Spot TV advanced in '66 but rate of gain slowed. p25
Courts busy with challenges to FCC's CATV rules. p39
The numbers game: 2d-season ratings watch begins. p50
Are retailers taking another look at television? p27

The "Wackiest Ship in the Army" sails to the aid of New York, Chicago and Los Angeles.

New York up 23%. WPIX increased the number of homes reached by 23% over the same time period a year ago (Tuesdays, 8:00-9:00 PM).

Chicago up 86%. WGN-TV increased the number of homes reached by 86% over the same time period a year ago (Tuesdays, 9:00-10:00 PM).

Los Angeles up 121%. KCOP increased the number of homes reached by 121% over the same time period a year ago (Sundays, 6:00-7:00 PM).

29 full-hour color episodes
Movies in flight: No fighter pilot should be without them.

Now a fighter pilot can see the whole picture—know exactly where he is and where he's headed, no matter how fast he goes or how he twists and turns, even at tree-top level.

How? Because of ITT's amazing new Airborne Map Display. It gives the pilot a full-color, on-screen map which moves in coordination with his maneuvers. At any time he can pinpoint his location at a glance.

But that's not all. The pilot pushes a button and vital mission objectives and other printed instructions flash onto the screen. Another touch adds computer process data from radar, infrared and other sensor systems.

Range is no problem: 1/16 of the earth's surface, in detail, may be stored inside.

The Airborne Map Display, use of which is forecast for commercial jets, is yet another example of how an ITT company, ITT Gilfillan Inc., saw a need and filled it.

International Telephone and Telegraph Corporation, New York, N.Y.
WJMD-FM would like to shout
FIRST! FIRST! FIRST! FIRST!
because we are, in the Nation's Capital!*

but we have a quiet personality, with
(51 minutes of good stereo music in every hour)

It was WJMD-FM's 51 minutes of soft, good stereo music in every hour (and our quiet way with commercials) that made us so popular. First among FM stations in Metropolitan Washington D.C. and eighth among all 31 AM and FM stations. Including those big fellows with as much power and size as Texas.

But while we're proud of being #1 (and #8) we don't want to change our personality and start shouting now. Instead, we thought we'd just quietly ask you to keep WJMD-FM in mind when you're thinking about Metropolitan Washington D.C. schedules. It's a big quality-conscious market that can afford to live up to its tastes. And WJMD-FM talks softly to the cream!

WJMD-FM

Division of the Atlantic Broadcasting Company
Represented by Roger Coleman, Inc., 37 W. 57th St., N.Y.C.
New York • Chicago • Detroit • Los Angeles

In the Dallas-Fort Worth Market
KRLD-TV delivers more*

Contact your ATS representative for the "more" required by your clients in the nation's 12th ranked television market.

*November 1966 ARB Market Report
Station Audience Summary
Average quarter hour estimates
9:00 AM to midnight Sunday thru Saturday

represented nationally by ADVERTISING TIME SALES, INC.

KRLD-TV
The Dallas Times Herald Station

CLYDE W. REMBERT, President
CLOSED CIRCUIT

Push the button

At BBDO it'll no longer be "run it up the flag pole and see who salutes" in judging TV network placements. It'll be "run it through the machine and get the rating"—before show ever gets on air. After two years of development, agency's computerized technique of predicting ratings of TV shows will be put to use for clients buying into 1967-68 season.

BBDO says its "Preseason Predictor" has turned in record of 70%-80% accuracy on 1966-67 season (Broadcasting, June 13, 1966), has been within three points of Nielsen audience averages. Agency has been making PSP presentations to clients, declares system "go" for next season's buying.

The enforcers

Any station that wants to exceed commercial time limitations in National Association of Broadcasters codes will have to give "convincing" reasons—if it's to avoid trouble with FCC. That's word FCC Chairman Rosel H. Hyde has given Howard Bell, director of NAB Code Authority, who had feared that there'd be defections of code subscribers if Code Authority stuck to its standards but FCC didn't. Last October FCC sent questionnaire to all stations requiring them to justify commercial time exceeding upper limits in radio code (18 minutes per hour) and television code (16 minutes). Among broadcasters there has been speculation that FCC might buy almost any explanation for excess. Mr. Hyde says that speculation is ill-founded.

There were indications last week of movement within NAB to make time standards more flexible. At Los Angeles meeting this week (Jan. 19-20) proposal will be offered to let stations exceed 18 minutes temporarily if adequate cause can be shown. But 18 minutes would remain as basic limit.

Reprisal on Hill

Congressional sources indicate any hope broadcasters might have entertained for legislation extending term of licenses from three to five years (or more) have evaporated for next session of Congress because of controversy over endorsement of candidates by some stations and allegations of bias in election coverage.

Chairman Harold D. Cooley (D-N.C.) of House Agriculture Committee, defeated last November after 32 years in House, has charged editorializing in his district contributed to his loss. Other congressmen, who were burned by stations' endorsements of opponents but won anyway, look less favorably upon broadcasters' editorial freedom. House Commerce Committee chairman Harley O. Staggers (D-W.Va.) and House Speaker John W. McCormack (D-Mass.) have evinced concern.

Same face, same place

Word along Madison Avenue is that Frank Stanton's contract as president of CBS has expired, and that's correct. It expires on April 30, and he's working without one—but with no change in title, authority, status, responsibility, salary or benefits. Under old contract, filed with Securities & Exchange Commission, he could invoke provision for 10-year consultancy at half pay, adjusted upward for cost-of-living increases, but he hasn't done so, and inside word is that nothing whatever has changed—except he's now working without contract.

Dr. Stanton isn't only CBS executive with no contract. In fact, aside from talent, Goddard Lieberson, president of CBS/Columbia Group, has only one currently in effect, and his dates from years back when he headed Columbia Records. Dr. Stanton's original contract terminated Dec. 31, 1963, but was subsequently extended for one year.

Manana problem

Government-industry committee preparing for test of feasibility of permitting land-mobile radio operators to share unused VHF channels with broadcasters appear ready to scratch Los Angeles as city in which to conduct experiment. Reason is difficulty in getting necessary agreement from Mexico. New cities mentioned at committee meeting last week are Chicago, New York, Boston, Washington.

Committee, constituted in October, had almost at once decided to build land-mobile base station that would operate on channel 6 in Los Angeles. However, agreement with Mexico prohibits operation on that facility without concurrence of that country, so letter requesting permission was dispatched. When response was received, via State Department, last week, it contained questions, rather than answer.

swerv. Commission officials replied promptly, but delay in resolving problem is persuading committee members that selection of different city might be best solution.

Watch on the right

AFL-CIO is latest national organization to assert interest in what it describes as "right-wing propaganda" in syndicated talk programs. George Meany, president, has sent notice to all state and local central bodies urging trade union movement to increase its efforts to control unfair telecasting and broadcasting.

Two-page bulletin urges unions to seek to invoke "fairness doctrine" by demanding time to reply from purportedly offending stations. If station refuses, Mr. Meany suggests complaint should be sent to FCC with copy to Albert Zach, director, department of public relations, AFL-CIO.

Good questions

Would President Johnson's proposed new "Department of Business and Labor" become agency to handle consumer affairs? And as such would it concern itself with advertising in keeping with those who regard advertising as anticompetitive and wasteful? Those questions were being asked in wake of President's State of Union address last week.

Secretary of Commerce John T. Connor, who has been at odds with his administration colleagues on advertising's usefulness in economy, presumably would go if new department is created. In one aspect, creation of new department would be reversion to situation that prevailed prior to 1913 when President Taft separated old Department of Commerce and Labor into two separate cabinet posts.

Headway

Mutual President Matthew J. Culligan, back from swing through South and Southwest, reports MBS is continuing to receive "overwhelming yes votes" of affiliated stations for plan to beef up network programing in news and sports (Broadcasting, Nov. 21, 14, 1966). Once affiliate support is mustered across country, amendment contracts will be issued for stations to sign. MBS's unofficial target is to inaugurate new plan by March 1.
JANUARY 4, 1967
TO ALL MCGAVREN-GUILD OFFICES

LATEST MIAMI, FLORIDA RATINGS SHOW WOCN NUMBER 1 ADULT ORIENTED STATION
(18–39 AGE GROUP) PER AVERAGE HALF HOUR 6AM TO MIDNIGHT SEVEN DAYS A WEEK.
WOCN IS NUMBER 1 STATION ALL AGES 6AM TO MIDNIGHT SEVEN DAYS A WEEK
OUT-OF-HOME LISTENING.

MEDIASTAT RATES WOCN NUMBER 1 IN MEN (18–34) 6AM TO 4PM MONDAY THRU
FRIDAY. WOCN NUMBER 1 WITH ADULTS OVER 18 6AM TO 7PM MONDAY THRU FRIDAY.
NUMBER 1, ETC. ETC. ETC.

THE AMAZING OCEAN STORY IS DOCUMENTED BY OCTOBER–NOVEMBER MEDIASTAT,
SUBSTANTIATED BY THE TWO OTHER LEADING RATING SERVICES.

A NEW OCEAN IS IN MIAMI.

ED WINTON
RADIO STATION W-OCN

The following are some of the people who have advised and helped me.
My thanks to:
Gordon McLendon
Don Keyes
Meyer Feldman
Sol Taishoff
Maury Long
William O’Neill
Bill Stubblefield
Eugene T. Smith
William Murdock
Frank Beck
Bill Doty
Barry Clark

Frank Selwyn
Linda Dietz
Syd Yudain
Don Reed
John Gerner
Syd Dickstein
Mildred Kurlansky
Irene Sperling
Ron Crider
Elaine Goldstein
Frank Logan
and
Violet Winton

W-OCN Radio
Miami’s only 24-hour service of Beautiful Music!
Last year's spot-TV billings pass '65 figures with ease but gains are not spectacular. Percentage of increase in '66 may actually have dropped; sales outlook for '67 is uncertain. See...

SPOT TV STEADY ... 25

Fortnightly and United Artists renew copyright battle before U. S. court of appeals. Court is asked to set aside earlier decision that charged Fortnightly CATV's with infringing on UA copyrights. See...

FORTNIGHTLY, UA-TV ... 52

NAB officials start drive against congressional critics' efforts to put clamps on election coverage, editorials and endorsements. Wasilewski urges lawmakers to exercise impartiality. See...

NAB TO FIGHT ... 53

President's State of Union boost for ETV cheers backers of noncommercial service, but enigmatic second sentence stirs speculation that LBJ is disturbed with network policies. Some are alarmed. See...

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Strapped for travel money, FCC is hopefully looking toward Civil Service Commission for favorable ruling that would allow outside groups to pick up expenses for FCC staffers attending industry meetings. See...

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FCC's authority challenged three times last week as CATV's in California, Michigan and Ohio take commission to court over issues involving jurisdiction and distant-signal-importation rules. See...

FCC TO COURT ... 39

Filing by KQUE(FM) Houston discloses experiment with new FM use. 'Sight radio', developed by Western Union consultant, would beam silent impulse over FM to create printed message on receiver. See...

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No rhyme or reason to prices network affiliates place on cut-ins, according to study by Association of National Advertisers. Study says stations have 'lack of basic principle or rationale.' See...

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Welfare Secretary Gardner opts for inclusion of tar and nicotine content in all cigarette advertising. Claims such move would force cigarette makers to reduce tar and nicotine levels. Magnuson to offer bill. See...

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'Second Season' program introduction gets underway with hesitant audience-agency reaction to new shows. Early samplings show strength for 'Mr. Terrific', no clear pattern for 'Invaders' or 'Captain Nice'. See...

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The Business of Television and Radio

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BROADCASTING, January 16, 1967

7
penetrate...

and

score!

Signal Coverage in the Southeast

Aiming at a market today is not enough. You've got to penetrate it to score! We offer over 1 million homes in Southeast America's fastest-growing industrial area. Hit the purchasing power of this prosperous market with your message!

These three television stations and their AM and FM affiliates are progressive, community spirited and leaders in their areas. Their programming is alert and in tune with their audience. Your advertising is welcome and well spent on any or all three of our stations. Call your Avery-Knodel man . . . a great guy for a great buy!

Southeastern Broadcasting Corporation
Greenville, South Carolina
Represented by Avery-Knodel, Inc.
Consumer idea headed for Congress

Long-rumored talk of establishing new method of informing consumers about products through government finally materialized in Washington Friday (Jan. 13) when New York congressman announced plans for bill to create voluntary tag system for non-food products.

Representative Benjamin S. Rosenthal (D-N.Y.), chairman of House Consumer Affairs Subcommittee, said he would introduce bill today (Jan. 16) to create government bureau to test products and tell public about items’ performance, durability, care and other characteristics through “Info-Tags” attached to product.

As part of two-pronged effort to provide more data to consumers, he also urged government agencies that collect product and price information to make it available to public. He cited General Services Administration, which collects such information for government procurement, and Bureau of Labor Statistics, which gathers city-by-city price fluctuations monthly.

Testing and labeling would be handled by new National Consumer Information Foundation to be funded by government. It would, in cooperation with interested industries, rate product performance on certain characteristics such as durability, care and safety. However, labels would stay away from evaluation of products or monetary, comparative or other “best-buy” basis, he said.

He said new ways must be explored to disseminate consumer information. Such statements also had been voiced by other government officials (Broadcasting, Oct. 31, 1966).

Plan, he said, is similar to that in operation in Sweden and just beginning in Great Britain. He foresaw initial cost to government of from $500,000 to $1 million, but said that after about five years system could be sustained by manufacturers who would grow to see advantages. Representative Rosenthal admitted that first industry reaction to plan would be reverse but, he hoped firms would change their mind.

Code chief critical of cancer criticism

Criticism of radio-televison’s efforts at setting up cigarette advertising guidelines was met Friday (Jan. 13) by criticism of critics.

Howard Bell, director of National Association of Broadcasters Code Authority, hit at American Cancer Society’s claim that broadcast guidelines weren’t strict enough.

ACS statement was made in Chicago by its president, Ashbel C. Williams, who speculated that government may eventually ban cigarette commercials on TV and felt such a move would be best thing that could happen. He said ACS would keep in touch with government agencies in drive to get cigarette ads off TV.

Mr. Bell called Ashbel statements “unrealistic,” and “discriminatory.” Elimination of cigarette advertising on television, he said, will not—as cancer society seems to believe—cause disappearance of issue of cigarette smoking and health. “It will not,” he went on, “accomplish the society’s basic objectives of discouraging the American public from smoking.”

NAB code head pointed to Great Britain as example of cigarette sales increasing despite government ban on TV commercials.

Mr. Williams also had called on government to strengthen danger warning on cigarette packages. Present phrasing: “Cigarette smoking may be hazardous to your health,” he said, is too weak. He wants it to read: “Cigarette smoking is dangerous to health.”

Aspects of cigarette labeling and advertising came up earlier in week with recommendation of Health, Education and Welfare Secretary John Gardner that tar and nicotine contents of cigarettes be included in advertising (see page 34).

Two groups cooperating on helping FM stations

Officials of Radio Advertising Bureau and National Association of FM Broadcasters are slated to meet shortly, probably this week, to work on plan under which RAB’s projected stepped-up service for FM stations would be made available through NAFMB to its member stations, as adjunct to NAFMB’s own member service.

Plan was broached Thursday at meeting of NAFMB board, which heard Miles David, RAB president, outline RAB’s FM plans.

Mr. David and Abe Voron of WOAL (FM) Philadelphia, NAFMB president, plan to continue discussions. Venture, according to informed sources, would be cooperative project, not involving merger of NAFMB into RAB as some reports have speculated.

Serril Taylor, radio vice president of National Association of Broadcasters, also appeared at NAFMB board meeting to bring group up to date on NAB’s FM plans.

Quaker’s ‘Quisp’ and ‘Quake’

Television, both network and spot, is to get full responsibility for launching twin new children’s cereal products of Quaker Oats Co., Chicago firm announced Friday (Jan. 13). Quisp and Quake cereals are each based on cartoon characters to be sold heavily on kid shows. Agency is Papert Roesig Lois Inc., New York.

FCC consolidates CATV-phone cases

FCC is deepening and widening its inquiry into telephone company activities in CATV. It announced Friday (Jan. 13) new hearing in which controversial question of CATV pole-line attachment agreements will be aired.

Commission said it will conduct hearing on lawfulness of CATV channel service tariffs of three General Telephone Electronics Co. subsidiaries and eight United Utilities Inc. subsidiaries.

Hearing will be consolidated with separate inquiries now underway involving lawfulness of CATV tariffs of 18 Bell systems and of California Water & Telephone Co., subsidiary of GT&E.

Issues in consolidated hearing will be broadened to permit investigation of CATV industry charges that control of access to poles on which CATV sys-
WEEK'S HEADLINERS

John P. Blair retires as chairman of John Blair & Co., station representation firm he founded almost 34 years ago, but will remain as board member. Management is taken over by board, which is headed by Frank Martin, president and chief executive officer (see page 28).

Edward N. Ney, senior VP and director of Young & Rubicam, New York, named to newly created post of director of Young & Rubicam International. Mr. Ney will be relieved of all current domestic assignments and will be given responsibility for offices in Toronto and Montreal; London; Paris; Brussels; Madrid; San Juan, P. R.; Caracas, Venezuela; Santo Domingo, Dominican Republic; Frankfurt, Germany; Milan, Italy, and Amsterdam in Netherlands, plus new operations to be opened in near future in Mexico and Denmark. New York International Services, operating arm of Y&R International, will continue to report to Mr. Ney. Clark Warren, VP and manager, New York International Services, will become manager of new office in Mexico and will be succeeded by Gerald C. Iannelli, VP and account supervisor in New York. William Tragos, Y&R's manager in Brussels, becomes manager in Paris. John Destler, in account management in Brussels office, succeeds Mr. Tragos. Summer Winebaum, head of Paris office, will return to New York for assignment to be announced later. Rudie Koster, previously partner in Koster & Von Staal, agency in which Y&R obtained controlling interest in 1964, becomes manager of agency's Amsterdam office.

Edward G. Bishoff, VP in charge of sales, ABC Radio central division, Chicago, becomes VP in charge of division. Mr. Bishoff joined ABC in sales in 1949, and subsequently was elevated to account executive and sales manager, becoming VP in 1962.

Bernard Shlossman, VP and account supervisor, Papert, Koenig, Lois, New York, named management supervisor on all Procter & Gamble accounts. Also on P&G are Alan Pesky and John Gillin, account executives, who became account supervisors, and William Dowling, former account executive, Benton & Bowles, New York, who joins PKL as account executive.

For other personnel changes of the week see FATES & FORTUNES

systems must string lines gives telephone companies unfair leverage in dealing with systems.

CATV representatives have claimed that telephone companies are attempting to pressure systems into leasing circuits from them instead of building own plant. Telephone companies have also been accused of attempting to restrict kinds of service plants may provide.

Another key issue involves applicability of law requiring common carriers to obtain from commission certificate of convenience and necessity before extending their lines or building new ones.


Morton back to radio

Morton Salt Co., Chicago, through Needham, Harper & Steers there, after many years returns to heavy radio campaign on ABC, CBS and MBS plus spot in 20 major markets. Drive starts this week for 18-month run aimed at housewives.

Looks like hearing

FCC is scheduled to consider this week staff recommendation that stations connected with controversial Dr. Carl McIntire get what they requested—$2.25 million in hearing on their license-renewal applications.

Score of religious, social and labor groups have asked commission to deny renewal of licenses for WXUR-AM-FM Media, Pa. on ground that programming is one-sided and weighted toward right-wing radicalism.

Instead of opposing petitions, stations said they "consent" to petitioners' request (Broadcasting, Sept. 5, 1966).

Syracuse area CATV's get yesses and noes from FCC

Eleven decisions involving Syracuse, N. Y., CATV market were announced by FCC Friday (Jan. 13). Commission granted waivers of top-100 market CATV rule to Unicable Inc. and Auburn Cablevision Corp. to serve Oswego and Auburn respectively, and partial grant to GE Cablevision Corp. for Auburn. FCC, however, denied GE Cablevision's petition to serve Van Buren.

Other denials were issued to GE Cablevision and Newchannels Corp. (Newhouse) to serve Syracuse, Camillus and Solvay. Other grants were made to New York-Penn Microwave, to serve Auburn, and Eastern Microwave, for Oswego.

FCC dismissedEastern's request to serve East Syracuse, and set for hearing proposal to serve Syracuse proper.

Top-100 rule requires that cable system obtain FCC permission before carrying signal beyond its Grade B contour into any major TV market. Syracuse is 35th.

Budget boosted

Finance committee of National Association of Broadcasters approved operating budget of about $2.3 million at meeting in Washington Friday (Jan. 13). Current operating budget is $2.25 million. Final decision will be made next week at NAB board meeting in Mexico City, Jan. 22-27.

Also before television board in Mexico City will be proposal to create small-market television committee. Idea was brought up at NAB executive committee meeting Thursday. Last year NAB radio board approved creation of small-market radio committee.

Sontag for 'Vegas' show

Overmyer Network has appointed executive to take charge of its Las Vegas Show slated to begin as late-evening two-hour variety programing in spring. David B. Sontag, executive with Ashley-Famous Agency, has been named executive producer of show that ON plans to feed to stations. Ashley-Famous, which replaces William Morris Agency as packager last month (Broadcasting, Dec. 19, 1966), continues in that role. Mr. Sontag at one time had been ABC-TV's executive producer in charge of specials and talent.

FCC information chief

Leonard Weinles, former news and public affairs director at WCBS New York, appointed chief of FCC's office of reports and information. He succeeds George O. Gillingham, who retired last September. Before joining WCBS, Mr. Weinles spent 13 years with NBC, was executive producer of public affairs for WNBC-TV New York and worked briefly for WNEW New York. He's native of New York, graduate of College of City of New York, 1947, with MA from Columbia University, 1948.
Two of the big ones in color from

WARNER BROS. TWO

another great selection of feature motion pictures for television

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000
Launching a new era.....

Effective January 1, 1967

WLBW-TV Channel 10, Miami
is represented by—

STORER TELEVISION SALES
NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO
in South Florida television

Miami’s newest most modern full color television facilities

WLBW-TV Channel 10
Facts in focus...
the NSI DIRECTORY

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

Indicates first or revised listing.

JANUARY
Jan. 15-17—Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Speakers include Robert Cahill, legal assistant to FCC Chairman Rosell H. Hyde. Skirvin hotel, Oklahoma City.
Jan. 16-17—Seminars sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau, Toronto.
Jan. 16-20—Sixth world conference sponsored by NBC International to be attended by foreign-office directors and representatives. Sales policy for feature film distribution to overseas TV stations to be set during the conference. 30 Rockefeller Plaza, New York.
Jan. 17—Luncheon meeting of the New York City chapter of the American Women In Radio and Television. Program will be on "The Sex Syndrome." Plaza hotel, New York.
Jan. 18-20—First annual winter meeting of Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.
Jan. 20—Deadline for entries, 1966 Radio Free Europe Reporting Award. Cash award ($500) in three categories—newspaper or wire services, radio or TV programs and magazines—for outstanding coverage (broadcast or published) in U.S. dealing with one or more East European countries. Entries to Reporting Award, Public Affairs Division, Free Europe Inc., 2 Park Avenue, New York 10016.
Jan. 23—Business meeting, Illinois-Indiana Cable TV Association, Ramada Inn, Terre Haute, Ind.
Jan. 24-25—225 Georgia Radio TV Institute sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Representative Horace Kornegay (D-N. C.), Fred Friendly, professor of journalism, Columbia University; Robert Peterson, ABC News, New York; Admiral Wallace McDonald, chief of Naval Operations, and Mrs. Kin Crawford Holzhauser, president-elect of American Women in Radio and Television, University of Georgia, Athens.
Jan. 25—Deadline extended for U.S. entries in the American TV Commercials Festival. Competition is open to all commercials introduced during 1966, and judging will be by 18 regional panels of advertising executives. Entry forms are available from the festival office, 6 West 57 Street, New York 10019.
Jan. 26-28—Annual winter convention and election of officers of South Carolina Broadcasters Association. Speakers include George Smith, chief, FCC Broadcast Bureau, Hotel Wade Hampton, Columbia.
Jan. 27—Annual awards dinner of the UPB Broadcasters Association of Massachusetts. Sheraton-Boston hotel, Boston.
Jan. 27-28—Technical conference on color television broadcasting sponsored by the Detroit, Toronto, Rochester (N.Y.) and Chicago sections of the Society of Motion Picture & Television Engineers in cooperation with the University of Michigan, Rackham Memorial Building, Detroit. For ticket information contact Mr. W. Town, NET Inc., 2715 Packard Road, Ann Arbor, Mich.
Jan. 30-Feb. 2—24th annual convention of the National Religious Broadcasters. Speakers include Paul Comstock, vice president for government affairs of the National Association of Broadcasters. Palmer House, Chicago.

FEBRUARY
Feb. 1—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. All reports, articles, film or sound tape or film supplemented when possible with scripts. Material should be submitted to Professor Jacob H. Jaffe, curator of the awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11207.
Feb. 1—Deadline for entries for the 33rd annual Headliner Awards for outstanding achievement in news reporting and writing; news photography; feature writing, photography, and picture reporting; and radio and television reporting sponsored by the National Headliners Club, New York. Awards are included for broadcast editors, directors, feature writers and public service by a station or network. For rules, regulations, a contest entry blanks may be obtained by writing to Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City 08401.
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, editing, 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 Drive, 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, 333 North Dearborn Street, Chicago 60610.
Feb. 1—Meeting, Alabama CATV Association, Guest House, Birmingham.
Yes, when rabies is a threat.
And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.
Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.
Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.
The Secret's in the "Big Tube"
STUDIO CAMERA

... Makes Every Picture Sparkle

SPECULARS WITHOUT LIGHT STREAKS—Reflections (speculars) are handled without halo or flash. Jewelry, sequins, crystal, lighted candles are pictured as they actually appear.

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

WORLD'S MOST EXCITING CAMERA

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

TECHNICAL LEADERSHIP

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

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

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

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

SNAP AND SPARKLE—The "big tube" imparts high-definition brightness to produce a sharply defined color picture.
Pedestrians love New York's Drake Hotel. Almost everything is five minutes away.

But that's not the only reason. They love it for its charm, its grace, its very definite personality. They love its big, high ceilinged rooms, its spacious bathrooms with their king size towels and big cakes of soap; its telephone ladies who worry about their messages and its elevator men who wear white gloves and big smiles.

They love it because it's been newly refurbished, centrally air conditioned, and completely modernized without losing any of its fascination and flare. If it's elegance, warmth and personal attention you're after, come to the Drake. You're certain to love it, too.

Meanwhile, if you'd like to know what's really five minutes away, send us your name and address and we'll mail you a personal pocket beader of everything that's within walking distance of the Drake, along with an indispensable guide that shows you how to locate every address in this whole wonderful town!

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

*Indicates first or revised listing.
Some plain talk from Kodak about tape:

The big squeeze—Multitrack Stereo

Remember the college fad a few years back—how many brawny brutes could be squeezed into a little car built for plain folks? For a while, it looked like a somewhat similar situation was about to take place in the tape-recording field—first monaural, then 2-track, then 4-track, and now even 8-track recording. Even though these developments continue at a fast clip, 4-track stereo is still the name of the game as far as high-fidelity applications are concerned. And very nice it sounds, can record, you need a tape with a high-powered oxide layer—one that's going to give you a high output with a good signal-to-noise ratio. Kodak Sound Recording Tape, Type 34A, fills the bill—gives you 125% more undistorted output than conventional general-purpose tapes. You get practically the same per-channel output on 4-track stereo with Type 34A that the other tapes would give you on 2-track! But there's more to recommend the use of Kodak tape.

<table>
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<th>Full-track Mono</th>
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too, thanks to the precision built into modern heads. But you do have to watch yourself. Having double the information on a given length of tape means everything has to be just so—including the tape you use.

4-track star. The first thing to worry about in considering a tape for 4-track stereo is output. As you can see in the chart above, adequate separation must be maintained between each track to prevent cross-talk. And as the actual width of the recorded tracks drops down, the output per channel on the tape drops in proportion.

Thus, to make the most of what you can record, you need a tape with a high-powered oxide layer—one that's going to give you a high output with a good signal-to-noise ratio. Kodak Sound Recording Tape, Type 34A, fills the bill—gives you 125% more undistorted output than conventional general-purpose tapes. You get practically the same per-channel output on 4-track stereo with Type 34A that the other tapes would give you on 2-track! But there's more to recommend the use of Kodak tape.

the other way. Horrors! Lucky for you, you have nothing to worry about with Kodak tapes. We keep our tolerance to .001 inches. That's twice as close as industry standards. To make your life even easier, we also backprint all our tapes so you can always tell whether a reel has been wound "head" or "tail" first. Simply note which comes first off the supply reel, the "E" of "EASTMAN" or the "O" of "CO"... and note it on the reel.

Kodak tapes—on DUROL and Polyester Bases—are available at most electronic, camera, and department stores. To get the most out of your tape system, send for free, 24-page "Plain Talk" booklet which covers the major aspects of tape performance.

Staying on the right track. Because everything gets smaller in proportion when you go to 4-track, dimensional precision becomes that much more important. Take a tape that suffers from a case of drunken slitting. (That's when the edges of the tape snake back and forth even though the width is constant.) It's not hard to see how this tape isn't going to "track" straight past the head. A slight case of this and you get alternating fluctuations in output on both channels. If the condition is bad enough, a poorly slit tape can cause your heads to drop out the signals completely, even pick up the signals on the tracks going.

EASTMAN KODAK COMPANY, Rochester, N.Y.
Radio for retailers: fast and reasonable

Some of the nation's top retail executives have been meeting in Chicago this weekend for the 15th annual Retail Advertising Conference. One of the interesting trends has been to see the growth of the broadcast media in retailing, which traditionally has been so strongly newspaper oriented.

Our company too has been learning how radio can work effectively in partnership with newspapers to achieve new sales goals or build store personality. Radio recently helped us win a greater share of the market for men's shoes.

O'Connor & Goldberg is Chicago's largest independent shoe retailer. Our company has had a colorful history, starting in 1903 with one small store in the Loop that boasted a total stock of only 57 pairs of shoes. Today the company does an annual volume of more than $7 million and sells over 500,000 pairs of shoes a year.

O-G Goal: Up = Within the next few years we are aiming for an annual volume of $10 million and believe this can be done by continuing to improve customer service and the selling climate. O'Connor & Goldberg presently has 14 stores throughout the greater Chicago area, plus one at Hammond, Ind.

Our three Loop stores still account for about 40% of the company's yearly sales. The volume at our outlets in the suburban shopping centers, however, is showing substantial gains.

In the store of the future we hope we can have individual fitting rooms, offer plenty of personal attention and perhaps even serve a refreshment. We find there is not too much resistance to price these days and the demand is for better merchandise. Therefore we want to keep building our style image.

Our experience shows there is little brand loyalty for shoes today and possibly only one person in five has a preference for a particular brand. We carry well-known national brands and also feature our own O-G label. Men's shoes, for example, range from "Mr. O-G" to "O-G Private Stock."

Since 1903, people in Chicago considered O'Connor & Goldberg a chain of shoe stores for women. Most of this time women's shoes did represent 70% of the volume.

But not quite two years ago we set out to establish O-G as the best place to buy men's shoes as well. Our first step was to obtain endorsement by top athletes of Chicago like Bobby Hull, Ernie Banks, Johnny Morris and Gary Peters. We ran a campaign of full-page and 1,000-line newspaper ads with the theme, "O'Connor & Goldberg: where Chicago's finest athletes buy Chicago's finest footwear." Almost immediately the response to these ads proved we were on the right track.

Grow With Radio = Early last year we were presented an idea to further this theme on radio. Radio was an unknown quantity to us since we have been primarily a newspaper advertiser.

The plan was for us to buy Lou Boudreau's Lead Off Man on WGN Chicago preceding the Chicago Cubs games. It was noted we would automatically add the prestige of another top athlete, former American League "Most Valuable Player," youngest manager in baseball history and now one of Chicago's most popular sports broadcasters. We bought.

Mr. Boudreau sent telegrams from spring training camp to our managers alerting them about O-G's sponsorship. WGN held a dinner for managers and their wives to meet Lou and his partner, Vince Lloyd, as well as some of the Cubs players. The station also arranged to print and distribute 50,000 pocket schedules.

In addition we awarded a pair of shoes to every ball player or other sports figure appearing on Lou's show. To our pleasant surprise everybody from the home team to men like Sandy Koufax, Willy Mays and Walter Alston were feelin' fella at O-G. We even had them sign our famous "O-G Goal: Up" card.

Man Talk = The commercials were sincere, man-to-man types but with a definite light touch. Our agency, I. C. Haag Advertising, came up with a campaign built around this theme:

"When your feet are feelin' grouchy, come in and see your friendly foot-fittin' fella at O-G." This was set to music. We also began mentioning our salesmen by name on the air as friendly foot-fittin' fellas. We even had fun with our company name. For years visitors have been stopped by the combination of O'Connor & Goldberg so the last line of our jingle goes like this:

"O'Connor & Goldberg . . . O'Connor & Goldberg . . . (MUSIC STOPS) O'Connor & (SINGER WITH QUESTION IN VOICE) Goldberg?"

Then we added the singing talents of Billy Williams, the pop singer who made "Oh yeah" famous in his hit tune "Gonna Write Myself a Letter." Billy winds up the jingle with a lusty "Oh yeah . . . O-G!" Well, this has really caught on.

Now the results are all in and we can study them. Even though the Cubs wound up last place in 10th place, the program made the public newly aware of O'Connor & Goldberg as a store for men's shoes. We showed a substantial increase in sales and we received numerous compliments on our association with Lou Boudreau, the Cubs and our commercials.

Sells Gals Too = I might add that despite slanting all commercials to men we also saw a healthy sales increase in women's shoes. We feel radio deserves part of the credit for that too.

Like all retailers we believe newspaper advertising is a must. But we think we have found a new medium—radio—that works as a great partner with newspapers. Radio makes our newspaper ads more effective—helps them pop out of the page.

The right program, the right time, the right copy and imaginative merchandising of the program makes radio a great buy for any retailer who wants to change an image or build a new identity fast at a reasonable cost.
We're simplifying timebuying.

We've called upon MMR—Major Market Radio—to represent six of our major market radio stations—WHN New York, WIBG Philadelphia, WJW Cleveland, WJBK Detroit, WGBS Miami, and WSPD Toledo*. MMR is a nationwide radio rep with an intentionally limited list—and MMR intends to keep it limited. That way, its sales staff will have more time to concentrate on local marketing problems and campaign strategies. And more time to come up with radio marketing solutions and availabilities that are tailor-made to the aims of the advertisers. Then MMR will be saving you time—just by presenting the background, the facts and figures you need to make sound timebuying decisions.

*Venard, Torbet & McConnell will continue to represent KGBS Los Angeles. Storer Television Sales handles our television stations.
Wanted

EDITOR: CONGRATULATIONS ON GREAT COLOR ISSUE JAN. 2. REQUEST DOZEN EXTRA COPIES AND PERMISSION TO REPRINT WITH APPROPRIATE CREDITS.—Jim R. Rogers, sales manager, Jefferson Productions, Charlotte, N. C.

(Permission granted, and 12 copies are en route. A limited number of extra copies of the Jan. 2 color-report issue are still available at 50 cents each. Address orders to Circulation Department, BROADCASTING, 1735 DeSales St., N. W., Washington 20036.)

Helping hand

EDITOR: An editorial in the Nov. 28 issue of BROADCASTING reports on a meeting of The Television Bureau of Advertising. . . . I cannot locate any Washington office of this organization but would like very much to see a fuller report of the meeting to which you refer.

Perhaps you have an address at which I could write the bureau or further information which would be of help. . . .


(Grateful to be of help. Television Bureau of Advertising was formed Dec. 1, 1964. Address is 1 Rockefeller Plaza, New York. President is Norman E. Cash. This and similar information on trade associations in this field can be found in the BROADCASTING 1967 Yearbook.)

Real-life drama . . .

EDITOR: I read your editorial about "Kerry Drake" in the Jan. 2 issue of BROADCASTING with much interest.

I was pleased that you got the sly humor of Kerry's remark that "nothing polishes glass like a newspaper—and no TV or radio set can make that claim." You must forgive the boy's allegiance, since newspapers have supported him for almost a quarter of a century.

However, you did not mention certain points that were covered in the current story. I made an effort not to neglect the fact that TV and radio are with us. . . . Also, on Sunday, Dec. 25, Kerry's host at the island retreat in Florida says: "Welcome to Camp Coquina, Sgt. Drake. You'll really unwind here. No mail delivery! No newspapers! No idiot-box! Not even a radio!"

There are few places left in the civilized (?) world that can make that claim, but Kerry found one.

Incidentally, the current rabid bat story was based on a real-life drama that happened this summer. Under identical circumstances, police officials, health authorities, newspapers, radio and TV were unable to get through to the victim for 48 hours. Fortunately, the real-life ending was happy.

What the ending will be in "Kerry Drake" I cannot reveal before the sequence comes to a close some three weeks hence.—Alfred Andriola, creator of "Kerry Drake," New York.

Editor: Just read your editorial, "Get with it, guys." It called to mind a typical letter recently received [from a listener in Rhode Island who heard an announcement on a WWVA Wheeling, W. Va., all-night show alerting state to the east that a physician on a honeymoon had been bitten by an animal subsequently identified as rabid and needed attention at once. The listener was instrumental in locating the doctor and informing him of his plight.]

Who has Kerry Drake saved recently?


It's done in Boston, too

EDITOR: We would like to make one correction in the very fine Monday Memo by Leonard B. Gross (Jan. 2). Mr. Gross states that KCBS San Francisco is the only station utilizing traffic commuter reports by a scheduled helicopter passenger airline.

For the past year and a half, WNAC Boston has utilized, with much success, the facilities of Air General Inc. This regularly scheduled helicopter airline service operating out of Logan airport in Boston reports both morning and afternoon traffic for WNAC.

We heartily concur with Mr. Gross on the effectiveness of this service.—Perry S. Ury, vice president and general manager-radio, WNAC-AM-TV Boston.

TV-serviceman's help noted

EDITOR: I want to thank the CBS television network for its national coverage of a news story about the television serviceman in Texas that helped a poor Mexican-American family that had been burned out of house and home on Christmas day.

The television service industry needs more support by the broadcasting media. It was a wonderful thing that was done in Texas; there are few people that go out of their way to help others these days. Our fellow serviceman in Texas rates a salute from all of us. . . .

—Stuart V. Scheffel, owner, Scheffel Electronics, Santa Barbara, Calif.
"THE PORTER WAGONER SHOW"
showcases top guest stars of the caliber of Jimmy Dean, Minnie Pearl, Sheb Wooley, Carl Smith, in addition to show regulars Norma Jean, Spec Rhodes and the Wagon Masters. Both Porter Wagoner and Norma Jean are under lifetime recording contracts to RCA Victor. Porter Wagoner is the most popular country singer in the nation with a genuine home-spun approach that endears him to everyone.

"THE WILBURN BROTHERS SHOW"
features the well-known Nashville sound. Teddy and Doyle Wilburn are under lifetime recording contracts to Decca. They are rated tops on both Cash Box and Billboard western music lists. The show's Loretta Lynn is America's top female country and western star. Cast regular Harold Morrison is the most popular country comedian in the nation. Some of the top guests include Moon Mulligan, the Osborne Brothers, Stonewall Jackson, Wilma Burgess.

Desilu
proudly announces distribution of two class TV country and western packages for your 1967 programming. Both color half-hours are top-rated in such markets as Washington, D.C., Houston and St. Louis. Both series have demonstrated their sales success with enviable ratings and sales records in the more than 50 markets in which they are now playing.

THE PORTER WAGONER SHOW!
&
THE WILBURN BROTHERS SHOW

DESI LU SALES INC.
Bernard Weitzman, vice-president and general manager
780 North Gower St.
Hollywood, Calif. 90038
(213) HO 9-5911
NSI AND ARB AGREE!

WROC-TV is 

SIGN-ON TO SIGN-OFF
SEVEN DAYS A WEEK*

*Average Quarter Hours,
NSI Oct.-Nov. '66, ARB Nov. '66

YOUR PETRYMAN HAS ALL THE NUMBERS
AND THEY'RE ALL GREAT!

...IN HOMES
...IN ADULT VIEWERS
...WITH WOMEN
...WITH MEN

WROC ROCHESTER, N.Y. REPORTS:

...IN HOMES
...IN ADULT VIEWERS
...WITH WOMEN
...WITH MEN

WROC TV CHANNEL 8

A RUST CRAFT STATION
Spot TV steady—not spectacular

Although total is up, percentage of increase in 1966 may have dropped; future is uncertain but most reps expect good year in 1967

Spot business advanced on most television stations in 1966, but probably not on quite so many or by quite so much as they've been accustomed to, though total spot TV billings almost certainly surpassed 1965's by a comfortable margin.

The sales outlook for 1967 is less clear than it usually is at the start of a new year, but the consensus appears to be that, unless the national economy takes a heavy setback, it'll be a year pretty much like 1966, marked by solid but probably not spectacular gains.

These conclusions were drawn last week from results of Broadcasting's sixth annual year-end business survey of television stations and a corollary sampling of leading station representation firms.

The findings of both the station and the rep studies differed from those of earlier surveys in the series in two respects:

- Although it appeared clear that 1966 spot business climbed substantially beyond 1965 levels and that a majority of stations shared in the increase, the extent of the gains appeared to be somewhat less in 1966 than in any other year since 1961, and virtually nobody—station operator or representative—claimed to have made spectacular gains.

- There is more uncertainty about the new year's spot sales outlook than at any time since the surveys started. Conflicting reports, both as to current business and regarding first-quarter and full-year prospects, are far more widespread and predictions are more frequently hedged, despite the apparent underlying belief that 1967 will bring at least modest gains over-all.

In the station survey, 78% of those indicating full-year results reported gains. But not many indicated how big their increase was, and those that did placed it almost without exception in the 5%-to-10% range. A year ago 82% reported gains that averaged, where figures were given, about 12%.

The number of stations reporting declines in full-year spot sales rose from 4% a year ago to 13% in 1966. In neither year were there enough estimates to provide a meaningful average for the extent of the drop-offs, but the figures most frequently mentioned in both years were in the area of 2% to 5%.

Nine percent of the 1966 station respondents estimated full-year spot billings were about the same as in the preceding year. In 1965, 14% of the respondents were in this category.

Better—But Not Much  Among reps, virtually all of those contacted said 1966 business exceeded 1965's—but by smaller percentages than usual.

Among those putting a numerical value on their 1966 gains, the average increase was about 10%, whereas a year ago it was 16%. This time the range among individual reps was from 6% to 15%; in 1965, the high was 24% and none of those offering estimates reported less than 10%.

Some major reps speculated that spot TV has reached the stage—and size—where it could no longer expect the big percentage gains that have marked most of its past years, and will have to be content with increases that, although representing more modest percentages, will still reflect substantial dollar-volume advances.

In the station survey, 1966 increases appeared to be more widespread in markets with four or more stations. More than eight out of 10 (83%) of respondents in those markets reported gains, and virtually all of the rest said 1966 spot business had at least held even with 1965 levels.

In three-station markets, 79% of the respondents reported gains, 17% said business was down and 5% reported no change from 1965.

In one-station and two-station markets 74% reported increases, 16% declines and 10% no change.

December business appeared to be especially spotty, with some stations—and reps—reporting lively sales while others complained of reduced activity.

Overall, 72% of the station respondents said their December spot sales were up from December 1965, as com-

Schaefer spends another $1 million on sports

An investment of approximately $1 million will be made by the F & M Schaefer Brewing Co., Brooklyn, N. Y., in 1967 to sponsor a package of more than 20 major sports events from Madison Square Garden-RKO General sports presentations over a hookup of 22 eastern stations.

A joint announcement today (Jan. 16) from Schaefer and the producing combine noted that the events will be telecast in color as part of the "Schaefer circle of sports" undertaking. The agency for Schaefer is BBDO, New York.

The package includes at least 10 major boxing bouts, with the Emile Griffith-Joey Archer middleweight title on Jan. 23 set as the first offering. Other sports events scheduled to be presented are the National Hockey League all-star game (Jan. 18); the Westminster Kennel Club annual dog show on Feb. 13-14, championship wrestling from Madison Square Garden next month, as well as four major track meets and the national horse show.

The eastern network for Schaefer includes stations in New York, Philadelphia, Boston, Cleveland, Washington, Baltimore and Providence, R. I.
SPOT TV STEADY—NOT SPECTACULAR continued

pared with 87% reporting December increases in the survey a year ago. However, where the extent of this increase was given the average was the same in both years: 18% (as compared with an average increase of 21% by the December gainers in 1964, 27% in 1963 and 24% in 1962).

More Drop-Offs • Some 16% of the station respondents reported December sales below December 1965 levels, as against 5% showing twelfth-month declines a year ago and 7% the year before that.

In assessing 1967 prospects, stations and reps alike cited the national economy as likely to be one of the principal factors affecting national advertising expenditures. But they were frequently at odds with themselves, not only in their accounts of December and first-quarter sales and the outlook for 1967 as a whole, but also on such questions as whether color would or would not boost spot revenues.

Some thought color would attract new advertisers and increase the spending of existing clients; others thought the higher costs of color production might be taken out of expenditures for times.

They seemed agreed, however, that color is of prime interest to buyers: 83% of the stations reported their clients "regularly" (46%) or "frequently" (37%) indicate an interest in color, and the rest, 17%, said they "occasionally" do.

They also agreed, as always, that one-minute lengths represent the availabilities in greatest demand among agencies and in shortest supply. Although some stations and reps complained of little client interest in 20-second announcements, the stations as a whole indicated 20-second sales in December were running a little higher than a year ago, while other lengths were at best holding steady with their December 1965 sales levels.

Reps and stations saw increased interest, but of different intensities, in the 30-second lengths being increasingly offered by stations.

Highlights of reports and views gathered from station representatives follow:

One major rep, handling more than 40 TV stations, characterized December as an encouraging month with overall sales about 3% ahead of the previous December. But this organization said half of its markets under top-50 ranking had volumes off an average of 13% for the month.

Better in '66 • An official of the company said 1966 billings had been about 6% ahead of 1965 figures. He thought the first quarter of the new year would run 5% ahead of last year's first period but declined to estimate the prospect for 1967, noting uncertain factors in the national economy which could turn national spot business in either direction.

Another rep organization with a long list of stations said its December business had run even with the same month last year but that the first-quarter outlook is for a 5% overall gain. The same rep said its volume for all for 1966 had been up about 8%.

An official of this company sees 1967 as an unpredictable year for national spot with the state of the over-all economy holding many questions and intermittent changes in spot's competition with network another imponderable.

The president of another major representative company characterized the fourth quarter as slightly better than the corresponding period of 1965 with December "surprisingly good." But he was less sanguine about the first quarter of 1967.

"It's a replica of the first quarter of 1966 when uncertainty was the key word," he recalled. "Again there's a wait-and-see attitude by advertisers and often they are buying only three or four weeks before air time. I would say this is becoming a design of buying on the part of many advertisers."

He attributed this changing pattern in large measure to the advent of a "see-

COMMERCIAL PREVIEW: Water can sell beer

Olympia Brewing's television commercials are coming out swinging in 1967. The West Coast regional advertiser is using what it calls "a swinging new cinematic style" in the production of its new commercials. Formerly, the brewery's "it's the water" story was the dominating theme of all Olympia Beer television promotion. Those campaigns told about the little home town of Tumwater, Wash.—"where the water is"—and of the brewer's great Pacific Northwest heritage.

All these points will be made in the 1967 television package but a lively new selling approach has been added. The object is to keep in step with today's ever-growing, ever-changing Western beer market.

This contemporary selling approach, designed by Olympia's agency, Botsford, Constantine & McCarty Inc., Seattle, meshes color cinematography with unusual musical scores and copy which, as an example, may read: "This is the Pacific Northwest . . . the water country . . . where we brew Olympia Beer. It's nice country to look at . . . but we're not here for the scenery. We're here for the water. It's the water . . . the natural artesian water of Tumwater, Wash. Sure, we could brew a beer without Tumwater's water. But it wouldn't be Olympia. When you want the taste of a really good beer . . . ask for Oly . . . the beer from Tumwater . . . where the water is."

There are a total of five 60-second commercials prepared by BC&M for Olympia that have a similarly rhythmic blending of color photography, music and staccato words. Television continues to be Olympia's prime advertising vehicle in 1967. TV expenditures, stated to be the largest in the brewery's history, figure to be increased significantly from last year's total of about $2 million. This should maintain Olympia's position among the largest users of spot TV in the West. Plans call for spot schedules to be placed in prime evening viewing time within or next to top-rated network programs.
Are retailers taking another look at television?

There were several indications last week that retailers are reconsidering their traditional reliance on newspaper advertising in an age of suburbs and TV.

At the National Retail Merchants Association convention in New York, a workshop on media evaluation devoted most of its attention to television.

John Tesorero of the Outlet Co., Providence, R.I., which owns TV as well as radio stations (WJAR-AM-TV Providence; WBDB-AM-FM-TV Orlando, Fla., described his store's success in color TV. "Every day," he said, "our weather girl wears a different fashion item from the store. The impact in color is tremendous. We've had a definite sales response."

The only regret in regard to television was expressed by Leo Sachs, sales promotion manager of Crowley-Milner, Detroit. He said: "We should be ashamed of ourselves for letting television get away from us. National advertisers have bought up all the prime time.

Attitudes of the convening merchants were summed up by Edward Engel, NRMA vice president: "There is a definite trend to television, and merchants are convinced that color is even more effective than black and white, particularly for fashions and home furnishings. I'm sure that as color penetration increases there will be more retail advertising on television."

In Chicago • In Chicago over the weekend, participants in a retail advertising conference scheduled to witness a presentation on Jan. 14 by Howard Abrahams, local sales vice president of the Television Bureau of Advertising.

Mr. Abrahams was set to describe the situation of retailers still primarily on newspapers as follows: "Downtown dailies will get money away from newspapers in the near future. In contrast, deliveries and suburban audiences simultaneously, at or below competitive rates. TV enables retailers 'to talk to customers in all the impact of sight, sound, motion and that important quality of emotion'."

Don Eastin, publicity director of Knapp's Department Stores in Lansing and East Lansing, Mich., was prepared to agree: "We schedule a minimum of 21 spots a week year-around and a maximum of 55. This is sufficient to insure that the institutional flares seep through the item advertising. We are gaining constantly with a growing share of business in our community."

“We recommend the use of television for your store. You will find that your use of television will be more profitable than your use of radio."

Experiment in Midwest • Retailers nationally are watching Carson Pirie Scott & Co., Chicago, in its experiment with color TV spots (BROADCASTING, Jan. 2). Meanwhile, TV appears to be getting further recognition in other Midwest retail quarters. K. Ingraham, who originated color spots for the Chicago group of Sears, Roebuck stores, will become national retail sales promotion and advertising manager of Sears at the end of January. Described as "a proponent of television advertising," Mr. Ingraham succeeds a manager widely regarded as a "print man."

Broadcasting, January 16, 1967

ond season" on the TV networks: Advertisers are holding back on spot TV buys to evaluate the availability offered by TV networks and subsequently making spot purchases to supplement, complement or compete with network investments.

Broad View • Over-all business at stations represented by this company rose by about 7% over 1965 and the prospects for 1967 are for a similar increase or an even smaller percentage gain. He noted that piggyback advertising is likely to accelerate and said the emergence of UHF stations in key markets will have some effect on business at established stations.

He added that the spot-TV industry can no longer expect to register the high gains of earlier years because the "business had acquired a maturity and already had attained a high level of sales."

A representation company with a short list of stations in top markets indicated December business had been up 12% and looked for a gain of close to 10% in the new year's first quarter.

Volume for this rep for all of 1966 outstripped the previous year by 13%. A top official of this company saw no reason to prevent 1967 from bringing a 10% increase in his spot business over last year and cited the added value of color TV as a major reason for this prediction.

The vice president and sales director of a large representative company estimated that business in 1966 was up 6% over 1965, but said he was hesitant about projecting the outlook for 1967. He noted that the first quarter of 1966 generally had been below expectations, but added that the first quarter of this year to date shapes up as even gloomier.

"Almost half of our stations are running behind the first quarter of 1966," he pointed out. "Where we are ahead, fortunately, we're substantially ahead, and this is generally in the larger markets."

He echoed the views of other representatives that stations cannot expect the "sensational" gains of earlier years. Except in special situations in which a station may increase its coverage, for example, appreciable increases in business will not materialize, he indicated.

Color Important • He voiced the view that color may help to clear what he called the "$3-cost-per-thousand barrier" set up by some agencies. He explained that these agencies often will not buy into time slots that do not fulfill this objective, but said the added values of color may reshape the thinking of agencies later in 1967 or 1968.

One company representing a score of stations fell by 2% to 4% in 1966 last-quarter sales, compared to 1965's similar period, according to its general sales manager. Sales this quarter, he said, should be up 2% over 1966's first quarter.

Good Overall • He reported over-all sales in 1966 rose 10% to 12% over 1965. A general picture showed one station up 38%, two up 15%-18%, three up 2%-3%, and 12 to 15 stations averaging 8%-9% gains.

The 30-35 spots are "in complete demand," but prime-time 20's "go begging," he said. Color sparks only occasional interest, he observed, because of an importance placed on "money efficiency." Prospects indicate 1967 sales performance will be about the same as 1966, he said. Right now, he added, "no one's screaming it will be a big year."

The director of national sales for a firm handling a short list of major-market stations reported a 10% gain in sales during 1966's fourth quarter, compared to that period one year ago. Sales for the full year, he said, increased 13%—"way ahead" of 1965.

Sales Off • He thought sales in 1967's first quarter, particularly in January,
would be softer, and that 1967 would be a more competitive year, where broadcasters would have to "devise new accounts" to maintain and improve revenues and pay off investments in color equipment.

Another rep for a relatively short list believed cutbacks in the latter part of 1966 were in part traceable to the stock market's performance and that the current outlook is especially good because of recent market strength.

His 1966 TV billings, he indicated, were 14% over 1965. The sales director of a group representative said that business in the fourth quarter of 1966 was "sluggish," with December particularly "depressed," but that the year as a whole was "excellent! with sales volume outpacing 1965's by an estimated 15%.

Minute commercials, particularly in fringe time, are in high demand by advertisers, he remarked, and there is a slightly stronger interest in 30-second spots. He felt that these advertisers wanted to test the efficacy of the single 30's. He pointed out that since his company's stations are centered primarily in large markets, 20-second business is "quite brisk."

Demand for color commercials is "extremely high," he commented, pointing out that one agency asked for a guarantee that all its commercials be carried in tint.

He said he was "hopeful" that the first quarter of 1967 would be satisfactory, pointing out that the 1966 first quarter was "rather good" in the face of a downtrend for the industry generally. He held out prospects for a "very good" year for his company's represented stations in 1967.

Business volume rose by an estimated 8% overall in 1966 at stations represented by a large rep organization, with October and November "fairly good" and December only "so-so." The sales director of this company ventured that business was "not so good as we had expected," and added: "I'm afraid the spot TV business had reached a level at which sharp rises no longer can be expected."

He hastened to say that he was optimistic about 1967 with a percentage increase likely to approximate or be slightly under 1966 and commented that "a 7% or 8% gain is wonderful in most businesses but I guess we've been accustomed to larger gains in the past."

Among factors cited as decelerating the rate of spot TV gains: increased costs of color commercials without an appreciable rise in allocation for media and stiffer competition from UHF outlets. He noted that even if color commercials costs go up by only about $200,000 or so for large advertisers, it could amount to a sizeable total and spot TV is likely to suffer.

Blair retires as chairman

Founder of rep firm will stay on as member of 6-man management board

John P. Blair, founder of John Blair & Co., one of the oldest and biggest station representation firms, is announcing today (Jan. 16) that he is stepping down as chairman of the company but will continue as a member of the board (CLOSED CIRCUIT, Jan. 9).

He is building a home in Naples, Fla., and plans to spend a good part of the winter months there. He will retain an office at Blair headquarters in New York. He also remains the largest stockholder in the company.

The Blair organization, which represents 58 television and 49 radio stations and claims to be the country's largest broadcast representation firm, reported more than $105 million in billings last year.

With Mr. Blair's retirement as chairman, the company will be managed by a six-man board of directors. In addition to Mr. Blair it consists of Frank Martin, president and chief executive officer of the company and also president of its TV divisions; Tom Harrison, president of Blair Radio; Jack Fritz, vice president and general manager of Blair Television Station Division; Jim Theiss, vice president and general manager of Blair Television Market Division, and Harry Smart, vice president and general manager of Blair's Chicago office.

A three-man executive committee, set up with Mr. Blair as chairman in November 1965 as the first step in what he called "orderly transfer of management," is being abolished. As part of that first step, Mr. Blair also turned over the responsibilities of chief executive officer to President Martin, who with Mr. Blair and Mr. Harrison formed the executive committee (BROAD-

FM music series placed by Delta in 15 markets

Delta Air Lines, Atlanta, through Burke Dowling Adams (BBDO subsidiary), that city, will sponsor a new weekly FM stereo series, Flight to Broadway, a weekly hour musical show produced on tape for syndication by Triangle Stations.


The series will begin on FM stations in early February. This is the ninth such syndication sale made directly to an advertiser by Triangle in the past year. The program will profile top musicals, both from the past and from recent Broadway hits.
AUTOMATION SYSTEMS

three standard packages from Gates for modern broadcasting

Automate 244

The time insertion system capable of programming as many as 24 events each hour from 4 audio sources.

Automate 484

The sequence system capable of programming as many as 48 events each hour from 4 audio sources.

Automate 1007

The exact time system capable of programming as many as 1000 events for an extended period of broadcasting using 7 audio sources.

Write for your copy today of the new Brochure on Gates Automation systems.
Price charged by Chicago network stations, for example ranged from $55 to $475; some have double standard

The Association of National Advertisers has published a list of all network-affiliated-station cut-in charges and says it can’t find much rhyme or reason in them. “There is an apparent lack of basic principle or rationale in the establishment of cut-in charges,” the report asserts.

The cut-in, used in new-product and copy testing, is a substitution by a network sponsor of special commercial copy in a given market in place of his regularly scheduled network commercial. The technique is also used on a sectional basis involving substitution of different copy on groups of stations. The ANA TV cut-in study shows a wide variation in prices charged by stations for the service, even by stations in the same market. It also indicates that individual stations with two network affiliations may have two prices for the same service.

In general, the report shows that ABC-TV affiliates charge a prime-time cut-in fee of 10% of their class A hour rate. ABC-owned stations’ fee for cut-ins is 7½% of the class A hour rate. In class C and D time the cost is generally one-half and one-third, respectively, of a class A cut-in.

CBS-TV affiliates, according to the report, usually charge 10% of their applicable hour rate, and their daytime rate is half of the nighttime charge. The report finds no evident formula for the service among NBC-affiliated stations. NBC o&o stations showed rates considerably lower than many comparable stations.

Submitted • ANA said its data was submitted to stations for verification.

Agencies and advertisers have long claimed that cut-in charges are often unreasonably high.

Disparity • Instances of single-market disparity shown in the ANA book include the following:

In Chicago, WMAQ-TV (NBC) charges $55, WBBK-TV (ABC) charges $337.50 and WWBM-TV (CBS) asks $475, for prime-time cut-ins.

In Philadelphia, KYW-TV (NBC) asks $338.25, WCAU-TV (CBS) charges $400, and WFL-TV (ABC) charges $430.

The fees in Los Angeles are $55 for KNBC-TV (NBC), $500 for KTLA-TV (CBS) and $330 for KABC-TV (ABC).

In New York it’s $55 for WNBC-TV, $581 for WABC-TV and $950 for WCBS-TV.

ABC-TV affiliates’ cut-in charges, the report said, are on a per-program basis and cover a maximum of four cut-ins per program. Charges of CBS-TV affiliates and of most NBC-TV affiliates were said to be on a per-unit basis.

Campbell-Ewald losing Alberto-Culver account

Big TV spender Alberto-Culver Co. admits it expects its money’s worth when it comes to dealings with its advertising agencies. After all, millions of dollars are involved.

But the toiletries firm is more than a little sensitive when asked if it fits into the “hard-to-get-along-with” client category. No, continues to be the reply, both polite and firm.

Last week Alberto-Culver Co. and Campbell-Ewald Co. announced they are parting ways effective April 1. The association lasted almost two years. Nearly $5 million in billings are involved.

The products: Rinseaway dandruff rinse and shampoo, Calm deodorant, FDS feminine hygiene spray and various new products. As of Thursday no new agency selection was in prospect.

Alberto-Culver continues with J. Walter Thompson Co. and Knox-Reeves Advertising. Last year it served association with BBDO and the previous year ended its affiliation with Compton Advertising. In both instances the billing shifts were substantial.

Business briefly ...

Sponsors for two NBC-TV Project 20 one-hour specials will be: RCA and the Institute of Life Insurance, each has one half of "End of the Trail" Thursday, March 16 (7:30-8:30 p.m. EST); The American Gas Association will sponsor "The Law and the Prophets" Sunday, April 23 (10-11 p.m. EST). J. Walter Thompson Co., New York, placed the orders. Other NBC-TV sales are: Andrew Jergens Co. and Procter & Gamble, both Cincinnati, through Cunningham & Walsh and Tatham-Laird & Kudner Inc., respectively, both New York, in Run for Your Life, Tarzan, and Captain Nice; P&G is also in the Scherer-MacNeil Report, Tuesday Night at the Movies, The Virginian, Star Trek, Laredo, Flipper, and Please Don't Eat the Daisies. Bigelow-Sanford Inc., through D'Arcy Advertising, both New York, has signed for Today and Tonight shows. Mrs. Paul's Kitchens, through Aitkin-Kynett Co., both Philadelphia, has purchased participation in Today and Tonight, the first television sponsorship for the company. Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York, is in Captain Nice, and with Florists' Telegraph Delivery Association, through Post-Keyes-Gardner, both Detroit, in Tuesday Movies, Virginian, Star Trek and Laredo. FDIA has bought additional sponsorship in Run for Your Life, Saturday Night at the Movies, The Andy Williams Show and Scherer-MacNeil.

3M Co., St. Paul, through BBDO, New York, will sponsor a one-hour ABC color documentary on today's music, The Songmakers, on Feb. 24 (10-11 p.m. EST).


Wynn Oil Co., Azusa, Calif., through Needham, Harper & Steers, Los Angeles, has started its new campaign, basically a radio effort. Commercials are scheduled on NBC's weekend Monitor and ABC's new World of Wheels auto racing show on weekends. Keenan Wynn is spokesman in a series of four radio spots.

Rep appointments...


• WPET Greensboro and WSSB Durham, both North Carolina, and WYPR Danville, Va.: Grant Webb & Co., New York.

BROADCASTING, January 15, 1967
Want to spend a minute in San Francisco tonight?

Call KTVU! There are plenty of "good times" available in the important San Francisco-Oakland market — independent of network commitments. For your date, call KTVU. And soon you'll be keeping company with the Bay Area's only unduplicated programming—with full one-minute spots in prime time—on the Nation's LEADING Independent Television Station.

KTVU
SAN FRANCISCO-OAKLAND
Represented by H-R Television

Cox Broadcasting Corporation stations:
WSB AM-FM-TV, Atlanta; WHIC AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; WICC-TV, Pittsburgh; KTVU, San Francisco-Oakland
Admen return to programing?

Pat Weaver says they'll have their chance in expansion of television system

The opportunity is growing for advertisers and agencies to once again produce and place TV programs so as to more effectively target their audiences, Sylvester L. (Pat) Weaver told Chicago's Broadcast Advertising Club last week.

The route: the independent VHF stations and the new UHF outlets. The reasons: (1) Network participation minutes are not doing the job for many advertisers in many cases and (2) the overemphasis upon story-telling movies is dulling audience interest.

Mr. Weaver, who joined Wells, Rich, Green Inc., New York, earlier this month, predicted some day there will be cable systems whereby even two-way communication between viewer and the retail advertiser will be possible with the consumer buying instantly after the wares are advertised.

The Hollywood Way * Recalling how radio schedules were completely produced and arranged by agencies and advertisers in former years, with the networks being mere transmission facilities, Mr. Weaver felt the same thing has happened again today in network television. This time though the networks have turned to Hollywood instead of the agencies, he said, and "Hollywood's approach to life, to be charitable, is limited."

"Therefore, we have seen an overemphasis upon story-telling product in television," he explained, and an over-appeal to the "young in mind."

The result is an opportunity for someone else, Mr. Weaver continued, provided there is a way out, an alternative which has not existed in the industry until now. With the all-channel set circulation increase and the UHF station growth, he felt, the long VHF monopoly is being broken.

Mr. Weaver also noted that modern technological progress is "breaking the freeze" that broadcasting has held upon audio-visual access to the home. He foresaw the possible development of programming of some sort of hookups of the master antennas of apartments in the big cities apart from community antenna television as well as the ultimate 84-channel capability of the cable systems. A broad diversity of educational, cultural and other special program choices could evolve, he felt, including subscription systems. Some could be stored in computer type systems too, affording instantaneous recall at the viewer's whim or wish.

'Vested Interests' * The block that is holding it all back is the broadcaster lobby, he charged, but ultimately the fight will be settled in Washington. The promise is too great, he said, and "once the enlightened public realizes what they are having foisted upon them by the status quo vested interests, it will be murder."

L&M accelerates 'second-season' buying

Liggett & Myers Tobacco Co., through J. Walter Thompson Co., both New York, will sponsor three new ABC-TV "second-season" shows. The purchases bring the total of L&M network TV sponsorship to 14 shows weekly.

The new shows are: The Invaders Tuesdays (8:30-9:30 p.m.), Wednesday Night at the Movies (9-11 p.m.), Bowlers Tour Sundays (2-4 p.m.). The Wednesday movie replaces L&M's sponsorship of the cancelled Man That Never Was.

L&M's new network purchases may in part offset a trend in its TV spending toward spot. According to Television Bureau of Advertising, L&M increased its spot spending 160%, from $3,595,400 in the first nine months of 1965, to $9,322,240 in the same period last year. Network spending increased less than 30% in the first 10 months of 1966 as compared to the same period in 1965, from $13,071,400 to $16,920,900.

Agency appointments . . .

* Universal Pictures has named Carson/Roberts/Inc., Los Angeles, effective April 1.

* Lewis Food Co., Los Angeles, has named Russell R. Rullman Advertising, Los Angeles, to promote its pet food products. The advertiser spends about $1 million in television, radio and newspapers on behalf of Dr. Ross and Skippy brands of dog and cat foods.

* Jantzen Inc., Portland, Ore., men's division, has appointed J. Walter Thompson, San Francisco.

* Armstrong Rubber Co., West Haven, Conn., has appointed Pritchard, Wood Inc., New York, member of the Interpublic Group of Co.'s, for all consumer and trade advertising. Billings on the Armstrong account is expected to exceed $2 million, of which almost half would be in TV. Former agency was Lennen & Newell.

* House of Mann Inc., Louisville, Ky., has named Zimmer, Keller & Calvert Inc., Detroit, to handle the advertising for Mann's breath deodorant. The Louisville firm has only recently entered the consumer market and plans to expand its consumer product line.

TV festival adds radio commercials awards

A new radio-commercials competition was announced last week by the Radio Advertising Bureau and the American TV Commercials Festival Committee.

RAB will discontinue its Golden Record awards, and the festival committee, which in the past has concentrated on TV commercials, will add radio to its structure and offer awards incorporating the RAB Golden Record symbol.

The new radio competition will be conducted in conjunction with the eighth annual TV commercials festival (Broadcasting, Jan. 9).

Entry forms are being mailed to nearly 5,000 advertising executives, sponsors, producers and stations. Deadline for entry of radio commercials is Feb. 15.

Entries will be divided into three advertising categories—national, regional and local—and exceptional examples of craftsmanship will also be honored. Judging will be by the festival's 10-city board of 175 leading advertising executives, headed by George H. Gribbin of Young & Rubicam. Winners will be announced, along with TV commercials winners, at a two-day American Commercials Festival in New York May 11-12.

Wallace A. Ross, director of the festival, who announced the new program jointly with President Miles David of RAB, said that "it is becoming increasingly clear that this is 'the golden age of radio,' evidenced by more imagination, wit and sound selling practice than ever before," and that his organization was pleased to work with RAB in presenting a radio companion to the TV competition. Mr. David was named to the festival's board of directors.
Some time buyers are shooting at the biggest metro market in North Carolina...

and missing by 90 miles!

If you want to hit the big metro market in North Carolina, you're right on target if you beam your message to the WSJS Golden Triangle. In North Carolina it's the one and only number one. First in population. First in households. First in retail sales. It's the big three billion dollar market in the rich Piedmont country, the great tobacco-textile-furniture-electronics center, 3 populous metro cities all yours when you buy WSJS Television.

WINSTON-SALEM, GREENSBORO, HIGH POINT
WSJS Television

Represented by Peters, Griffin, Woodward
The congressional drive to force cigarette advertising to include a statement of tar and nicotine content received new impetus last week as a powerful senator vowed to push anew for such legislation and the secretary of Health, Education and Welfare endorsed such action.

In a letter to Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, HEW Secretary John W. Gardner not only gave his support to this legislation but included a technical report summarizing the scientific justification for it. Senator Magnuson had asked Mr. Gardner to furnish such a report.

The bill, as introduced in Congress in each of the last two years, would require the tar-and-nicotine statement in radio and TV advertising as well as in print promotion. In the past the measures met vociferous opposition from cigarette firms and the advertising industry on the basis such material would destroy the impact of the advertising message. It was also felt such a requirement would have tremendous effect in the midst of a radio cigarette commercial. Another side effect might be to discourage one of the medium's largest advertising sources from using radio and television.

Will Try Again - However, last week, while disclosing Mr. Gardner's backing for the move, Senator Magnuson again stated his intention to reintroduce the bill soon. He sought similar legislation two years ago and tried again last summer with a measure that was cosponsored by former Senator Maurine Neuberger (D-Ore.) and Senator Robert Kennedy (D-N.Y.). At that time he also said his committee would look closely this year at Federal Trade Commission and HEW reports to determine if it was necessary to go beyond the health warning now required on cigarette packages. Last week's HEW message would seem to represent the incentive he had been awaiting.

In the letter Secretary Gardner said: "In our opinion, requiring the identification of tar and nicotine levels on packages and in advertising, as you have proposed, would be an important step and would result in the progressive reduction of tar and nicotine levels because of public demand." He also said he would favor a bill that would also allow for the addition of other materials in cigarettes that are later found to be harmful. "The only effective means available to eliminate the health hazards associated with smoking is an education program designed to inform people of the hazard and encourage people to stop or not to start smoking," he added.

Bud 'Pick-a-Pair' promotion set

Budweiser beer's "Pick-a-Pair" campaign involving heavy use of radio-TV spot will fall in April and May this year, Anheuser-Busch Inc. sales executives were told in Los Angeles last week. The Pick-a-Pair promotion has become recognized as one of the most outstanding merchandising vehicles based chiefly on the broadcast media. Budweiser's agency is D'Arcy Advertising, St. Louis.

Budweiser also undertakes a major drive in network radio and television, beginning this weekend, to introduce its 1967 copy theme, "Budweiser is the best reason in the world to drink beer." Schedules on NBC-TV and CBS-TV are being used plus NBC Radio. Anheuser-Busch continues to hold its No. 1 brewing position with its total barrelage up last year an estimated 15% to more than 13.5 million barrels with Budweiser filling most of them.

CBS Radio off to flying start in '67

CBS Radio, which in 1966 reported its best sales record since 1958 (Broadcasting, Jan. 9), announced last week that business continued briskly in the first two weeks of 1967 with 70 advertisers already signed for campaigns.

George J. Arkedis, CBS Radio network vice president and general manager, noted that 52-week program renewals already have come from Liggett & Myers, American Tobacco Co., Kellogg's, R. J. Reynolds, and State Farm Mutual Auto Insurance Co. Other long-term renewals include American Dairy Association, Knox Gelatine, and Ciba.

Five new advertisers whose program sponsorships began in January and ranged to as many as 52 weeks are Washington State Apple Commission, E. J. Brach & Sons, Life magazine, Block Drug and National Plastic Products, according to Mr. Arkedis. Other advertisers with run-of-schedule announcements and/or program participation campaigns in CBS Radio news programs during the first two weeks of January are National Biscuit Co., Bristol-Myers, Wyler Soup, Plymouth, Morton Salt, Frigidaire and General Mills.

Test-commercial firm to open L.A. office

In expansion of its activities, Panel Film Productions, New York, plans to open a West Coast office shortly to accommodate advertisers and agencies there in the production of TV test commercials.

Henry Knaup, president of the company, which produces test commercials exclusively, reported last week he is seeking space in Los Angeles. The move, he said, was prompted by heightened interest in test commercials by agencies and advertisers in the West. The new operation will be called Panel West, according to Mr. Knaup.

Panel Films was founded by Mr. Knaup in 1959. After the commercials are produced on film or tape by Panel, they are put through various research tests to examine creative approaches, Mr. Knaup explained. He stressed that the finished commercials are produced at studios other than Panel.

The average one-minute black-and-white commercial is produced at Panel for about $2,300. This is 10% to 15% of the cost of a finished production. Mr. Knaup indicated that 85% of Panel's work is in black-and-white since the client is testing copy, rather than production values, although the final commercial usually will be made in...
**IT'S GETTING TOUGHER TRYING TO "KEEP 'EM DOWN ON THE FARM"**

Dairy farmers are trading 365-workdays per year for industry’s 40-hour weeks and paid vacations.

The number of farms in the United States selling milk dropped from the 770,221 counted in the 1959 Census of Agriculture to 544,791 farms selling milk according to the 1964 census. In the several years since the last official take, the rate of decline in number of dairy farms has accelerated considerably. It's estimated, for example, that Wisconsin, the country’s leading dairy state, lost 10 per cent of its dairy farms in the last two years alone.

The exodus of dairy farmers seemed to have slowed by the end of 1966, but no one in the industry is ready to predict that the downward trend is going to end soon. The higher prices paid to dairy farmers for milk in 1966 may have helped to keep some families operating their dairy farms longer, but the average hourly earnings for labor on dairy farms and returns on the capital investment (usually well in excess of $50,000) are still below what can be earned in most non-agricultural enterprises.

Families have been quitting dairying in record numbers for several reasons. Milk prices at the farm level have been, and still usually are, too low to enable the farm operators to compete with non-farm industries and businesses for the kind of labor needed to handle a herd of cows and the very high-priced and often intricate machinery and equipment used on farms these days. That period in our agricultural history when all it took was enough brains to drive a team of mules or horses to get the farm chores done is gone forever.

In most areas of the country farm labor of the high caliber required is difficult or impossible to find. This means, then, that the family operating a dairy farm must stay on that farm every day of the year for the morning and evening cow milking chores. Cows won’t adjust to labor shortages.

Industry lures the young farmers with better hours and pay.

Labor shortages in industry the past year have encouraged many farmers, including a large number of the better young farm operators, to give up farming to work in industry. A 40-hour week, usually higher hourly earnings and no investment required, paid vacations, plus other benefits of one kind or another, are very enticing when compared with the 365 days each year the family may be tied down with a dairy herd.

In the process of becoming efficient and progressive business operators, farmers have also learned to think like businessmen. They take a look at return on investments these days as well as returns per hour of labor. When they do this, in most areas of this country, dairying doesn’t look too promising when compared with other types of farm enterprises or with non-farm businesses. Many farmers are selling off their cows and going into the recreation business these days.

City people seem more willing to pay profitable prices for leisure and fun than for good food!

In 1966 milk production in the U.S. declined about 3 per cent or almost 3.5 billion pounds from a year earlier. At the same time consumer demand for milk and foods made from milk increased about two billion pounds. For the first time in a number of years the balance between the supply of milk and commercial demand for milk was very close. Milk prices strengthened and got back to about where they were in 1952, the last time this kind of situation existed.

If demand for milk continues to grow through 1967 as it did in 1966 and if production does not increase—as many expect it won’t, there very likely will be more price increases. This, in the American free enterprise system, would be the normal reaction to bring about increased supplies of milk to meet increased demand.

The supply of milk available to the American people is of concern to the entire nation.

Milk provides large quantities of essential food nutrients—complete protein, calcium, phosphorous, riboflavin, thiamine, vitamin A, etc. Milk is a valuable food because it is an ideal food form for the very young and can also be converted into many other food products that lead the food popularity parade year after year.

The American people drink more milk than any other beverage except water. Last year each American, on the average, consumed daily the equivalent of almost 1.6 pounds of milk—a milk, butter, cheese, ice cream, and other dairy products. (A quart of milk weighs 2.15 pounds.) Despite the higher retail prices for dairy foods in 1966, the daily cost of this milk per person was around 17 cents. For an average adult man, this amount of milk provides about 36 per cent of his recommended daily protein intake, 100 per cent of his calcium, 72 per cent of his riboflavin, 21 per cent of his vitamin A, plus other important food nutrients.

Dairy farmers are proud of the contribution milk has made and continues to make to the good health and the good eating of the American people. We hope that the American people will continue to understand that dairy farmers, too, are caught in the rising cost of doing business that forces all prices to higher levels. We continue to seek only a fair return for our labor and for the increasingly larger capital investments efficient dairy farming requires.
Every week new G-E live-color cameras bring Grand Ole Opry to millions of homes all over America.

WSM-TV in Nashville owns four General Electric PE-250's.

Grand Ole Opry, for 41 uninterrupted years the country music sound heard 'round the world, is now delighting millions on color television.

For the first time, all the rhythm, character, and brilliance of this truly American musical spectacular are being captured in full color — for 14 major markets — by new G-E PE-250 live-color cameras.

A prestige program — a prestige station. A natural for G-E PE-250's, with their modern four Plumbicon® tube pickup, all-transistorized circuits, compactness, and light weight.

These are just some of the reasons why G-E PE-250's are used for Grand Ole Opry — and why they're on the air for other major stations and group ownerships across the country.


® Registered Trademark of N.V. Philips' Gloeilampenfabrieken of The Netherlands.
Where Broadcast Advertisers influence Media Planners and Buyers

Media/scope

TOM W. CARR, Publisher
750 Third Ave., New York, N.Y. 10017
3251 Old Orchard Rd., Skokie, Ill. 60076
Robert W. Walker Co., 730 South Western Ave., Los Angeles, Calif. 90005
57 Post St., San Francisco, Calif. 94104
color.
Panel has produced more than 500 test commercials since 1959. Its roster of clients has grown from four in 1959 to 29 in 1966. Among its clients are Scott Paper, Bristol-Myers, Westinghouse Electric, American Chicle, American Home Products, Sinclair Oil, Mobil Oil and many of the major cigarette firms.

Ford, CBS-TV reach Super Bowl agreement

Ford Motor Co. finally settled differences with CBS-TV last week and came out with four minutes of commercial time in that network's Super Bowl game coverage yesterday (Jan. 15).

The dispute, which arose when Ford asked CBS for three minutes at a price of $70,000 per minute, or $15,000 less than what other advertisers reportedly were charged, remained unsettled until last Monday (Broadcasting, Jan. 9). On that day, CBS said, Ford offered to buy four minutes on the game for CBS's "asking price." CBS, which had only three minutes available, came up with an extra minute by "taking it away from another sponsor," according to a network spokesman.

Both CBS and Ford declined to comment further on the negotiations. CBS sources did say that Ford paid its "asking price," reported as $85,000 per minute, and that there now was "total unanimity" between client and network.

The last count of CBS-TV sponsors showed the following commitments—excluding Ford's—Trans World Airlines (Foolie, Cone & Belding) and Philip Morris (Leo Burnett), each with three minutes; P. Lorillard (Grey advertising) and McDonald Corp. (D'Arcy), each with two minutes; and eight regional advertisers: Falstaff (Dancer-Fitzgerald-Sample), Carling Brewing (Lang, Fisher & Stashower), Pabst (Kenyon & Eckhardt), Schaefer (D'Arcy), Ortel (Needham, Harper & Steers), National Brewing (W. B. Doner), The Hamm Brewing (Campbell-Ewald) and Schmidt's (Ted Bates).

American Home to appeal FTC's hemorrhoid order

American Home Products said late Thursday it would "promptly and vigorously" appeal the Federal Trade Commission's order that it stop advertising its Preparation H as a cure for hemorrhoids.

The statement said the FTC order represented a "drastic reversal" of the findings of an FTC hearing examiner. Expressing confidence that the product was being accurately advertised, the company said no change in copy claims was necessary during the appeal and that none would be made, but that if it lost the case the claims would be brought into line with applicable orders. American Home Products was one

Y&R realigns creative functions

Kenyon & Eckhardt, New York, has reorganized its creative operations into three groups under the supervision of Stan Tannenbaum, newly appointed creative director. With Mr. Tannenbaum as associate creative director in charge of copy is Harry Stoddart.

The first creative group is headed by Garth Montgomery, who has been creative director at the agency's London office and was most recently copy supervisor on various package-goods accounts. The second group is headed by Ronnie DeLuca who, in addition to this responsibility, will supervise the agency's art work.

At present, no third creative group head has been named, the group now operating under two associate creative group heads, Bill Suchmann and Ed Hatcher. Larry Parker continues as associate creative director in charge of K&K's television production.

THE MEDIA

CATV's take FCC to court

Three major challenges to commission's rules heard during week; San Diego case attacks FCC's authority, others hit importation issue

Community antenna systems challenged the FCC in three court cases last week, with one of them hinging on the jurisdictional issue, and the other two combatting the commission's orders relating to the importation of distant TV signals into areas considered part of the top-100 markets.

The jurisdictional question is the principal issue in the San Diego case: the top-100-market issue in the Muskegon, Mich. and Toledo, Ohio, cases.

In the San Diego situation, a three-man Ninth Circuit Court of Appeals panel reserved decision last week on whether a temporary injunction already granted against the FCC's attempt to prevent three San Diego community antenna systems from importing Los Angeles TV signals should be made permanent. The hearing was held in the U. S. courthouse in Los Angeles before Ninth Circuit Judges Stanley N. Barnes and Walter Ely and District Judge Robert F. Peckham. Judge Barnes presided. The same court previously granted an interlocutory injunction in the case (Broadcasting, Aug. 29, 1966).

Arguing for the change in the status of the judicial stay from temporary to permanent were Robert L. Heald for Mission Cable TV and Pacific Video Cable, and Arthur W. Scheiner for the Southwestern Cable Co. Arguing for removal of the restraining order was Ernest Jennes for KFMB-TV San Diego and Henry Geller, general counsel for the FCC.

The case dates from last July when the FCC ordered a hearing against CATV operations in San Diego on the complaint of KFMB-TV. Mostly at issue was whether the market's CATV systems should be allowed to bring in additional TV signals from nearby Los Angeles.
A Hertz is not necessarily a No.-1 Avis

A recent FCC notice has started phones jingling in Peoria, Ill., Radio listeners are asking WIVC-FM there, "What's a megahertz?"

That's a good question. The term is hardly known among broadcasters, let alone the public. Although soon it may become as common as "megacycles."

Station manager Pat Nugent (no relation to President Johnson) recalls that when all frequency monitoring reports and engineering material started coming in saying that the new Peoria Journal Star station was doing just fine with 100 kw on 106.9 megahertz instead of megacycles, it seemed logical to air the station identification breaks in megahertz too.

The term apparently caught fire, he said, when the phone began to ring. It hasn't stopped for weeks now, he related, and the station is beginning a billboard campaign to get extra momentum from the situation. WIVC-FM began broadcasting last October.

It was the German, Heinrich Hertz, who in 1888 demonstrated the existence of electromagnetic waves resulting from the rapid reversals of current flow in a conductor. The term "hertz" has been used in limited circles to mean cycles per second, but was rarely heard in the U. S. until 1960, when it was given official status by the Eleventh General Conference on Weights and Measures meeting in Paris.

In 1964, the U. S. National Bureau of Standards adopted the nomenclature and has employed it exclusively in all of its publications. The National Aeronautics and Space Administration chose to use the term in its work, also in 1964.

In 1965, the prestigious Institute of Electrical and Electronic Engineers adopted the term and specified that hertz be used in preference to cps.

Last November, the FCC announced that it, too, would accept the term and said it (abbreviated "hz") may be used interchangeably with cycles per second (c/s).

For broadcasters, the synonym for kc is kHz; for mc, mhz: for gc (giga-cycles), ghz.

In ordering a hearing into the matter, the commission somewhat curbed the growth of the CATV operations until a conclusion was reached (Broadcasting, July 25, 1966). Several weeks later the CATV companies filed an appeal against the FCC's order and Judge Ely granted a temporary restraining order.

Invalid* In arguing for a permanent injunction, Mr. Scheiner said that the FCC's action was an "invalid exercise of power." He charged that the commission "has no such authority" to control the growth of CATV systems and that such authority cannot be reasonably inferred from the existing statutes.

Mr. Heald contended that the FCC's action was in violation of freedom of speech. The commission's authority is limited to licensing, he attempted to prove.

Mr. Geller argued that the commission had authority to make its CATV order and has the power to make rules and regulate CATV operations by virtue of the All-Channel Law passed by Congress in 1962 and by specific sections of the Communications Act. In backing Mr. Geller, Mr. Jennes asked that not too much importance should be read into the FCC's past reluctance to regulate CATV activities. He pointed out that the increased channel capacity of CATV systems, the takeover of operations by high-powered enterprenuers and the movement of the business into major markets made it necessary for the FCC to make a firm stand.

That the FCC did not regulate CATV operations in the past was not admission that it did not have the authority to do so, Mr. Jennes explained.

In concluding last week's hearings, Judge Ely indicated that it may be up to the court to "spur" Congress on to legislate on CATV problems, which he described as "a gory mess."

First Cases* The Muskegon and Toledo cases are the first cases to be argued against the FCC regulation forbidding CATV systems from importing distant TV signals into the top 100 markets. They were heard last week by the U. S. Court of Appeals in Washington.

Involved are two separate CATV systems: Booth American Co., operator of a cable system in Muskegon, Mich., and Buckeye Cablevision Inc., in Toledo, Ohio.

The Muskegon case commenced last year when the FCC told the CATV there to stop bringing in TV signals from Milwaukee and Chicago. Muskegon is considered part of the Grand Rapids-Kalamazoo market, the 38th in the country.

Paul Dobin, for Booth American, argued that when the FCC issued its notice of Feb. 15, 1966, announcing its intention of asserting jurisdiction over all CATV's (it previously had assumed authority over microwave-fed CATV's), it said that it would require a hearing before permitting a CATV system in any of the top 100 markets from carrying a distant TV signal.

This February notice, he contended, read that the hearing requirement would apply to all CATV's proposing to operate within the Grade A contour of all existing TV stations in the major markets. Booth American determined, he said, that only one Grand Rapids-Kalamazoo station, wzm-TV Grand Rapids, placed a Grade A signal into Muskegon. It therefore, Mr. Dobin explained, went ahead with its plans to carry three Milwaukee stations and one Chicago station.

When the official Second Report and Order was issued on March 8, he said, this provision was revised to apply the hearing requirement to CATV's operating within the Grade A contour of any TV station in the top 100 markets. Thus, he charged, the commission changed the rules under which the Muskegon system began.

The FCC's Daniel Ohlbaum argued, however, that Booth American began its service on April 15, 1965, before the March 8 order. Mr. Dobin maintained that Booth American actually began its CATV service in North Muskegon on March 4.

Cutoff Date Issue* The Feb. 15, 1966, date was also an issue in the Toledo case. The Robert A. Marmet, for Buckeye Cablevision, opposed the FCC's order that Buckeye cease carrying the signals of WJIM-TV Lansing, Mich., whose Grade B contour falls just five miles short of Toledo. Buckeye, Mr. Marmet claimed, began operating before March 15 under a Cutoff Date Issue order and the commission's Second Report and Order was published in the Federal Register. Therefore, he asserted, its carriage of the Lansing station should fall under the FCC's grandfather clause permitting the continuance of CATV operations in existence before the FCC's rules were officially issued. Toledo is considered the 24th market in the U. S.

Mr. Marmet also claimed that the FCC's order infringes on the First Amendment, that the rule-making proceeding leading to the Second Report and Order was inadequate, and that the hearing Buckeye received was too narrow.

Buckeye had asserted that the FCC lacks jurisdiction, and Mr. Marmet agreed at the request of the judges to brief the court on this question.

John H. Conlin, for the FCC, maintained that the commission's action was proper and legal and that Buckeye had not complied with the rules relating to distant signals even after the commission had announced what it was going
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Color print for Dirksen

Top ABC-TV officials are to gather in Washington Thursday for lunch with Senator Everett M. Dirksen (R-III.). The occasion is for ABC-owned WBBB-TV Chicago to present to him a color print of Illinois Sings, the station's special program salute to the people of the state aired last year. The full hour program is to be part of the mementos of Senator Dirksen's career that will be displayed at a new library in Pekin, Ill., his hometown.

Bell urges creative role for government

Government responsibility isn't limited to legislation or regulation. It should "encourage and foster the acceptance of private responsibility" within industry, advertiser and agency personnel were told last week.

Howard Bell, director of the National Association of Broadcasters Code Authority, told the San Francisco Advertising Club last Wednesday (Jan. 11) that advertisers and broadcasters should remain vigilant against unfair and unnecessary "government intervention. At the same time the government should help to "create the kind of climate which will encourage rather than discourage self-improvement and self-regulation," he said.

Defensive reaction to outside pressures, he maintained, is not enough; the preservation of freedom lies in doing a better job of acting positively on our own.

Asks Better Job • Mr. Bell said that there is "growing recognition in advertising" that high standards of conduct should be encouraged for the individual as well as the industry. To this end he called on broadcasters and advertisers to do a better job of "winning public support for our freedoms by letting the public know what is at stake" when the government attempts to move in, and by "advertising our own virtues."

Describing 1965 as a year of "intensified efforts to restrict freedom of the market place through legislation or government fiat," he pointed out that "we must face the reality that not all criticism is undeserved." Much government action follows the natural tendency of government to expand, he said, and "there are those who will encourage government" to fill a void if there is a public need not being filled by private industry.

"In today's climate," he went on, "it is not enough for business merely to protest government intrusions into our freedoms. Private enterprise must seize the initiative with positive programs. . . " Self-control, he added, is the "only sound workable alternative to government control."

Broadcast Bureau opposes Mayoral plea

George Mayoral has run into FCC Broadcasting Bureau opposition in his effort to win a second reopening of a case in which a hearing examiner has twice pinned major responsibility on him for rules violations at three commonly owned Puerto Rican stations.

The bureau says an affidavit from a former employee of the stations which Mr. Mayoral wants included in the record does not, as the motion for reopening contends, alter previous testimony he had given that was generally damaging to Mr. Mayoral. In any event, the bureau argues, Mr. Mayoral hasn't demonstrated that the new material could not have been introduced before the record was closed.

At issue is the recommendation of Examiner Forest McClenning that the licenses of WYKN and WQFM(FM), both San Juan, and WORA-FM Mayaguez, be revoked, principally because of the stations' alleged unauthorized rebroadcast of programs of the Armed Forces Radio Service.

Examiner McClenning maintained in both his initial and supplemental initial decisions that Mr. Mayoral, minority stockholder in and vice president of the licensee corporations at the time of the rebroadcasts in 1962 was principally responsible. He based his conclusions on testimony of station personnel.

The affidavit that Mr. Mayoral is seeking to have included in the record is from one of those whose testimony was cited by the examiner, Carl Soderlund, who left the stations in 1963. Mr. Soderlund in the affidavit says that "Mr. Mayoral never gave a direct order to caty AFRS or WYKN." (Broadcasting, Jan. 2).

No Change Claimed • But last week, the bureau, in opposing reopening of the record, said that Mr. Soderlund hadn't altered "his previous testimony that WYKN taped AFRS newscasts from the shortwave broadcast station in New York and rebroadcast these newscasts over WYKN and, most significantly, that Mr. Mayoral was present when such taping of AFRS newscasts was done."

The bureau also said that Mr. Soder-
lund left intact previous testimony relating discussions he had with Mr. Mayoral regarding "the propriety of WKN's rebroadcasts of taped AFIR newscasts"—discussions in which, the bureau said, Mr. Mayoral "had responded that he... was running things and that they would do it that way."

The bureau, in addition, said Mr. Mayoral had not made a showing that the evidence he wants the Mayoral had not made to question Mr. Soderlund. It him.

The motion to reopen the record maintains that Mr. Soderlund was, in effect, "muzzled by bureau counsel [Thomas Fitzpatrick] which precluded his communication with other counsel or principals involved." The bureau didn't flatly deny the charge. But it said that Mr. Soderlund doesn't say that "attempts were made to contact Mr. Soderlund and that he refused to communicate with either Mr. Mayoral or any of his associates because of instructions allegedly given him by Mr. Fitzpatrick." The bureau said it was authorized by the stations' counsel, William J. Dempsey, to state the stations' representatives never attempted to talk with Mr. Soderlund after August 1963, three months before Mr. Fitzpatrick's first interview with the former employe.

The initial decision in the case was handed down on Dec. 21, 1964. The hearing record was reopened at the request of Mr. Mayoral, who had not been a party in the original hearing and who asked for an opportunity to refute the damaging allegations made against him.

The bureau said Mr. Mayoral failed to take advantage of the opportunity, which the reopened hearing presented, to question Mr. Soderlund. It said that he withdrew a request to cross-examine Mr. Soderlund and, in addition, chose not to question him when the bureau presented him as a rebuttal witness.

### LBJ promises an ETV bill

He tells Congress he'll propose federal support of noncommercial system

President Johnson committed his administration to the advancement of educational television in his State of the Union message last week. He said that ETV was among the domestic issues on which he would submit proposals to this Congress.

Although the President put himself alongside other advocates of ETV, it is known that at the moment there is no blueprint at the White House ready to be submitted to Congress. The President is waiting for the report due to be submitted before the end of this month from the Carnegie Commission on Educational Television.

The Carnegie group was established last year with the blessing of the President.

Mr. Johnson's comments on ETV ("We should develop educational television into a vital public resource to enrich our homes, educate our families and to provide assistance in our classrooms. And we should insist that the public interest be fully served through the public's airways.") won general commendations.

Robert F. Schenkkan, chairman of the board of Educational Television Stations, expressed appreciation for the President's remarks and added: "At this critical time in the history of educational television we are grateful to the President for his interest in the growth and development of ETV."

Jobs for FCC / FCC Chairman Rosel H. Hyde, referring to the President's remarks about wire-tapping, election reform and financing, the federal government's contributions to instant communications and special alarm systems for the war on crime, and ETV, stated:

"Each of these proposals affects the FCC either directly or indirectly, and we view them as being of the highest priority and look forward to continuing our efforts in these areas."

It was noted by some, also, that the FCC is considering among other plans that of the Ford Foundation for the
establishment of a domestic TV satellite communications system whose profits would go to underwrite ETV programs and interconnections.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, hailed the President's comments on ETV as an "endorsement of the Educational Television Act [and] as assuring us that we will have the full support of the administration as we progress in this vital field."

Senator Magnuson has said that his committee intends to look into educational television in this Congress, particularly since the Magnuson-sponsored ETV assistance law ceases at the end of this year.

Behind Words = But the President's second sentence in the paragraph on ETV caused some speculation—among broadcasters as well as those outside the field.

Could the President have had some dark purpose in saying, "and we should insist that the public interest be fully served through the public's airways"? Was he aiming his words at broadcasting in general, or at some element of it?

A source close to the President laughed at the menacing implications; the remark fit right into what he was saying, he asserted, and no threat was intended.

A network Washington vice president acknowledged that some broadcasters reacted in alarm to the words, and that they could be interpreted as indicating that broadcast channels were not being used in the public interest. He did not himself, he said, believe this was their intent, and he added he had not seen any animosity toward commercial broadcasting in the administration.

One Capital Hill source, however, thought the remarks could be considered a continuation of the President's disenchantment with broadcasters. He was referring, he said, to the President's critical comments during the congressional campaign last fall when Mr. Johnson seemed irritated with television coverage.

One of these remarks occurred during a speech in Wilmington, Del., and later at the White House during a news conference.

In both his remarks, the President at that time commented about the "two or three men who determine what goes on the television in this country . . ." (BROADCASTING, Oct. 24, 1966).

It was noted that although the President's remarks concerning ETV constituted only one paragraph of a lengthy address, other ambitious programs of national import, such as the space program, were not mentioned at all.

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Changing hands...

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

- WCCC-AM-FM Hartford, Conn.: Sold by William M. Savitt and group to Erny Tannen and Jae Holzman for approximately $350,000 before adjustments. Mr. Tannen, a 23-year veteran of radio, is president of WDMV Pocomoke City and WYRE Annapolis, both in Maryland, and owns WEEZ Chester, Pa. He also operates Media America Co., Silver Spring, Md., a broadcasting consulting firm. Mr. Holzman heads Elektra Corp., New York, producer of Elektra and Nonesuch recordings. WCCC is a 500-w daytimer on 1290 kc. WCCC-FM operates on 106.9 mc with 20.5 kw. Broker: Blackburn & Co.

- KCMB-FM Wichita, Kan.: Sold by James F. and Sharon Kramer to Kansas State Network for $88,500. Kansas State Network, group TV owner, is headed by George M. Brown and owns KARD-TV Wichita, KCCT-FM Great Bend, KGLD-TV Garden City, all Kansas, and KOMC(TV) McCook, Neb. KCMB-FM operates on 107.3 mc with 30 kw.

APPROVED = The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 74):

- WHAG-AM-FM Hagerstown, Md.: Sold by Arthur A. Snowberger and associates to Adler Communications Corp. for $190,000. Adler Communications Corp. is principally owned by Warren Adler, Washington public relations and advertising executive, and includes Ronald Smith, associated with Mr. Adler, and Mr. Snowberger as stockholders. WHAG operates day-time only on 1410 kc with 1 kw. WHAG-FM is on 96.7 mc with 3 kw.


- WNSN-TV Chicago: Sold by Charles Aaron, Harry F. Chaddick, Gardner H. Stern, Justin G. Turner and estate of Robert M. Arnold to Video 44, a joint venture of Harriscope of Chicago Inc. (50%) and Rivergrove Theater Corp., Velma Entertainment Corp. and Riverdale Drive-In Inc. (50%). Agreement calls for Harriscope to put up $500,000 and other group, $485,830. Harriscope is multiple broadcaster, having interests in KTWO-AM-TV Casper, Wy.; KBBB-AM-TV Great Falls, Mont.; KBAK-TV Bakersfield, KFV Pomona and KLFM(FM) Long Beach,
all California. It is also buying KULK-TV Billings, Mont. WNSN-TV holds a CP for channel 44.

Community Television

- Mt. Vernon, Ill.: Mt. Vernon Cable TV Inc. sold by Spencer-Kennedy Laboratories Inc. to Ed Sullivan Productions Inc. for $500,000. Mr. Sullivan is the first CATV acquisition. Spencer-Kennedy Laboratories, Boston-based CATV equipment manufacturer, is a multiple CATV owner, owning or having interests in systems in Lafayette, Danville, Alamo, Moraga and Rheem, Calif.; Blackwell and Tonkawa, Okla; DeRidder and Houma, La. Mt. Vernon Cable has 1,600 subscribers and brings TV signals to its customers from St. Louis, Harrisburg, Ill., Cape Girardeau, Mo., and Paducah, Ky. Broker: Daniels & Associates.

Picking up tabs for FCC staff

Commission asks CSC to allow travel reimbursement from outside groups

Broadcasters associations wishing to have FCC personnel participate in their meetings and other official gatherings may soon be paying travel and related expenses for the pleasure of the staffs' company.

The commission which, like other government agencies, is strapped for cash, has asked the Civil Service Commission whether it would be consistent with practice throughout the government for commission personnel to accept reimbursement for expenses incurred in participating in communications industry business meetings. The CSC is responsible for making such determinations.

And a CSC spokesman last week, while stating he was not predicting what the response to the commission's query would be, indicated that the answer might permit the agency to accept reimbursement—at least for staff members.

He said employees participating in an official function as part of their duties are not precluded from accepting "reimbursement unless prohibited by law for actual expenses for travel and such other [reasonable] subsistence ... for which no government payment or reimbursement is made." He cited as his source CSC regulations promulgated to implement a 1965 presidential executive order prescribing standards of ethical conduct.

However, he also indicated that the regulations appear to bar commission members from accepting reimbursement. He said heads of agencies are not to accept expenses. And he added that the prohibition probably applies to each of the seven commissioners as a member of a multiheded agency.

Used Own Money • The commission through the years has maintained a policy of refusing reimbursement for expenses of personnel traveling to industry functions on commission business. But the financial pinch it currently feels led the general counsel's office to initiate the inquiry to the CSC.

The commission has become increasingly selective in the industry functions it has permitted staffers to attend. There is speculation that the customarily large delegation to the National Association of Broadcasters convention—more than 30 commission representatives were in Chicago last year—might be reduced this year.

Some commission officials feel the necessity of reducing the number of appearances by commission members or staff at industry affairs is unfortunate. At such meetings, they say, the commission representatives are able to disseminate information helpful to the industry. The briefings that staff members gave a host of state associations on the new AM-FM logging rules last year were cited as an example.

Accordingly commission officials felt "encouraged" when informed of the initial CSC comment on the reimbursement matter. If that should prove to be the ruling the commission receives, the financial bind would be considerably eased.

But commission officials say they still "have [their] fingers crossed." One lawyer noted that the regulation apparently sanctioning reimbursement for staff members contained the phrase "unless prohibited by law." What does that mean?, he asked. "That could be the $64 question."

Fontana UHF on the air

Life began for channel 40, Southern California's newest UHF outlet, on Jan. 5. That's the date KLTX-TV Fontana went on the air after four years of planning, building and testing. The station began its first day of programming with Italy, Land of Enchanted Fountains, a travelogue. It's broadcasting in black and white and in color and in both English and a variety of foreign languages. Angel Lerma is president of the station, which is licensed to International Panorama.
Members vie for low bill numbers

Hopper gets many measures favored by industry but congressional pique may hurt longer licenses

Members of the 90th Congress anxious to get early consideration for their bills included some advocates of measures that have been on the broadcasting industry’s “most-wanted list” in the past.

Despite early warnings of a spate of restrictive legislation scheduled to be introduced this season, most of the early measures concerning broadcasting were tried-and-proven favorites of the industry. The range spread from the perennial attempt to permit television cameras in the House of Representatives to a bill to award a gold medal to TV performer Danny Kaye.

Also involved was the latest of many bills to extend broadcast licenses, an eagerly sought uniform closing time for elections and one to change the period during which daylight saving time would be in effect.

The bill likely to arouse the most attention is the plan backed by the industry to set a uniform time for closing the poll in all 50 states in a presidential election. Senator Carl Curtis (R-Neb.), who introduced a similar bill last year, last week proposed the measure again, saying it would “go a long way toward eliminating one of the election injustices growing out of the advancements of the electronic age in which we are now living.”

Sought for 1968 • His proposed law would take effect in 1968 and have all polls closing simultaneously at 9 p.m. in the eastern time zone. The far western part of Alaska in the Bering standard time zone would close at 3 p.m. Senator Curtis said he found no fault with present methods of reporting results and would not ask the broadcasting media to withhold results, but he said the difference in closing times was unfair to voters in the far West. “I believe we must take some action to protect the voters’ right to cast a ballot knowing that his vote will count and that the contest has not been decided,” he said.

The bill to open House committee

Committee assignments: one settled, many to go

Several new faces were added to a key committee and a familiar one was struggling to regain lost stature in another as Congress grappled with the traditional problems of organizing for a new session.

Three members were added to the Senate Commerce Committee last week as Democrats and Republicans went about the job of assigning members to committees. Added on the majority side were Senators Frank Moss (D-Utah) and Ernest F. Hollings (D-S.C.). They took seats vacated by the defeat of former Senator Ross Bass (D-Tenn.), who was also on the Communications Subcommittee, and the retirement of Senator Maurine Neuberger (D-Ore.), who did not run for reelection. On the Republican side was Senator Donald Griffin (R-Mich.), who served in the House until May of last year when he was appointed to fill the seat vacated by the death of Senator Patrick McNamara (D-Mich.).

Late last week, no appointments had been made to the subcommittees nor had any decision been made on whether to realign the units to reflect the added strength of the Republicans.

In the House, the attempt by Representative John Bell Williams (D-Miss.) to regain the seniority that was denied him when he supported Barry Goldwater in the 1964 presidential election passed one hurdle, but may have been dealt a blow by an unrelated event. The southern lawmaker has vowed to fight for the House Commerce Committee chairmanship that was given to Representative Harley O. Staggers (D-W.Va.) after Representative Williams was stripped of his seniority. Last week he overcame one obstacle in the first Democratic party caucus when the meeting ended with his situation being considered.

Showdown to come • Representative Williams feels that the actions and rules of the previous congressional session do not apply to the new session and that his party-imposed punishment has ended. Since in the heated caucus last week, which saw Representative Adam Clayton Powell (D-N.Y.) stripped of his committee chairmanship, no one brought up the question of whether the punishment on Representative Williams still stood, he feels the ruling was not renewed. He is now awaiting the Democratic Committee on Committees, composed of party members of the Ways and Means Committee, to decide on committee assignments. He is hoping the committee, dominated by conservative Representative Wilbur Mills (D-Ark.), will give him the Commerce Committee chairmanship. However, this committee’s actions will still have to be approved by a final party caucus, where Representative William’s last-ditch fight will have to be made. No time had yet been set for either meeting late last week.

Strangely, it was felt by some that the Powell incident may have hurt Representative Williams’ chances. In fact, one committee member saw his chances of regaining his seniority as a one-in-a-thousand possibility. It was felt the disciplining of Mr. Powell had shattered the sanctity of seniority. It was also thought that if the party punished Mr. Powell, who had been a party stalwart, it probably would not look favorably on a member who had refused to support the party presidential candidate.

The House Democratic and GOP leaderships is also scheduled to meet soon to work out an agreement on new party committee ratios to reflect the new 246-to-187 House composition resulting from the Republican gains. It was expected that the Commerce Committee would be realigned from its 22-11 membership in the last Congress.

This week should also see a decision on who will get the coveted chairmanship of the Communications Subcommittee, in the three-cornered contest among Representatives Torbert Macdonald (D-Mass.), John Moss (D-Calif.) and John Jarman (D-Okla.).
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Eight named to nominate NAB board chairman

An eight-member nominating committee, which will offer its recommendation as to the next joint board chairman of the National Association of Broadcasters, was selected last week. The members are the eight NAB board members whose terms expire at the annual convention and who are not eligible for re-election.

The first meeting of the nominating committee is tentatively set during the NAB board meeting in Mexico City, Jan. 22-27.

Members of the committee are:


Also: Jack W. Lee, WSAZ Huntington, W. Va.; John Lemme, KLTF Little Falls, Minn.; Hugh Turner, KTIM San Rafael, Calif., and Cecil Woodland, WEJL Scranton, Pa., all from the radio board.

hearing to television coverage took on added significance at this time because if passed quickly it might be applied to the coming hearing on whether to seat Representative Adam Clayton Powell (D-N.Y.). In fact, a spokesman for the author of the current bill, Representative Claude Pepper (D-Fla.), said it was hoped the bill would pass in time to allow coverage of the Powell hearing. However, that seems unlikely since the hearing may not even be open to the public and is expected to be the finished in five weeks.

The proposal has also faced strong opposition in the past. Representative Pepper recently wrote broadcasters in his state telling of his intentions to introduce this bill (BROADCASTING, Jan. 2). Under his proposal the decision on whether to allow TV coverage would be made by a majority of the committee holding the hearing. An unwilling witness could also refuse to appear in front of cameras.

This move was received with instant praise from William McCandrew, president of NBC News. He said the Pepper bill would be a major step toward giving broadcasters equality of access to the news as that accorded other media. He said the fact that NBC in 1966 had devoted more time to Senate hearings, where TV coverage is permitted, than any other category of special programing, including space flights, demonstrated the network's interest in coverage of congressional hearings.

"The corridor interviews to which television reporters have been subjected as a substitute for on-the-scene coverage of House committee sessions have never been fully satisfactory to us," he said.

DST Cut Sought • Representative William L. Hungate (D-Mo.) introduced a measure that would amend the Uniform Time Act of 1966 (a law long advocated by broadcasters for standardizing the use of daylight saving time) to shorten the period of daylight saving time from the last Sunday in April to the last Friday in October to the period from Memorial Day to Labor Day.

The bill to lengthen the period of broadcasting licenses, another pet industry project, was advocated last week by Representative Robert Dole (R-Kan.). However, the same bills were given little attention despite widespread support in the last session, and many legislators have said they would be even less disposed to consider such a measure now because of the antagonism aroused by stations through editorials and endorsements during the past political campaign.

Other legislation touching on a key broadcasting event would abolish the presidential nominating convention in favor of a nationwide primary election. This measure was introduced by Senator George Smathers (D-Fla.).

A measure opposed by business groups and advertising spokesmen in the past also reappeared last week. The long-pending truth in lending bill proposed by former Senator Paul Douglas was again put forward this session by Senator William Proxmire (D-Wis.) and 19 co-sponsors and in the House by Representative Abraham Multer (D-N.Y.). The bill would require disclosure of full interest rates in loans.

Representative Multer also was the sponsor of a resolution authorizing a gold medal to be awarded to CBS-TV performer Danny Kaye for his many efforts on behalf of charitable works including the United Nations International Children's Emergency Fund (UNICEF).

TIO signs nine more

The Television Information Office reported today (Jan. 16) what it considers an encouraging addition in station sponsors—nine TV outlets including four in the Metromedia group. Stations are KSD-TV St. Louis; WBTV(TV) Charlotte, N. C.; WKKO-TV Mobile, Ala.; KNBT(TV) Beaumont Tex.; WLOK-TV Buena Vista, Miss.; and Metromedia's WNEW-TV New York; KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo., and WTTG(TV) Washington.

FCC hears more from Morse on ITT

Senator Wayne Morse (D-Ore.) last week resumed his sniping at the FCC-approved merger of ABC and the International Telephone & Telegraph Corp. He asked the commission for a report on what investigations it made of a statement by the Justice Department's antitrust chief that he said conflicts with the testimony given by the heads of ABC and ITT.

Senator Morse referred to the letter from Assistant Attorney General Donald F. Turner which said that ABC "would yield a cash flow approaching $100 million between 1960 and 1970, almost all of which was thought by ITT to be available for reinvestment outside the television business" (BROADCASTING, Dec. 26, 1966).

"In other words," Senator Morse said, "ITT regards ABC as a source of funds rather than the other way around." He said the statement is "in direct conflict" with testimony of ABC's Leonard Goldenson and ITT's Harold S. Geneen, both of who said ITT would provide ABC with needed financial assistance. And it was that testimony, Senator Morse said, "which the commission's majority adopted as the principal basis for its decisions to approve the merger."

The Turner letter was received by the commission on Dec. 20, and a day later, the commissioners voted 4 to 3 to approve the transfer of ABC's 17 AM, FM and TV stations to ITT. The commission majority said in its opinion that it had considered all the points Mr. Turner raised in his letter.

No Reply yet • FCC Chairman Rosel H. Hyde, to whom Senator Morse's letter was addressed, said on Thursday he had not yet replied to the senator.

Senator Morse is one of several senators who opposed the merger and who urged the commission to hold a full-dress evidentiary hearing before acting. He asked the Senate Small Business Committee, of which he is a member, to investigate the commission's handling of the case. However, the only Hill inquiry that seems likely is one by the House Small Business Committee (BROADCASTING, Jan. 9).

The commission order approving the
merger is due to become effective Jan. 21. The only obstacle to the consum-
motion of the merger that now seems possible is a suit that Hubbard Broad-
casting Co. has threatened in connec-
tion with a 25-year-old dispute over the frequency its KOB Albuquerque, N. M., shares with WABC New York, 770 kc.

Hubbard, which has filed a com-
peting application for WABC's facilities, has said it will seek an injunction
to block consummation of the merger. It contends it should have an oppor-
tunity to compete with ABC, as it ex-
ists, rather than with a subsidiary of ITT. However, speculation persisted last week that an agreement would be reached out of court. At issue in the controversy is WABC's effort to force KOB off the 770 frequency, and KOB's request that WABC's I-A station protect its signal at night.

NAB sets agenda for presidents' meeting

Joseph McCaffrey, Capitol Hill cor-
respondent for WMAL-AM-FM-TV Wash-
ington, will be the luncheon speaker at the annual National Association of Broadcasters state presidents' conference to be held in Washington, March 1-3.
The opening-day session will be taken
up by the executive secretaries' meeting. Bruce Wallace, executive secretary of the Wisconsin Broadcasters Association, will be chairman.

The second-day agenda will open with a look at the national picture by NAB executives. At the luncheon Mr. McCaffrey will predict "what broadcast-
casters can expect from the 90th Con-
gress." The afternoon sessions will in-
clude a state legislative panel, and ses-
sions developing new people for broad-
casting and state projects.

The closing third-day meeting will feature a round-table discussion, it was announced last week.

Media reports ...

In mails * A list of certified candidates
and nominating ballots are in the mails
to radio members of the National As-
sociation of Broadcasters, who will
vote later to fill 13 board seats. The
nominations will be announced on
Feb. 1, the ballots will go out on Feb.
15 and must be received by NAB by
March 1.

Moving east * Crowell-Collier Broad-
casting Corp., having sold its only West
Coast radio outlet—KFWB Los Angeles
—to the Westinghouse Broadcasting Co.,
will move its company offices from Los
Angeles to New York, in the Crowell
Collier and Macmillan building, 866
Third Avenue.

Deadline moved to April for satellite comments

Acting on a motion filed by the Na-
tional Association of Educational Broad-
casters, the FCC last week extended
the deadline for comments on the idea of estab-
lishing domestic, privately
owned satellite-communications systems
to April 3. The previous deadline had
been Feb. 1.

The commission said that the exten-
sion would give interested parties time
to comment on the forthcoming report
of the Carnegie Commission on Educa-
tional Television. The Carnegie report
is expected in late January or early Feb-
uary and, according to the commission,
will discuss and analyze "potential uses
of satellite technology for meeting the
needs of educational TV in the United
States."

The FCC issued its first call for help
in solving the problems involved in pri-
vate domestic satellite ownership in
in March 1966 (BROADCASTING, March
7, 1966). Since then most of the par-
ticipants have agreed that a domestic
space system is feasible and legal; the
major disagreements have centered
around the question of who should own
the system—carriers, including the Com-
 munications Satellite Corp., or other
noncarrier entities.

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This package of some 50 entities is available
on an exclusive basis in your primary area.

TIME (Nov. 4th) said: "...a kaleidoscope of sounds devised to
orchestrate anything from sport news to traffic reports."

SPONSOR (Oct. 31st) said: "...electronic ID's for radio stations
which feel that an improved image-building...will boost their
audiences, and thus their values to advertisers."

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PROGRAMING

2d season off and running

Agency buyers take wait-and-see stance
as new shows bow; 'Mr. Terrific' scores high
while 'Captain Nice' battles the competition

So people will watch the first show but will they stick with it in successive weeks?

In substance, this was the size-up by agency network program buyers of last week's first ratings of the TV networks' "second season."

By mid-point last week, four new nighttime series and a new movie night on ABC had opened the second season and more shows were to follow later that week with another three program series to be introduced within the next few weeks (Broadcasting, Jan. 9).

The overnights (Arbitron and Trendex) "establish" a sampling level, these prognosticators said, but the trends in a program's rating and share in subsequent reports will be more important as to the relative effect of mid-season changes in the nighttime schedule.

How did the networks' early entries fare? The overnights gave a CBS Superman spoof, Mr. Terrific, a high score. Agency reaction: good sampling for a show that didn't seem to hold appeal when screened as a pilot (see critics' reaction, below) but was scheduled by CBS in a favorable time period.

Not clear-cut was the early rating performance of ABC's one-hour entry, The Invaders, for which the network holds particularly high hopes. In one report (Trendex) it won its time period (Tuesday, 8:30-9:30 p.m.), in the other (Arbitron) it lost out to CBS's Red Skeleton. Agency reaction: It bears watching as to whether Invaders will hold viewer interest in a period that has tough opposition.

Expected apparently was the showing in the ratings by Captain Nice, NBC's Superman spoof. Agency buyers felt this show had promise in its "appeal" but has been placed in a workhorse time period—Monday, 8:30-9 p.m., against ABC's highly-rated Rat Patrol and CBS's winner, The Lucy Show. As it was, Captain Nice didn't bomb these competing shows though ratings indicated audience interest in sampling.

In the other openings, ABC's Newlywed Game (Saturday, 8-8:30 p.m.) and its first Wednesday movie (Ulysses with Kirk Douglas) registered unimpressively in the overnights.

Also last week, NBC's Dragnet was to be introduced Thursday, 9:30-10, and ABC's Rango on Friday, 9-9:30. Others are ABC's The Avengers, which starts Jan. 20 (Friday, 10-11), CBS's Coliseum on Jan. 26 (Thursday, 7:30-8:30) and its new Smothers Brothers Show on Feb. 5 (Sunday, 9-10 p.m.).

Following are ratings reports made available last week.

"S" denotes special and "N" new in the second season.

How the critics rate new shows

A sampling of opinion on the first shows of the 'second season'

If TV is looking to critics for an indication of the success or failure of second-season shows, it may be doomed to disappointment.

At least that seems to be the experience with the initial shows that produced reviews which were widely mixed.

Through last Wednesday (Jan. 11), three new shows had come on the air, plus two nighttime versions of daytime game shows. A national sample of opinion from newspaper critics follows. The reviews are listed in the time sequence of their regularly scheduled appearances.

The Dating Game (ABC-TV, Saturday 7:30-8 p.m. EST) and The Newlywed Game (ABC-TV, Saturday 8-8:30 p.m. EST).

"... both silly, giggly shows. ..." Cynthia Lowery, AP.

Mr. Terrific (CBS-TV, Monday 8-8:30 p.m. EST).

"... the laugh track was overdone and Stanley will need more than his silver cape to keep him aloft on the rating scale." Hal Humphrey, Los Angeles Times.

"... nothing less than a disaster..." George Gent, New York Times.

"... more amusing than Captain Nice, though hardly hilarious..." Harry Harris, Philadelphia Inquirer.


"... little comic inventiveness... strictly on the pre-school age level." Bernie Harrison, Washington Evening Star.

"... got off to a faster start and packed more action..." Wade Mosby, Milwaukee Journal.

"... whatever it is, something was lost in the telling." Martin Hogan Jr., Cincinnati Enquirer.

"... it's got a very busy laugh track —that's about all it's got." Chuck Wheat, Tulsa Daily World.

"... abominably silly..." Larry Williams, Memphis Commercial Appeal.

Captain Nice (NBC-TV, Monday 8:30-9 p.m. EST).


"... at least gave some evidence of a sense of style..." George Gent, New York Times.

"... little to commend..." Harry Harris, Philadelphia Inquirer.

"... smartly written... moves briskly and ingeniously..." Bernie Harrison, Washington Evening Star.

"... there is considerably more bite and social humor." Hal Humphrey, Los Angeles Times.

"... could provide the pleasant surprise of the second season." Martin Hogan Jr., Cincinnati Enquirer.

"... satiric overtones, good comic acting and reasonably funny." Larry Williams, Memphis Commercial Appeal.
"... it has definite swank style ..." Chuck Wheat, Tulsa Daily World.
"... it's a good spoof of the recent wave of spoofs." Wade Mosby, Milwaukee Journal.

Mr. Terrific and Captain Nice (joint reviews):
"... Terrific is terrible. Nice is nicer ..." Bettelou Peterson, Detroit Free Press.
"... Nice was nicer than Terrific—but not by much ..." Percy Shain, Boston Globe.
"... neither was very amusing ..." Cynthia Lowery, AP.
"... super flies ..." Rick Du Brow, UPI.
"... both embarrassing likenesses in theme, costume and gags ..." Bob Hull, Los Angeles Herald-Examiner.
"... whether both can maintain the high level of zaniness demonstrated in the openers is a real question." Bert J. Reising, Cleveland Plain Dealer.
"... the writing is a considerable cut above average." Win Fanning, Pittsburgh Post-Gazette.
"... proves that television's program geniuses can fly straight in the same groove when they try." Bill Irvin, Chicago's American.
"... sometimes I wonder if God really meant for pictures to fly through the air." Mary Wood, Cincinnati Post and Times-Star.
"... Mr. Terrific is a pretty bad show while Captain Nice is pretty good." Bill Barrett, Cleveland Press.
"... Mr. Terrific shows some possibilities. Captain Nice was just plain bad." Julia Inman, Indianapolis Star.
"... so unbelievably bad [they] further emphasize how disastrous the current season is." Paul Molloy, Chicago Sun-Times.
"... keep the previews handy so you can tell them apart." Ty Scout, San Antonio Express.
"... they're jokes about a joke [Batman]... always a tough thing to bring off." Frank Judge, Detroit News.
"... if you've seen one cape you've seen them all ..." Dean Gysel, Chicago Daily News.

The Invaders (ABC-TV, Tuesday 8:30-9:30 p.m. EST).
"... weird and, in a way, wonderful ..." Donald Kirkley, Baltimore Sun.
"... ABC-TV has another weekly hour of filler." Rick Du Brow, UPI.
"... not likely to bore anyone ..." Cynthia Lowery, AP.
"... may have a winner here ..." Kay Gardella, New York Daily News.
"... silly ... and plodding ..." George Geni, New York Times.
"... tautly and crisply put together ..." Julia Inman, Indianapolis Star.
"... the show fascinated at first, then dissolved in its own credibility gap." Dwight Newton, San Francisco Examiner.
"... a fascinating new ... chiller that is certain to catch on as quickly as The Fugitive." Terrence O'Flaherty, San Francisco Chronicle.
"... carbon copy TV ..." Clay Gowran, Chicago Tribune.
Fortnightly, UA-TV spar again

New York appeals court gets differing viewpoints on CATV rights under Copyright, Communications Acts

The Fortnightly Corp. last week asked the U. S. Court of Appeals for the Second Circuit to set aside a lower court decision which held that it had infringed copyrights of United Artists Television Inc. in feature films picked up and carried on five Fortnightly CATV installations [Broadcasting, May 30, 1966].

A three-man court, sitting in New York, reserved decision after hearing summaries of briefs by counsel for Fortnightly and United Artists.

Fortnightly contended that the U. S. District Judge William Herlands of New York had erred in holding that the service provided by a CATV system constituted "performance" of a copyright within the meaning of the Copyright Act. The CATV company also claimed that the decision conflicts with controlling policies embodied in the Copyright Act and the Communications Act, posing "dangers to the public interest."

Argues Definition • Fortnightly asserted that the district court's decision represented an extension of the concept of a "performance" under the Copyright Act to activities which neither originated nor broadcast the copyrighted work and which did not provide equipment for and did not produce "an audible and visible rendition" of the work. The district court appeared to justify this "semantic extension of the meaning of 'performance'" by reason of an analogy drawn by the court between the defendant's CATV and broadcasters, the cable company claimed.

"But the analogy as a matter of fact is highly superficial, and when the matter is examined with care, proves to be faulty," Fortnightly declared. "The CATV and the broadcaster have significant factual, commercial and legal dissimilarities." Fortnightly argued that the district court's decision is at variance with policies of the Copyright Act and of the Communications Act. The effect of the court's ruling would be to impose a second royalty charge to the public viewing a program on CATV in instances where the copyright proprietor has been paid by the TV station, it contended. It claimed this would "offend" the Copyright Act's primary policy, which is "to benefit the public from the works of authors."

Claims Conflict • The CATV company also insisted that the court's decision conflicts with policies of the Communications Act and the regulatory activities of the FCC in respect to CATV systems. The requirement in these regulations that CATV receive and carry stations is "in direct conflict with the court's holding," it stated.

United Artists supported the position taken by the lower court and offered arguments to refute Fortnightly's basic dissent from the decision.

With respect to Fortnightly's claim that the district court had "extended" the concept of the Copyright Act, UA-TV replied the court had not made an "extension." The court's conclusion, it stated, was an application of the act in accordance with constitutional and congressional purposes to protect the exclusive rights of authors and copyright proprietors against unauthorized reproductions of their works "in any manner or by any method whatsoever."

The court "properly looked to the essence of defendant's activities and not to the mechanism employed," UA-TV stated. The defendant's systems are "communications systems for the transmission of television programs to paying subscribers," UA-TV asserted, and added: "Defendant's activities constitute a manner and method of performing plaintiff's copyrighted works within the classical meaning of 'performance' as interpreted by the courts in applying it to communication devices developed by modern technology."

No Conflict Seen • United Artists Television attacked the position that policies of the Communications Act and regulations of the FCC would be in conflict with the lower court's decision. The film company insisted that there are no provisions in the Copyright Act or the Communications Act that prohibit the plaintiff from collecting royalties from defendant's cable systems for public performances of plaintiff's copyrighted motion pictures.

"Neither any provision of the Copyright Act or of the Communications Act nor the broadcasting regulations of the FCC to the distant television stations, nor the contractual licenses from the plaintiff to the television stations operate as 'licenses implied in law' which would authorize defendant to perform plaintiff's copyright works without plaintiff's consent." UA-TV declared.

The defendant should not be permitted to "wrap itself in the mantle of 'the public'" for the purposes of claiming advantages allegedly granted by the acts for the benefit of the public, UA-TV argued. It claimed the defendant is not the public but a commercial entrepreneur. Since it delivers a product for pay for which it pays nothing, defendant's claim of a "double payment" is unjustified, it was stated.


Fortnightly Corp., publisher of The Reporter magazine, owned the systems in West Virginia, at Clarksburg and Fairmont. Among the TV signals carried by the two systems were three from Pittsburgh, one from Steubenville, Ohio, and one from Wheeling, W. Va.

The CATV systems were sold in 1965 to Jack Kent Cook's American Cablevision Co.

(Continued from page 51)
NAB: Fight for editorials

Firm stand seen needed to convince legislators to keep airways free

Broadcasters got the word last week that they should not be sitting ducks for legislators who want to take pot shots at their right to editorialize, to endorse political candidates or report election returns without restrictions.

In a speech to North Dakota legislators, National Association of Broadcasters President Vincent Wasilewski noted that if such broadcast practices were banned, "it would destroy broadcasting not only as an instrument assisting in the formation of public opinion but even as an effective conduit of political news.

Broadcasting, he charged, "must be committed to fight each and every attempt to prescribe conditions under which free speech may be exercised: for to prescribe the conditions of speech is to abridge free speech."

He called on the legislators and "your counterparts across the nation and in Washington" to make objective decisions on the issues and to separate, if possible, "the personal irritations over some difficulty that occurred in their state, or perhaps to them individually, from the broader problems at issue."

Free speech, Mr. Wasilewski said, "with its occasional excesses, irritations and failures is more desirable than speech so hemmed in by rules and restrictions that it is, in fact, not free at all, but controlled."

Fitting his remarks to his political audience, the NAB president, who addressed a joint session of the North Dakota legislature on Wednesday (Jan. 11)—Broadcasters Day— noted that the elected officials, who may be in disagreement with the editorial or endorsement policies of stations, are also "called upon to make the law. What they must seek above all personal considerations, he added, is retention of an open society "in which there is not only a diversity of opinion, but a freedom to express that opinion."

Hard Hitting • Earlier in the week, state broadcaster associations received a more tersely worded message on the subject. Paul Comstock, NAB vice president for government affairs, called on the state associations to "take a firm stand" with their congressional delegations "to convince them that no legislation should be enacted on this subject [editorializing and political endorsement] and that broadcasters will oppose vigorously any restriction of any kind."

He called for the state groups to pass the word to Capitol Hill immediately to "dispel any thought in Congress that we might be disposed to compromise on this vital subject."

Mr. Comstock warned that although the "initial discontent" on Capitol Hill in the wake of the 1966 national elections is with "broadcast editorial support of political candidates, any legislative proposals or hearings will undoubtedly be expanded to other issues including general program content."

The reports of these upcoming hearings in House and Senate, were described by Mr. Wasilewski as "particularly disturbing" because they do not deal with "peripheral, unimportant matters" but revolve on questions that "go to the heart of news reporting; they go to the future role that radio and television will play in our society; and, beyond that, to the basic threshold question of freedom of speech."

Hiding Behind Glow • As usual, he continued, attempts to limit this free-

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BROADCASTING, January 16, 1967 53
Swipe at Loevinger included in critics’ hisses at TV

The question from the audience about Federal Communications Commissioner Lee Loevinger was fielded by Terrence O’Flaherty, TV columnist for the San Francisco Chronicle. What’s the reaction, it was asked, to Commissioner Loevinger’s October speech to the New Jersey Association of Broadcasters in which he claimed that television is “the literature of the illiterate, the culture of the lowbrow, the wealth of the poor, the privilege of the underprivileged and the exclusive club of the excluded masses.” Mr. O’Flaherty was quick and brief with his answer. “Loevinger,” he said, “is the Zsa Zsa Gabor of the industry. He’ll say anything to get into print.”

The occasion was a local chapter meeting of the National Academy of Television Arts and Sciences at the Hollywood Palladium last week. Present were five nationally known television critics, who were offering a panel discussion of the 1966-67 season, and about 200 TV Academy members. None of those present submitted a defense for the FCC Commissioner. Mr. O’Flaherty’s remarks were left to stand unchallenged. So were several others of a surprising nature made during the meandering discussion.

Look of Defeat • Richard K. Shull, columnist for the Indianapolis News and Bell McClure syndicate, admitted that he sometimes makes prejudgments of television shows by the look of defeat he reads into the eyes of press agents and others involved in a production. Mr. Shull said that he saw nothing wrong in downgrading a show before its premier if all the preliminary evidence indicates it’s going to be a flop.

Cleveland Amory, critic for TV Guide, denounced the current crop of television executives for the “sloshy devotion to ratings” which he feels are “phony.” Mr. Amory called for a breakdown in what he described as the current television system of having programs bought, sold and determined by a small group of people. He said that the only hope for the medium is in the coming to power of a new generation of top executives.

Defection Hinted • Hal Humphrey, critic and columnist for the Los Angeles Times, said the three networks could learn a lesson from Avis about trying harder. He implied that more and more people “are getting tired of television” and hinted at wholesale defections from the ranks of viewers that have not as yet been reflected by the rating reports.

Throughout the long discussion, the television season and programming in general came off with consistently low marks. The A. C. Nielsen Co. was easily the villain of the evening with the three TV networks close behind in number of hisses evoked.

The commissioner and the beauty: O’Flaherty sees some likeness

dom are made “in the appealing name of decency or fairness.” But he stressed that such glowing terms can’t obscure what really is at stake: “whether broadcasting will continue its growth as a responsible voice or whether that voice will be choked off.”

Gagging of broadcasting, the NAB president held, would leave newspapers and to some extent, magazines, “as the sole voices of public opinion.” He noted that the number of cities with competitive newspapers has been on the decrease and multiple ownership of newspapers has been increasing. In contrast, broadcasting’s ownership is “widely dispersed,” he said.

Mr. Wasilewski denounced critics who claim TV networks have too much influence. Their intensified coverage centers on the offices of President and Vice President, he said, and it has been “as scrupulously fair and impartial as is humanly possible to be.”

Although networks devote time to coverage of congressional and sonic state races, he maintained, “the most intensive coverage comes from the local stations... It is our belief that to deprive stations of this right [of coverage], or substantially to impair them in the exercise of it, would be unjustified, unwise and unconstitutional.”

He noted that stations have been “cautious and slow” to editorialize. He called this a wise move that has been accompanied by “sure-footed competence, careful preparation and willingness to assume responsibility to a degree beyond all other broadcasting requirements.”

About half the radio and TV stations now editorialize, he said.

(Two days before Mr. Wasilewski’s speech, the NAB editorializing committee announced it would make an “action survey” of all stations to learn how many endorsed political candidates last November.)

ABC cites increased emphasis on news

ABC last week traced the growth of its news operation, placing this year’s budget for news coverage at $33 million, with a staff of 800 people and expanded facilities at its production center in New York.

The news growth, ABC said, compares to a $5-million budget and a
NAB to seek answers on FM programing

A study to learn what FM stations are programing and how they are staffed will be conducted by the National Association of Broadcasters. The NAB FM committee last week supported such a survey to be conducted among NAB FM members.

Of particular interest will be responses from stations—affiliated with AM's—which have had to split programing as a result of the FCC's 50% nonduplication rule. NAB hopes to learn how many stations have gone programing routes opposite AM programing, thus competing with themselves, and whether staffs have been split and how this has been accomplished.

Also brought up at last Tuesday's (Jan. 10) meeting was NAB's stand on the stature of the National Association of FM Broadcasters. Earlier it had been rumored that NAB and the Radio Advertising Bureau were preparing to ask NAFMB to dissolve itself with NAB and RAB taking over various functions (Broadcasting, Jan. 2).

However, last week the FM committee was told that NAB would not be party to such a move since its major gain would probably be only a few NAFMB members. About two-thirds of NAFMB members are now NAB members.

Any further move toward dissolving NAFMB, the committee was told, would be made by RAB which feels its sales functions and those of NAFMB duplicate efforts.

staff of fewer than 50 people five years ago. The news operation in 1961 occupied one large room in the basement of the seven-story ABC Production Center at 7 West 66th Street, a building now fully occupied by ABC News.

ABC News has also expanded worldwide with bureaus in Atlanta, Washington, Chicago and Los Angeles and overseas in London, Paris, Rome, Moscow, Berlin, Hong Kong, Tokyo and Vietnam. This season ABC News is producing twice as many documentaries as in the previous TV season.

The dimensional look was prompted by the start last Monday of an expanded early-evening Peter Jennings With the News. The Monday-Friday news show has been increased from 15 minutes to a half-hour, has been switched to color and has a new studio setting. ABC said the expansion was but "one more giant stride in the growth of the ABC News department during the past five years."

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Order direct from International Crystal Mfg. Co.

Keeping You On Frequency Is Our Business.

BROADCASTING, January 16, 1967
THE ORIGINAL
Imitators please copy (if they dare)

Back in 1958, the editors of BROADCASTING produced what was generally acknowledged to be the first meaningful year-end issue ever produced in our business paper field. The secret was that it wasn't a year-ender at all, but appeared in February.

We called it Perspective because it did more than deal in glittering generalities reviewing the old and guessing the new as a thumb-sucking exercise. It was a hard-nosed, factual and statistical analysis of what happened in television and radio advertising and marketing in the preceding year—months ahead of the official figures—we've never been more than a percentage point off. And it was a projection of the year ahead based on a confidential survey and on the expertise of the best brain-stormers in broadcasting and advertising.

Each year since 1958, we have produced our Perspective in February, improving with experience. Each year there have been imitators, using variations of our theme, but with not even a feeble attempt to provide the substance, based on months of intensive research and diligent reporting by BROADCASTING's staff of experts in Washington, New York, Chicago and Los Angeles.

Perspective '67 is now in intensive preparation—has been for weeks. It will be the centerpiece of our issue of Feb. 27. Not a special issue, but a regular issue of special interest to everybody who is anybody in the buying of time, programs and gear in the business of broadcasting.

Perspective '67—all 33,000 copies of it—is a must for the broadcaster interested in getting his identity and his availabilities across to the buyers, national and regional, not as a one-shot but as many times as they need to know what happened, where in the year before and what the hot spots are in 1967 A.D.
State of Union kept NET busy

ETV's national debut fed 70 outlets from five origination points

National Educational Television made its first live coast-to-coast transmission last week, making it four national television networks that covered the same same news event—President Johnson's State of the Union message.

NET, which knows its future may hang on developments in the new year, went all out to prove itself a competent full-network program source, feeding 70 stations and switching origination points among five cities.

And President Johnson thrust ETV further into the spotlight by urging in his address its fuller development. The President said: "We should develop educational television into a vital public resource to enrich our homes, educate our families and to provide assistance in our classrooms." It was a broad-stroke statement but considered significant simply because he had chosen to mention the subject at all.

This could be ETV's year of reckoning because the new Congress may choose to form policy on its operation and financial resources. ETV's relation to whatever domestic satellite broadcasting plan may be developed is under consideration at the FCC. In addition, the report of the Carnegie Commission on Educational Television is expected around the end of this month. Since the commission has the imprimatur of President Johnson, its recommendations on ETV's funding and structure are expected to carry considerable influence.

Where ETV public affairs programing will overlap that of commercial networks and where it will complement commercial coverage is not certain, but ETV seems to be pushing further into competitive areas.

NET's coverage of the President's message last Tuesday ran from 9 p.m. to 12:25 a.m. and included a half-hour of pre-speech exposition and about one hour and 40 minutes of post-speech analysis, considerably more attention than was given the event by the commercial networks.

NBC-TV preceded the address with a 10-minute analytical introduction by three correspondents and followed the President with economic and political analysts, including Harvard professor John Kenneth Galbraith in London and British and French politicians via the Early Bird satellite. After further commentary from the network's Huntley-Brinkley news team and Douglas Kiker, NBC-TV cut back to regular programming at 11 p.m.

CBS-TV followed the President's message with analysis by correspondents Walter Cronkite, Eric Sevareid, Marvin Kalb and Dan Rather, then switched to Washington for interviews with members of Congress. CBS also cut back to normal schedules at 11 p.m.

ABC-TV's coverage consisted of the address alone.

The NET program, which won favorable comment from TV critics, consisted of an interview with James Reston of the New York Times and extensive discussions by historians, urban-affairs figures and political scientists. It also carried live a news conference held by Republican members of Congress soon after the President's message.

The program switched among New York, Los Angeles, Minneapolis, Boston and Washington.

NET President John White said he has received highly favorable comment on the effort from both government and public sources, from congressmen and from commercial broadcasters. He said the educational network planned another coast-to-coast telecast of a public...
affairs program within 30 days, probably one-hour long, but said its subject had not been set. Over the next five months NET expects to carry at least four more nationwide programs, two of them to be of a cultural nature.

Mr. White asserted reports that a special grant had been made to NET by the Ford Foundation to pay for AT&T interconnection were untrue. No new monies were made available for this purpose, he asserted.

All four radio networks carried the State of the Union address live. NBC and Mutual coverage included brief commentary before and after and CBS did a short recap of the President’s remarks.

‘Tony’ award ceremonies lined up for ABC-TV

“Tony” will join “Emmy” and “Oscar” at ABC-TV when the network presents the Broadway theater’s Tony awards ceremony live from the stage of the Schubert Theater, March 26 (9:30-10:30 p.m.).

American Airlines, through Doyle Dane Bernbach Inc., both New York, will fully sponsor the Tony awards. Probably, Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will again sponsor Hollywood’s Oscar awards sometime in April. ABC-TV’s presentation of the TV Emmy awards, in May or early June, is as yet unsponsored.

TV series sales...

My Favorite Martian (Wolper TV): WCAU-TV Philadelphia; WKBG-TV Cambridge-Boston; KTUU-TV (Alaska); KOIN-TV Portland, Ore.

Truth or Consequences (Wolper TV): KTVU-TV (Oakland-San Francisco); WBKB-TV Cambridge-Boston; KFRV-TV (Des Moines); WINK-TV (Baltimore); WJTV (Jacksonville); WZTV (Nashville); KTVN (Reno); WOR-TV (New York); WTVW-TV (Wilmington), Del.

Wolper Award Specials (Wolper TV): KSTP-TV (Minneapolis); WINS-TV (Cleveland); WOR-TV (New York); WTVN (Columbus); WNYT (Albany); KTVV (Los Angeles); WLOM (Green Bay); WSKY (Dayton); KSBH (San Diego); KSL (Salt Lake City).

The De Luxe 20 (Independent Television Corp.): WTVF-TV (Nashville); WKBW (Buffalo); WLLN (New Haven); WOR (New York); WFLD (Chicago); WVTM (Montgomery); WKY (Oklahoma City); WJZ (Baltimore); WNYF (Syracuse); WTVF (Nashville); WOTI (Bakersfield); WIPB (Tuscaloosa); WAVE (Baton Rouge); WDS (Memphis); WOPA (Dayton).

Firing Line with William F. Buckley Jr. (RKO General): WHC-TV (Rochester, N. Y.); and KTVZ-TV (Portland).

Of Land and Seas (OLAS Corp.): WLBW-TV (Miami) and WSJV (TV) (South Bend-Elkhart, Ind.).

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but what about Minneapolis/St. Paul?

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Continued on page 61.
It's all over but the counting

CBS, NBC invested record sums—over $2 million—beating the drums for Super Bowl audiences

The Green Bay Packers met the Kansas City Chiefs in Los Angeles Sunday (Jan. 15), but it will be up to the American Research Bureau and A. C. Nielsen Co. to decide who won—at least from the network point of view.

The Super Bowl game on the CBS and NBC television and radio networks ended what for the past three weeks had grown into a super-promotional drive by these networks in quest of audience dominance.

Together, the campaigns cost CBS and NBC an estimated $2 million-plus in advertising, publicity and other promotion, including the value of air time used to build audience.

The outcome of the CBS and NBC campaigns, which began late last month, will be best determined when Arbitron and Nielsen ratings are reported. But network research people last week did venture a few estimates of cumulative audience totals, and speculated on which network would gain larger audiences.

One expert, with an NBC association, believed CBS-TV and NBC-TV together would collect a total of 55 million viewers. CBS-TV, he thought, would attract 55%, or about 30 million people, and NBC-TV would garner 45% or in the neighborhood of 25 million viewers.

Radio, Too • In radio, he estimated total listenership at 18 million people, and predicted NBC Radio would be responsible for 10 million and CBS Radio, 8 million. He attributed NBC's radio lead to its established weekend audience with Monitor.

NBC Radio is charging $2,000 per minute to advertisers, while CBS Radio's price is set at $1,500 per minute. In TV, CBS has the higher per-minute rate ($85,000 per minute) and NBC the lower ($65,000 to regular AFL sponsors, $75,000 to others) (Closed Circuit, Jan. 9).

Another researcher, with CBS connections, placed CBS and NBC combined average-minute TV audience at 50 million, with the total audience seeing a part of the game numbering close to 70 million.

CBS and NBC agreed this was the biggest, most intensive promotional campaign ever conducted for a single sports event. The game pitted the Packers against the Chiefs in the first playoff between the champions of the National and American professional football leagues, and was carried on both CBS and NBC by decree of pro football commissioner Pete Rozelle.

The outcome of both the audience battle and the game could influence the ease with which the two networks find sponsors for the regular-season games of the two leagues next year. NBC-TV carries AFL games, CBS-TV NFL games.

Previous record TV audience for a single sports event was an estimated 53,280,000 viewers of the Oct. 6, 1963 World Series baseball game between the New York Yankees and Los Angeles Dodgers.

"Super Sunday" • CBS-TV employed three basic themes in its campaign for Super Bowl viewers: a "Super Sunday" concept with programing that was to include a 90-minute color special featuring the Harlem Globetrotters basket-

The on-air pitches of NBC (l) and CBS (r).

ball team starting at 2 p.m. EST, followed by interviews with Super Bowl players and coaches by Sportscaster Pat Summerall at 3:30 and finally the game itself at 4. Emphasis is on CBS's commentators—Frank Gifford, Jack Whitaker and Ray Scott—billed by the network as "outstanding experts," and emphasis on CBS as the place where, all season, viewers had watched NFL action. CBS also stressed that CBS sports cameras would be there bringing viewers the coverage.

CBS-TV estimated that during the two weeks prior to the game about 75% of its nighttime promos were devoted to the Super Bowl. In daytime periods, the penetration was closer to 50% of all on-air promotion. One CBS official said this on-air promotion was worth "well over $1 million."

CBS taped in color seven different TV announcements in 16-, 20-, and 60-second lengths. It also fed special closed-circuit TV color tapes to its affiliates, provided them with four different color films, and gave them special kits with sample on-air promo copy, slides, mats and glossy proofs of advertisements.

Supplementing this campaign, stations across the country bought space in national TV log listings of newspapers, while CBS-TV purchased full-page advertisements in the New York Times on Saturday and Sunday (Jan. 14-15), and in TV Guide magazine.

Super Coverage • NBC-TV countered with a "countdown" Super Bowl theme, its main selling point focused on NBC commentators Paul Christman and Curt Gowdy. Beginning on Dec. 24, 1966, NBC-TV introduced on-air crawls at the end of its programs and during the last 16 days before the Jan. 15 telecast intensified the effort to a 50% penetration.

One NBC official calculated that up to 150 spot announcements in lengths of one minute, 20-, 13- and 5- seconds were used during the heaviest part of
Serenade in stereo

Serenade in Blue, the Air Force's 16-year-old weekly radio series, will now be available in stereo and will introduce a new "25/15" minute format. This format allows stations to air the programs for either its present 15 minutes or to increase the show's length to 25 minutes. Featuring the Air Force band and guest artists such as Carmen McCrae and June Christy, the shows will be distributed quarterly instead of monthly starting in April 1967, by the Military Personnel Center, Randolph AFB, Texas.

the network's campaign. In addition, various personalities on NBC-TV programs "plugged" the Super Bowl at the end of their shows. NBC even called on the service of its superhero Captain Nice, which premiered on Jan. 9. One of its on-air crawls featured an informal exchange on NBC-TV's bowl coverage between Messrs. Gowdy and Christman.

Almost all of NBC's promotion emphasized its sports announcers. The network ran a series of promos quoting various newspaper sports writers favoring NBC sportscasters.

Backing up its "super team for the Super Bowl," NBC-TV also used space in daily news reports mailed to some 1,400 TV editors across the country, showing the countdown in a box on the front page. All of the network's on-the-air promos were in color.

In New York newspapers, NBC promoted the game with different-size advertisements, some of them reading "super coverage of Sunday's Super Bowl by Curt Gowdy & Paul Christman—only on NBC 4." The New York newspaper campaign continued from Wednesday through Friday (Jan. 11-13) and was to wind up on Sunday with a full-page advertisement in the New York Times.

NBC-TV also shared costs with Macy's department store in New York for a full-page advertisement in the Times (Jan. 11) devoted half to the network, and half to Macy's line of Magnavox color TV sets.

Super Radio - Both CBS and NBC radio networks got into the swing. CBS Radio estimated its on-air promotion represented about $25,000, including air time. The promos usually contained crowd noise, band music and a brief description of the Super Bowl by radio sportscasters Jack Drees (play-by-play) and Tom Hedrick (color).

NBC Radio used its five three-hour segments of Monitor on the weekends

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Continued on page 63
of Jan. 7-8 and Jan. 14-15 to promote the Super Bowl. Approximately 30 10-
second spots, featuring Monitor hosts, urged listeners to tune to NBC stations.

NBC-TV planned to lead into its Super Bowl "super coverage" with a football bull session at 2 p.m. featuring football stars Jimmy Brown and Johnny Unitas.

ABC's Super Show • ABC-TV, currently running an NBA Basketball game-of-the-week series, was in on the sports parade, though not Super Bowl. It had on its Jan. 15 schedule (at 2 p.m.) one of the biggest basketball games of the year—the No. 1 professional team, Philadelphia 76ers, facing the No. 2 team and defending world champion Boston Celtics. This game was expected to cut into about 15 minutes of the Super Bowl. During actual Super Bowl play hours, ABC-TV returned time to stations.

Super Highlights • CBS-TV planned to use 11 Norelco Plumbicon color cameras in two-color-mobile units—valued at over $2.4 million, to cover and feed simultaneously to NBC the Super Bowl. This number of color units reportedly set a record for coverage of a single football network program.

NBC-TV said it planned to work through Wavy-TV Norfolk, Va., in supplying to some 5,000 men aboard the aircraft carrier USS America in the Mediterranean a five-hour tape of the Super Bowl including pre- and post-game activities.

NBC Radio said that comedian Bob Hope would join its sportscasters, Jim Simpson and George Ratterman, in a pre-game show from 3:30-4 p.m. EST.

Import rule waiver granted Florida CATV

The FCC last week approved a petition filed by Gateway Cable TV Inc., operator of a CATV system in St. Augustine, Fla., for waiver of the rule that requires CATV's to obtain commission permission in a hearing before transmitting TV signals beyond their grade-B contour into the grade-A coverage area of top-100 market TV stations.

The waiver grant enables the system to import the distant signals of non-commercial educational WUFT-TV (ch. 5) Gainesville, Fla. St. Augustine is part of the Jacksonville, Fla., TV market, which ranks 72d.

In other CATV actions the commis-

Radio series sales •


Doctor's House Call (Signal Productions): KSAL Salem, Ore. and KKBO New Braunfels, Tex.

More for Your Money (Signal Produc-

Sports Close-up (Signal Productions): WPMC Lake Wales, Fla., and KEDO Long- view, Wash.

Point of Law (Signal Productions): WFHR Wisconsin Rapids, Wis. and
WLAD Danbury, conn.

Program notes •

Play's the thing • CBS-TV will present two stage productions as specials in 1967-68: A one-hour version of Michael MacLiammóir's one-man show, The Importance of Being Oscar, based on the early life and writings of Oscar Wilde, and At the Drop of Another Hat, the Michael Flanders-Donald Swann review currently running on Broadway.

Daytime shuffle • ABC-TV will schedule a new weekday game show Every- body's Talking, in the Monday-Friday 12-12:30 p.m. slot, starting Feb. 6. That period is now occupied by Donna Reed Show, which moves to 12:30-1 p.m. slot replacing Father Knows Best, which will end its run on Feb. 3.

Date set • The specialty taped version of Peter Weiss's The Investigation will be colorcast on NBC-TV Friday, April 14 (9:30-11 p.m. EST). The play, based on testimony of witnesses and

BROADCASTING, January 16, 1967
defendants tried for their acts in the Auschwitz concentration camp, recently finished its Broadway run and has been edited and adapted for TV.

New TV team - Prolific Broadway producer Harold Prince is moving into television and movie production. He's teamed with former William Morris talent agent John Flaxman in a new company to handle special motion picture and television projects. Mr. Prince currently is represented on Broadway with two hit musicals, "Fiddler on the Roof" and "Cabaret."

Two characters on NBC - "The Questions," a two-character play by John Hawkes, will be presented in color on NBC Experiment in Television early in March. The play is Mr. Hawkes's first to be produced.

Production firm for movies formed

The formation of Sagittarius Productions Inc., New York, a motion picture production company, was announced last week by Henry S. White, president of the new firm and former executive vice president of Allied Artists Television.

Initial projects for Sagittarius include production of feature films for the ABC-owned TV stations and for the CBS-TV station division. The films will be released to theaters before being aired.

Headquarters of the new firm is at 250 Park Avenue.

16 markets set for Tyaak wildlife shorts

Newer Tyaak Productions Inc., among Hollywood's newer producer-distributor organizations, has sold its kick-off product in a total of 16 U.S. markets, it was reported last week. The product package, called "Nature's Window," consists of 130 four-minute vignettes on American wildlife photographed in color. The episodes have been edited from a total of 55,000 feet of film, all shot on location, under natural circumstances. The package is being distributed on a station-by-station basis, primarily as programming to be integrated into established children's shows.

The last four of the total 16 markets were sold only last week. Included are WBNS-TV Columbus, Ohio; WTVM(TV) Columbus, Ga.; KRCG(TV) Jefferson City, Mo. and KIMA-TV Yakima, Wash. Tyaak Productions has offices at 7805 Sunset Blvd., Hollywood. Hal Crecy is managing director of the company.

Yes—Joe Pyne is #1 in Wichita

but what about Grand Rapids/Kalamazoo?

Joe Pyne is #1

1966—March and October

A R B MARKET REPORT—TELEVISION AUDIENCE

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Continued on page 65
Visual display via radio?

Western Union joins with consultant to develop 'Sight Radio'; messages would be sent on FM subcarrier as a salable storecasting service

A new source of revenue may be around the corner for FM stations with subsidiary communications authorizations. The corner won't be turned soon. But Western Union Telegraph and one of its consultants believe it can be turned eventually, with profit for all concerned, including themselves.

The new source would be a service that Western Union calls "Sight Radio" — a system for transmitting, on a subscription basis and in readable rather than audible form, news, weather and time, and sports information. The receiver would resemble a magic-message scoreboard in a modern ballpark.

Some details of the proposed system were disclosed last week in an application that KQUE(FM) Houston filed with the FCC requesting authority to employ Sight Radio on a developmental basis. Present plans call for testing the system in up to three markets.

Sight Radio was created by Malcolm Reybold, a Western Union consultant with a background as an engineer and as a marketing specialist with New York advertising agencies. He and Western Union contemplate the organization of a new company that would license Sight Radio systems to FM stations as well as produce and lease the necessary equipment.

Mr. Reybold, whose office is in New York, declined to discuss details of his financial arrangements with Western Union or to divulge much technical information concerning the system.

Variety of Locations • But according to the description of the system filed with KQUE's application, receivers would be installed in a variety of business establishments — stores, banks, shopping centers, among others — and would display news headlines, time and weather reports, Dow-Jones stock averages, and ball-game scores. The Sight-Radio licensee, who would have control over the intelligence transmitted, could change the information on the receiver every minute.

The station would transmit by way of inaudible tone signals over its 67 kc subcarrier. The signals would be superimposed on existing transmissions without — the filing says — affecting the service on the subcarrier. Special equipment would, on tape, code the information to be displayed into the inaudible signals, and decoding devices in the receiver would automatically control and activate the alpha-numerical characters and message panels. The clock mechanism would be pulsed to the correct time at regular intervals.

No Production Model • A working production model has not yet been built. The information filed with the KQUE application says Mr. Reybold and Western Union are unwilling to make the "very substantial" expenditure that would be required to produce and test prototype equipment until the commission decides to give the system a chance to be tested in the marketplace.

The filing also says that "a significant period of time must elapse" between the grant of the application and the actual inauguration of Sight Radio service. In addition to the time required to develop and test the prototype equipment, the filing says, two years will be needed to determine whether the system will perform "technically in a manner which serves the public interest."

But Mr. Reybold, who says he has been developing the system over the past "eight or nine years," expressed confidence that the system would work. He said he has discussed the system with
owners of a number of stations and received a “good reception.” KQUE was one of the stations where he made his presentation.

According to the filing, Sight Radio could produce revenue in several ways. A receiver with a panel at the top for two advertising messages might be installed at no cost to the business establishment; the station would earn revenue from the sale of local advertising. The manufacturing and leasing company would sell space to national advertisers, as well as receive rental payments from the station.

A business that preferred a receiver with no advertising display would pay a subscription fee, as do stores receiving multiplexed background-music service. A business that wanted to use a display panel to promote itself would pay a higher fee.

If the KQUE application is granted, Mr. Reybold and Western Union plan to have the system tested in one or two other markets. They feel the Sight Radio concept can be tested in a single community, but developmental operations in several markets, they say, would permit a test of the economic feasibility of relying on revenues from national advertisers.

RCA components sets new divisions

A realignment of RCA’s electronic component operational units and management staff has been announced by John B. Farese, vice president, RCA Electronic Components and Devices.

Under the reorganization, RCA Electronic Components and Devices will consist of these five major operational units: the new RCA Solid-State and Receiving Tube Division; the new RCA Memory Products Division and the new RCA Industrial Tube Division, as well as the existing RCA Distributor Products and RCA Television Picture Tube Divisions.

Among new appointments announced by Mr. Farese, effective immediately (Jan. 14), were: C. E. Burnett, division vice president and general manager, RCA solid-state and receiving tubes; William H. Painter, division vice president, RCA electronic components and devices international operations; Joseph T. Cimorelli, general manager, RCA Memory Products Division; Gene W. Duckworth, general manager, RCA Industrial Tube Division; James A. Haimes, manager, RCA Distributor Products; Harold F. Bersche, division vice president, distributor marketing relations; Michael J. Carroll, manager, equipment marketing relations, and Howard C. Enders, manager, news and information.

Yes—Joe Pyne is #1 in Grand Rapids/Kalamazoo but what about Asheville Spartanburg/Greenville, N.C.?

Joe Pyne is #1

1966—March and October

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Continued on page 67
Stations protest channel-splitting plans

FCC PROPOSALS DUBBED 'UNCLEAR' ON EFFECTS

Recent FCC attempts to find ways of easing the radio-spectrum shortage for land-mobile radio were criticized last week by broadcasting interests that claim the commission's proposals are inadequate and unclear.

In joint filings, 14 AM, FM and TV stations asked the commission to clarify a portion of its proposed rulemaking issued in Dec. 1966 that would allocate two half-megacycle segments of spectrum space to land-mobile radio services (Broadcasting, Dec. 5, 1966). The stations want the FCC to disclose why it has concluded that 50 kc spacing instead of 100 kc spacing between assignable frequencies would be "without appreciable degradation in performance." The stations argue that since the commission has admitted there will be some degradation of performance of remote-pickup stations and broadcasting remotes, it should therefore explain why the change is not great enough to prevent adoption of the proposed rule.

The commission has proposed that the new allocation be accomplished by splitting the frequencies (from 100 kc to 50 kc) in both the 450-451 mc and 455-456 mc bands that are now used for those radio broadcasts and the voice portion of telecasts that are relayed by remote pickup units. The channel splitting would leave the same number of channels—20—available for broadcast purposes, while 20 new channels would be made available for land-mobile radio. The petitions filed last week were in response to the commission's invitation to the industry to comment on whether the splitting would impair the present quality of service.

The stations filing the joint comments were: WCSS-AM-TV Portland, WBIZ-AM-TV Bangor, and WROD Augusta, all Maine; WWMY Springfield, III.; KMMS Sioux City, and KOEL Oelwein, both Iowa; KRRG Grand Island and KFOR Lincoln, both Nebraska; KSAT Salina, Kan., and WBAP-AM-FM-TV Fort Worth-Dallas.

Moseley Associates Inc., manufacturer of remote pickup equipment in Santa Barbara, Calif., suggested last week that the FCC authorize 50 kc channels in the 450-450.5 mc band and maintain the existing kc channels in the 455-455.5 mc band. "This would result in only 25% less total channels available for assignment to remote pickup service and would not preclude use of the 100 kc assignments for a high-quality program transmission service," Moseley said.

Acting on a request filed by the National Association of Broadcasters, the commission last week extended the deadline for comments in the land-mobile proceeding to March 15 and reply comments to March 27.

NAB honor to Morris

Robert M. Morris, staff consultant to the ABC engineering department, will receive the National Association of Broadcasters' annual Engineering Achievement Award. Mr. Morris will receive the award April 5 at the final luncheon of the 21st annual Broadcast Engineering Conference in Chicago, held in conjunction with the NAB convention.

A veteran of more than 40 years in broadcasting, Mr. Morris was selected for the award at last Thursday's meeting of the NAB engineering conference committee. Mr. Morris developed, in cooperation with AT&T and CBS, the VU meter now in use for measuring program levels. He also was chairman of the first NAB recording standards committee and has been a member of the more recent NAB disk and tape recording standards committee.

Injunction interrupts automation walkout

Some 650 members of Local 53 of the AFL-CIO National Association of Broadcast Employees and Technicians walked off their jobs at American Broadcasting Co.-owned radio and television facilities in Los Angeles for one day last week in a dispute over automation.

Subsequently, a Los Angeles superior court judge ordered a temporary end to the walkout pending a hearing later this month. The strike was called on Monday (Jan. 9) at 7:25 a.m. when KABC-TV, the ABC-owned station in Los Angeles, for the first time aired a five-minute program called "Bob Paige News Show" from a special "break" or "flash" studio. The facility is so called because it supposedly is to be used primarily for news bulletins and can be activated and operated merely by the newscaster.

Comsat hoping to test Lani Bird II this week

A second Lani Bird was hovering up in the sky last week and, if a planned Saturday maneuver were successful, a truly synchronous Pacific communications satellite was to be in existence.

The second Lani Bird was launched from Cape Kennedy last Wednesday. On Thursday it was reported in a 10-hour, 54-minute orbit, ranging from 22,897 statute miles at its apogee to 184 miles at its perigee. All subsystems were operating normally, the Communi-

lations Satellite Corp. reported late Thursday.

Plans called for Comsat to fire Lani Bird II's apogee motor at 5:18 a.m. Jan. 14, to place it in stationary orbit. It was the apogee motor's misfiring on Lani Bird I that caused that communication satellite to fail to achieve synchronous orbit. Lani Bird I was launched last October. The cause of the misfiring was traced to a drop in temperature at the apogee motor; this was rectified in Lani Bird II.

Should Lani Bird II achieve synchronous orbit, it is Comsat's plan to test it early this week for a few days. Then Comsat plans to offer it commercially for telephone, television, telegraph and data communications service.

The 192-pound Pacific satellite is capable of carrying 240 two-way telephone calls, or one, two-way TV circuit. About 100 circuits have been reserved for the National Aeronautics and Space Administration for worldwide communications during its Apollo program to put a man on the moon, and also about 30 circuits for the Department of Defense to communicate with Hawaii, the Philippines, Thailand and Japan. Lani Bird I in its elliptical orbit offers about eight hours a day of service to Hawaii and the Far East. It has been used for TV relay, initially carrying the Army-Notre Dame football game to Hawaii last November.

About the middle of next month, Comsat expects to launch a second Atlantic satellite to join Early Bird there in providing telephone, television, telegraph and data circuits to Europe. The second Atlantic satellite will also be able to provide links between South America and Europe.

BROADCASTING, January 16, 1967
flipping a switch.

In calling the strike, union officials claimed that the use of an unmanned studio for the origination of live programming was in violation of their contract. An ABC spokesman, on the other hand, called the work stoppage illegal and thus in violation of the same contract.

ABC's radio and TV operations were uninterrupted by the strike. Management personnel substituted for union technicians and handled such responsibilities as the taping of the Lawrence Welk Show. Jan. 23 was set for hearing on whether a preliminary injunction will be issued to replace the temporary one granted last week.

Silver Spring tower complaint turned down

A Maryland judge last week dismissed a citizens' complaint against a proposed 1,219-foot TV tower in suburban Washington. Circuit Court Judge Plummer M. Shearin of Montgomery county noted that the county board of appeals had granted a special exemption so the tower could be erected in Silver Spring, Md.

The tower, when built, will transmit the signals of six of Washington's seven operating TV stations. It will handle WMAL-TV, WRC-TV, WTOP-TV, WTTG-TV, WOOK-TV and noncommercial WETA-TV. WDCA-TV, which went on the air last year, will remain on its own 809-foot tower.

Injunction clears way for Super Bowl pickup

An impartial umpire last week enjoined the National Association of Broadcast Employees and Technicians from refusing to pick up for broadcast over NBC-TV a telecast of the Super Bowl game in Los Angeles yesterday (Sunday) which was originated by CBS-TV.

The decision was handed down by arbitrator Benjamin Roberts during a session with NBC and NABET officials. The union had threatened to decline to pick up the telecast from CBS-TV, which employs International Brotherhood of Electric Workers members (Broadcasting, Jan 9).

In addition, Mr. Roberts ruled that the entire issue of "no access" would be submitted to arbitration as soon as possible with the arbitrator authorized to impose compensatory and punitive damages.

The National Football League-American Football League decided that only one network should originate the tele-

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but what about Miami?

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Continued on page 69
cast, claiming facilities in the stadium could accommodate only one camera crew. CBS-TV was chosen as the originating network with NBC-TV to take a feed. Each network paid $1 million for rights to the game.

A NABET official said the union has received a commitment from the football league for a $5,000 contribution to a nonprofit, philanthropic organization designated by the union. The offer was made by the league to demonstrate it was not attempting to reduce employment opportunities for NABET membership, it was said. NABET will request that the $5,000 be turned over to a scholarship fund for children of union members or other needy individuals.

Technical topics...

New generation • Ampex Corp., Redwood City, Calif., has placed a new audio recorder/reproducer (AG-440) on the market. It is an advanced version of Ampex's 350 and 351 series, 20,000 units of which are estimated to be in service. Deliveries of the AG-440 will begin in February.

Tower hit • Andrews Towers Inc., 1,420 Layton Avenue, Fort Worth, is distributing a brochure which describes the erection of a tower in four hours by five men. The tower is all aluminum, welded and completely self-contained with all necessary tools and lighting.

New Gear • Hewlett-Packard announces new network analyzer system for sweep tests for gain, phase, impedance, admittance and attenuation from 110 mc to 12.4 ge. The network analyzer is $1,700. A radio frequency converter is $2,200. Associated equipment runs from under $1,500 for a reflection test unit to $825 for a polar display indicator and a phase gain indicator.

Color at the inn • Admiral Corp., Chicago, has introduced a new 18-inch rectangular color TV set designed especially for hotel and institutional use. Heretofore TV set models for this market have been virtually all monochrome.

Medical ETV exchange • RCA announced a $100,000 contract with five medical facilities in Atlanta, Ga., to construct a 2,500 mc TV system for exchange of instructional programs. RCA Instructional Electronics Department said the system will be designed as a two-channel operation (with transmitters at two locations) and be put into operation next spring. All five facilities will be equipped with rooftop antennas and "down converters" for transfer of megacycle signals to standard TV sets. The TV system will operate under the FCC's Instruction Television Fixed Station Service, which the FCC established in 1963 by setting aside 31 channels in the 2,500 mc band for educational use.

FINANCIAL REPORTS

Educational film firm purchased by CBS

CBS last week reported acquisition of Bailey Films, Los Angeles, producer-distributor of educational films, for an undisclosed amount. Company spokesman would not reveal whether the purchase had been for stock or cash. The company will operate as a unit of the CBS Educational Services Division.

Bailey, which had been a privately held company, distributes its own films and those of independent producers to colleges, schools and libraries.

Commenting on the acquisition, CBS President Frank Stanton said: "It is CBS' intention to participate prominently in the expanding educational services field." Last March, CBS reported the agreement by which it purchased Creative Playthings and its subsidiary, The Learning Center Inc., supplier of three-dimensional learning systems.

Disney TV in '65: $7.9 million revenue

In an annual report prepared prior to the passing of its titular head, Walt Disney Productions, Burbank, Calif., revealed steady growth patterns in the fiscal year ended Oct. 1. Gross revenue for the diversified entertainment company was up some $6.6 million, while net profit showed a solid $1 million, or almost 9%, increase. Income from all Disney entertainment activities increased over the prior year. Television contributed $7,902,000 to overall revenues, a slight gain over fiscal 1965.

In an accompanying note to the annual report, Roy O. Disney, president and chairman of the board of the company, makes mention of his brother's death and promises that "all the plans for the future that Walt had begun—new motion pictures, the expansion of Disneyland, television production and our Florida and Mineral King projects...will continue to move ahead."

To add incentive to the carrying out of these plans, Mr. Disney proposed a new stock option plan for key employees. For the fiscal year ended Oct. 1, 1966:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Gross revenues</th>
<th>Net profit</th>
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</thead>
<tbody>
<tr>
<td>1965</td>
<td>$6.08</td>
<td>116,943,000</td>
<td>11,379,000</td>
</tr>
<tr>
<td>1966</td>
<td>$6.24</td>
<td>125,893,000</td>
<td>12,392,000</td>
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</tbody>
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Financial reports...

Wometco Enterprises Inc., Miami, has declared a regular quarterly cash dividend of 15½ cents on class A stock and 5½ cents on class B stock, payable March 15 to stockholders of record March 1.

Gross Telecasting Inc., Lansing, Mich., has declared an extra year-end dividend of 40 cents a share on common stock and 7½ cents on class B stock, in addition to the regular dividend of a like amount, payable Feb. 10 to stockholders of record Jan. 25.

ITT has declared regularly quarterly dividends on shares of cumulative preferred stock for the period Dec. 1, 1966 to Feb. 28, 1967, payable Feb. 28 to holders of record Jan. 20. The dividends follow: series 5.25%, $1,3125; 5.25% B, $1,3125; 4% convertible, $1; 4% convertible B, C, D, E, and F, $1 each.

John Blair & Co. has declared a stock dividend of 20 cents per share, payable Feb. 15 to stockholders of record Jan. 13.

MGM incumbents solicit stockholders for proxies

Metro-Goldwyn-Mayer stockholders, being tugged at from two sides, received incumbent management's proxy statement last week showing that its candidates for directors hold 280,000 shares or 5.5% of outstanding MGM stock. An opposition slate headed by Philip Levin has so far reported to the Securities & Exchange Commission that it holds 522,702 shares or 13.5% of the company's 5,042,850 outstanding common shares.

Among the charges made by the dissident group against present MGM management is the claim that the company's films are not being released to TV in the most advantageous way. Wall Street observers of the proxy fight have suggested that the swing votes may belong to mutual funds which hold a reported 20% of MGM shares. It's noted that such institutional investors generally side with incumbent management.
U.S., Mexico extend NARBA Temporary pact to run through this year; talks resume next month

The U.S. and Mexico last week formally ratified the present agreement governing the two countries' use of the AM radio band to make it effective until Dec. 31 of this year.

Secretary of State Dean Rusk and Mexican Ambassador Hugo B. Margain announced they had exchanged the "instruments of ratification of protocol" that amended the duration provisions of the original 1957 agreement to permit the extension.

Negotiations between the two nations on an "improved" pact that would replace the 1957 agreement are tentatively scheduled to be held in Mexico City early next month. Discussions in Washington last September (BROADCASTING, Sept. 19, 1966) were said to have narrowed many differences of opinion on issues vital to both countries.

Key issues in the continuing talks include the question of each country's nighttime use of the other's clear channels and a possible increase in power limitations on class IV stations along the border.

Toronto candelabra pushed by CBC

The Canadian Broadcasting Corp. has proposed that private broadcasters join the CBC in using a single transmission tower to provide more efficient service to Toronto audiences.

At a recent meeting, the CBC noted the importance of a single tower particularly to owners of color TV sets who otherwise might require separate antennas for reception of different signals, to those residents of Toronto who now experience reception problems due to new, high-rise construction, and to all broadcasters as a means of significantly reducing present capital and maintenance costs.

The tower originally proposed by the CBC several years ago, would cost about $700,000 excluding antennas and transmitters. The structure also would

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Continued on page 59

BROADCASTING, January 16, 1967
have provision for both VHF and UHF channels for future educational television and other TV-FM uses.

Though no firm date has yet been proposed for the tower, the CBC will continue discussions with private broadcasters as well as make further engineering and technical studies.

NBC International conference underway

The sixth world conference of NBC International will be held for one week in New York, starting today (Jan. 16) with representatives from Europe, South America, Australia, Mexico, Canada and the Far East in attendance.

George A. Graham Jr., president, NBC Enterprises, of which NBC International is a subsidiary, and Gerald Adler, director, NBC International, will outline the sales goals for the 1967-68 season. Major discussion will center on sales policy for NBC International’s entrance into feature film distribution to stations on a world-wide basis.

A highlight of the meeting will be a showing on closed-circuit television of program properties under consideration by NBC-TV for the 1967-68 season in the U.S.

L&M in P.R. = Publicidad Badillo, San Juan, P.R., partner of Compton Advertising, New York, has been appointed to handle the advertising in Puerto Rico for Liggett & Myers L&M cigarettes.

Uruguayan rep = ABC International Worldvision has begun representing Tele-12 (channel 12) Montevideo, Uruguay, and also acting as its program purchasing agency for the TV station. Tele-12 is owned and operated by Sociedad Televisora, Larranaga, S. A.

FATES & FORTUNES

Robert Haydon Jones, VP and account executive, McCann-Erickson International, named senior VP.

John E. Naylor and Anthony P. Galli, with N. W. Ayer & Son, New York, elected VP’s.

Harold H. Marquis Jr., with Hoefer, Dietrich & Brown, San Francisco, named president. Mr. Marquis assumes post formerly held by John H. Hoefer, who continues as board chairman and chief executive officer.

Dr. Robert C. Sorensen, VP-corporate director of research, D’Arcy Advertising, New York, appointed executive director, Center for Advanced Practice, McCann-Erickson, same city.

Gerald McGavick, sales manager for Metro TV Sales, New York, named VP.

Kevin Lyons, with Advertising Time Sales, Chicago, named to sales staff of Metro Radio Sales, that city.


Keith Holden, director of broadcast and audio-visual activities at Klau-Van Pietersom-Dunlap, Milwaukee, named VP.

Arthur R. Davies and Paul J. Betz, with Vic Maitland & Associates in Pittsburgh and Chicago, respectively, named VP’s.

John C. Rennels, treasurer at Ketchem, MacLeod & Grove, Pittsburgh, elected VP.

Mr. Schwarz

Mr. LaBonne

Thomas H. Schwarz, account supervisor, Compton Advertising, New York, and Raymond B. LaBonne, associate media director, elected VP’s.

Kenneth A. Hollander and Gennie Newlin named associate research directors at Young & Rubicam, Chicago.

George Dunn, VP and research director at Honig-Cooper & Harrington, San Francisco, also named associate media director.


Bill Lee, general manager for radio at The Katz Agency, Chicago, joins Broadcast Communications Group there as manager, radio sales.

James F. Mackin, radio salesman, Peters, Griffin, Woodward, Los Angeles, named eastern sales manager-radio at New York office.

Harvey Raphael, director of film services, Screen Gems, New York, named VP-general manager, EUE/Screen Gems, TV commercial producer. Mr. Raphael had been president of TV Tronics, which specializes in film services for advertising agencies.

Murray Bolen, Benton & Bowles VP, appointed manager of new Hollywood
office for Wells, Rich, Greene Inc.


Robert B. Rainis, manager of Detroit office of Paul H. Raymer Co., resigns to join staff of Detroit Free Press.

Don J. Plumridge, with KOTV(TV) Tulsa, Okla., appointed director of advertising and promotion at WISH-TV Indianapolis. William R. Ragan, with KOTV, named director of advertising and promotion. Both are Corinthian Broadcasting Corp. stations.

George Gilbreath, sales manager for KFWB Los Angeles, named general sales manager.


David B. Meblin, Pacific Coast manager-television; Wally S. Ivy Jr., manager of Dallas office; and Douglas MacLatchie, manager of Los Angeles office, with Avery-Knodel, Inc., elected VP's.

Kinch S. Haulbrook, local sales manager of WBEC-TV Greenville, S. C., named regional sales manager. Harold K. Riddle succeeds Mr. Haulbrook.

John F. Anderson, account executive at WSKV-TV Boston, named local sales manager.

Jack Gipson, with sales staff of WBAP Fort Worth, appointed sales manager of WBAP-FM.

David E. Tremblay, on-air promotion manager at WWHO-AM-FM-TV Boston, appointed sales promotion manager.

Dale B. Wright, director of traffic at WMAR-TV Baltimore, named assistant sales manager. Emanuel N. Paige, account executive, succeeds Mr. Wright. Gene Keenan joins WMAR-TV as account executive.

Kent Davis, acting manager of WSVI-AM-FM Pekin, Ill., named assistant manager in charge of sales.


Garland K. Ingraham, merchandising and sales promotion manager of Chicago area stores of Sears, Roebuck & Co., named national retail sales promotion and advertising manager. He succeeds Marvin C. Lunde who becomes director of advertising media research, newly created position.

Jack Bassett, VP and account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, named management supervisor.

Syd Cornell, with Richard F. Peck Agency, Cincinnati, named VP and creative director.

Jan Tangdelius, VP of Geyer, Morey, Ballard, named manager of Chicago office succeeding Robert Downey, who resigns.

Ronald B. Kaatz, manager, sales development, central sales, CBS-TV, Chicago, named manager, sales administration central sales. Richard Steenberg, account executive with CBS-TV network sales department, New York, named to newly created position of manager, special program sales.

Harold Fisher, with Wermken & Schorr, Philadelphia, appointed assistant production manager.

A. Robert McKnack, assistant manager of sales training department at Lever Brothers Co., New York, joins BBDO there in new position of director of training.


Jack Mitchell, account executive, Benton & Bowles, New York, joins Papert, Koenig, Lois, same city, as account executive. Robert Paul Smith, author and former copy writer, Doyle Dane Bernbach, also New York, joins copy department at PKL.

Tom Rigney, executive VP for S.P.U.R., radio promotion organization, joins National Television Sales, New York, as account executive.

Jim McCabe joins KEX Portland, Ore., as account executive.

James B. Dillon, sales manager for Arnold Brothers' Ford in Boulder, Colo., joins sales staff of KTLN Denver.

Robert A. Mortensen, VP and general manager of WIC-TV Pittsburgh, resigns. No future plans announced. Roger D. Rice, general sales manager of WIC-TV, appointed general manager.

Eric S. Bremer, assistant general manager of KREM-AM-FM-TV Spokane, Wash., named general manager, effective Feb. 1. He succeeds Alexander P. Hunter, who has resigned.

Charles Kelly, VP and general manager of WCKT(TV) Miami, resigns to become executive VP and general manager of WBT-AM-FM West Palm Beach, Fla.

Hubert Taft Jr., re-elected chairman of Taft Broadcasting Co., Cincinnati (group owner), following Taft's acquisition of Hanna-Barbera Productions Inc. (Broadcasting, Jan. 2). Other officers elected: William Hanna, president; Joseph Barbera, executive VP; Gordon Getzler, VP; Jess R. Morgan, secretary-treasurer.

Lawrence Cooper, station manager of WPHT-TV Philadelphia, also elected VP.

Thomas A. Maples, sales manager of KTUC and KFMM(FM) Tucson, Ariz., named general manager, replacing C. Van Haaf.

Chuck Pettit, managing owner of WRMN Elgin, Ill., resigns to become general manager of WSVI-AM-FM Pekin, Ill.

Murray Arnold, with WPEN-AM-FM Philadelphia, named executive VP.

Haydn R. Evans, general manager of WBAY-AM-FM-TV Green Bay, Wis., retires. Mr. Evans joined station (then WTAQ) in 1939. Robert C. Nelson, assistant general manager, succeeds Mr. Evans.

Richard Sommerville, general manager of WTH 1 Port Huron, Mich.,
resigns from post he held for more than 12 years to purchase WSMA Marine City, Mich. FCC approved purchase of WSMA on Jan. 4 (Broadcasting, Jan. 9).

Robert A. Chalk, sales director, WELM Elmhurst, N. Y., named general manager to replace William J. Griffiths. Mr. Chalk is succeeded by F. X. Brown.

Gene Ackerley, assistant manager of KTN Tucson, Ariz., appointed manager of KCEE, that city.

Carl L. Stasko, assistant promotion manager of KDRA-AM-FM-TV Pittsburgh, appointed general services supervisor.

H. T. (Bud) Vaden, director of advertising and promotion since 1964, radio-TV division, Triangle Publications, Philadelphia, named administrative assistant to the division’s VP, Roger W. Clipp. Mr. Vaden joined Triangle in 1962 as director of advertising and promotion, WFIL-AM-FM-TV Philadelphia.

Richard Colby, with legal staff of 20th Century-Fox Film Corp., New York, named assistant general counsel of Metromedia Inc., Los Angeles.

Janet Apthorpe, secretary to Stanley Simon, research director, WPAT Paterson, N. J. and Capital Cities Broadcasting Corp., New York, named research analyst at WPAT.

Thomas M. McAuliffe, general manager of WSSR Marlboro, Mass., also named VP and managing director of parent New England Broadcasting Co. New England stations include WSSR, WGAW Gardner, Mass. and WFTN Franklin, N. H.

PROGRAMMING

Robert Greenstein, national sales manager for WABI-TV Atlanta, named to newly created post of southern regional sales manager for Wolper Television Sales, that city, as program director and promotion manager.

Bill Dean, station manager of WIBC-FM Indianapolis, also appointed program director of WIBC.

Harry Ackerman, VP and executive producer for Screen Gems Inc., Hollywood, signed to a new seven-year contract that includes continuing financial participation in all series he produces and substantial raise in guarantee he will get for each series.

Horace McManus, with WAVY Portsmouth, Va., named to newly created post of director of operations and program development.

Clifford Hall, with KAKE-TV Wichita, Kan., joins noncommercial KSYE-TV Omaha as producer-director.

Harry Lockhart, with WAVY Louisville, Ky., named operations manager.

Bill Hudson, editor and publisher of Vibrations jazz magazine and music consultant to Youth Concepts, New York marketing research firm, named film and sound editor, Ross-Gaffney Studios, also New York.

Eric James, with WIBC Indianapolis, named production manager.

Lewis A. Rhodes, assistant director of National Project for Improvement of Televized Instruction (NPITI) of National Association of Educational Broadcasters, appointed director of that project. He succeeds Dr. Richard Bell, who resigns to join Ampex Corp.

NEWS

Jim Lawrence appointed news director of KBJI-AM-FM Los Angeles, succeeding Art Kevin, who becomes special events director.

Jerome L. Wilson, New York state senator and newspaperman, named reporter for WCRB-TV New York at station’s Albany bureau.


David Schoenbrun, previous bureau chief for CBS News in Paris and Washington, joins Radio Pulsebeat News, New York, as roving news commentator.

James A. Byron, news director of WRAP-TV Fort Worth-Dallas, appointed executive news director. Russ Thornton, assignments editor at WRAP-TV, named to newly created post of assistant executive news director. Doyle Vinson succeeds Mr. Byron as news director.

Tom Whalen, radio news editor at WBPX, appointed radio news director. Alex Burton reassigned to cover Dallas news bureau of WRAP-TV.

John F. McDonough, UPI state manager for Connecticut, named regional executive in Boston. James V. Healan succeeds Mr. McDonough as Hartford (Conn.) bureau manager. Philip M. Keohane, regional executive for Connecticut and Rhode Island, transfers to Albany, N. Y., as regional executive for eastern New York state, new post.

David W. Bradley, with UPI, Boston, moves to Portland, Me., as bureau manager, succeeding Jack Hubbard, who joins Concord (N. H.) Monitor.

Edward Doyley Jr., with UPI, Boston, moves to Concord, N. H., as bureau manager, succeeding David Haskell, who becomes overnight news editor at Boston.

Mal Alberts, previously sports director of WIBC-TV Pittsburgh, WPIF-TV Philadelphia and KHJ-TV Los Angeles, joins KTVU(TV) Oakland-San Francisco as sportscaster.

Sheri Blair, from news staff of WBBM-TV Chicago, joins WBKB-TV there.

FANFARE

Steve Ellman, account supervisor at Harold Rand & Co., New York, elected VP.

John Howard, trade and business news editor for CBS-TV West Coast, named assistant Coast director of press information.

Martha Raho, with PR department of Lavenson Bureau of Advertising, Philadelphia, appointed account executive.

Hildegarde Herfurth, on staff of national office of public information for American Red Cross, Washington, appointed organization’s Hollywood representative to work with TV film and motion picture industries.

EQUIPMENT & ENGINEERING


Michael V. Burridge, commercial manager for Radio Engineering Laboratories of Long Island City, N. Y., named director of marketing.

James F. Rooney named VP and general plant manager of Zenith Radio Corp. of Missouri and will head Zenith’s new $10-million TV set factory at
Roy M. Huberty, studio supervisor at WLS Chicago, named chief engineer.

Alan B. Higgins, television transmitter supervisor at WEDG-AM-FM-TV Dayton, Ohio, named assistant chief engineer.

Raymond V. Schneider, partner in consulting firm of Leeder Consulting Inc., appointed CATV sales manager of Times Wire and Cable, Wallingford, Conn.

James S. Arrington appointed director of marketing of Telex Professional Audio Products Group, Minneapolis.


Edgar F. Kaiser named board chairman of Kaiser-Cox Corp., Phoenix, following acquisition of 100% ownership in firm by Kaiser Aerospace & Electronics Corp., which purchased Cox Broadcasting Corp.'s 50% interest in previously jointly owned company (Broadcasting, Jan. 2). Other new officers: Clay P. Bedford, president; Robert W. Behringer, executive VP and general manager; W. F. Freistat, VP; Carlton K. Perkins, VP; R. L. Freistat, treasurer and assistant secretary.

Edward M. Tuft, VP (personnel) of RCA, elected executive VP (personnel). Mr. Tuft, with RCA since 1933, was director of personnel of former RCA Victor division (1947-51), division VP (1950-53), and in present post since 1953. Lawrence M. Isaacs, staff VP, management information systems, RCA, New York, elected VP and controller. Earl S. Kaufman, director, financial operations analysis, succeeds Mr. Isaacs as VP of management information systems.

Thomas H. Ford, manager of manufacturing services for Conrac division of Giannini Controls Corp., Covina, Calif., named operations manager.

Robert A. Bleyer, producer of TV-radio shows and closed-circuit telecasts, named executive producer of group communications division of Telemptor Corp., New York.

Edwin O. Turner, with King School equipment Co., Danville, Ind., appointed district sales representative in Michigan and Indiana for radio and television broadcast equipment, closed circuit TV and video tape recorder equipment of General Electric visual communications products department in Detroit.


INTERNATIONAL


Lord Bowden of Chesterfield elected president, Royal Television Society, London, succeeding F. N. Sutherland.


Michael Hodges, producer of ABC Television's Tempo in London, resigns effective end of March. No future plans announced.

André Quiimet, with CKAC Montreal, appointed general manager. Jacques M. Goulet named commercial manager of CKAC.

Gweneth Moss, assistant advertising controller and advertising manager of overseas section, Schweppes Ltd., London, named group advertising manager, succeeding George Gregory who becomes PR officer to London's metropolitan police.

ALLEY FIELDS

Con. John D'Andrea, first assistant superintendent of U.S. Senate Radio and Television Correspondents' Galleries, has retired after 20 years with gallery. Philip A. Regan, formerly second assistant, succeeds Mr. D'Andrea.

Victor P. Reed, formerly with ABC, opens law office at 111 Sutter St., San Francisco 4, April 433-2500.

David M. Blank, VP, economics and research, CBS, New York, named to Economic Advisory Board, professional panel established to advise Secretary
of Commerce John T. Connor on economic matters.

Dr. David S. Pollen, former deputy executive director of FCC, appointed deputy associate commissioner for bureau of research in U.S. Office of Education, Washington.

Malcolm H. Gettinger Jr., coordinator of news information for NBC, Washington, named by RCA, NBC's parent company, as its fulltime representative to staff of Plans for Progress program, national voluntary equal employment opportunity organization of American business.


Max Bonfeld, with Universal Marketing Research, New York, named VP.

DEATHS

Paul L. Lewis, 84, Philadelphia advertising executive and co-founder of Lewis & Gilman Inc., died Jan 8, in Bryn Mawr (Pa.) hospital after long illness. He was with N. W. Ayer & Son for 27 years and had been VP of that agency. In 1942, with late Wesley A. Gilman, he founded Philadelphia advertising and PR firm bearing their names. Mr. Lewis was agency's first president and later board chairman and chairman of executive committee. He retired in 1964 although he remained on agency's board of directors. At N. W. Ayer, Mr. Lewis produced Camel Pleasure Hour for R. J. Reynolds Tobacco Co. He also was said to have originated idea for musical radio program, Ford Sunday Evening Hour, first hour-long music program with no commercial interruptions. Mr. Lewis is survived by his wife, Martha, daughter and son, Rainston, who is VP of Lewis & Gilman.

Jeremiah F. O'Brien, 45, VP and account executive with Sullivan, Stauffer, Colwell & Bayles, New York, died Jan. 4 at Good Samaritan hospital in New York. He is survived by his wife, Isabelle.

Alexis Badmaeff, 54, chief engineer, acoustics-transducers, at Altec Lansing Corp., Anaheim, Calif., died at his home in Santa Ana, Calif., on Dec. 31, 1966. Mr. Badmaeff is survived by his wife, Theda.


Elisabeth M. Beckjorden, 60, broadcast public relations and sales representative of KWS New York, died Jan. 8 after protracted illness. She entered broadcast field in early 1950's with O. L. Taylor Co., station representation firm that was forerunner of Venard, Torbet & McDonnell. Subsequently she became public relations representative for radio and TV stations and also served as network sales representative for TV stations. More recently she handled public relations for stations and also handled research assignments for VT&M. Mrs. Beckjorden was widow of Herald Beckjorden, former VP of American Association of Advertising Agencies. She is survived by a sister, Mrs. Irene K. Sharp of New York.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 5 through Jan. 11 and based on filings, authorizations and other FCC actions.


New TV stations

APPLICATIONS

Fayetteville, Ark.—Noark Broadcasting Inc. Seeks UHF ch. 26 (602-606 mc). ERP 309 kw vis., 17.56 kw aur. Ant. height above average terrain 468 ft. alt. above ground 494.12 ft. P. O. address: Box 3807, Fayetteville. Estimated construction cost $178,000; first-year operating cost $175,000; revenue $160,000. Geographic coordinates 36° 54'-57" south lat.; 94° 07'-28" west long. Type trans. OE TT-56-A. Type ant. GE TV-106-D. Legal counsel E. J. Ball; consulting engineer H. F. Lindsey.

Fayetteville, Ark.— predispen Communications Corporations, Inc. Seeks UHF ch. 23 (524-530 mc); ERP 195.7 kw vis., 29.36 kw aur. Ant. height above average terrain 1136 ft. P. O. address: 1529 Walnut St. Estimated construction cost $1,500,000; revenue $650,000. Geographic coordinates 36° 14'-14" north lat.; 96° 29'-29" west long. Type trans. RCA TTU-30A. Type ant. RCA TFI-38J. Legal counsel Arent, Fox, Kohn, Pottlock & Kahn; consulting engineer A. D. Ring & Associates, both Washington. Principals: Robert I. and Nancy E. Goldy and John W. Mierman. Mr. Goldy is attorney and officer, director and majority stockholder in Rinn Music Inc. Mrs. Goldy is housewife. Mr. Mierman is officer, director and majority stockholder of weaving and belting company and real estate company, has interest in Cedarbrook Joint Venture and is officer and stockholder in extrusions company. Ann. Jan. 10.

OTHER ACTIONS


Review board in Baltimore television broadcast proceeding, Dec. 15-56, schedules oral argument before panel of review board for 2 p.m., Thurs., Feb. 9 in room.
Assignment proceeding, 

...
commission's action of Sept. 21, in returning as incomplete his application for new station on 1380 kc, 500 w. in Lorain, Ohio. Commissioner Johnson not participating. Action Jan. 5.

By order, commission denied request of Sanford A. Schaft for reconsideration of commission's action of Sept. 21, in returning application of Schaft (principal party in interest) for new WWIZ on 1380 kc, 500 w. in Lorain, Ohio, has been denied) for new station on those facilities. Commissioner Johnson not participating. Action Jan. 5.

By memorandum opinion and order, commission dismissed a petition for reconsideration of a joint petition by filed by Augustine L. Cavallaro in Loiza-Bayamon, P. R., standard broadcast proceeding. (Docs. 16880-1). Action Jan. 5.


Review board in Casper, Wyo. standard broadcast proceeding. Docs. 16787-8, held in abeyance consideration of joint request for approval of agreement, dismissal of applica- tion of Family Broadcasting Inc. and conditional grant by Hanescope Broadcast- ing application pending affording oppor- tunity for others to apply for facili- ties by Family's application. Sec. 1.525(b) (2) of rules.

**ACTIONS ON MOTIONS**

Hearing Examiner James D. Cunningham on Dec. 21 designated Hearing Exam- iner to hear in Boston proceeding for rehearing the same. The application filed by those oaters Inc., Canton, N. C., for renewal of license to operate WBCN which had been denied hearing scheduled hearing for Jan. 18 and hearing for Jan. 20, 1967.


**APPLICATIONS**

WACQ Waterbury, Conn. - Seeks revocation of license to change station location to New Haven, Conn., and to increase power to 250 w. Action Jan. 6.

WBBN Chicago, Ill. - Grant license to change location to 720 kc and to increase power to 5,000 w. Action Jan. 6.

**EXISTS AM STATIONS**

WJPS Seattle, Wash. - Grant license to change location to 1240 kc. Action Jan. 6.

**FINAL ACTION**


**DIESEL EXPERIENCE**

Jerrold Electronics Corporation

401 Walnut St.
Philadelphia, Pa. 19105

For the RECORD

BROADCASTING, January 16, 1967

**OTHER ACTIONS**

Commission denied renewal of license of WDLP Panama City, Fla., for a one-year period because licensee appears to have made un- justified use of the results of a so-called audience surveys to give untruthful information to the public or to your advertisers significant facts relative to performance of your station. Commission to reconsider this decision in 60 days (February). Action Jan. 5.

**FINES**

For的理由: broadcasting two rigged contests (one of which also involved ele- mentary school students) which could have caused irreparable injury to students and/or listeners, to Radio Industries Inc. of 1717 N. Tamiami Trl. Tampa, Fla., commission directed a letter to Eastern Broadcasting Co. to be con- sidered notice that permit to operate forforfeiture in amount of $10,000 for violation of Section 36.30 of rules. Action Jan. 4.

**FINES**

For allegedly broadcasting two rigged contests (one of which also involved ele- mentary school students) which caused irreparable injury to students and/or listeners, to Radio Industries Inc. of 1717 N. Tamiami Trl. Tampa, Fla., commission directed a letter to Eastern Broadcasting Co. to be con- sidered notice that permit to operate for forfeiture in amount of $10,000 for violation of Section 36.30 of rules. Action Jan. 4.
(License of WALT was assigned to another licensee to be effective March 1). Action Jan. 5.

By memorandum opinion and order, commission denied a petition of Enterprises: Lexington, Ky. for reconsideration of previous decision which denied Enterprises' application for change of class to FM. Action Jan. 5.

CALL LETTER APPLICATIONS

KOHN, Glauco G. Merrill, Logan, Utah. Requests KYTE.

FM STATIONS

APPLICATIONS


FM NEW STATIONS

APPLICATIONS


NEW FM STATIONS

APPLICATIONS


FM NEW STATIONS

APPLICATIONS


OTHER ACTIONS


CALL LETTER ACTIONS


TRANSLATORS

- Translators are assigned to broadcast Bureau granted renewal of licenses for several translator stations. Action Jan. 9.

AUTHORIZED TELEVISION STATIONS

- Memorandum opinion and order approved renewal of licenses for several television stations. Action Jan. 9.

STATION BOXSCORE

- Memorandum opinion and order approved renewal of licenses for several television stations. Action Jan. 9.

OTHER ACTIONS

- FCC by memorandum opinion and order denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Cablevision Co. of Annapolis, operator of CATV system at Annapolis, Ala. Commissioner Loevinger concurred with statement; Commissioner Loevinger concurred in result; Action Jan. 9.

- FCC by memorandum opinion and order granted petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Gateway Cable TV, Inc. to permit CATV system in St. Augustine, Fla., to import distant educational WUFT-TV, ch. 5, licensed to University of Florida, Gainesville, Fla. Commissioner Loevinger concurred in result; Commissioner Loevinger concurred in result; Commissioner Loevinger concurred in result; Action Jan. 9.

- FCC, by memorandum opinion and order granted petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Willmar Video Inc., operator of a CATV system in Willmar, Minn. Action Jan. 11.

- FCC, by memorandum opinion and order dismissed as moot a petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Willmar Video Inc., operator of a CATV system in Willmar, Minn. Action Jan. 11.

(Continued on page 87)
### Professional Cards

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<tr>
<th>Name</th>
<th>Title</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.</td>
<td>202-630-6000</td>
<td>Washington</td>
<td>D.C.</td>
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<td>JAMES C. McNARY</td>
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<td>—Established 1926—</td>
<td>PAUL GODLEY CO. Consulting Engineers</td>
<td>Box 795, Upper Montclaire, N.J.</td>
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<td>A. D. Ring &amp; Associates</td>
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<td>202-372-2480</td>
<td>Phone:</td>
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<td>1710 H St., N.W. 288-6850</td>
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<td>GAYTON &amp; JONES</td>
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<td>KEAN, SKLOM &amp; STEPHENS</td>
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<td>Cleveland 41, Ohio</td>
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<td>KIRKSTON, JOHN</td>
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**Service Directory**

**Broadcasting, January 16, 1967**
RADIO  
Help Wanted—Management

Station manager—Must have successful experience. Direct sales, sales training, supervision and management; ability to recruit, train and supervise and effective staff is essential. Long established profitable station; initiative within established policies. Complete information in confidence first letter including detailed employment history and compensation requirements. Future equity possible but not essential. Box A-51, BROADCASTING.

Operations manager—Upper Midwest—1st class license—ability to supervise others. Proactive manager with working knowledge of sales, control, internal affairs of the station. Complete resume and photo. Reply Box A-98, BROADCASTING.

Manager and 1st class—announcer needed by new station on Lake Michigan. Opportunity with growing organization. Send resume and tape. Box A-140, BROADCASTING.

Washington, D.C.—3 former station managers have a found a home here. Each earn much more money than most managers selling our top rated station. One man who we’re in a position to book for complete sales staff. This a very unusual opportunity. Box A-186, BROADCASTING.

Palm Beach station in Little Falls, New York. [WFL] needs manager with proven sales ability. Stock ownership available right now for qualified man. Send full background and reference plus salary desired to: Mr. Leonard Auerbach, 1520 Huron Rd., Cleveland, Ohio 44115.

Sales

Salesmen make extra money selling high quality low cost jingles. Start part time line can lead to full time. Box A-38, BROADCASTING.

Wanted: Salesman for 10,000 watt AM-FM station on Mobile Bay in Alabama, Excellent opportunities. Call Elvin Stanton, WBWA, Bay Minette, Alabama.

Wanted: Live wire Rep. for live wire FM'er. Careful, careful. Offered a highly saleable station and we’ll prove it to you. We’re not interested in a Rep who just wants to add another set of call letters to his list. We can both make money. Call Wire or Write, Robert F. Kliment, Comm. Mgr., WBLK-FM, Rand Blvd., Buffalo, N. Y. 14225.

Wanted: Successful salesman. If you’re what we’re looking for, we’ll help you get rich because you’ll help us get rich. Position open in the broadcast market, independent. Reply Box A-186, BROADCASTING.

Successful salesman. If you’re interested in a top position with a top company, your experience could be of value. Do something about it. Call 24-0201, BOX 192, BROADCASTING.

An outstanding sales career opportunity available with a progressive group owned, top rated radio station in the Tide-water area. Salary plus commission. Major company with conservative management. Send resume to Box A-209, BROADCASTING.

If you are a great local salesman we need you. We will offer you more money and an opportunity that is right (Blaisbane, N.C. or write for details—all replies strictly confidential to Mike Navy -VTVM Springfield, Mass. 413-820-4141.)

Representatives wanted—Large established Eastern manufacturer needs representatives for FCC type accepted AM and FM broadcast. Territories available throughout U.S. Established broadcast operation preferred, but will consider individuals in related areas of the electronics field. Interested parties are requested to reply to Mr. L. K. Pecton, American Technical Today, Inc., F.O. Box 552, Sandusky, Pa., 44870.

Successful salesman. Opportunity to become station manager owning, one day, his own operation. Send resume to Box A-392, BOX 383, BROADCASTING.

Experienced salesman needed for Maryland country station; commission, salary plus commission. Box A-135, BROADCASTING.

Milwaukee metro area. Presently employed in personnel field. Preplan your advancement. All positions. Confidential. Mail only to: C-148, BROADCASTING.

Newly created post of Director of sales development to work regional and local clientele. Attend Southern homes. To head special group operation. Must be aggressive, imaginative and hard worker. All applicants screened carefully. Box A-165, BROADCASTING.

Sales manage talent? Established account list, escalating commission, lot of fringe benefits. Box 193, BROADCASTING. Sales force well equipped, some announcing, growing market with new shopping center starting next year. Box A-140, BROADCASTING.

An experienced salesman with a growing market in the Carolinas and Virginia in a new market. Reply Box A-36, BROADCASTING.


SALES (continued)

ANNOUNCERS

Announcer—first phone for radio announcing and TV announcing engagements with powerful midwestern outlets. Beautiful family city under 100,000. Recreational and educational center. Excellent opportunities and fringe benefits. Fine opportunity for com- mercial work. Box A-137, BROADCASTING.

WANTED: Progressive Midwest stations seek Jocks and Newsman for permanent positions. Jocks can be MOR or top 40. Send tape and resume to: BROADCASTING, 1753 DeSales St. N.W., Washington, D. C. 20036.

Announcer—Excellent opportunity with a powerful midwestern outlet. Beautiful family city under 100,000. Recreational and educational center. Excellent opportunities and fringe benefits. Fine opportunity for com- mercial work. Box A-137, BROADCASTING.

WANTED: Radio announcer to function as news director; also will need to run a block or two for the Arizona day-lit station. Send info and tape to Box A-26, BROADCASTING.

WANTED: Radio announcer for major midwest station. Excellent career opportunity in a major college market and income potential. Send resume, tape, complete de- tails. All replies expected to Box A-27, BROADCASTING.

WANTED: Experienced announcer with first class license for MOR Pennsylvania daytimer. Send resume and tape Box A-40, BROAD- CASTING.

Need 1st phone announcer for small mar- ket Radio Station in Eastern U. S. Excellent conditions—salary, vacation, maintenance; salary open; news background essential. Excellent company. Reply Box A-186, BROADCASTING.

Announcer for small market. AM-FM oper- ation, MOR format. Salary open. Paid vacation, beautiful location. Send tape and resume to Box A-70, BROADCASTING.

A major new southwest stereo FM station seeking top quality announcers. Must be familiar with adult music, have rich voice, third class endorsed license, able to read news and operate own board, minimum five years experience, good references. Salary $600.00 per month up. Send photo resume, tape to Box A-111, BROADCASTING.

Opening for M.O.R. announcer with 1st ticket. C&W experience considered. Station in recreational northwest. Permanent to right man. Send tape, resume and references. Box A-112, BROADCASTING.

Complete your education—part-time jobs. Earn up to $2,000.00 per year. Check with one of the universities in the nation. Experienced men only. Full time or part time. Apply Box A-115, BROADCASTING.

An experienced newscaster needed for Chilton, Wisconsin. We will pay you to go to school to get a first phone. 119/week start. (If you already have it, you’ll start at 135/week.) Box M-4, BROADCASTING.

ANNOUNCERS (continued)

ANNOUNCERS

Announcer—first phone for radio announcing and TV announcing engagements with powerful midwestern outlets. Beautiful family city under 100,000. Recreational and educational center. Excellent opportunities and fringe benefits. Fine opportunity for com- mercial work. Box A-137, BROADCASTING.

WANTED: Progressive Midwest stations seek Jocks and Newsman for permanent positions. Jocks can be MOR or top 40. Send tape and resume to: BROADCASTING, 1753 DeSales St. N.W., Washington, D. C. 20036.

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Need 1st phone announcer for small mar- ket Radio Station in Eastern U. S. Excellent conditions—salary, vacation, maintenance; salary open; news background essential. Excellent company. Reply Box A-186, BROADCASTING.

Announcer for small market. AM-FM oper- ation, MOR format. Salary open. Paid vacation, beautiful location. Send tape and resume to Box A-70, BROADCASTING.

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Complete your education—part-time jobs. Earn up to $2,000.00 per year. Check with one of the universities in the nation. Experienced men only. Full time or part time. Apply Box A-115, BROADCASTING.

An experienced newscaster needed for Chilton, Wisconsin. We will pay you to go to school to get a first phone. 119/week start. (If you already have it, you’ll start at 135/week.) Box M-4, BROADCASTING.

ANNOUNCERS (continued)
Announcers—(cont’d)

Top-40 first phone man ready to move to good frequency, good power, and good format. Family for good pay. Send full details & letter. Box A-146, BROADCASTING.

Announcer-sportscaster needed for expanded offshore operation. Unusual opportunity. Box A-120, BROADCASTING.

Opportunity for announcer with first class top rating experience. Station located on the beautiful Eastern Shore of Maryland. First class operation. We present an exciting challenge to a first class beginner to learn the radio business. Excellent benefits, phone, resume, and photo immediately to Box A-132, BROADCASTING.

Wanted: Young experience announcer capable of Program Director slot SWK, Med. mkt. Box A-119, BROADCASTING.


Past growing regional station, close to Chicago, wants to add its fine staff a very able and aggressive young announcer. Excellent per diem, good operating conditions, sparking, upbeat programming, advancement and by association in a highly successful radio-newspaper network. Excellent young men. Generous pay increase. Write WZQN Kaneville, Ill. with details of experience. Box A-163, BROADCASTING.


Outstanding country station in Rockies offers wonderful opportunity for announcer to double either in sports, engineering or production. Excellent pay. 5 kW. Box A-195, BROADCASTING.

Major midwest market station needs good first. Box A-178, BROADCASTING.

Immediate announcer—Announcer with first phone. 5,000 watt 24 hour per day AM on 550 kc. 20,000 watt FM, separate programing. No experience needed. Send resume Box B-232, BROADCASTING.


Immediate opening—University Educational AM station needs announcer for classical music and staff announcing. This man will be assistant to the operations director. Excellent pay to the right man. Station is open. Send complete background, references to: Dr. John Bunch, Director, KUSD, Vermillion, South Dakota 57069.

Wanted by network affiliate in college market of 25,000. Announcer with good music sense, who knows how to read. Opportunity to pursue education while working. Third class with endorsement is essential. Will be happy to listen to beginners with talent. Send resume and tape to Chuck Williams, KWNZ, Radio, Winona, Minnesota.

If you are draft free . . . WATO In Oak Ridge, Tennessee has an opening here for you. Uncle Sam has created an opening in our pool, which means an opening that comes only once and while. We are looking for a strong—solid—solid personality, and our community. If you can do news, produce and sell, then send a tape, resume and picture to Tom Jenkins, WBEC, Pittsfield, Massachusetts. Open—January 30th or sooner. No phone calls.

WEOK, Poughkeepsie, N.Y., seeks announcer, 1st phone. 15,000 watt daytime with all ability to gather and deliver afternoon news. Top Hudson Valley station. Send resume & picture to: MOR, AM-FM, WEOK, P. O. Box 197, Martinsburg, West Virginia.

Wanted: Announcer, full time for Michigan radio station. MOR format. Send tape and resume to: Bob Sargano, Manager, WITF, Holland, Michigan.

Help Wanted

Technical—(Cont’d)

Experienced engineer to become chief of AM-FM-Television. Good educational and professional staff to work with. Real potential with rapidly expanding company in N.Y. Send complete resume and full details to Box A-213, BROADCASTING.


Wanted: 1st phone to become chief engineer of a new AM station. No announc- ing ability desirable. Top pay. 50 mile from N.Y.C. WBDR, Beacon, N.Y. Box A-219, BROADCASTING.

Need qualified first phone operator for major new station in the South. Announcing, Contact WSBY, Rutland, Vermont.

Radio engineers—Earn extra money part time, with FM Associates, a full service engineering company. We can offer a superior, complete line of AM and FM broadcast engineering services. Competitive rates only—potential income—$25,000 per year. Respond to: CCA Electronics Corporation, 715 Jervis Ave., Gloucester City, N.J. 08030.

Chief engineer with an interest in sales. CCA Electronics has a choice territories available in the eastern US. Call us on free phone-30 and we will offer you a superior, complete line of AM and FM broadcast engineering services. Competitive rates only—potential income—$25,000 per year. Response to CCA Electronics Corporation, 715 Jervis Ave., Gloucester City, N.J. 08030.

NEWS

Authoritative newspaper. College town in N.J. Experienced only. Willing to pay to get right man. Immediate opportunity.

Have immediate openings for news director. Morning and p.m. 6:00. Must be experienced. Good pay. Good travel. Send resume and letter to Box 1-26, BROADCASTING.


Announcer wanted by smart, established Pennsylvania's most successful station. Must be professional, have experience, good voice, good daytimer. Salary plus commission. Good starting salary and fringe benefits. Send resume and tape to WATI, 33,000 watt AM-FM, Darlington, Wisconsin.

WTTO Radio, Toledo, Ohio needs production minded genius for midday show.

Northern Arizona AM/FM good music station needs announcer. Some phone experience and broad broadcast endorsement. Housing, good salary. Send resume and tape to: Monroe MacPherson, General Mgr., 816-327-4400.


Announcer wanted by smart, established Pennsylvania's most successful station. Must be professional, have experience, good voice, good daytimer. Salary plus commission. Good starting salary and fringe benefits. Send resume and tape to WATI, 33,000 watt AM-FM, Darlington, Wisconsin.


Announcer wanted by smart, established Pennsylvania's most successful station. Must be professional, have experience, good voice, good daytimer. Salary plus commission. Good starting salary and fringe benefits. Send resume and tape to WATI, 33,000 watt AM-FM, Darlington, Wisconsin.

Country/western station needs two combination announcer/salesmen for growing station . . . wonderful future. Must be willing to work for good of organization or do not apply. Call Marion Jenkins TU 7-6221 or TU 1-2178 or after 6 P.M. TU 1-3400, Carlsbad, New Mexico.

Technical


Chief engineer for metropolitan, Ideal climate. Excellent promotional conditions. Box A-171, BROADCASTING.

Chief engineer for well-established AM/FM-stereo. Florida station which we have experienced and quali- fied to handle all trans- mitter and studio maintenance with planned quality thoroughness. Send qualifications, personal and experience in- formation to: WJBY WATI, BROADCASTING.

Chief engineer capable of handling station move to professional announcing. Box A-191, BROADCASTING.
Program—Programming, Others

Program director capable of programming a conservative but bright tempo format, strong sales orientation in station WAT. Chicago, large metropolitan market located in midwest.Salary: $11,000 to $13,000. Salary dependent upon background and ability. Box A-69, BROADCASTING.

Program director for small market AM-FM operation. MOR format. Sales, promotions, vacations and hospitalization. Some board work. Send tape and resume. Box A-110, BROADCASTING.

$7,000 to $10,000 per year for top notch program director with first phone, 5 kw midwest-MOR. Opportunities in production, announcing, possibly in sales. Well established station seeking good personality. Box A-116, BROADCASTING.

Production manager-announcer heavy on commercials, wanted by area city large programed station. Copywriting ability an advantage. Formats are rock, oldies and pop. Send tape and resume, reply guaranteed. Box A-158, BROADCASTING.

Program director-announcer for progressive with large market station. Following air shift leaves time for other duties. Creative, independent, sales oriented. This may be what you are hoping for. Investigate by writing: C. B., Breaux, KTTN, Waco, Texas, 76701.

Midwestern group of stations within 100 mile radius of Chicago expanding station operations. Qualified people can step into real opportunities for personal growth and development with commensurate financial rewards. Interested in announcing, production, sales, combination men, production-traffic and sales. Immediate resume will expedite salary requirements in strict confidence to Robert C. Moran, WBBF, Beloit, Wisconsin.

Outstanding opportunity for career woman with rapidly expanding radio chain. Our station in metropolitan Detroit market looking for full-time woman's director with a daily program, public-relations responsibilities with leading business and civic organizations and creative writing opportunities. Immediate opening with excellent working conditions and attractive salary. Send resume immediately to WBBR, 545, Mt. Clemens, Michigan.

Wanted your energetic 1st phone engineer for direction daytimer, studio-transmitter operator. This is an experienced position and applicants will be considered. Write or call WOIO, c/o Mr. Brittain, Canton, Ohio 44718.

Radio

Situations Wanted—Management

Florida owners—Experienced in all phases of Radio-TV, world traveled. Presently assistant manager of 50 kw daytimer. I desire one more move, this to working manager in Florida market. No market too small. Excellent credit, recommendation, salary high, immediately for interview and audition. Box A-90, BROADCASTING.

Operations Director-assistant manager-sales manager. You manage. I’ll do the work. Experienced, successful all phases and to medium operations. Top reference, success prefers. Skilled on sales, ideas, hard work, Midwest preferred. Let’s talk. Box A-149, BROADCASTING.

Energetic 29 year old wants to invest time, talent, patience and billing about 150M. Family man, College grad. Creative, hard working. Now ad agency account man. Looking to do radio, sales, traffic and go power. Write, Box A-158, BROADCASTING.

Expert in all phases of AM FM stereo and 5k networks. First choice, the location sign, and construction to selling. Presently general manager and chief engineer of station I built. Now, I’m building my head in the market. Don’t put a lid on me! Box A-190, Midwest-Oklahoma. Box A-164, BROADCASTING.

Situations Wanted Management Continued

Major market executive interested in station or sales management position. Strong sales orientation in radio, television, regional network. Full knowledge of competitive pricing, spot rates, rate struc-
turing, ratings and research application. Experienced in large and medium market pace and style. Must Alicola, decisions ma-
terially changing present job fundamentals. Ten years programming, sales and traffic. Will provide all supporting credentials. Group and individual strong points. Confidential. Box A-185, BROADCASTING.

Fifteen years programing, sales and an-
nouncing. Interests established station in northeast or mid-Atlantic region. Thirty year family listener, good sales background and excellent references. Box A-209, BROADCASTING.

Sales

One good salesman who is not hard to find. Try Box A-178, BROADCASTING.

Yes, Virginia, there is a sales manager; who inspires others, finds co-op, makes merchandising presentations, produces new sources of billing! This one makes money weekly, day in and day out. Do you have an opening and a boat? Box A-203, BROADCASTING.

Wanted


Top 40 personality desires challenging posi-
tion. 18 months thorough experience. Loved by teens. Endorsement. B.A. Box A-188, BROADCASTING.

Technical

Broadcasting degree, first, 1 yr. experience, $7922. will relocate. Box A-187, BROADCASTING.

Announcers—(Cont'd)

One year's experience. Some college, third, civic background. Draft exempt. Box A-188, BROADCASTING.

Top 40 Only. Jock with good ideas looking for a station on the move. No hurry. 3rd, $200.アニメ WORKERS. Try Box A-174, BROADCASTING.

Talented & versatile announcer—performer (radio-voice over work) with dynamic voice, fresh- ness, news commercials—mature pleasant personality—reliable family man—enjoys challenging, hard work—well read, knowledgeable, social historian—hobbies—thoroughly extinct. A-159, BROADCASTING.


Top 40 personality desires challenging posi-
tion. 18 months thorough experience. Loved by teens. Endorsement. B.A. Box A-188, BROADCASTING.

Wanted

A stable organization for a mature, married, college educated, highly humorous, draft-free announcer. Applicant must have 10-15 years experience, presently employed announcer. 300-thousand plus middle-of-the-road Top 40 annoucer with area station that offers a future. Write Box A-186, BROADCASTING.

Young, married, draft exempt man with third class license endorsed, looking for big time, big city. Tight, bright, middle of the road board with play by play experience. Write Box A-201, BROADCASTING.


Announcer, 1st ticket, sales. Past 4 yrs major market. cw and good music—Available now. L. B. Blvd. 153 Britain Road, Akron, Ohio 764-7212.


Mature announcer immediately available. Three years experience, news minded, third endorsed, will relocate. Mark Weber 216-281-7195.

News


Newsmen. College graduate, Experienced. Hard working, mature, strong gathering and getting. Box A-78, BROADCASTING.

Prime time newsmen with top metropolitan AM TV news operation. Look for AAU or Big 10 PD or ND job with station. Know all phases broadcasting. All formats experience. Send resume and tapes upon request. Box A-107, BROADCASTING.

News director-program director: 23 year old family man with BBA degree, PD or ND job with station. No knowledge of this business. Suddenly needs a position at top 10 markets. Box A-187, BROADCASTING.

Editor, airman-top 15 markets, 32, married, Akron, 44320. WOIO, college grad. BROADCASTING.
Situations Wanted—News

Continued

Ex-NBC man available for free lance assignments New York area day or night. Contact: Bob Wilts, 305 E. 48th St., New York 21-287-9666.

Man, 26, experienced, desires employment as on-camera talent at New York City television station anywhere. Contact John Luta, 360 East 67th Street, New York 87-5436.

Production—Programing, Others

Full booking services—Billing to tax reports. Handled from our office at a saving of 15%. For complete details contact your local feel Ex. Field Box A-8, BROADCASTING.

TELEVISION—Help Wanted

Continued

First class operator-switcher. Midwestern radio-TV stations in medium size market with excellent education and excellent sports area. Good salary and fringe benefits. Equipment. Would like man with some announcing capability but not absolutely necessary. Assignments would add to income. Please send resume recent photograph to Box M-220, BROADCASTING.

Chief engineer—for group owned New England VHF station. Technical and administrative experience required. Details of responsibilities and salary requirements in first letter, please. Box A-61, BROADCASTING.

Experience preferred with first phone for southwestern VHF. Primary responsibility in studio equipped with RCA color film, Ampex color VTR. Salary to $600 or more depending upon qualifications. Box A-61, BROADCASTING.

Studio engineers, supervisors, all color station southwest chain, salary to $700 plus hotel and meals. Box A-116, BROADCASTING.

Chief engineer for a network affiliated, California UHF, in all UHF market. Experienced in all phases operation. Excellent opportunity and starting salary. Box A-116, BROADCASTING.

Network-owned VHF station in top 10 market needs three technicians. Must be capable of working alone. Permanent position with large AM/FM/TV Staff. Excellent education and training, FPL color license. Box A-151, BROADCASTING.

Immediate need for ist class engineer, light maintenance plus some production skills, small town, top wages, fringe benefits. Outstanding opportunity to work with the television engineer, Call Kay Mella, 839-3231, KLOE-TV Goodland, Kansas.

We have year round fishing and golf! Full color facilities—We need a chief engineer. If you are a number two man and your chief is going to move then you should contact us. A real chance to work for a major operation. Contact A. Cowan—KTAL-TV—315 North Market St., Shreveport, Louisiana.

First phone engineer for maintenance and switching WRLH-TV, West Lebanon, N.H.

Needed immediately: experienced TV broadcast engineers with first phone for expanding staff of WTMJ-TV, Wisconsin's leading independent station. Pioneers in color broadcasting. Presently operating from new color equipment. Excellent pay and benefits when you work for the best company. Call or write to Chief Engineer, WTMJ-TV, Milwaukee.

If you are a dedicated broadcast engineer, we have a place for you on our team. We are looking for qualified and interested engineers to build our staff in preparation for full color operation. The position is located in the ground floor of a highly successful operation, offering you a secure future and the opportunity to put your own ideas to work. Let's talk it over. Tell or write Roger Hale or Charlie Parrott at WTMN-TV, Columbus, Georgia. . . . Areas code 404-552-8828.

Major New England TV station has openings for PDV first class licensed engineers. Write P. O. Box 1859, New Haven, Connecticut.

Production—Programing, Others

Scenic designer/artist—40th market. Must have strong background in color. Send resume and portfolio with repro- duce of work. Box A-189, BROADCASTING.

Producer/Dir.: Opening in Dayton, Ohio for a young and energetic local live directing and producing experience. College graduate under age 24. Requires good scriptwriting skills. Box A-103, BROADCASTING.

Immediate opening for experienced director/switcher and one cameraman/Boomman. Apply in writing with resume and salary requirements to Bill Bowman, Production Mgr., WXEX-TV, Richmond, Virginia.

TELEVISION

Situations Wanted—Management

Maybe we can help each other? I've had 16 years experience in television, reached the level of executive in one of the top ten markets and there are records that can be usefully analyzed to prove performance. (No guessing here). There are top level references from such sources that testify. I've specialized in sales (General Sales history and vice president in major operations). My education is in promotion & publicity management but more than that I've grown up with television and have a broad working understanding of all phases of broadcasting. Write asking for a meeting and I know I'm a hard worker. I'm not cheap but I think you'll find the increase you want. The cost you very little and it might be good for both of us. Box A-150, BROADCASTING.

Television station manager available for small to medium market. Write Box A-153, BROADCASTING.

Successful account executive employed major market, program and production experience, desires management or sales executive position in challenging situation. Mature family man. Write Box A-260, BROADCASTING.

Announcers

Television staff announcer. Experienced radio and production opportunity. Box A-48, BROADCASTING.

Award winner, host/co-producer own show three years. Solid on-camera talent. Interview, remote, aggressive. Christian. Box A-138, BROADCASTING.

Commercial newsmen to direct radio-TV news bureau covering midwestern station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box A-124, BROADCASTING.

Want/Strong newsmen personality to head our news department. Are you No. 2, wanting to move to No. 1? The chance to be the move for you. Send resume and salary re- quirements. Box A-124, BROADCASTING.


Production—Programing, Others

"Experienced young man seeks position in management engineering. Ten years in Color TV, AM, and FM. Technical school course and college BAS. References." Box A-167, BROADCASTING.

Production—Programing, Others

Scenic designer/artist—40th market. Must have strong background in color. Send resume and reproduce of work. Box A-189, BROADCASTING.

Producer/Dir.: Opening in Dayton, Ohio for a young and energetic local live directing and producing experience. College graduate under age 24. Requires good scriptwriting skills. Box A-103, BROADCASTING.

Immediate opening for experienced director/switcher and one cameraman/Boomman. Apply in writing with resume and salary requirements to Bill Bowman, Production Mgr., WXEX-TV, Richmond, Virginia.

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Want/Strong newsmen personality to head our news department. Are you No. 2, wanting to move to No. 1? The chance to be the move for you. Send resume and salary re- quirements. Box A-124, BROADCASTING.


Production—Programing, Others

"Experienced young man seeks position in management engineering. Ten years in Color TV, AM, and FM. Technical school course and college BAS. References." Box A-167, BROADCASTING.
FOR SALE—Equipment (Cont'd)

Television studio equipment—TK 60 camera, TRU 6-24 tube, lighting, equipment, lenses, monitors, 10-in. speakers etc. Box M-116, BROADCASTING.


G. B. Electronics, used broadcast equipment, all types. Call WJIL, 4401 W. North Ave., Chicago, Ill. (312) 353-8181.

Available at once—Western Electric 406-B, 500 watt 1 AM transmitter, frequency, modulation monitors and associated audio gear. Contact John Gill, WIBL, Columbia, South Carolina.

Two modified RCA TK-40A color camera chains in good operating condition. Immediate delivery. Box 1110, Tampa, Fla., 33609. Phone 813-253-0447.

VHF television transmitter—Low channel, 508 watt visual, 10,000/25,000 watts audio, Standard Electronics type T7052, completely refurbished, paid $5,000. Will consider trade, contact ROX, 410 SW 75th Ave., Miami, Florida.

Available at once—Western Electric 406-B, 500 watt 1 AM transmitter, frequency, modulation monitors and associated audio gear. Contact John Gill, WIBL, Columbia, South Carolina.

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**RADIO**

**Help Wanted**

**Sales**

**SALESMAN**

Ready to move to Wafil Radio. In Nation's
Fourth market has an immediate opening for a
qualified prospect who can bring enthusiasm,
enthusiasm and sales with him. We have
a city newspaper and radio station to help
you get your way to success.

Contact: Jim DeCario, Wafil Radio, 4100
City Line Avenue, Philadelphia, Pa. 19111

**Production—Programming, Others**

Established Pop Music Station

Selling beautiful northeastern market
area, in position to attain a young man with
solid production ability and desire to enter
sales. We need a man who is responsible
and who wants management. Our station has an
insurance plan . . . we will pay a minimum of
$250 weekly for a broadcaster who has accomplish-
ing and production background and who wants
to sell. We will help you grow. Send sales, pro-
duction tape and resume. Care of:

Box A-213, Broadcasting.

**TELEVISION**

**Help Wanted—Technical**

**BROADCAST FIELD ENGINEERS**

RCA

Career opportunities for field engineers
experienced in the maintenance of tape
and camera color studio equipment. Positions
are in the East, South and Midwest.

RCA offers outstanding benefits, includ-
ing: liberal vacation, paid holidays, life
insurance, retirement plan, plus free
medical insurance for you and your
family.

Write: Mr. E. C. Fairwell, RCA Service
Company, Bidg. 201-1, Cherry Hill, Camden,
N. J. 08101.

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

**TELEVISION—Help Wanted—Sales**

**TV & RADIO EXECUTIVE WANTED**

**ARE YOU A $75,000 A YEAR MAN?**

Must have a minimum of twenty years experience in the communications
field and now employed. Capable of taking charge of five TV stations and
five radio stations, located on the east coast. Must have experience of highest
caliber in sales, programming, engineering and management . . . with a full
knowledge of all phases of FCC rules and regulations.

Send confidential, detailed resume, with photograph. This is an outstanding
opportunity for an intelligent and resourceful man to eventually receive stock
as a bonus for accomplishments in addition to a starting salary of $75,000
per year.

Box A-204, Broadcasting.

**BROADCAST AND TV EQUIPMENT SALES MAN**

The continuing growth of RCA's Broadcast and Communication
Products Division has created an excellent opportunity for an indi-
vidual who can prepare extensive AM-FM-TV equipment proposals,
present them to station management and secure orders.

Qualifications include a BSEE degree or equivalent, and recent TV
station technical experience—design, installation or operation. Previous
sales experience is not a prerequisite.

Salary and related benefits are excellent, and there is a bonus arrange-
ment. Relocation to an assigned exclusive sales territory.

Send your resume to:

Mr. C. F. Zangardi, Empl. Mgr.
RCA Broadcast and Communication Products Division
Bidg. 3-2
Camden, New Jersey 08102

An Equal Opportunity Employer

The Most Trusted Name in Electronics
FOR SALE

A $40,000 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station. No travel. No gimmicks. Not jingles or syndicated programs, or any of that. It's solid. Documented. And "no baloney." It calls for $15,000 investment plus $5,000 operation capital. Principals only.

Box: J-85
Broadcasting Magazine
1735 De Sales Street, N.W.
Washington D.C.

FOR SALE

CATV—4 Systems—$490,000
New 12 channel solid state systems. Exclusive City-only franchise. 3 yrs. on own poles, 1,000 subs—over 4,000 pot in growing N Cal region. Inquire E. B. Cooper & Associates, Box 31, Jackson, Calif. 916-422-3313.

CALIFORNIA CATV
Opportunity in three northern California communities (combined potential of 4,000 homes). Close enough for common management. Outside of all top 100 market areas.

Daniels & Associates, Inc.
2930 East Third Avenue
Denver, Colorado 80206
(303) 388-5888

FOR SALE

TWO FULLTIME STATIONS—NORTH EAST
Either owner-operator or investor. Pleasant small communities. Modern buildings, well equipped, good staff. Potential exists present billing. Price for combination $650,000 ($175,000 down, balance over seven years) or $525,000 cash. Principals only.

Reply on your own letterhead with bank references to:
Box A-192, Broadcasting.
FOR SALE—Stations

ARIZONA

Excellent frequency daytimer. Owners taking out $16,000 per year. $7,000 full price with terms.

Box A-214, Broadcasting.
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to

A bonus for TELEVISION Magazine subscribers

CATV Directory Issue

The first comprehensive directory of community antenna television systems compiled from official FCC records.

This single source reference to the CATV field will include the following data:

- Location * name of system * address * date started
- Principal officers and stockholders
- Population of community served * Number of subscribers
- Channel capacity * CATV carriage
- TV stations carried on system, originating channel numbers
- Method of pickup (microwave or off the air)
- Nature of additional services, time devoted to each

PLUS . . . a complete list of multiple CATV owners, and CATV owners having interests in radio or television broadcasting and microwave services.

Subscribers to TELEVISION Magazine, as of March, will receive this CATV Directory issue without extra charge. Additional copies will be available at $3.00 each.

--- ORDER YOUR SUBSCRIPTION TODAY . . . ORDER ADDITIONAL COPIES TODAY. ---

BY ALL MEANS, start my TELEVISION subscription immediately to include the March issue containing the CATV Directory.

[ ] YEAR $5.00 [ ] 2 YEARS $9.00 [ ] 3 YEARS $12.00
Add $5.00 per year for Canada, $1.00 for foreign

[ ] Please send ______ copies of the CATV Directory (March TELEVISION) at $3.00 per copy.

[ ] My check is enclosed [ ] Please bill me

Name ___________________________________________ Position _______________________________

Company ____________________________________________

[ ] Business [ ] Home

City ___________________________________________ State __________ Zip __________

TELEVISION MAGAZINE, 1733 DeSales St., Washington, D.C. 20036

88 (FOR THE RECORD)

BROADCASTING, January 16, 1967

88 (FOR THE RECORD)
A pro says what he honestly believes

Mr. Bahr's department plays a key role in the spending of almost $300 million a year of agency billings. In the broadcast area, to which Y&R allocates more than $160 million, the media department is responsible for the spending of spot TV-radio and network-radio dollars. In network TV, Mr. Bahr explained, the media department sets the standards within which purchases are made by the agency's programming department.

Mr. Bahr's entry into advertising was purely fortuitous. For a time he toyed with the idea of becoming a history professor and later studied law at the University of Virginia for a year. His wife-to-be worked for Compton Advertising and wrote "glowing letters" about the business.

"By that time I had convinced my father I would never become a chief justice and left law school," he remarked. "And I decided to give advertising a whirl."

During his tenure at Y&R, Mr. Bahr observed, there have been changes in the concept of media buying and in its implementation. Almost 15 years ago Y&R was a pioneer in the all-media buying approach, under which the buyer concerns himself with the way dollars are spent in all media, rather than as individual specialists concerned with expenditures in one medium or another.

Reorganization • Under Mr. Bahr's aegis in early 1965 there was a major realignment of personnel and functions in the media department. To two existing groups—the buying unit and the research set-up—were added media relations (personal contact with stations, magazines, newspapers) and an internal communications unit to make sure the three subdivisions would work together and communicate with one another.

The new organizational structure, Mr. Bahr commented, is designed to keep the media department up to date on the ever-changing advertising situation. He is pleased with its accomplishments thus far.

He stressed that the media department must remain flexible and he voiced the view that adjustments will be made from time to time.

Television is going to evolve into an individual medium over the next five years, he stated, and this trend will result in the delivery of a better audience for the advertisers. But he warned that networks and producers must abandon "the safe approaches, the middle ground, which becomes translated into blandness."

Magazines Differ • "You can scarcely tell one TV network from another," he claimed. "In the magazine field, for example, each periodical seems to have a characteristic, a special theme. Television networks are all emulating one another. I think each should strive for some stamp of individuality."

A few years ago Mr. Bahr used to lease his home in Waccabuc, N.Y., at 6:40 a.m. to arrive at his office by 8:10 a.m. in order "to catch up or get ahead on work." He abandoned this schedule, he observed, "because it didn't take long for people to find out that you get in early." He changed his schedule to reach Y&R at 9 a.m., remains until 5:30 p.m. and works late "one or one and one-half nights a week."

"This works out fine," he remarked. "Nobody, but nobody in this business calls you after 5 o'clock."
EDITORIALS

Spot: past and prologue

THE spot television business appears to be moving into 1967 with a more modest record in the year behind, and a more cautious outlook for the year ahead, than has been the case since the early 1960's.

The more restrained outlook is attributed to many causes, but the overriding factor appears to be uncertainty about how the national economy will perform in 1967—and about how advertisers will react to that performance. What advertisers ought to do, of course, especially if their sales give signs of lagging, is advertise more, not less, but advertisers too often respond to the instinct to pull back when logic tells them to push ahead.

What it all amounts to is that, as of now, 1967 looks to be a year requiring more intense, imaginative and persistent selling by broadcasters and more intense, thoughtful, careful but unfearful pursuit of customers by advertisers—and, we suggest, greater reliance on the two media that can do the most, radio as well as TV. They may have to work at it harder than in the past, but the broadcaster and the advertiser together can make 1967 a good year for both. This much is certain: Neither is apt to have his best year without the other.

State of the ETV union

PRESIDENT Johnson confirmed last week what everybody has assumed: that this is the year the Congress will be asked to put up substantial sums of money for the development and operation of noncommercial broadcasting.

Federal support of noncommercial TV is one of the measures that the President, in his State of the Union speech, said he would propose to the 90th Congress. "We should," said the President, "develop educational television into a vital public resource to enrich our homes and classrooms. We should insist that the public interest be fully served through the public's airways."

That is all he had to say on the subject in his speech, but it was enough to indicate that Mr. Johnson has put ETV on his list of major legislative projects. Presumably the proposal he will make to the Congress will be submitted after he gets the forthcoming report of the Carnegie Commission on Educational Television, which was created with his blessing if not at his prodding. The Carnegie Commission, according to information that has seeped out of its secret sessions, will say that noncommercial TV needs larger funds than have so far been available and that the federal government will have to supply a large portion of the larger funds.

There is, of course, considerable doubt that Mr. Johnson will get everything he asks this Congress to give him. ETV, however, has a motherhood-and-flag appeal that some other Johnson projects lack. Even in an economy-minded Congress, a plea for federal contributions to drench the public air with culture will probably get a sympathetic hearing. So the question may be not whether Uncle Sam will ante up, but how much and under what circumstances.

The first thing a practical broadcaster learns to deplore, next to a declining profit, is federal intrusion into his programming judgments. The programming freedom of the individual broadcaster is no less important in noncommercial TV than in commercial TV. It is a freedom that must not be ceded to the federal government by ETV stations, even though the federal government turns out to be a principal source of their financial support.

Inherent in an expansion of federal spending on ETV is the danger of expansion of federal control over ETV opera-tions. That danger must be circumvented by Congress.

The last thing this country needs is a centralized system of noncommercial broadcasting that is subject to governmental pressure, or, more precisely, to the pressure of the administration in power. It will be interesting to see the nature of the system that Mr. Johnson outlines.

The 90th gap

THE choice between a "free press" and government news control, however indirect, is certain to be a gut issue at the new session of Congress.

"Free press" is used in its broadest sense, to include radio and television along with newspapers and magazines. Court decisions have established this, and the government recognizes it where access is concerned at the congressional galleries in the executive establishment.

It is because the broadcast media have become so important in modern society that congressional committees are preparing to investigate the journalistic practices of radio and TV. Whatever may happen to broadcasting is inevitably a prelude to what will happen to other media. Broadcast journalism today does not tag along after the printed media; TV and radio have become the prime news media for the public and the most potent for the politicians interested in reelecting themselves or in moving to loftier office.

The spokesman for the nation's broadcasters last week, in an address to a joint session of the North Dakota legislature, made a strong case for the broadcasters' right to editorialize, endorse political candidates and report election returns without restrictions.

This pronouncement by Vincent T. Wasilewski, National Association of Broadcasters president, is essential and timely recognition of the enormous job ahead. If broadcasters are to retain their journalistic freedom, they must resist efforts to place special restrictions upon their rights to gather and report and comment on the news. But the task goes beyond retaining the status quo because there can be no full freedom for them until Section 315 is repealed and the stifling fairness doctrine is expunged.

Broadcasters must use their own facilities to impress upon their publics that TV and radio are news media entitled to the same protection afforded their fellow journalism practitioners. What the public understands their elected representatives and senators soon learn.

Drawing for BROADCASTING by Sid Hix

"There's something fishy about this. I don't believe he's auditioning us for Supp-Hose commercials at all!"

BROADCASTING, January 16, 1967
Give the gang our best.
If a 5/10 KW AM transmitter has all these features

1. Solid state r-f exciter
2. Solid state audio driver
3. Variable vacuum capacitors in tuning and loading
4. Designed for automatic operation
5. Unequaled compactness — only 69" high, 57'/4" wide, 32" deep
6. Solid state rectifiers
7. No external power components
8. Extended operating console for metering and control
9. Loading control of power output
10. Automatic tuning of PA
11. Remote control circuits incorporated
12. All components accessible; easy maintenance

IT HAS TO BE COLLINS
(Only Collins’ 820E/F has all of them)

30-DAY DELIVERY

For Details, Contact Your Nearest Collins Sales Engineer or Broadcast Communication Division, Collins Radio Company, Dallas, Texas, Phone (214) AD 5-9511.