING.

Experienced TV newsmen seeks west TV or radio position. Box M-132, BROADCASTING.

Production—Programming, Others

Program director . . . 15 years experience all phases of T. V. and Radio. Box M-90, BROADCASTING.

Director with 9 years experience in all phases of television wants relocation with preferably Washington, D.C. position desired. Capable, conscientious, very familiar with Washington, D.C. background. Box M-100, BROADCASTING.

Radio veteran seeks start in TV; experience all phases of radio; management, programming, sales, sports, and top 40 dj. Many years in graduate, veteran. Presently employed available after first of the year. Box M-169, BROADCASTING.

WANTED TO Buy Equipment

We need used, 250, 500, 1kw & 10 kw AM Transmitters, Radio Supply Corp., 1314 Turbide St., Laredo, Texas 78040.

Wanted: One self-supporting tower for FM antenna and three hundred feet height. WDIA, Memphis.

Need 5 kw FM late model transmitter, FM RF amplifier and monitors, write Box M-22, BROADCASTING.

Mobile-to-studio FM link, program quality. Send replies. Box M-101, BROADCASTING.

Magnecord PFL amplifier and PTO tape recorder. Complete with pitch lock. Available immediately. Call or write John A. Carroll, Chief Engineer, WNTS-TV, Channel 9, Shoppertown, Syracuse, N. Y. 13214, 447-4780.

For Sale—Equipment

Television radio transmitters, monitors, tubes, microphones, camera audio, Electrofind, 440 Columbus Ave., N.Y.C.

c-coaxial cable—Helax, Styroflex, Sproline, etc. Also rigid and RG type new stock. Write for list. Sierra-WattawBank Electric Co., Willow and 34th Streets, Oakland, Calif Phone 415-332-3527.

Andrews 4 Bay FM antenna cut to 93,1 Mc. Can be retuned. $1000, Box M-20, BROADCASTING.

Spotmaker cartridge tape equipment, QRK turntables, etc. Will take in trade as partial payment any type of audio or transmitter equipment. Timeless age conditions. Audiovox, 4310 SW, 75th Ave., Miami, Florida.

For Sale. 1 RCA TR-17B monochrome tape recorder. Complete with pitch lock. Available immediately. Call or write John A. Carroll, Chief Engineer, WNTS-TV, Channel 9, Shoppertown, Syracuse, N. Y. 13214, 447-4780.

Available at once—Western Electric 405-B2. 3 kilowatt AM transmitter, frequency, modulation and associated audio gear. Contact Joe Gill, WIS, Columbus, South Carolina.

RCA TK30, TK31 field cameras. Mobile unit, complete with three RCA TK31's, switcher, sync equipment, excellent condition. Sony PV100 tape recorder and other items of complete value. Box L-144, BROADCASTING.

238 ft. insulated, self supporting tower. Republic Steel Corporation Trucon model H-36, with beacon and lights. Dismantled $7,500.00. WWLA, La Crosse, Wisconsin.

Check our listings for your used equipment needs . . . Broadcast equipment & supply Co., Box 841, Atlanta, Tennessee.

Gates dual limiter and Top level combination. Like new. $1160 FOB, KPAT, 601 Anwhy Avenue, Berkeley, Calif.

For sale 2-150 ft. galvanized self-supporting A300, 216 feet. Private, afternoon, Cost, Call or write Louie W. Queen, Antenna specialists, 761 Beacon Street, York, South Carolina 29701. 684-3381.

550 feet of used Andrews-T77 64 ohm 1/4" copper coax. 75 feet per foot. Length available. Yes, G. I. service. Used GE, UHF transmitter complete, type T738, rated at 45kw visual, excellent condition, now in operation. Delivery is about 90 days. Private, reasonable price. Box M-108, BROADCASTING.

Westinghouse FM3, 96.5 mc. out of service due to increase in power. Contact Chief Engineer, WCUE, Armon, Ohio.

FOR SALE—Equipment Continued

Towers—Many types of used materials in excess. Box M-134, Swager Tower Corp., Fremont, Indiana.

Program switching unit, 4 channels, 40 presets, 2 cabinet racks, 8 BA-33A and 7 BA-34A. 50 watts per channel. Two in buildings. Box 136, Rowayton, Conn. 06853.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service features, deep, deejay comment. Introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

instant gags for deejays! One hundred of Louis; Weathers, 500 and etc., $5.00. Write for free "Broadcast Com- plex," in Hollywood, Calif., and receive 1735 E. 26th Street, Brooklyn, N. Y. 11239.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Delays! 8000 classified gag lines, $5.00! Comedy catalog free. Ed Orrin, 80344 Gentry, North Hollywood, Calif. 91605.

We have for sale, The Mike Edwards Radio Compendium. For fresh aud- ition tape, write us today. Box M-19, BROADCASTING.

30 minute tape—"quickie" pop voices, voiceovers, monologues, any type of pop voices—effects. $10 tape shipped return postage, Don Davis Enterprises, P. O. Box 861, Lex- ington, Kentucky.

INSTRUCTIONS

F.C.C. license preparation thru high-quality text in communications. If you want more than a piece of paper— If you want to be respected in your profession—Investigate Grantham correspondence and/or resident courses, G.I. Bill approved. In Hollywood, Calif. and Wash- ington, D. C. F.C.C. license in 4 months. ASEE degree in 18 months—we do not believe in the "license-in-six-weeks philo- sophy." Now in our sixteenth year, Grantham School of Electronics, 1606 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programming, production, newscasting, sportscasting, con- sole operation, disc-jockeying, and all phases of broadcasting. Course respected by all professional teachers. Country's finest practice studios. Radio-TV Institute, 5035 Inwood Road, Dallas, Texas 75232.


Be prepared. First class FCC license in six weeks Top quality theory and labor- atory training. Fully G. I. approved. Elkins Radio License School of Atlanta, 1138 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins train- ing course on FCC First Class Out- standing theory and laboratory instructions. Elkins Radio License School of New Orleans, 331 Saint Charles, New Orleans, Louisiana.

ELKINS has—The nation's largest—the na- tion's most successful—the nation's highest success rate of all six-week First Class Li- cense courses. (Well over 300 of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood High—Service Texas 7925.

Elkins Radio License School of Chicago—Many years quality lecture methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

BROADCASTING, December 12, 1966 99
INSTRUCTIONS—(Cont’d)

Since 1948. Original course for FCC 1st class license, giving you phone operator license in six weeks. Over 450 hours instruction and over 500 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 7 & March 6. For information, reservations and write, William B. Ogdin Radio Operational Engineering School, 500 Main St., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1894, National Academy of Broadcasting. Bond Bridge, 532, W. 46th, 1604 New York Ave., N.W., Washington, D.C.

"Warning" accepts no substitute. REC is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) schools. FCC 1st class license in five (5) weeks. Tuition $295. Room and apartments $15. Over 60% of REC graduates pass the FCC exams. Classes begin January 7 & March 6. Write Radio Engineering Institute, 1536 Main Street in beautiful Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W. 43rd St., N.Y.C. 6-9245.


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 1931). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs—fastest accommodations available close-by. Call or write: Don Martin School, 1603, N. Cherokee, Hollywood, Calif. (111) HO 2-3661.

RADIO—Help Wanted—Management

WANTED:
One General Sales Manager. We need a take charge man who can capably direct and run a full sales staff. Top money for the right man. Send complete resume and salary requirements to Mark Farn, KFIF, Box 5684, Tucson, Arizona, A John Wakan Station.

RADIO—Help Wanted—Sales

FM AND TV PRODUCT MANAGER
Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and 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—(cont’d)

SALES ENGINEER
BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires knowledge of broadcast equipment. Must be sales-minded, BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

Experienced Salesman
Excellent opportunity for TV and Radio syndication salesmen with well established company. Prime territories available. Draw against commission. Our salesmen aware of this ad. Please send resume to:

Box M-65, Broadcasting.

A GREAT SALESMAN

We are looking for a great, great salesman interested in becoming a Station Manager with a substantial stock interest and an income between $10,000 and $15,000 yearly. But you must prove sales ability at WTYM first. Contact:

Mike Schwartz
WTRYM RADIO
Springfield, Mass.
413-525-4141

SALES—(cont’d)

WE WANT A GO GETTER

to take charge of Radio News in a Major market combination. Experience and strong voice essential but ability to make radio news alive and vibrant is vital. Send tape and resume to:

Box M-96, Broadcasting.

NEWS—(cont’d)

WANTED: A rare breed of Radio Newsman. One who can gather, write, and air. No SCREAMERS, no rip and readers, no Prime Donnas.

REWARD: A reporter's position with a Network O & B newsroom. If you're our man, send samples of writing, air check and resume to:

Box M-110, Broadcasting.

Situations Wanted—Announcers

30 WELL TRAINED ANNOUNCERS AVAILABLE NOW!

 MIDWESTERN, 228 S. Webash
Chicago, Illinois 312-WA 2-0712

TELEVISION—Help Wanted

TV-RADIO PERSONNEL AVAILABLE

87 General Managers
65 Sales Managers
79 Program Managers
182 Other Dept. Heads
549 Announcers & Newsman
121 Other categories

12 TV CHIEF ENGINEERS
Call: Ron Curtis—312-337-5318 NOW! NATIONWIDE BROADCAST PERSONNEL CONSULTANTS Exclusively company paid fees.

Help Wanted Management

HEMmed in?

Topped out in your present position? We're looking for an aggressive "Sales oriented" VP and GM for one of our AM-TV's in the midwest. Excellent base, good incentive, beautiful community. Here's a good spot to settle down.

Box M-97, Broadcasting.

Sales

CHICAGO

Young, aggressive TV Time Salesman with TV Programming or TV Production experience needed to recruit and place broadcast personnel for our station clients. Unlimited income potential!

Call Ron Curtis—312-5318 Nationwide Broadcast Personnel Consultants

BROADCASTING, December 12, 1966
CHIEF ENGINEER FOR BOSTON

Full color—all new RCA equipment.
Excellentsalaries and liberal benefits.
Job requires good technical experience & leadership capabilities.
Candidate should have installation & operation experience.

Call or write:
Gene Hill, Director of Engineering
Kaiser Broadcasting Corp.
P.O. Box 56
Boston, Mass. 02102
617-566-1320

Kaiser
Broadcasting
An Equal Opportunity Employer

CHIEF ENGINEER

Needed at earliest possible time for Channel 2, NBC Affiliated, maximum power television station in Midland—Odessa, Texas. Ideal climate, good pay, fast growing southwestern Oil & Petro-chemical center.
If interested send AIRMAIL Resume of experience, family status & salary required.
Ray Herndon, Gen Mgr.
KMID-TV
Midland, Texas

TRAFFIC MANAGER

Immediate opening for experienced Traffic Manager in Major East Coast market.
Area's leading independent television station offers excellent opportunity with fastest-growing Broadcasting Group.
Excellent salary with full benefits.
Send full particulars with salary requirements and resume to:
Box M-102, Broadcasting.
Equal Opportunity Employer

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sheltee Barish, Director

BUSINESS OPPORTUNITY

CATV

No mystery and no harder than fighting for an FCC license. Former Advertising Agency Exec. (Now owns piece of several systems) highly experienced in franchise, operations, promotion and financing, seeks to form group, or head existing organization for acquisitions. Needs $100,000 to start. Speculative but tremendous potential.
Box M-127, Broadcasting.

ATTENTION FM STATIONS

Experienced assistance is available to help you solve problems in programming, amount of operation, promotion, publicity and those other areas that are essential to increasing station value.
BROADCAST SERVICE ASSOCIATES
663 Fifth Ave., N.Y., N.Y. 10022

FOR SALE—Equipment

Color monitors for sale
RCA TM-21's
Contact:
Don Callis
VIDEOTAPE CENTER
101 W. 67th St., New York City 10023
Phone 212-TR 3-8800

FOR LEASE

PRIME LOCATION

WASHINGTON, D.C.

Adjacent to Mayflower Hotel and covered parking, five blocks from White House. Four story air-conditioned building with elevator. 2200 Sq. Ft. interior space per floor. Contact:
Mr. Tom Broadhead
The Jolar Corporation
1737 DeSales Street, N.W.
Washington, D.C.
Tel 347-2498

NORTHWEST

AM-FM MAJOR MARKET

Profitable. Can be bought for annual gross billing. F.P. $140,000 with $40,000 down; balance 10 years.
Box M-130, Broadcasting.

FOR LEASE

STATION FOR SALE

Real Estate, New Equipment and building—$75,000
Nicest Small Station in U. S.!
Box M-114, Broadcasting.

$80,000 down
Buy West Coast AM. 1590 days 256 nights, only station in city of 18,000. Retail sales of city over $50,000.606. Finest climate. Needs better management.
Joseph A. Snyder, Media Broker, 2224 E. Borromey Dr., Anaheim, Calif. 92806

EAST

City and retail area approximately 150,000. Fixed assets $235,000, Billings over $300,000 annually. Ideal for ownership management. Asking $300,000. Excellent terms, fulltime.

SOUTH FULLTIME—5,000 watts half million in .5 coverage area. Single station market. Healthy yearly increases in billings. Now doing $160,000. Possible $200,000 yearly with $50,000 cash flow. Desirable Garden Spot area. Median income of over $9,000. Asking $40,000 cash.

In Blue Media Brokers Inc.
115 Central Park, South
New York, N.Y.
265-3430

N.Y. small daytime $135M terms
S.W. medium fulltime 90M terms
S.E. medium profitable 135M 29%
Gulf metro daytime 200M terms
N.E. suburban daytime 650M terms

CHAPMAN ASSOCIATES
2048 Peachtree, Atlanta, Ga. 30309

PRIME LOCATION

DOWNTOWN

WASHINGTON, D.C.

Adjacent to Mayflower Hotel and covered parking, five blocks from White House. Four story air-conditioned building with elevator. 2200 Sq. Ft. interior space per floor.

Contact:
Mr. Tom Broadhead
The Jolar Corporation
1737 DeSales Street, N.W.
Washington, D.C.
Tel 347-2498
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Dec. 7. 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.

- Fresno, Calif.—Fresno Cable TV Co. (Northern California Tele-Communications Inc., owner of KFRE-AM-FM-TV Fresno) has applied for a franchise. Proposed system will be a five-channel concern.

- Balbinoge, Ga.—Balbinoge TV Cable Co. and Peninsula Cable Television Corporation have applied for a franchise.

- Joliet, Ill.—Joliet Cable TV has applied for a franchise. Other applicants are Kraus Electronics and Community Electronics Systems Inc., owners of KJOL-AM-FM-TV Joliet.

- Easthampton, Mass.—Video Enterprises Inc., owner of WHBI-AM-FM radio, has applied for a franchise.

- Oyster Bay, N. Y.—Nassau CATV Inc., a subsidiary of Broadway Maintenance, has been granted a franchise by the Planning Board, the monthly franchise charge will be $10 with an $5 monthly charge. The city will receive 4% of the annual gross receipts or a minimum of $1,200.

- Minatara, Nev.—Midwest Cable Television Inc. (Richard Thompson, president) has been granted a franchise. An eight channel system will be offered. Midwest Cable has been granted franchises in Mitchell, Bridgeport and Merrill, all Neb.

- Lebanon, Pa.—Lebanon Valley Cable TV Co., Inc. and RBS Community Corp., have applied for a franchise. Companies will pay $2,000 annual franchise fee, $3,000 for the first year, $2,000 for the second year and $1,000 for the third year.

- Mount Pleasant, Pa.—WJCB Greensburg, Pa., has been granted a franchise. The installation charge will be $20 with a $4.75 monthly fee. The company will operate a 12-channel CATV system.

- Boston, Wash.—Sparta, Wash., has been granted a franchise. The city will receive 4% of the construction period and the monthly charge will be $630.

- Augusta, Ga.—Augusta CATV Inc., a subsidiary of Broadway Maintenance, has been granted a franchise. The monthly franchise charge will be $2 with a $3 monthly charge. The company will pay $2,000 per year for the first year and $1,000 for the second year.

- Youngwood, Pa.—WJLB Inc., Greens- berg, Pa., has been granted a franchise. The installation charge will be $20 with a $3.75 monthly fee. The company will operate a four-channel CATV system.
Producer's new partnership off to flying start

company name of Thomas/Spelling Productions, with rented space at Desilu Gower studios, immediately began to attract takers. First ABC-TV came knocking looking for a vehicle for comedy star Tim Conway. Writers Harvey Bullock and Ray Allen had a series concept but no star. Aaron Spelling helped put one and one together and sold Rango, a half-hour series about a bumbling Texas ranger, last May, the first month the team of Thomas/Spelling was in business. Rango goes on ABC-TV on Jan. 13 as a mid-season replacement for The Milton Berle Show.

ABC-TV, once smitten, wanted to see what else the new company had to offer. The network was shown an outline treatment of Guns of Will Sonnett, a half-hour western co-created by Mr. Spelling and writer Dick Carr. Walter Brennan already had agreed to star in the series and with such a formidable talent in the bag, ABC made a deal promptly. This series is scheduled for the 1967-68 season.

That made it two deals out of two tries for the budding Thomas/Spelling partnership, with both sales made without the benefit of a pilot.

In The Works: The Thomas/Spelling tandem, flying high, is tinkering with still other properties. Producer-writer Blake Edwards has created The Monk, an hour series about a private detective, and turned it over to the T/S production team (Mr. Spelling expects and appreciates any wise cracks made about the company's initials). There's also a half-hour tongue-in-cheek treatment of private eyes, called Wait for the Dark, that also may wind up playing the networks under the T/S banner in 1967-68.

Mention of the trend toward making feature films specifically for showing on television sends Aaron Spelling into an animated denunciation. He knows that the more features programmed on television the less time there is for conventional series. For an independent TV producer the handwriting on the wall is plain to see.

"This is a pure case of the turtle eating its own eggs," Mr. Spelling says. "Obviously we think it would be wiser to take movies the theater route first."

Still, Aaron Spelling would like nothing better than to produce a good two-hour filmed show for television. He expects to do precisely that at least once a year.

Making movies wouldn't be anything new for Mr. Spelling. Motion pictures, the legitimate theater, television, all have fallen under the Spelling spell at various times. Some 10 years ago, he plunged into the creative end of television by writing the lead-in host spots for the late Dick Powell's Zane Grey Theater series. He then became a successful writer and in a four-year period wrote more than 50 television plays, some of which played Playhouse 90 and Desilu Playhouse. Mr. Spelling also wrote one movie and produced another during that period.

In 1961 he was named producer of the Zane Grey Theater and subsequently produced The Dick Powell Theater and a long list of others.

Aaron Spelling, a free-wheeling enthusiastic brimming with ideas and energy, looks back at the Dick Powell Theater days as his happiest time as a producer. "Motion pictures are a director's medium," he says. "Television is my producer's medium. I love the freedom to move around I had with that series."
Price of color

The flap that has developed over the adoption by WHEN-TV Syracuse, N.Y., of a rate card based on color set count may die down (Broadcasting, Dec. 5), but the issue won't. Sooner or later the less attractive side of color—its costs, indirect as well as direct—will have to be faced.

The dispute here, brought into the open by WHEN-TV's move, is whether spot advertisers ought to pay extra for time when their commercials run in color. It is not an easy question; good arguments can be mustered on both sides.

WHEN-TV and a number of other stations and station reps contend that color should be priced higher than black and white because color adds to the effectiveness of commercials. There is also a substantial body of argument that higher rates for color spots are justified by the stations' heavy outlays for color equipment and by the higher costs of operating in color.

The attitude of buyers can be summarized succinctly: They don't think color justifies an extra charge—open, disguised or hidden. They argue that they are already paying extra for production of commercials in color, that transmitting them in color does not add to the stations' cost that advertisers should not have to underwrite broadcasters' investments in color equipment.

We cannot agree that advertisers do not benefit from station investments in color. The investment and the higher costs of color operations accrue to the advertiser in the form of bigger and more responsive audiences.

There is not a great deal of research on the subject, but as long ago as 1960 a study underwritten by Crosley (now Avco) Broadcasting demonstrated clearly that color does enhance commercial effectiveness. In the current dispute, however, the agency argument can be answered as easily by a question as by research: If agencies really believe that color adds nothing to their commercials, why do they spend all that extra money to produce them in color?

Their actions, despite their arguments, make clear that they regard color as an extra value. The question then is not whether, but when and how much? And in the long run we venture that those answers will be found where such questions are always answered: in the marketplace where efficiencies are weighed against those of other media.

The better way

The chairman-elect of the American Advertising Federation has the right idea in saying, as he did last week, that advertising needs help in Washington. He may be on shakier ground, however, in suggesting that significant help could come from an expansion of Washington lobbying in which all segments of the advertising business would cooperate.

A good many of the problems that Washington creates affect only one segment, or, as often, a segment of a segment. In broadcasting, for instance, the profusion of regulation already on the books and incessantly proposed has led to the formation of a number of intensely specialized Washington offices. On large matters the National Association of Broadcasters may speak for broadcasters as a group, but in day-to-day dealings with the FCC and Congress subgroups of broadcasters often find themselves in conflict. That is why there are permanent Washington staff representatives of the clear-channel radio broadcasters, the regional radio broadcasters and the maximum service telecasters and Washington lawyers on permanent retainer to others.

Among the various advertising media there is also more often conflict than accord. Although in principle the organized broadcasters and organized publishers of magazines and newspapers ought to go to the aid of one another when, say, a bill in Congress threatens to restrict the editorial freedom of any of them, in practice those unaffected by a specific threat usually opt for the short-term pleasure of idly enjoying the trouble their rival is in. That fact of life is not apt to be changed by a call to arms for the defense of all advertising in Washington.

In dollars-and-cents regulation or the threat of it there is a similar disinclination for rescue teams to form. When outdoor advertising is restricted by federal highway legislation, other advertising media see in the action only the chance to pick up billing that might have gone on roadside boards. When a congressional committee threatens to outlaw volume discounts for large advertisers, associations of small-business men lie low or even fan the fire.

All this is not to say that there is no useful work for joint enterprise to do in Washington. It is simply to say that it is not likely to be done by a proliferation of private bureaucracies based in Washington. What is needed is joint enterprise at the top of the many segments of the advertising business to coordinate the job of proving the values of advertising to the general economy.

As between adding staff and overhead in Washington and underwriting economic studies to relate advertising's functions to the gross national product, the latter promises to buy more at less cost.

Ready answer

I t becomes more and more evident that one of the stickiest questions that broadcasters will be called on to answer in the next Congress is that arising from their fast projections of election returns. Hearings on the subject are inevitable. One was requested last week by Senator Vance Hartke (D-Ind.), one of broadcasting's most dependable friends.

The best answer is to be found in a modernization of voting procedures to institute the same-time, 24-hour voting day. Frank Stanton of CBS originated that proposal, and ABC officials have endorsed it, but all broadcasters need to get behind it if it is to be considered seriously.

As discussed in an editorial on this page Nov. 21, the common voting day would be both a convenience and inducement to the voters. Its subsidiary advantage would be the elimination of suspicion, however unsoundly based, that broadcast reporting can affect the vote.

Drawn for Broadcasting by Sid Hix
Never mind the 'Ho, ho, ho's. . . . Sounds too much like a Green Giant commercial!'
If people don’t believe in the station, they won’t believe your new camera can solve all their picture taking problems.

KPIX has the people of San Francisco prepared to accept the unusual. And to love it. This is the station that created and launched an exciting new daytime program. And found and launched an exciting new daytime television personality to host it. He’s John Bartholomew Tucker. His delightfully uncynical, unjaded personality has won him a very responsive audience.

This is the station with a stubborn dedication in the field of news. A dedication that made them one of the pioneers in developing the half hour news format. And a dedication that has brought them many awards.

And this is the station with POW. POW is programming with a flair unusual in the field of public service.

KPIX, like all Group W stations is vitally involved in the community. And thus this one hour Sunday show speaks out — concerned — impertinent — serious; always presenting a new approach to people and events. A documentary on crime might be acted out by a ballet troupe. Historical happenings may be presented in a Pop Art setting. The host is popular author, critic, and wit, Rolfe Peterson. His guests are all sorts of controversial and colorful people.

Wouldn’t it be a good idea to place your dramatic demonstration on a station that is a dramatic demonstration of just what a broadcaster can do? If KPIX can get its message across so strongly, just imagine what it can do for yours.
If you lived in San Francisco...

...you'd be sold on KRON-TV