



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CONCORDIA COLLEGE  
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MOORHEAD MN

IC EXP12/67  
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Extra color charge draws howls from agencies. p31  
BMI consent decree insures effective competition. p64  
Some channel widths reduced to make more land-mobile room. p55  
Lani Bird's free ride for TV is at an end. p58

Carl B. Ylvisaker Library  
Moorhead, Minn.

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## COMMUNITY INVOLVEMENT "OUR MEN IN VIETNAM"



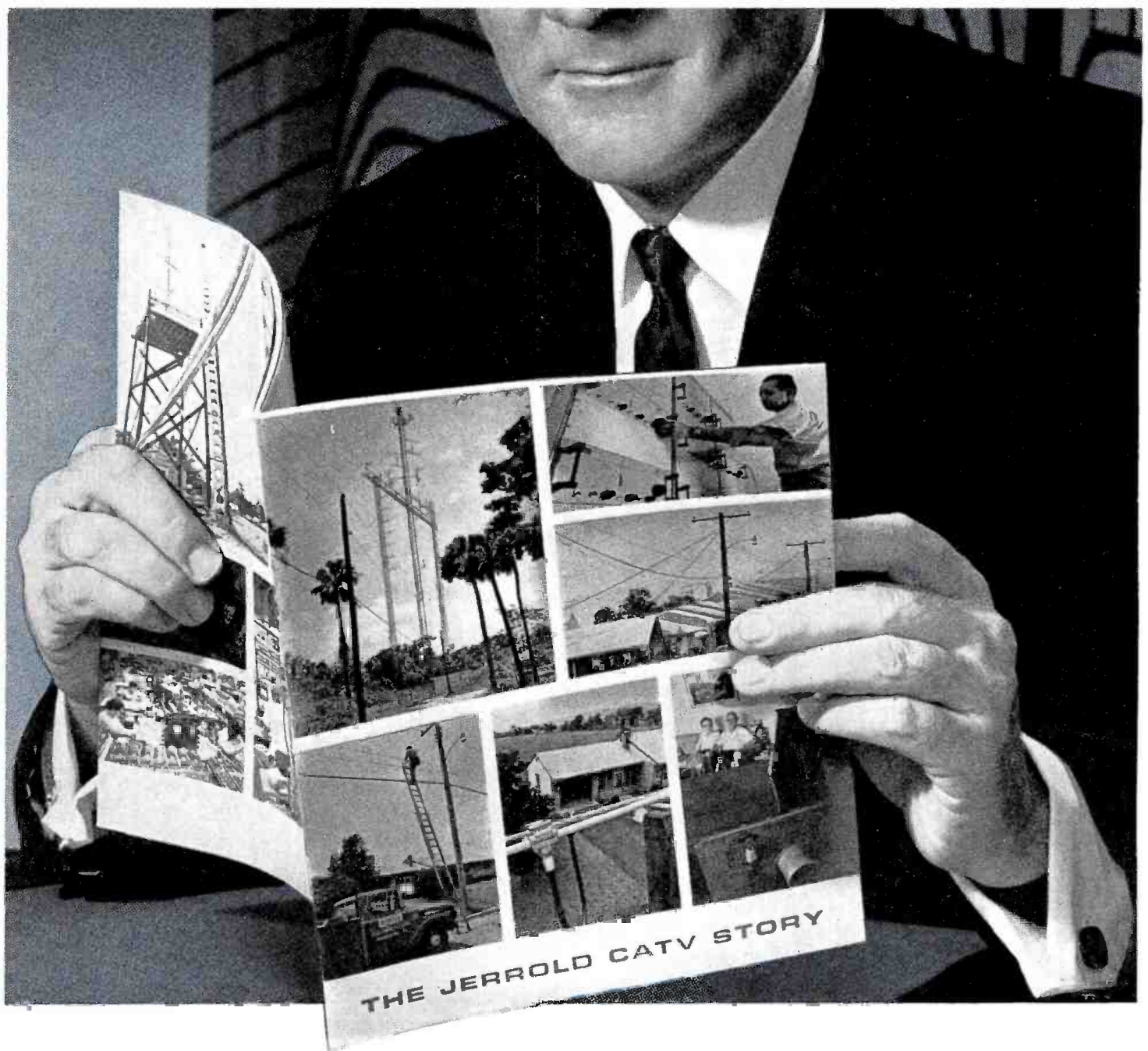
Community involvement frequently means going out of the community. For this reason WCCO Television has sent the 1966 RTNDA Award-winning news team (Phil Jones and Les Solin) back to Vietnam to report on the boys from home.

This far-reaching Community Involvement is the Difference Between Good and Great in Twin City television.

# WCCO

TELEVISION





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market selection studies, engineering advice, management guidance, system construction, financing and merchandising. Let Jerrold, the industry's *most complete* source, serve you with the facts, today. Send for "The Jerrold CATV Story". Phone 215-925-9870, or mail coupon.

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ADDRESS \_\_\_\_\_

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**FIRST IN CATV**

The nation's largest, most experienced manufacturer /  
supplier of CATV equipment and services.

# Tracking America's #1 Menace

Only a short time ago, Dennis achieved his fabulous success on the CBS-TV network. Well he's back again scoring an even greater success in local markets throughout the country. Here's the performance record for each of the six markets where Dennis was rated in the September, 1966, ARB reports.



#1 show in his time period in New York. Dennis reached 60% more homes, and 24% more young women 18-34 than his closest network rival, topping his time period competition in this 6 station market with a 38% share of homes and a 31% share of 18-34 year old women. WCBS-TV (N\*) Monday-Friday, 9:00-9:30 am.



#1 in homes reached and young adult women in St. Louis. Dennis completely dominated his competition reaching 41% more homes than his closest time period competitor, more women than the competition and more young adult female viewers than both competitive programs combined. KMOX-TV (N\*) Monday-Friday, 12:00-12:30 pm.



#1 daytime comedy series in Philadelphia. Dennis beat such formidable daytime network comedy series as Lucy, Andy of Mayberry, McCoys and Dick Van Dyke, delivering more 18-34 year-old women than any program in his time period. In fact, nearly 50% of the young female audience was tuned to Dennis. WCAU-TV (N\*) Monday-Friday, 9:30-10:00 am.



#1 weekday show in Los Angeles. Dennis is KTTV's highest rated weekday show (9:00 am-7:00 pm), reaching more homes than such successful daytime programs as Andy of Mayberry, Beverly Hillbillies, Mike Douglas, Dick Van Dyke, and more. KTTV (I\*\*) Monday-Friday, 6:30-7:00 pm.



#1 with total viewers in his time period in Washington, D.C. Dennis delivered 283,900 viewers—almost 40,000 more than the network's Huntley and Brinkley. Additionally, Dennis went on to defeat each of the other competitive programs by as much as 5 to 1 in total viewers. WTTG-TV (I\*\*) Monday-Friday, 6:30-7:00 pm.



in Boston, Mon.-Fri., sign-on to 5:30 pm. Dennis delivered more homes than any other program from Monday-Friday, sign-on to 5:30 pm—delivering a modest 48% of homes in his time period. WNAC-TV (N\*) Monday-Friday, 5:00-5:30 pm.

Note: Dennis can claim leadership in only six of the markets in which he is currently appearing because these are the only six that were covered in the September, 1966, ARB survey. Join these #1 stations with 146 half-hours available from Screen Gems.

The data used herein are estimates from the September 1966 and October, 1965 ARB reports for New York, St. Louis, Philadelphia, Los Angeles, Washington, D.C. and Boston. All data cited are estimates or are based on estimates subject to qualifications published by the rating services.



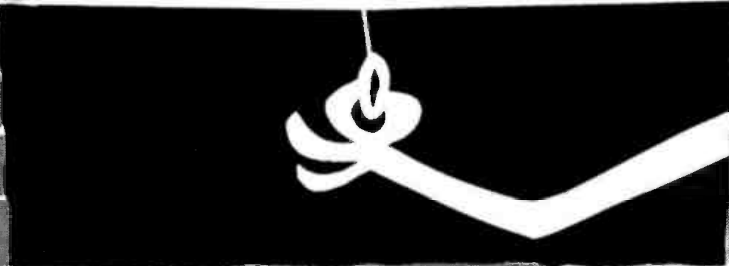
# For the NIGHT PEOPLE

IT'S KRLD-TV . . . . .

Again this fall KRLD-TV is the first choice among the prime time viewers in the nation's 12th ranked television market. In the 6:30 p.m. to 10:00 p.m. Sunday thru Saturday segment, Channel 4 has 8 of the top 10 programs, wins 34 out of 49 half hours, and delivers 27.2% more homes per average quarter-hour than the second station.\*

Convinced? Then contact your ATS representative for choice prime time availabilities to reach the night people in the Dallas-Fort Worth market.

\*October 1966 ARB Market Report  
Dallas-Fort Worth television audience estimates



represented nationally by ADVERTISING TIME SALES, INC.



**KRLD-TV**



**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

New battle threatens over spot-TV pricing of piggybacks. Agency pressure is increasing against Blair Television's new pricing formula, currently being tested on group of stations (BROADCASTING, Nov. 28). Under Blair's plan, advertiser buying 60-second spot will pay 30-second rate plus 40%, while advertiser purchasing 60-second piggyback (two 30's) will pay 30-second rate plus 60%. Agencies say plan thus places 13%-15% premium on piggybacks.

*Some spot TV specialists already were predicting that in both network and spot 30-second announcement might replace one-minute commercial as advertisers' major vehicle in three to four years. Under Blair plan, which installs 30-second rate as base for pricing other spot lengths, they think 30's might become even more dominant but more expensive. They also feel that 20-second spot commercials, already in little demand, may become virtually extinct as piggybacks proliferate.*

### Deal cooking

Sale of ch. 8 WQAD-TV Moline, Ill., to ownership of WWJ-AM-FM-TV Detroit for \$6.5 million reportedly was in negotiation last week. Transaction is with 23 stockholders of Moline TV Corp. Base price is \$5.5 million with \$1 million as covenant by present stockholders not to compete in area. Among WQAD owners are Francis J. Coyle, Frank P. Schreiber, former manager of WGN Inc., Chicago, David O. Parson, attorney, and Arthur M. Swift, executive vice president-general manager of station. WQAD-TV began operation in 1963, is affiliated with ABC-TV and represented by Katz. It has \$900 base hourly rate.

### Money problems

FCC has run into White House-originated economy wave. It's understood that FCC's request for \$23,143,171 for fiscal 1968, up from \$17,338,000 in current fiscal year, met cold reception at Budget Bureau. Commission still hopes to sell bureau on need for more money to carry on its expanding activities, especially in CATV and spectrum management. There's talk of asking for \$500,000 supplemental appropriation for current year, though some FCC staffers think there's little chance of getting that through Budget Bureau.

### Second thoughts

Issuance of report by Carnegie Commission on Educational Television may be delayed by revisions ordered at meeting last week in Dedham, Mass. Commission reportedly decided to tone down criticism of commercial broadcasting contained in draft that was considered last week (CLOSED CIRCUIT, Nov. 28). Before meeting there had been indications that commission hoped to complete report before end of this month.

### Better ratings

Movement is afoot to set up full-time office of research to concentrate on improving broadcast measurement techniques, and it's due to face its first test this week. Subcommittee of National Association of Broadcasters' Research Committee meets Tuesday (Dec. 6) to consider (1) whether such office should be created and, if so (2) whether it should be done by NAB. Prime mover in project, Television Bureau of Advertising, hopes answer will be "yes" to first question, "no" to second.

*Movement actually originated from two different sources. Group of reps and broadcasters petitioned both NAB and TVB some time ago in behalf of office of TV research. But TVB had maintained since before Broadcast Rating Council was created that this should be major undertaking under auspices of agencies and advertisers as well as broadcasters and that, accordingly, it should be set up as division of BRC, whose primary function now is auditing rating services. Rating council is supported by American Association of Advertising Agencies as well as NAB, TVB and other TV-radio industry groups, and Association of National Advertisers participates as observer. Chairman is Donald H. McGannon of Westinghouse, who also heads NAB Research Committee.*

### Big kitty

Ford Foundation is said to be considering one of biggest grants ever made to noncommercial television—entirely apart from its spectacular satellite plan for national system of non-commercial TV. Purpose of windfall now under study is being kept under wraps, though presumably Fred

Friendly, former president of CBS News and now consultant to Ford Foundation, has had hand in planning.

### Call for help

Top officials of National Association of Educational Broadcasters have been quietly soliciting commercial broadcasters and TV equipment manufacturers for money to beef up NAEB staff. They've asked at least two networks to put up \$25,000 each and have said they're after total of \$100,000. With big-picture ETV proposals already in from Ford Foundation and due from Carnegie Commission on Educational Television (see above), NAEB staff wants to be ready to enter discussions with long-range plans of its own. Trouble is, it lacks manpower to do planning.

*Next week NAEB officials will meet with representatives of National Association of Broadcasters in effort to find common interests between associations representing noncommercial and commercial broadcasting. Tone of meeting may determine whether NAEB will ask NAB for financial support.*

### FCC's giant-killer

Nicholas Johnson, FCC's neophyte member who navigated in hot water during his two-year stewardship as Federal maritime administrator, again is encountering rough seas. After five months at FCC, at least four of his six colleagues reportedly have just about convinced themselves that if 32-year-old Iowa Democrat should by some quirk become FCC chairman, they would resign.

*When Rosel H. Hyde last June was named chairman by President Johnson for three-year rather than usual seven-year term, Nick Johnson simultaneously was appointed for Mr. Hyde's seven-year term. Inference was that if young Johnson kept on even keel, he would become chairman when Mr. Hyde's term expires in 1969.*

### Inflation note

News may become more expensive. Associated Press is reported to be considering average 8-9% boost in wire-service rates for all of its members, including stations. It's said board of directors has matter under advisement, wants to reach decision by Jan. 1.

# YOU'RE ALWAYS ON TOP IN THE WONDERFUL WORLD OF WIBBAGE



## Philadelphia's Top Music Men

MORE people know that the WIBBAGE Good Guys KNOW their music. They're out front on the music scene . . . fast and first with the hot releases, the new, exciting sounds . . . no dead disks . . . no "tired hits" . . . Stay tuned to the wonderful world of WIBBAGE . . . it's music to your ears.

**PRACTICALLY EVERYBODY CALLS US BY OUR FIRST NAME—WIBBAGE**

## Practically everybody calls us by our first name—WIBBAGE



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<b>NEW YORK</b> WHN	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJW-TV	<b>ATLANTA</b> WAGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJBK-TV	

\*All estimated and limited as shown in reports: Based on Radio Cumulative Audience Estimates, Daily—6AM to 12 PM. PULSE—July—September, 1966

# WEEK IN BRIEF

TV's first color rate card is greeted with protests by ad agencies and mixed reactions by station reps. WHEN-TV Syracuse, N. Y., unchains controversy in posting 5% increase for color commercials. See . . .

## COLOR CHARGES DEBATED . . . 31

BMI, Justice Department enter into consent judgment ending two-year-old government antitrust suit against music-licensing firm. Decree puts limitations on BMI but overlooks divestiture dispute. See . . .

## BMI, JUSTICE AGREE . . . 64

FCC moves to open spectrum space for use by land-mobile radio. Proposes to halve some aural remote channels. Under consideration are plans that would give business radio some UHF channels. See . . .

## LAND-MOBILE JAM . . . 55

Free ride for Lani Bird's users is over. Pacific satellite now has to begin paying its way. Comsat deletes fulltime monthly rates from tariff since proper orbit wasn't achieved. See . . .

## LANI BIRD . . . 58

NAFMB goes to Detroit to convince car manufacturers and their agencies that they would be wise to include FM in media buys. Qualitative aspects of FM audience and its increase in size are stressed. See . . .

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Paley calls for changes in elections to allow aged practices to catch up with modern technology. Defends TV coverage of voting returns. Makes comments at SDX fete marking CBS news center as historic site. See . . .

## VOTE PRACTICES HIT . . . 66

Commissioner Cox tells gathering aimed at improving broadcasting to make their presence known to gain objectives. He cautions that task will be difficult and basic television system is sound. See . . .

## PUBLIC AND TV . . . 68

Rehearing on appeals court decision is being sought by FCC. Commission attorneys looking to Justice Department for concurrence. Officials, hopeful of reversal, would settle for clarification. See . . .

## FCC SEEKS REHEARING . . . 70

Domestic satellite for use in education, cultural affairs and public information is supported by two government-financed foundations. They charge commercial programming doesn't fill cultural needs. See . . .

## MORE SUPPORT FOR ETV . . . 47

Overmyer Network already has 123 TV stations lined up for its Las Vegas nightly variety show that is due to start April 3. List includes 24 of top 25 markets. Most of 123 are affiliated with other networks. See . . .

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## Broadcasting

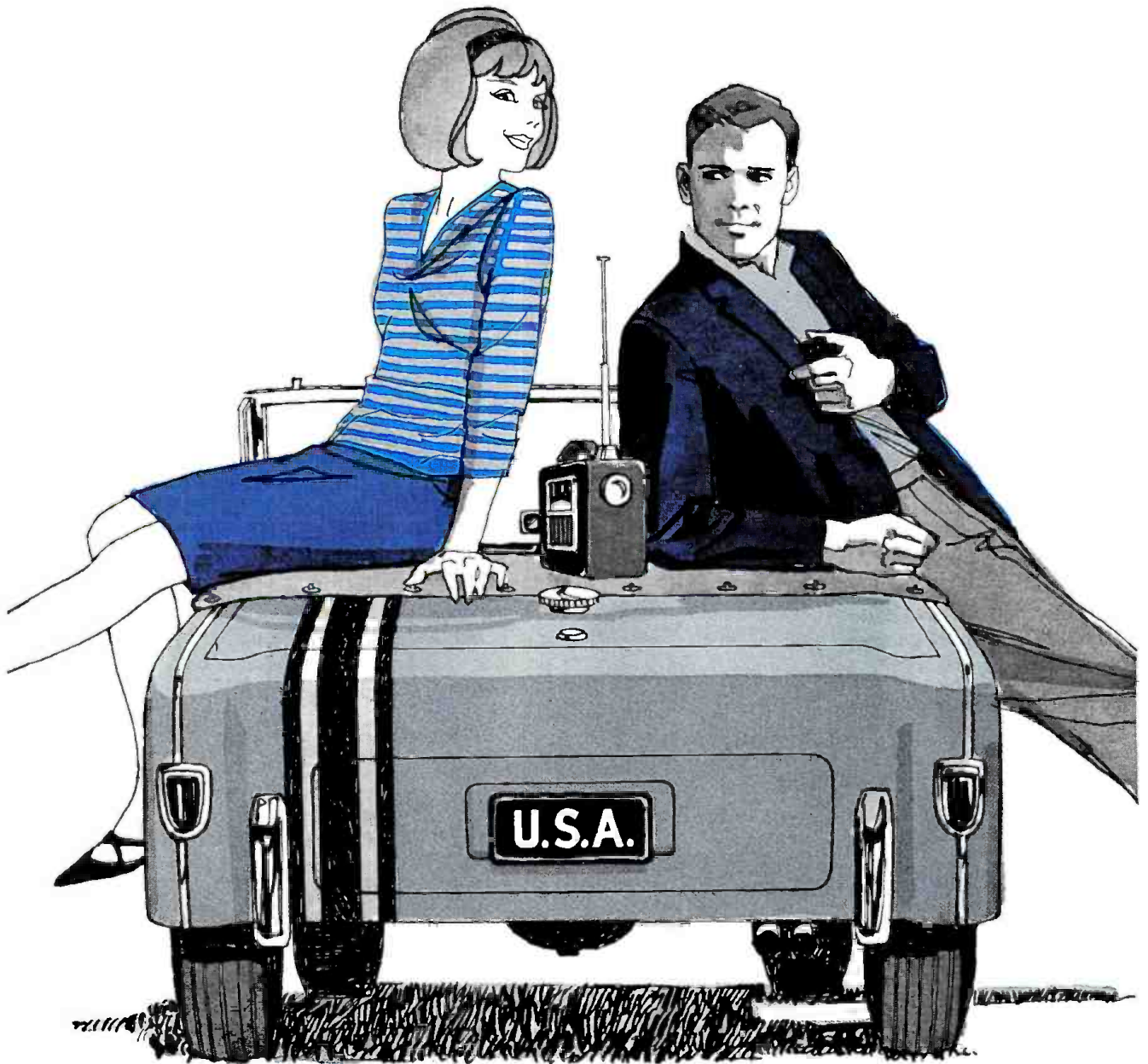
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(Blair)  
KXOK St. Louis  
(AM Sales)

WHB Kansas City  
(Blair)  
WTIX New Orleans  
(Eastman)

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)



## CATV probe in N.Y. touches broadcasters

Community antenna television controversy in New York may explode into broadscale review of city's franchising power. Franchise bureau, investigating what it claims is unauthorized CATV operation in Manhattan, has raised question of whether any user of phone company lines for transmission, other than telephone, is subject to city authorization and possible franchise tax.

Such users, according to franchise director Morris Tarshis, would include television and radio stations, which make use of phone company circuits to get signals from studios to transmitters; computer service bureaus, telephoto services, Muzak and others.

City's Board of Estimate has already ordered corporation counsel to take action against *Comtel*, master antenna company whose subsidiary Bell Television (no corporate relation to phone company), is leasing phone company lines to carry TV signals across city streets to subscribers to CATV service (BROADCASTING, Nov. 21).

General counsel of one of television networks said city is on shaky legal ground in claiming right to control and tax CATV company that would lease lines from phone company.

New York Telephone Co. spokesman said position taken by Mr. Tarshis was "wrong," that phone company's tariffs, on file with state Public Service Commission, cover this usage and others and that city's authority does not extend to regulation of these services.

CATV franchises in New York were awarded last year to Teleprompter Corp., Sterling Information Services and CATV Enterprises.

## Drive for all-channel MATV's is due from JFD

Campaign to force thousands of master antenna television systems feeding apartment houses and hotels to expand capacity so they can pick up UHF stations as well as VHF is expected to get underway this week.

JFD Electronics Inc., Brooklyn, N. Y., TV receiving antenna manufacturer, is planning to lead attack with development of all-channel MATV (master antenna TV) installation capable of carrying both V and U stations. It also is expected to ask FCC to

assert jurisdiction over MATV's, forcing them to carry all TV signals, not just V's. FCC rules on CATV exempt apartment house antennas.

Many MATV systems were installed before recent UHF resurgence and thus have too few channels to accommodate big-city V's and U's. In New York, it's estimated that about 750,000 dwelling units receive TV from master antennas of which few carry UHF stations.

## Drops 'Carson' segment

NBC-TV is dropping 11:15-11:30 p.m. EST feed of *Johnny Carson Show* effective Jan. 2. That segment is currently carried by 15 stations and features Ed McMahon and Milton Delugg. Star Carson appears on show starting at 11:30 p.m. and continuing to 1 a.m. That feed to average 187-station lineup continues unaffected. NBC affiliates were notified of discontinuance last Friday (Dec. 2). NBC noted that clearance has dropped off over years for that particular 15 minutes because of increased number of stations using news in that hour.

## WVUE(TV) not signed

Douglas J. Elleson, vice president and general manager, WVUE(TV) New Orleans, said Friday (Dec. 2) that station had not contracted with Overmyer Network for two-hour Las Vegas show that ON will begin programming April 3. ON earlier had listed WVUE, an ABC affiliate, as one of more than 120 stations committed to carry show (see page 42). Oliver Treyz, president of ON, reached in Miami, confirmed that WVUE had not contracted for Las Vegas variety show but indicated ON officials thought agreement had been reached when list was prepared.

## United is first sponsor for 'Hawaii Calls' show

"Have sponsor plus good color program, let's negotiate" was word Friday (Dec. 2) from Field Communications Corp. in announcing United Air Lines will buy minute spot for 13 weeks in top 50 markets taking Field Communications syndicated *Hawaii Calls* show. If United likes initial run it may renew, according to Field Communications president Sterling C. (Red) Quinlan who also explained deal is being placed direct, apart from and beyond hefty TV business United regularly is buying via Leo Burnett Co., Chicago.

Stations in 21 markets already have signed for series of 26 programs, Mr. Quinlan said, and United tie-in is only start of similar packages Field Communications soon will offer involving other shows and sponsors. Spot payment to stations is negotiated along with price of show itself, he explained, but in some cases it might even be above card rates and if prime availability merits it. Sales are being handled by syndication manager Edward Simmel, Los Angeles.

## Watts to take command of RCA broadcast gear

Realignment in management organization of RCA is being announced today (Dec. 5) by Robert W. Sarnoff, president, who said changes reflect major growth in company's business. Changes take effect Jan. 1, 1967.

In operating area, W. Walter Watts, group executive vice president, assumes responsibility for broadcast and communications products, graphics systems divisions and defense electronics;

## Closed caucus called to repel ad attacks

Closed meeting has been called for today (Dec. 5) by Advertising Federation of America for executives of 20 advertising associations to hear Donald A. Macdonald, chairman of AFA and director of advertising, Dow Jones & Co., make specific proposals on joint action designed to "combat steadily ominous restrictive proposals" directed at various segments of advertising by governmental

agencies.

Among those expected to attend luncheon meeting in New York are Norman E. Cash, president, Television Bureau of Advertising; Miles David, president, Radio Advertising Bureau; Vincent T. Wasilewski, president, National Association of Broadcasters; Richard Scheidker, senior vice president, American Association of Advertising Agencies.

## WEEK'S HEADLINERS



Mr. Kummel

**Eugene H. Kummel**, senior VP of Interpublic Group of Co.'s, elected president of McCann-Erickson International. He succeeds **Daniel Kinley**, who was elected to Interpublic presidency week earlier. Mr.

Kummel, with Interpublic for past two years, was previously partner in Norman, Craig & Kummel. **Thomas P. Losee**, senior VP of M-E International, elected executive VP.

**James M. Seward**, executive VP, CBS Radio division, retired Nov. 30 after almost 34 years with CBS, and **George J. Arkedis**, VP in charge of CBS Radio network sales and affiliate relations, was named to take over his network responsibilities under new title of VP and general manager, network. Under new alignment, heads of CBS Radio division's two major operating units, Fred Ruegg as VP for station administration and Mr. Arkedis for network, report directly to Arthur Hull Hayes, president. Mr. Seward, who reached retirement age of 65 last month, had served CBS in number of key posts since 1933. He also was associated with late Edward R. Murrow for many years and is co-executor of his estate, and also has represented CBS in administration of Arthur Godfrey's programs. Mr. Arkedis, with CBS 20 years, became VP for radio network sales in 1959 and added responsibility

for affiliate relations last July.

**Philip G. Lasky**, West Coast VP for Westinghouse Broadcasting Co., named to newly created post of corporate VP on West Coast as part of promotions and reassignments at company-owned stations. **Louis S. Simon**, general manager, KPIX(TV) San Francisco, succeeds Mr. Lasky as West Coast VP. In turn, **Fred E. Walker**, general manager of KYW-TV Philadelphia is promoted to Mr. Simon's post at KPIX; **Kenneth MacDonal**d, general manager of WJZ-TV Baltimore, advances to Mr. Walker's position at KYW-TV and **Dave Henderson**, general sales manager of KYW-TV, becomes general manager of WJZ-TV. Mr. Lasky's broadcasting career dates back to 1922 and he has held top posts at stations in Denver, Oakland, Calif., Salt Lake City and San Francisco. He was one co-founder of KPIX and one of its owners before station was sold to Westinghouse.



Mr. Fliesler

**Martin S. Fliesler**, director of special projects for RKO General Broadcasting, named VP and assistant to president of RKO Pictures Co., new entertainment division of RKO General Inc. He has served company in various executive capacities, including VP and general manager, KHL Los Angeles and as VP and director of advertising for company's WOR New York.

For other personnel changes of the week see **FATES & FORTUNES**

**Charles M. Odorizzi**, group executive vice president, continues present responsibility for RCA Communications Inc.; RCA Service Co. and RCA Victor Record Division and adds RCA Magnetic Products Division; **Delbert L. Mills**, executive vice president, continues supervision of consumer products (RCA Sales Corp., RCA Victor Home Instruments Division, RCA Victor Distributing Corp. and RCA parts and accessories) and assumes responsibility for distributor and commercial relations (Mr. Mills has been reporting to Mr. Watts but now will report to president).

RCA's board of directors declared 2% year-end common stock dividend in addition to regular quarterly cash

dividend of 20 cents per share on common stock. Stock dividend is payable on Jan. 3, 1967 to holders of stock at close of business on Dec. 12, and quarterly cash dividend on Jan. 23, 1967 to stockholders of record Dec. 12.

### New color features

Independent Television Corp. will release new group of 17 color feature films to TV in mid-1967, Abe Mandell, ITC president, announced Friday (Dec. 2). Three features in package, *Magnificent 17*, were acquired by ITC and remaining 14 are being co-produced in Europe and dubbed for U.S. Features will be science-fiction, suspense, western and spy films.

## Lin acquires WBBF; KULA sold to Slater

FCC approval of \$2 million sale of Rochester, N. Y., radio stations to new owners and report of sale of Honolulu station for \$300,000 were announced Friday (Dec. 2).

Commission approved purchase of WBBF-AM-FM Rochester, N. Y., by Lin Broadcasting Corp. from Maurice R. Forman and estate of Edward Menden.

Lin Broadcasting is group owner which owns WAND-TV Decatur, Ill.; KAAV Little Rock, Ark., KEEL Shreveport, La.; WAKY Louisville, Ky., and WMAK Nashville.

WBBF, founded in 1947, operates fulltime on 950 kc with 1 kw. WBBF-FM, which is five years old, is on 92.5 mc with 37 kw.

Sale of KULA Honolulu by A. J. Krisik and associates to Manning Slater and others for \$300,000 was also announced today. Sale is subject to FCC approval. Mr. Slater and his associates own KRAK Sacramento, Calif. Sellers also own KGMS Sacramento, KAGO Klamath Falls, Ore., and control KFAK San Francisco.

KULA is fulltime on 690 kc with 10 kw. Broker: Twining & Co.

Among other FCC approvals, reported Friday: sale of WAUG-AM-FM Augusta, Ga., by Chester H. Jones and associates to Robert W. Hunter Jr. and family for \$200,000 plus agreement not to compete. Mr. Hunter is in outdoor advertising business.

WAUG is 5 kw daytimer on 1050 kc. WAUG-FM is on 105.7 mc with 9 kw.

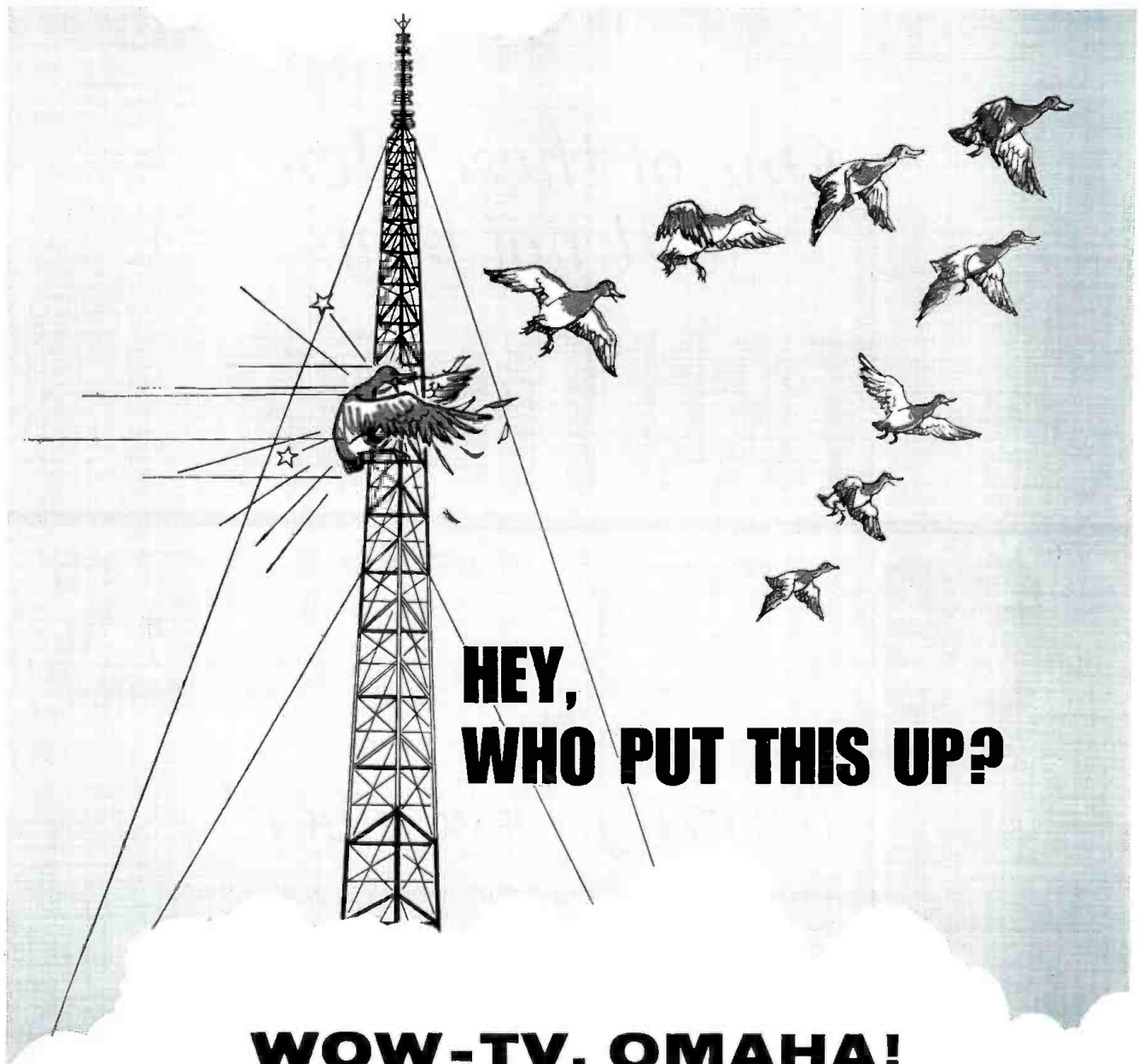
Meanwhile, citizen's task force in Jacksonville, Fla., has recommended that city dispose of its owned radio station. WJAX was established by city in 1925 and operates fulltime on 930 kc with 5 kw. WJAX-FM, begun in 1949, is on 95.1 mc with 7.7 kw.

### Barrere stricken

Claude Barrere, executive director of International Radio and Television Society, died suddenly Friday (Dec. 2) in his office in New York, apparently of heart attack. Mr. Barrere had been operating head of IRTS and its predecessor organizations since November 1956. Before that he had been with Broadcast Music Inc. and RCA The-saurus Transcription Service. Survivors include his wife, Ruth.

### Peaks in November

Jerrold Corp., Philadelphia, has reported record sales of \$5 million for month of November. Figure of \$5 million compares to sales of \$4.6 million in October and to \$3 million recorded in November 1965.



**HEY,  
WHO PUT THIS UP?**

## **WOW-TV, OMAHA!**

WOW-TV, CBS Television for Eastern Nebraska and Western Iowa, is now televising from its new tall tower (over 1/4-mile high) and transmitter. WOW-TV's coverage is extended by nearly 20 miles to include an estimated *25 per cent* more households and *25 per cent* more viewers.

Get the full, new-market story from Blair-TV.



**WOW-TV 6**

one  
of the  
Meredith  
bunch

*One of these Men\*  
will not buy*

# TRUTH OR --- CONSEQUENCES

*during December!*

\* LAST GENTLEMAN ON THE RIGHT. HE BOUGHT IT IN NOVEMBER.



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Currently in production in Hollywood, **TRUTH OR CONSEQUENCES** is available on tape for first-run daytime or primetime telecasting in full-filled color. Hosted by genial quip and stuntmaster **BOB BARKER**, under executive producer and creator **RAUPH EDWARDS**, five fast-paced programs a week are guaranteed to build excitement and audiences in your market.

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contact

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## DATEBOOK

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

■ Indicates first or revised listing.

### DECEMBER

■ Dec. 4-6—Ninth annual Freedom of Information conference sponsored by the school of journalism of the University of Missouri in cooperation with the American Association of Advertising Agencies and the Association of National Advertisers. Speakers include Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding, Chicago, and William J. Colihan Jr., executive vice president, Young & Rubicam, New York. University of Missouri, Columbia.

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

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

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

Dec. 7—Annual meeting of the Broadcast Pioneers. Berkshire hotel, New York.

Dec. 9—Annual winter meeting and election of officers of the Arizona Broadcasters Association. Speakers include FCC Commissioner Robert Bartley; Douglas Anello, general counsel of the National Association of Broadcasters, and Mike Wallace, CBS newscaster. Del Webb's Town House, Phoenix.

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

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

Dec. 14-15—Meeting of National Association of Broadcasters television code board. Gramercy Inn, Washington.

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

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

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


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

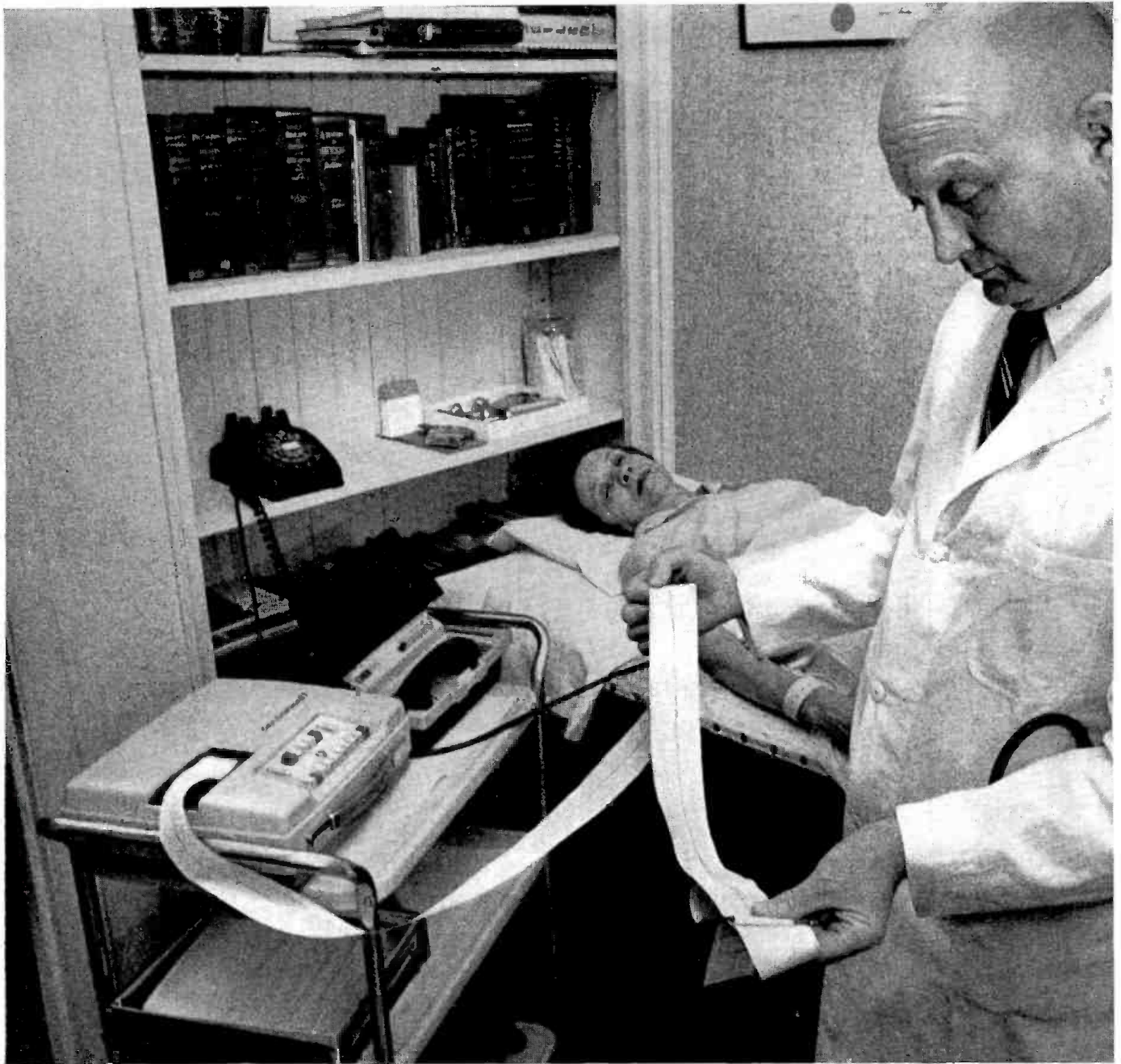


Being the most **colorful** station in Tulsa  
is important, but it's not everything.

That's why we pay such close attention to our programming. That's why we've invested in the finest movie packages available. And, that's why we strive so hard to keep our viewers happy (triple spotting is taboo). The fact that we're Tulsa's most colorful station is just a big *PLUS* for our buyers!

**KVOO **2** TV**   
**TULSA**

Represented by  *Edward Petry & Co., Inc.* The Original Station Representative



## How your heart can be in expert hands a thousand miles away—in seconds.

Your doctor suspects heart trouble—but perhaps he's not a cardiologist. He can take an electrocardiogram—but not interpret it. For that he needs an expert. But what if the nearest expert is hundreds of miles away—and a few hours could mean the difference between life and death?

Today there's an answer. A special Bell System Data-Phone® data set, made by Western Electric, enables a doctor to transmit an electrocardiogram over conventional telephone lines. Some of the Bell telephone companies, particularly those in the West where distances are vast, are already offering this service.

It is always pleasing to note how frequently the equipment we make for the Bell System contributes to the health and well-being of Bell telephone users. Western Electric is therefore particularly happy to be manufacturing something that contributes so directly to saving lives.

\*Trademark and Service Mark of A.T.&T. Co.





In his office in Iowa, Dr. Martin Deakins need only place his telephone handset in the special Data-Phone medical set. It, in turn, is attached to his own electrocardiograph. The data set translates the electric impulses produced by the human heart into a form that can travel over telephone lines. The medical set is only one of many data sets manufactured by Western Electric for the Bell System.

In his home in Omaha, Nebraska, Dr. Richard Booth receives an exact duplicate of Dr. Deakins' electrocardiogram. He can give Dr. Deakins his expert diagnosis on the spot. Dr. Booth, director of the Creighton University Cardiac Laboratory, was of great help in developing this service.

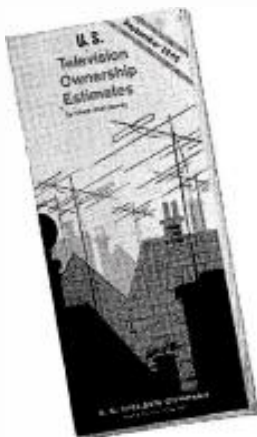


**Western Electric**  
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

## Facts in focus...

Nielsen's

# U.S. TELEVISION OWNERSHIP ESTIMATES



An annual report showing TV ownership by:

- geographic areas
- Nielsen territories
- county sizes
- time zones
- county within state

For complete details  
call, wire or write



## Nielsen Station Index

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**A.C. Nielsen Company**  
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through 91.9 mc).

### JANUARY

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

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

Jan. 10-12—1967 Reliability Symposium sponsored by the Institute of Electrical and Electronics Engineers. Reliability education panel includes H. C. Jones, Westinghouse Electric Corp.; S. R. Calabro, Aerospace Technology Corp.; Dimetri Kececioglu, University of Arizona; Charles Lipson, University of Michigan; and W. H. Von Alven, ARINC Research Corp. Sheraton-Park hotel, Washington.

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

Jan. 14—Annual midwinter meeting of Florida Association of Broadcasters. Far Horizons, Sarasota.

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

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

Jan. 18—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

Jan. 18—Annual winter meeting and election of officers of Idaho Broadcasters Association. Downtowner motel, Boise.

Jan. 18-17—Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Toronto.

Jan. 17—Annual winter meeting of the Utah-Idaho AP Broadcasters Association. Downtowner motel, Boise, Idaho.

Jan. 18—Annual winter meeting of Colorado Broadcasters Association. Brown Palace hotel, Denver.

Jan. 19-20—Meeting of National Association of Broadcasters radio code board. Century Plaza hotel, Los Angeles.

Jan. 22-24—Annual winter meeting of Oklahoma Broadcasters Association. Skirvin hotel, Oklahoma City.

Jan. 23-27—National Association of Broadcasters joint board meeting. Continental Hilton, Mexico City.

Jan. 24-26—22d annual Georgia Radio and Television Institute sponsored by the Georgia Association of Broadcasters and the Henry W. Grady school of journalism of the University of Georgia. University of Georgia, Athens.

Jan. 26—First annual dinner dance of Pacific Pioneer Broadcasters, featuring installation of officers. Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 27—Annual awards dinner of the UPI 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 further information contact Howard W. Town, NET Inc., 2715 Packard Road, Ann Arbor, Mich.

Jan. 27-29—Mid-winter conference of the Advertising Association of the West. Sahara hotel, Los Vegas.

### FEBRUARY

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

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

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

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

Feb. 2—Annual winter convention of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 6-7—Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.

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

Feb. 6-8—Ninth annual Conference on Advertising/Government Relations, sponsored by the Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

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

Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wasilewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

Feb. 21-23—20th annual conference of the Western Radio and Television Association. Disneyland hotel, Anaheim, Calif.

### MARCH

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

■Indicates first or revised listing.



*"AN EPITAPH FOR A LADY" by WIOD — At sundown on November 12th, 1965, amid the gaiety accompanying a cruise to Nassau, the Yarmouth Castle sailed with 376 passengers. At 1:00 a.m. the next day, while passengers danced in the main ballroom, fire broke out causing one of the major ship tragedies of the Atlantic. 91 persons perished in a scene of horror.*

### WIOD WAS THERE ...

As soon as the first word of the Yarmouth Castle fire was received in Miami a WIOD news team flew to the scene. WIOD kept everyone in the NOW by 180 special newscasts, including 15 hours of "on the scene" reports, reports from Nassau as the rescued arrived and reports from its own news room.

### WIOD IS PROUD TO BE SO HONORED:

THE 19th ANNUAL AWARDS COMPETITION OF THE  
RADIO TELEVISION NEWS DIRECTORS ASSOCIATION

In recognition of distinguished achievement in broadcast journalism

HONORS  
WIOD  
MIAMI, FLORIDA  
FOR NEWS REPORTING  
BY A RADIO STATION

1966

Presented in cooperation with Iowa State University  
the Department of Technical Journalism

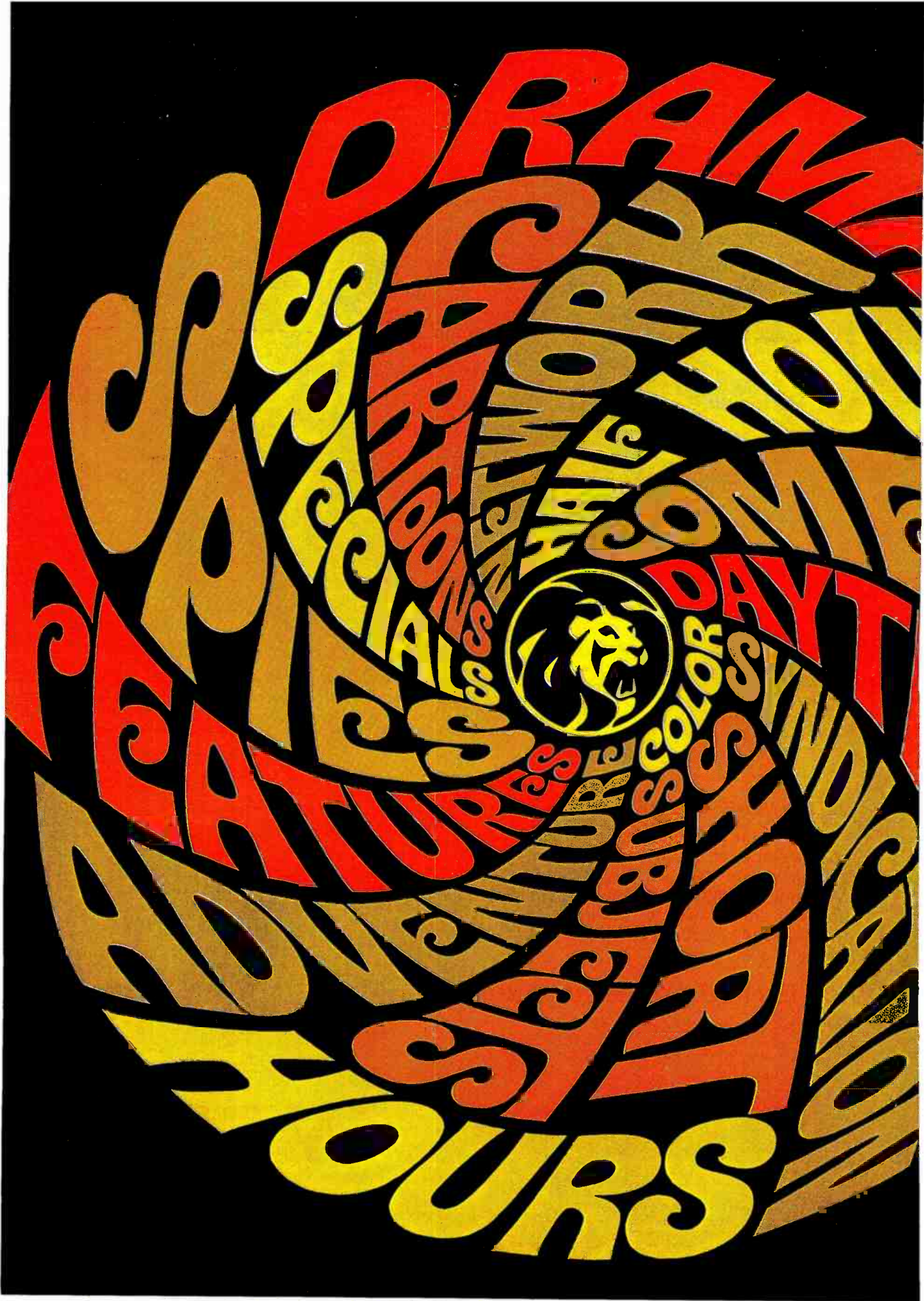
JACK SHELLY  
Radio Awards Chairman



BOB GAMBLE  
President R.T.N.D.A.

**WIOD**  
THE SOUND OF THE MAJORITY 610  
Miami, Florida

**CBC** COX BROADCASTING CORPORATION, WSB AM-FM-TV, ATLANTA;  
WHIO AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE;  
WIOD AM-FM, MIAMI; WJIC-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND



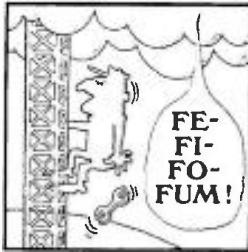


You couldn't do business with a better source!

**MGM**  
TELEVISION

THE TOTAL  
PROGRAMMING  
COMPANY

**If we get  
much  
taller,  
we'll be in  
giant  
trouble!**



Pardon us, Mr. Giant.

We have no intention of incurring your wrath by invading your legendary domain. We remember what happened to Jack.

Although our new tall tower is 2,000-feet high—one of the tallest structures in the world—that still should leave you plenty of room to operate.

All we're interested in is bringing the best in quality television to the greatest number of people. Our new 2,000-foot tower assures us of doing just that. It extends our coverage area more than 20%, and brings thousands of new homes within our signal area.

If we get any bigger, we'll let you know.

Fair enough, Mr. Giant?



JACKSON, MISSISSIPPI

**National Rep: HOLLINGBERRY**

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®Reg. U. S. Patent Office

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**OPEN MIKE®**

**To the summit**

**EDITOR:** You are to be commended on the outstanding editorial, "Back to reality," (BROADCASTING, Nov. 14).

As chairman of the Joint Commission of the Advertising Federation of America—Advertising Association of the West, charged with coordinating the merger of those two organizations into a single unified federation, and as a past chairman of both groups, I feel that I am in a good position to be able to reflect the consensus for a good many knowledgeable and thoroughly dedicated advertising men and women in almost 190 ad clubs from coast to coast. (Membership of AFA and AAW is composed of individuals in all phases of advertising, including advertisers, agencies and media.) Further, as chairman of the CBS Radio Affiliates Association, and as immediate past chairman of the Radio Code Board of the National Association of Broadcasters, I have been fortunate in being intimately acquainted with the thinking of broadcasters throughout the nation. Finally, as a manager of a commercial radio station, I know from everyday experience the big part advertising plays in the economy of our nation.

From all of these points of view comes a sincere compliment to you for calling for the "summit conference" to bring order out of what certainly is impending chaos—where high officials in our national government appear to be tugging in opposite directions with regard to advertising and its role in our daily lives. I sincerely hope that such a meeting can be achieved and feel certain that it would have the backing of all segments of advertising. . . .—Lee Fondren, KLZ-AM-FM Denver

**Free as the air . . .**

**EDITOR:** I find myself fascinated by an item in the CLOSED CIRCUIT, Nov. 21, that said in part: "None of [these FM] assignments in remote, mountainous area is occupied. Hence, no confiscation of property is involved."

Just when was the Communications Act amended to make broadcast channels "property"? (I recall seeing no such story in BROADCASTING.)

The latest copy of the act still includes those numerous statements that nothing it contains shall be construed as granting any licensee proprietary rights in the channel he is licensed to occupy for a specified period of time; in fact, still demands that a licensee sign a statement indicating that he understands and accepts this as a condition of his being licensed.

Now granted the realities which cause

the broadcasters and even the FCC (The best friend the broadcasters ever had!) to ignore this rather explicit statement—but certainly BROADCASTING, that epitome of trade-journal objectivity, should not find itself guilty of such lapses on its news (as opposed to its editorial) pages.—*Dr. Dave Berkman, assistant professor and coordinator, communications media resources, Kingsborough Community College of The City University of New York.*

(Where do property rights enter the calculus of broadcasting? In a scholarly manner, let us count the ways: towers, transmitters, studios, equipment . . .)

### Watch the bouncing ball

EDITOR: An article appearing in your Oct. 31 issue under the heading "Commercials will stop nonstop soccer on TV" contains the statement: "The National Professional Soccer League is being contested by the North American Soccer League, which was formed earlier and with sanction of the sport's international body. It, however, will not begin play until 1968."

We desire to correct the last sentence. The North American Soccer League will begin playing operations in April of 1967 with a series of exhibition games between top-class, imported, foreign teams. Immediately following these matches in mid-May, 1967, we will conduct a competition consisting of 12 top-class teams from all over the world. A team will be located in each of our member cities and compete on a regular-schedule basis, thus providing a combined period of playing activity of 16 weeks in 1967.—*John O. Best, secretary pro-tem, North American Soccer League.*

(Preliminary exhibition games notwithstanding, competition between the regularly constituted teams of the North American Soccer League is still scheduled to start in 1968.)

### Other reprints in demand

EDITOR: I would like to have 100 reprints from your Oct. 31 issue of the article "Advertising girds for battle." As lieutenant governor and legislative chairman of the third district, Advertising Federation of America (Virginia, North and South Carolina) it is my job to sell our membership on the importance of going to Washington for AFA's mid-winter legislative conference Feb. 6-8.

By putting copies of this article in the hands of those most likely to go, I believe we can go a long way toward convincing them of the importance of getting to know their congressmen and senators.—*Victor B. Moore, regional sales manager, WTVD(TV) Durham, N. C.*

(BROADCASTING will make available on special request reprints of any article published in the magazine provided a minimum quantity of 100 is ordered.)

# Nobody in Washington debates about which is the important station: WTOP RADIO



A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales



**11:10**

April 22, Chicago. Policyholder Duane Nelson, of Mundelein, Illinois, pulls into Allstate's Drive-In Claim Center in Skokie. Mr. Nelson's car was damaged in a collision when another motorist turned suddenly into his path at an intersection.



**11:13**

Allstate Property Adjuster Dick Thorson, left, escorts Mr. Nelson into the claims office to get the details of the accident and file a written report. Dick then begins the appraisal.



**11:19**

An expert at work. Dick is one of the new breed of Claims Adjusters at Allstate, a graduate of a special insurance claim adjuster's school. Most of Allstate's property adjusters have had years of repair garage experience before joining Allstate.



**11:30**

Dick makes one final inspection, then reviews with Mr. Nelson a list of all damaged parts that need repair or replacement. Should the garage uncover further damage later on (which occasionally happens) a phone call will clear it up.



**11:34**

A pleased policyholder prepares to leave. Mr. Nelson's comment: "Fast and convenient service. And I was certainly treated well." No wonder more than half of Allstate's claims are settled at Drive-In Claim Centers.



**11:36**

Mr. Nelson is on his way again, just 26 minutes after he pulled in! Last stop, a repair shop. Mr. Nelson can pick his own garage to repair the front end of his car.





# The Allstate Minute Men and the Claim Service Revolution

**The story of the Property Adjusters at Allstate's  
464 Drive-In Claim Centers—and how they're meeting  
the industry's need for faster, more efficient claim service.**

Last year, Allstate settled 52.7% of all its Field auto claims at 464 Drive-In Claim Centers, coast to coast. Today, other insurance companies have started adopting this new concept, too.

What makes Drive-In Claim Service work? Expert people, smooth-running procedures and a big slice of human trust.

**Pivot man: the property adjuster**—Success or failure depends, more than anything else, on the property adjuster.

Before they joined us, nearly all of Allstate's property adjusters had years of experience as metal work specialists or supervising garage repair work.

Drive-In Claim Service couldn't work without these highly skilled, trustworthy men.

**It saves the garage time—and money**—The "old" way of settling claims requires several estimates from different garages. This takes up time—and costs the garages that don't get the work

orders.

Consequently, most garagemen heartily endorse Drive-In Claim Service. It's a simple procedure for them to receive the Allstate draft and do the repair work.

And even if the garage finds damage that the Allstate adjuster missed—which doesn't happen often—a phone call is usually all it takes to get the go-ahead for that work, too.

Many garagemen actually recommend that their customers switch to Allstate to get the benefits of Drive-In Claim Service.

**Policyholders don't have to drive in—they choose to**—Drive-In Claim Service saves our customers time. The faster they can get a fair settlement, the happier they are.

Do our policyholders like this system? More than half of all our Field claims were settled at Drive-In Claim Centers last year. And whether they're aware of it or not, Drive-In Claim Service helps

to save them money on Allstate Auto Insurance in almost all states. Allstate saves money every time it *doesn't* have to send an adjuster out on a call—and savings help keep rates low.

**Will Drive-In Claim Service replace the "ordinary" kind?**—No, never completely, simply because some cars are too badly damaged to drive in. And some people will prefer to have us come to them. But for less serious claims—the much more common kind—Drive-In Claim Service has proved it's here to stay.

**Drive-In Claim Service is another reason why we can tell our customers, and mean it...**

**You're in  
good hands with  
Allstate®**

Insurance Companies  
Home Office: Skokie, Ill.      Founded by Sears

## Opportunity knocks. Can radio answer?

Over the next four-year period we anticipate an almost incredible gain in total advertising investment. More than \$13 billion dollars are expected to be spent in 1970 in the five major consumer media—almost half again as much as was spent in 1965.

This is important to all of us who make our living in the advertising business. It's a healthy situation. The rate of growth is considerably higher than the rate of growth of the population, personal consumption and even the gross national product. Indeed, it's healthy.

But let's take a closer look at where the advertising dollar will be going, just as we would look at any product that we might be selling—that is, from the share-of-market standpoint.

There are two media in which we predict no basic change. These are radio and magazines. We expect magazines to continue with a 13% share of market, and radio with a 10% share.

The other three media are expected to fluctuate a little—either up or down. Newspapers and outdoor down a point or two, TV up three points.

Now this would lead me to ask: Why can't radio pick up that extra 3% that we expect to go into television's coffers? Three per cent in 1970 will mean over \$400 million dollars—or about half of what was spent in all of radio in 1965. That's a lot of money.

We think there may be something for radio broadcasters to consider before they make their next rate card adjustment, or make a decision as to what rating service to buy or use.

**TV Preferred** ■ We expect that both radio and newspapers will be deriving an even greater portion of their dollars locally. This is expected not because of increased advertiser confidence in these media, but will probably stem from a decreasing interest on the part of national advertisers in placing dollars in either spot radio or newspapers. They would rather spend it in television.

A major factor for these shifts is believed to be the rate structure in each medium, which allows one group of advertisers to pay a different price for the same delivered value. It is commonplace in newspapers to have both a local and a published national rate. The same situation often exists in radio. In a highly competitive radio-selling situation, a salesman's breast pocket sometimes bristles with rate cards—each calling for a different price—for the same schedule of spots.

Fortunately, this is not the case with the largest and most sought-after stations in town. It does happen, however, with regularity on the lower-rated stations when they are fighting for a piece of the business.

Don't get me wrong. I'm not against local rates. What I am against is the fact that my competitor or anyone else may be buying the same thing that I am, at an even lower price than I am paying.

Let's look at another area where we think radio could improve itself and increase its chances of picking up some of that elusive 3%. How long has it been since radio broadcasters made a concerted effort to sell radio as a medium? Rod MacDonald [director of sales, Radio Advertising Bureau—West] and the RAB are doing a good job of promoting the medium on a broad scale. But, for the most part, radio broadcaster efforts seem to be concentrated on selling their own station and to hell with the medium itself.

**Specify** ■ Often radio's method of selling takes the form of boasting that—“you've got to buy me, I'm number one.” Well the time has finally come for us to ask: number one in what? Homes? Women? Men? Teen-agers? Beer drinkers? Cigarette smokers?

For radio to get its share of that elusive 3% of advertising dollars that we think will be going into TV, it's going to have to do a much better selling job on us on the values of the medium.

Formats are rapidly becoming a more critical factor in station selection. Radio has become a much more personal medium than all the others. In response to this, stations are aligning their formats to appeal to a specific group of listeners. Radio will have to show us

why one type of programing will be more suitable than another for the type of product we're trying to sell.

After Jan. 1 of next year, with the new programing laws requiring more separate programing for AM and FM stations, this segmentation of radio audiences will become even more critical. Radio should follow the lead of other media in developing data that will clearly define the differences in the audience appeals of various formats.

**Needed** ■ In order to compete for the dollars that may go into other media, there is a need for proof that radio is capable of achieving the same reach to prime prospects as, for instance, a spot TV or a magazine schedule. This type of information is sorely needed.

After such data is properly developed it not only has to be interpreted but station management and salesmen will have to adjust their price structure and rate cards to fit more in line with values received, as defined by the new research. The days of paying a special price for a rating point are fast ending.

Over the next few years, more and more media selection and buying will be done with the aid of computers. Information—and lots of it, both qualitative and quantitative—will have to be supplied in order to assure proper consideration and positioning for radio.

New selling techniques will have to be developed. For years now, radio has been virtually giving away weekend spots. If radio could sell the value of a woman listening on Saturday or Sunday as being just as good as a woman reached during the week, the medium will have substantial increases in business and be well on its way to a share of that 3%.

So there it is. It's only 3%. But it's \$400 million and it's still up for grabs.



Eugene J. Grealish has been director of media relations and planning for Young & Rubicam Inc., Los Angeles, since early 1965. He joined Y&R in New York in 1959 as a senior media buyer. Mr. Grealish began his media career with Bryan Houston Inc. Today's memo is adapted from a speech Mr. Grealish made before the Southern California Broadcasters Association Inc. A native New Yorker and a graduate of Queens College, Mr. Grealish once worked as an NBC page.



## ***Eagle's wings***

Martin F. Tupper said, "IMAGINATION hath wings as an eagle," but Goethe cautioned that nothing is more fearful than imagination without taste. Fetzler programming is guided by both views.

### *The Fetzler Stations*

WKZO  
Kalamazoo

WKZO-TV  
Kalamazoo

KOLN-TV  
Lincoln

KGIN-TV  
Grand Island

WJEF  
Grand Rapids

WWTV  
Cadillac

WWUP-TV  
Sault Ste. Marie

WJFM  
Grand Rapids

WWTV-FM  
Cadillac

**RCA**  
TK 27

# "BIG TUBE" COLOR



# FILM SYSTEM

... Makes the "Big Difference"  
in your Color Film Pictures

Color film commercials and programs get their best showing with the Big Tube TK-27. It gives you three big improvements. It enhances the color picture, prevents deterioration of color quality, and automatically compensates for film and slide variations.



## HOW THE BIG TUBE IMPROVES THE PICTURE

Like a larger photo negative the big tube adds "snap" to the color picture. It increases resolution and definition, making the picture "sharper". It eliminates more of the "noise" element, making the picture more pleasing.

## PREVENTS DETERIORATION OF COLOR QUALITY

Advanced ultra-stable circuitry prevents drifting. Electrostatic focus vidicons maintain uniform focus—independent of high voltage variations. Sealed optics avoid problems of secondary reflections. NAM monitoring provides easy control of quality.

## NEWEST, MOST ADVANCED COLOR FILM CAMERA

The TK-27 reflects latest developments, features, advantages of group design, employs plug-in circuit

modules, exploits the total transistor concept, uses ultra-stable circuitry, and achieves the benefits of standardization. The TK-27 is easy to install, simple to operate, designed for speedy servicing, and assures dependable performance. It's part of the "new look" generation of broadcast equipment.

## COMPLETELY INTEGRATED SYSTEM PACKAGE

The TK-27 is part of complete RCA film system, consisting of: Camera, multiplexer, slide projector, film projector. Each is designed to do the best job. For example, the Color Film Projector is designed for "hands off" operation, for creative handling of film, is fully transistorized and may be automated. All these equipments are an integrated part of a matched film system—to give you finest color film pictures.

*For more information, see your RCA Broadcast Representative, or write RCA Broadcast and Television Equipment Department, Bldg. 15-5, Camden, N.J. 08102*



**The Most Trusted Name in Electronics**

# TALK ABOUT IDEAS



**k·ads**  
LOS ANGELES

AGAIN, McLENDON "OUT-IDEA'D" ALL BROADCASTING  
WITH "ALL WANT-ADS" K-ADS IN LOS ANGELES  
FIRST, ONLY ALL ADS RADIO ANYWHERE!

With the debut of K-Ads, the flood-gates swing open to the largest "open-air" market in the world. *Want-ads*, only *want-ads*, nothing but *want-ads* — 16 hours a day. *Want-ads* for jobs, for cars, for houses. *Want-ads* for anything, everything — from

A (accordions) to Z (zipper repair). *Want-ads* beamed to a two-county area of more than 2,680,000 households and 8,000,000 ready and eager buyers and sellers. Another new, startling, heretofore uncharted direction for radio's limitless horizon.

THE *McLendon* STATIONS KLIF/AM KNUS/FM • DALLAS / KILT/AM KDST/FM • HOUSTON / WNUS/AM-FM • CHICAGO / WYSL/AM-FM • BUFFALO / KCND-TV. PEMBINA (WINNIPEG) / WOTM • DETROIT / KADS • LOS ANGELES / KABL/AM-FM over San Francisco / U.S. Sales: X-TRA NEWS over Los Angeles

# Agencies howl at color charges

Reaction to premium for color commercials seems unanimous among buyers contacted; reps are divided but most feel charge for color is necessary

The chance that spot television revenues might eventually spurt ahead through premium charges for color seemed slim last week, but not invisible.

Television's first color rate card was being denounced and ridiculed by advertising agencies and getting mixed reaction from national spot salesmen.

The proving ground for the new spot sales ammunition—a color-based card—is Syracuse, New York, where WHEN-TV is asking 5% increases for all commercials running in color (CLOSED CIRCUIT, Nov. 28).

While threats of commercial cancellation were reaching the station, the rate jump was being mulled on Madison Avenue where agency comment ran the short distance from "unjustified" to "foolhardy."

**Rep Reaction Mixed** ■ Station representation companies were divided in their opinions. Some thought the rate increase was worthy of study and backed the idea of a color premium in principle. Others said they had no intention of advising their station to institute color rate cards, now or in the future. These thought the advantages of color should be gradually reflected in regular rate increases but never through increases in the name of color alone.

The Syracuse situation is considered significant because it has taken the color-rate controversy out of the theoretical stage and provided a market test case. And in that market WHEN-TV, a Meredith station, seems to be standing alone.

The sales manager of another Syracuse station, WSYR-TV, says he has no plans for a color rate card, and a third station in the market, WNYS-TV, has given no indication of considering such a rate plan either.

Whether WHEN-TV will be able to stick by its color plan without the support of its market competition was a question posed by several reps last week.

Television stations across the country, many of which have been pushed into color for competitive reasons and faster

than they may have preferred to move, would now like to get a faster return on their color equipment investment, according to a number of advertising agencies.

William White, vice president and media director at Cunningham & Walsh, says C&W will take action against the new WHEN-TV rates and that could

## 15% of homes have color

Color television sets have penetrated 15% of U. S. TV households according to a new NBC estimate.

The number of color-equipped homes has risen to 8,590,000, a gain of 3,940,000 over the estimate for Nov. 1, 1965. This represents a growth of 85% for the year.

NBC, which offers quarterly reports on color-set information, says circulation estimates are now being released on a monthly basis as a supplement to the quarterly data.

mean a loss of business for the station. "I don't see any more reason to pay more for color TV than to pay a higher rate in a taxi because it's a new car," says Mr. White. He doubts that any major package-goods sponsors will stand still for the added color charge.

**Principle of the Thing** ■ While agencies insist that station sentiment for color rate cards is related to capital expenditures for color equipment, WHEN-TV insists that its new card is founded on the principle that color is worth more to the advertiser and therefore he ought to pay more for it.

Richard A. R. Pinkham, senior vice president at the Ted Bates agency, saw "no possible justification" for color TV

rates and said no sophisticated agency is going to let its clients be charged a color premium.

WHEN-TV said it took the minimum color-set circulation figure—10%—from the last available report, then took half of this number to arrive at its 5% color premium. A representative of the station, asked if this meant that rates could be increased by 50% by the time color set circulation reached close to 100%, said this was conceivable.

WHEN's national sales representative, the Katz Agency, is known to support the idea that color exposure for an advertiser merits higher rates and that these should come in the form of color premiums, but what degree of color-set circulation has not been specified.

Some reps who favor color surcharges suggest that a 20% color-set penetration might be a good starting point for added charges in the name of color. If stations wait for 50% or 60% penetration, it's pointed out, they have almost admitted that new color advantages do not warrant color charges and at the same time have lost all the higher-rate opportunity that lies between zero and 50% circulation.

**United Front** ■ Agencies uniformly protest that color, no matter what its reach, is not going to justify higher charges to the advertiser.

Warren Bahr, senior vice president and director of media for Young & Rubicam, used such words as "nonsensical," "ridiculous" and "greedy" to describe WHEN-TV's action. He claimed it is a step toward inhibiting the progress of color TV.

He said Young & Rubicam has sent a letter to WHEN-TV protesting its color rate premium. He added that Y&R will use any way it can "to get around the color charge," including the use of black-and-white commercials. He emphasized that Y&R does not believe in sanctions and said if a particular marketing problem dictated the use of color and of WHEN-TV, the agency would

## AGENCIES HOWL AT COLOR CHARGES continued

place color spots on the station.

Asked if there was similarity between newspaper and magazine charges for color and the WHEN-TV action, he replied: "None at all. The printed media have increased costs of production to account for ink, plates, forms. Stations already have amortized their color equipment by this time."

The WHEN-TV move in Syracuse was "not justified," Benton & Bowles officials said. A letter of protest was sent to the station last week. Bern Kanner, senior vice president in charge of media management, said the agency objected to the rate card, viewing it as an "artificial way of raising rates." He said B&B saw no reason for it, and intimated the station was using color as an "excuse" to nudge up the cost of spot to advertisers.

"utterly ridiculous. To justify a 5% increase with their 10% color penetration, you'd have to have a 50-rated show. Well, you have to look long and hard to find a 50-rated show in Syracuse. *Bridge on the River Kwai* didn't get a 50 rating. And if color is more effective they ought to be encouraging its use, not penalizing it with a surcharge. I'm going to recommend to my major package goods clients that they avoid WHEN-TV. We've got to kill this thing now. If they win, it'll start a trend."

Arthur Topol, manager of media and broadcast operations, Ogilvy & Mather, said "rates are based on delivery, not on penetration." He doesn't see a future for the color rate card, and believes advertiser pressure will end the issue. Advertisers, he noted, are willing to pay

extra charges for tape transmission. Agencies held the line at that time, he said, and this charge was eliminated by stations. He declined to comment on what would happen if other Syracuse TV stations adopted the WHEN-TV color rates approach.

Paul Roth, vice president and media director of Kenyon & Eckhardt, criticized the WHEN-TV move as "completely unjustifiable," and said he had written to the media officials at K&E branch offices throughout the country of the agency's opposition. Mr. Roth said he has advised his media staff that his attitude is that "We should not spend a dime on either WHEN-TV or WHEN radio" and he has asked for a report on whether this attitude would create a problem for any regional station.

Mr. Roth said he intends to place K&E billing on other stations in Syracuse and, if necessary, bypass the mar-



William G. White  
Cunningham & Walsh



Richard A. R. Pinkham  
Ted Bates & Co.



Warren A. Bahr  
Young & Rubicam



Bern Kanner  
Benton & Bowles

The agency has so advised its clients, Mr. Kanner said, noting that agencies produce and pay for commercials to be in color and stations "merely provide the facilities." He said boosts in rates of color spots would "be taken into account on its efficiencies."

**There's a Difference** ■ Mr. Kanner said that a color differential may be argued on the network level where color adds to the producer's cost of show production but that stations do not have comparable situations in spot charges. He discounted the cost of new color equipment purchased by stations because of their method of amortization over long periods. The agency's letter was sent by Richard Gershon, vice president and manager of media.

Lloyd R. Harris, vice president and media director at Sullivan, Stauffer, Colwell & Bayles, thinks the increase is

for programs but not for color.

Joseph Burbeck, head time buyer at Compton Advertising, said the agency had advised WHEN-TV that it "will take pains to use other stations in the market," rather than WHEN-TV. The agency has notified its spot TV clients of WHEN-TV's action, he reported. They have supported Compton's position that the color premium is unjustifiable and that, when possible, other Syracuse TV outlets should be used or commercials be run in black and white, he stated.

**Color a Service** ■ Mr. Burbeck insisted that color transmission is "an operating expense, a service a station provides for its viewers. For example, Compton does not charge its clients extra fees if it puts in a computer, he continued. He noted there was a parallel some years ago when stations installed tape machines and sought to impose

ket for another of comparable size and importance. He emphasized that a rate increase is justified only when the cost-per-thousand of a station improves. He added: "It doesn't cost them any more whether they transmit a commercial in color or in black and white. Networks charge a little more for color, it's true. But they have added costs in color lines. And what's a few hundred dollars when you're paying \$40,000 for a commercial minute."

Harold Miller, vice president and media director of Grey Advertising, indicated that the premium-rate-for-color approach defies logic. He reported that the agency is advising clients of the WHEN-TV development but declined to say if Grey had taken or would take any action to counteract the move.

"But I'd think this could help kill the goose that laid the golden egg," he com-



mented. "There is a trend toward color and we've been asked many times by stations to think in terms of color for our commercials to blend in with color programing. This just doesn't make sense."

**New Cycle?** ■ Foote, Cone & Belding expressed dismay lest the color-based rate card presage a new cycle of spot rate increases. Frank J. Gromer Jr., the agency's vice president and director of marketing services, noted network costs passed on to the advertiser for color integration have been recently increased.

FC&B, he said, sees no general issuance of color rate cards by stations, noting that some outlets would by this move place themselves at a competitive disadvantage against stations maintaining the status quo. Agencies have particular concern, Mr. Gromer said, over rate-hike action at a time when there's relatively low color set penetration. Such

media and, to some extent, in network TV. Mr. Keshin said that L&N has not advised clients on this development or adopted any policy to cope with the WHEN-TV premium rate, since the agency has not been officially notified by the station.

**Rep View** ■ Hearty endorsement of WHEN-TV's action was expressed by Jack White, vice president and national sales manager, H-R Television. He said H-R is preparing a memorandum for its stations advising them there is value in the notion of a color premium rate and he hopes to distribute the memo by the end of this week. He indicated H-R may make some modifications in the WHEN-TV formula, once stations approve the basic concept.

Mr. White justified the extra payment for color spots on the grounds that they are more effective than black and white.

An official of Peters, Griffin, Woodward said his organization had counseled

ing. He reported that Petry thus far has taken no position or adopted a policy toward a premium rate on color but indicated the subject will be examined thoroughly. He voiced the view that color is an additional expense for a station and does provide added impact for a sponsor's message, but said Petry wants the opportunity to evaluate the implications of the development before it makes a recommendation to its stations.

**More Money** ■ Robert McGredy, president of Television Advertising Representatives, doubled that introduction of color cards would bring any more spot dollars to a market. The sponsor would just maintain his budget in the market even if this means fewer spots in his schedule, according to Mr. McGredy.

A vice president of another major spot sales organization asserted that color's benefits are already reflected in



Arthur Topol  
Ogilvy & Mather



Paul Roth  
Kenyon & Eckhardt



Harold Miller  
Grey



Frank J. Gromer Jr.  
Foote, Cone & Belding

moves, he indicated, must affect advertiser evaluation of the availabilities on those stations that follow the WHEN-TV path—"we would make sure that we were aware of the increase when buying, taking extra care in consideration of availabilities, the cost-per-thousand and ranking. We would be careful that the cost efficiencies warrant purchases."

Mort Keshin, vice president and media director of Lennen & Newell, said he had "a most negative reaction" to the WHEN-TV move and called it "a horrible mistake." He pointed out the increasing availability of color in programs and commercials is providing the incentive for new advertisers to come into TV and said the extra charges may well cut off these additional investments. He insisted there are no cost factors that stations can cite to justify premium rates for color as there are in the printed

its stations not to charge extra for color. Stations should and will get more for color, he said, but a color rate card isn't the way to get it. How, he asked, do you charge an advertiser for a color commercial that appears in a black-and-white movie? He went on to say that in most markets color TV set penetration isn't high enough to justify a color rate anyway.

A Blair television official said his company regards the WHEN-TV action as "interesting" and has discussed the concept on an informal basis with several stations it represents. He reported that Blair has come to no conclusions on the subject but intends to "take a long, long look" before deciding on the position it will adopt.

Martin L. Nierman, president of Edward Petry & Co., called the WHEN-TV move very interesting and worth watch-

some stations' rate cards. Calling attention to costs-per-thousand for spot TV that have reached as high as \$3.90 "in demand markets for demand positions," he said these efficiencies couldn't be sold without the advantage of color.

It's a little too early to push up a premium on color, according to J. J. Weed, president of Weed Radio & Television, New York. It might be better to wait for a 25% color set penetration, he said. Syracuse, he believed, will reach this figure in 1968. For now, Mr. Weed said, WHEN-TV may have to face some "unpleasant reaction" from advertisers. Since color production costs are going up, eventually the rates on color will also climb, he indicated.

Tom Judge, vice president of National Television Sales Inc., said he personally felt that "it's a mistake" to charge extra for color at this time. He



## Look up in the sky, it's a tanked-up car

When Clark Oil & Refining Corp., Milwaukee, talks about maximum power in its new TV campaign, it goes to any height to make the point. In this spot, eight thin wires lift the car over a Clark service station. The

new series of commercials uses a tongue-in-cheek approach to promote Clark's quick-starting, maximum-powered gas. Papert, Koenig, Lois, New York is the agency for the mid-western oil company.

contended that stations should be attempting to encourage the use of color on a more widespread scale, explaining this would bring in advertisers which have used spot TV sparingly (soft goods, autos) and enlarge expenditures from other categories, such as cosmetics.

The more logical way to effect rate increases, he said, is to support the growth of color, which will make the medium more important to advertisers and thus pave the way for justifiable rises in the rate structure. He added that he was opposed to any proposal that could restrict the progress of color TV advertising, and he placed premium rates in that classification.

## Olympia beer plans heavy spot use

With spot television playing a pivotal role, the Olympia Brewing Co. last week spelled out its 1967 advertising program before a combined meeting of the company's sales and distributor forces assembled in the Century Plaza hotel in Los Angeles. Some 600 salesmen, distributors and their wives listened as officials of the Tumwater, Wash., brewery (city population: 4,700)

described how spot television will be the prime medium for "the strongest advertising campaign" in Olympia's 71-year history.

Barney Renderer, the brewer's director of advertising, explained that television use would be expanded next year at a pace that will thrust Olympia into the top three or four spot-TV advertisers in the West. Spot schedules will be bought on stations in all the country's 11 western states marketing areas. The aim will be to get spot schedules placed during prime viewing time adjacent to top-rated network programs.

Radio commercials, Mr. Renderer emphasized, will be closely tied-in with the TV effort, as will consumer and trade publications advertising, point-of-sale displays and outdoor posters. Media plans also call for the mood and style of the TV campaign to be carried over into four-color magazine schedules. Outdoor will be used in selected markets.

Olympia regards its advertising expenditures as privileged information and did not reveal budget figures at last week's meeting. Trade sources, however, estimate that the regional advertiser spent in excess of \$2 million last year. Spot TV grabbed off about two-thirds of these expenditures, with spot radio accounting for about 20% of the overall budget. There seems little question that Olympia's spot-TV expenditures

will rise sharply in 1967.

Last week's sales conference marked the first time in the history of the company that Olympia's advertising proposals were presented to the combined sales and distributor organization in a single showing. The entire presentation—an elaborate affair that included the use of a revolving stage, spotlights, 35- and 16-mm color film arcs, a 32-foot cinemascope screen and an especially built slide projector—was written, produced and directed by Botsford, Constantine & McCarty Inc., Seattle, the agency handling the Olympia account. The slogan, "It's the water that makes the difference," will continue as the dominant theme of the brewer's advertising campaign, but in the coming year the pitch will be more directly at the young adult.

William H. Barnett and Thomas L. Blosl, both BC&M vice presidents, were scheduled to give a synopsis version of the marketing presentation to some 60 broadcast and magazine representatives in San Francisco later in the week.

## Rep appointments . . .

- WKJG-TV Fort Wayne and WSJV(TV) Elkhart-South Bend, both Indiana: Blair Television, New York.
- WVNJ-AM-FM Newark, N. J.; McGavren-Guild, New York.
- KZAZ-TV Nogales, Ariz.: Eastman TV, New York.
- KNAK Salt Lake City: Avery-Knodel, New York.
- WAMM Flint, Mich.: Vic Piano and Associates, New York.
- WMFM(FM) Madison, Wis.: C. Otis Rawalt Inc., New York.
- WCNC Elizabeth City, N. C.: Hal Walton & Co., New York.

## Also in advertising . . .

**Moving day** ▪ Don Kemper Co., Chicago agency, moves to new offices at 221 East Chicago Avenue; Phone 943-6020.

**New home** ▪ Bronner & Haas, Chicago agency, moves to expanded quarters at 221 North LaSalle; phone 372-8411.

**Appointed** ▪ ABC Radio has named Frank B. Sawdon Inc., New York, to handle all advertising for the network.

**H-B expands** ▪ The commercial division of Hanna-Barbera Productions, Hollywood, which has produced 114 TV commercials so far this year, is undergoing a major expansion to keep pace with what's termed "accelerated" live-action activity. H-B is building a 15,000 square-foot addition to its 40,000 square feet of studio space to house the commercial division.

# Atlanta is sold on WSB Radio



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

Sources: \* Sales Management Survey of Buying Power, 1966.  
† Mediastat, June-July, 1966



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSDC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh.

## WSB RADIO ATLANTA

wsb-am 750 . . . wsb-fm stereo 98.5

NBC affiliate. Represented by Edward Petry & Co., Inc.

# Why all the shouting?

## Reduction of clutter in cultural shows expands past program practices

Grouping and timing of commercials to minimize interruptions of program content, undertaken from time to time in the past, is continuing this season on CBS-TV's special cultural and dramatic programs, CBS-TV spokesmen said last week.

The policy is more evident this season, they said, because CBS-TV is scheduling more dramatic and cultural specials. Its most widely publicized recent application was in the CBS-TV presentation of *Death of a Salesman* last May.

Putting the policy into effect obviously requires approval by the sponsors of the programs involved. Except for programs sold on a participating-sponsorship basis, where the network presumably would have greater leeway in arranging commercial placements, the only sponsor involved thus far this season is the Xerox Corp.

Xerox, which also sponsored *Salesman*, has four specials currently scheduled on CBS, including a repeat of *Salesman*.

The policy will be apparent in two

specials to be presented this week, *S. Hurok Presents* on Tuesday (Dec. 6, 9-11 p.m. EST), which has been sold on a participating basis, and *The Glass Menagerie* on Thursday (Dec. 8, 9-11 p.m.), one of the Xerox presentations.

Other programs on which the commercial grouping policy will be used, according to CBS, include *The Crucible* and *Mark Twain Tonight*, also under Xerox sponsorship, and the forthcoming *CBS Playhouse* series, "Ivanov" and "An Evening with Charles Dickens," which are as yet unsold.

**Not in Movies** ■ The policy does not apply to movies or other entertainment programs, according to CBS authorities. In response to questions, they said that since "program content is the motivating factor" it was "conceivable that an entertainment program could come up that would fit this pattern," but they appeared to regard it as remote.

Spokesmen for the network said that although the decision to apply the policy to specific dramatic and cultural specials would be made in consultation with the advertisers involved, they thought it unlikely that such sponsors would not agree that it was to their advantage to keep commercial interruptions to a minimum.

Many advertisers historically have argued, however, that commercials lose effectiveness when scheduled too close together and that two short ones are better than a single long one. Others, especially in corporate advertising, take the position that fewer interruptions create an audience feeling of good will that works to the advertiser's advantage.

A spokesman for Xerox appeared to

embrace both arguments last week. He said his company was "happy to make certain concessions" so that "the end product for which viewers tune in—the program—will play better." But he also noted that as one of the concessions Xerox agreed to have the two closing commercials in this week's *Glass Menagerie* run "rather closely together," separated only by the closing credits, and this, he said, "will probably reduce their impact."

He also acknowledged that CBS had given Xerox \$100,000 to remake two 90-second commercials into two-minute spots as part of the effort to reduce the number of *Menagerie* interruptions. "However," he added, "we are giving up three commercial positions during the show to which we are entitled. The time and program value of these three advertising opportunities is \$260,000."

In *Menagerie*, he said, Xerox will have seven commercials rather than the customary 12, and there will be only four interruptions of the play. Four of the seven will be 90 seconds in length, the others two minutes each. The final scene of the play reportedly will run 32 minutes without interruption.

**Nothing New** ■ The Xerox spokesman's observations were contained in a statement wondering "what all the shouting is about" after newspaper reports suggested that CBS-TV was adopting a new policy.

"Xerox," he said, "initiated this policy five years ago, when we first entered TV as a sponsor of *CBS Reports*. At that time, we decided to utilize 90-second commercials, rather than the customary one-minute variety, in this way reducing by one-third the number of interruptions for commercials during a program. We have done this. . . .

"We initiated the same procedure at NBC for our sponsorship of their election-night coverage. By using 90-second commercials rather than the one-minute ones, we reduced the number of commercial interruptions during seven hours on the air from our allotted 21 to 14, or one-third fewer. . . .

"We will be happy to cooperate with CBS the same way when we sponsor *Mark Twain Tonight*, *The Crucible* and our *Death of a Salesman* rerun next spring."

## HoJo test market to be expanded

Howard Johnson Co., New York, reported last week that its test marketing for HoJo, a new soft drink line, will be expanded to other areas within the next few months.

HoJo, which was put on grocers' shelves last July in Massachusetts

## National TV Sales takes over Raymer

### SALE WAS ARRANGED PRIOR TO PIONEER REP'S DEATH

The controlling interest in the Paul H. Raymer Co. has been acquired by National Television Sales Inc. for an undisclosed sum. It was announced last week that Raymer will function as a radio-only representative and as a separate entity with its own executive, sales and operating staffs.

The announcement follows the death on Nov. 20 of Paul H. Raymer, founder and president of the TV-radio sales organization (BROADCASTING, Nov. 28). It was pointed out that Mr. Raymer had been in negotiation with NTS and had reached an agreement prior to his death to sell the controlling interest and to have Raymer operate solely in radio. The agreement for the sale proceeded on its scheduled date, Nov. 22, it was stated, and formal closing was set for last Friday (Dec. 2).

Under terms of the agreement, the Paul H. Raymer Co. name will be re-

tained. A minority interest in the company will be held by Mr. Raymer's widow, Mrs. Melvina Raymer, and by Fred C. Brokaw, a former executive vice president of the firm, who had retained his stock interest following his retirement two years ago.

The Raymer company was founded by Mr. Raymer in 1933 and represents 28 radio stations. No information was available on the disposition of television properties in the Raymer lineup, but an announcement is expected to be made shortly, perhaps this week. A new president will be sought by the Raymer organization.

National Television Sales was established in 1964 and began representation in the spring of 1965. It represents 18 TV stations. The firm's president is Paul Bancroft. The operating heads are Jack Mohler and Tom Judge, both vice presidents.



## We're tremendous frogs in an AMAZING pond!

**S**ERIOUSLY and no joke — until you've really heard the story of our operations in the Red River Valley . . . well, you *honestly can't imagine* what goes on out here. This area is RICH. Our almost bottomless topsoil is so productive that even the Encyclopedia Britannica *raves* about it.

Farmers drive in to Fargo from as much as

95 miles (often in cars even *you* would envy). They buy in shops and dine in restaurants so elegant as to open even *your* eyes. And when our people are home, they tune to — well, do we need say?

Sincerely — we ask you to let your PGW Colonel tell you our story. It explains some things you OUGHT to know! Will you?

## **WDAY-TV • WDAY-AM** **WDAY-FM / Stereo**

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



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

New York and later in Connecticut, is being backed with an advertising campaign that budgets more than 90% in spot radio-TV. The basic theme, created by Howard Johnson's agency, Ted Bates Co., New York, describes HoJo as a drink "for people under 21."

In TV, three one-minute color spots are being used: one with a young man (over 30 years) who "came clear across the state line to get HoJo," and two other spots featuring "Miss Johnson," a wealthy young blond who thinks HoJo is "not goopy," or that "it has a je ne sai quoi."

The radio portion of the campaign began in August, introducing "granny," a sweet old lady who attempts different ruses to get some HoJo.

The campaign thus far has been in Springfield and Holyoke, both Massachusetts; Albany, Schenectady and Troy, all New York, and New Haven and Hartford, both Connecticut.

## Brownell answers

### USDA Armour complaint

Another government agency—the Department of Agriculture—has entered the fray concerning the legitimacy of some of advertising's most hallowed promotional devices. The offer of a refund coupon to the housewife who purchases the promoted product has come under fire in a recommended decision of a hearing examiner for the U.S. Department of Agriculture.

And a former attorney general of the U.S., Herbert Brownell, has charged in behalf of Armour & Co., defendant in the case, that the USDA "has never been given the right by Congress to outlaw in arbitrary manner a traditional marketing practice of advertising and promotion on the strange theory that certain advertising is economically wasteful and antisocial."

The case grew out of a 1959 Armour bacon promotion in five western states that was advertised on radio and television as well as in stores and newspapers. The amount of the refund offered, 50 cents on a two-pound bacon package, was deemed by USDA to be more than the profit in the transaction, resulting in a sale below cost.

The USDA has jurisdiction over meat packers' marketing practices under the Packers and Stockyards Act. Mr. Brownell contended in his statement for Armour that the company had violated no law in the bacon promotion and that a prohibition of such consumer refunds "represents an administrative attempt . . . to rewrite and extend the provisions of an existing law without prior approval of the Congress, therefore usurping the rights of the Congress."

# Can FM hypo auto sales?

## FM reaches prime prospects, NAFMB group tells Detroit; growing marketpower cited

A bid to get FM included in the advertising budgets of major automobile manufacturers was made directly to car makers and their agencies in Detroit last week by representatives of the National Association of FM Broadcasters.

Three NAFMB leaders, accompanied by seven other FM broadcasters, stressed the size and quality of the FM audience and especially its growing importance to advertisers as the time approaches when AM-FM operations will have to be separated, under FCC rules, in the top 222 markets.

The three were Abe Voron of WQAL-FM Philadelphia, president of NAFMB; David H. Polinger of WTFM(FM) Lake Success, N. Y., a member of the NAFMB board, and Lynn Christian of WPIX-FM New York, chairman of the "drive with FM" campaign. They were accompanied by Bob Adams KUTE(FM) Glendale, Calif.; Gary Gielow, KPEN(FM) San Francisco; Ed Walters, WFMF(FM) Chicago; Sid Roberts, WDFH(FM) Chicago; Ralph Weinman, WBOS-FM Boston; Everett Dillard, WASH(FM) Washington, and Harold Tanner, WLDM(FM) Detroit.

**Lineup** • The group met Wednesday morning with advertising and marketing executives of General Motors and their agencies, D. P. Brother Co., Campbell-Ewald and MacManus, John & Adams; Wednesday afternoon with Plymouth and Chrysler representatives, and Thursday morning with Ford Motor Co. and its Ford and Lincoln-Mercury divisions and executives of Grey Advertising, Kenyon & Eckhardt and J. Walter Thompson Co. Within the next two weeks the presentation will be made to officials of American Motors and its agency, Benton & Bowles, in New York.

The nub of the presentation was that FM audiences are quantitatively competitive with—and qualitatively superior to—AM audiences and represent prime prospects for auto purchases.

The NAFMB group also noted that the relatively limited number of commercials currently appearing on FM gives car makers an opportunity to "stand above the crowd," and, with

## More newspaper color

The quickening appetite of advertisers for color is reflected in their increased use of color in newspapers as well as in television.

Advertisers this year are expected to invest more than \$19 million in newspaper preprint advertising, an increase of 80% over last year, according to Bruce H. Logan, vice president in charge of color sales for the Bureau of Advertising, American Newspaper Publishers Association.

Mr. Logan said that preliminary figures for run-of-paper color also indicate "sharp gains" for all forms of newspaper color advertising, that Hi-Fi volume should be more than twice the volume of last year and that SpectaColor advertising volume had a 49% gain over 1965.

In preprint page impressions, the increase this year is to 1,440 million as compared with 825 million a year ago.

the FCC's AM-FM nonduplication rule to go into effect shortly in more than 200 markets, that advertisers will no longer be able to buy two stations with the same appropriation.

The presentation quoted a 1964 study by The Pulse Inc. showing that 58% of all new cars and 68% of all medium-priced and luxury-priced cars were bought by people living in FM homes, while 57% of all people who said they planned to buy a car within 12 months were from FM homes.

**Audience Gains** • Mediastat figures were cited to show that FM's weekly cumulative audiences between October-November 1965 and June-July 1966 had grown 145% in New York, 144% in Philadelphia, 71% in Chicago, 37% in Los Angeles, 69% in Detroit, 99% in Washington and 207% in St. Louis.

Between 1960 and 1965, the auto makers were told, FM set sales grew from fewer than 2 million a year to more than 8 million a year, while FM's weekly unduplicated cumulative audience passed the 27-million mark and is now approaching 30 million.

The presentation also noted that some 900 FM stations have pledged to support the "drive with FM campaign" by carrying four announcements daily for 52 weeks stressing the pleasures of new-car ownership and automobile FM, creating "an exceptional climate for automotive advertising."



# What are we doing to free the slaves in New York?

"Many public and private agencies in the New York area have programs for combatting dope addiction. But there is no unified attack on the narcotics menace. Various police departments have their own programs. Health departments have their own programs. Federal and state agencies have separate programs. The point is that no one co-ordinates them and these agencies have little inclination to work together to attack the most serious social and medical program in the New York area. We think Mayor Lindsay took a healthy step when he appointed Dr. Eñren Ramirez to co-ordinate on anti-narcotics programs in New York City. Governor Rockefeller took a step forward in getting a bill through the legislature that would impose greater penalties on dope sellers and force addicts to undergo treatment. Yet this is not enough. The attack on addiction and the sale of drugs is not being co-ordinated on a regional basis. We believe the Mayor and the Governor should call a metropolitan area conference on new ways to combat this serious problem. What we need is a blueprint for a united attack by public and private agencies, research groups, law enforcement groups and so on. We already have more addicts in the New York area than any other place in the country. The longer we wait the more we'll have."

This editorial was originally aired by Richard L. Beesemyer, Vice President and General Manager of WABC-TV, New York, one of the ABC Owned Television Stations. In the past four years, our five stations have broadcast more than 6,500 editorials on vital community issues.



## But, how many see the commercials?

A top agency media executive told magazines last week they need to brush up on the depth and detail of their advertising readership statistics but assured them that what they already are supplying is far better than current television data.



Mr. Stern

The speaker was Edward M. Stern, vice president and director of media, Foote, Cone & Belding, Chicago. His platform: a seminar in New York Tuesday (Nov. 29) given by the Magazine Advertising Bureau.

His principal dissatisfactions with TV audience data, he explained, are the focus on household coverage instead of people and the failure to differentiate between viewers of programs and those who actually see the commercials. The result, he indicated, is that programs with good ratings really may not be delivering the number of prospects presumed. Magazines, he noted, long ago admitted they didn't have 100% readership of the ad pages.

Mr. Stern noted that in television "all of us seem to be stuck at dead center by using a thing called 'cost per thousand per commercial minute,' which somehow assumes that all commercials are seen by all viewers of all programs. Since the television medium now enjoys such a highly successful seller's market for spot and network, they appear to have little interest in exploring the size of audience to commercials in addition to data on program audiences."

### Business briefly . . .

**Schick Safety Razor Co.**, Culver City, Calif., through Compton Advertising, Los Angeles, begins an all-out promotion campaign this week (Dec. 6) on behalf of two new foam-action shave lotions, Lime Wood and Bark Wood. Media plans, still being formulated, include use of spot radio and television.

**F&F Laboratories Inc.**, through Lilienfeld & Co., both Chicago, and **Chanel Inc.**, through Norman Craig & Kummel Inc., both New York, have purchased participations in NBC Radio's *News of the World*. Chanel, in addition, purchased sponsorship in *Monitor*.

**BSR Ltd. (USA)**, Blauvelt, N. Y.,

through Kane, Light, Gladney Inc., New York, is considering a late-night TV spot campaign for its McDonald 500 automatic turntable. The spot campaign would begin in New York and then go national.

'**Life**' magazine, through Young & Rubicam, New York, has purchased 52-week sponsorship in NBC Radio's *Chet Huntley's Perspective On the News*.

**Sherwin-Williams Co.**, through Griswold-Eshleman Co., both Cleveland, has purchased sponsorship in two NBC-TV news programs (*The Scherer-MacNeil Report*, and *The Frank McGee Report*) and nine other series on NBC-TV: *The Andy Williams Show*, *Run for Your Life*, *The Girl from U.N.C.L.E.*, *The Virginian*, *Star Trek*, *The Dean Martin Show*, *Tarzan*, *Laredo*, and *Saturday Night at the Movies*. **Sperry Rand Corp.**, through Young & Rubicam, both New York, has purchased sponsorship in *Run for Your Life*, *The Virginian*, *I Spy*, *Star Trek*, and *Saturday Night Movies*.

**General Mills Inc.**, Minneapolis, through Dancer-Fitzgerald-Sample Inc., New York, and **United Air Lines**, through Leo Burnett Co., both Chicago, have purchased sponsorship in *I Spy*. General Mills has also bought participations in *The Girl from U.N.C.L.E.* and *Star Trek*.

**Wynn Oil Co.**, Azusa, Calif., through Needham, Harper & Steers Inc., Los Angeles, will begin 52-week sponsorship of *The World of Wheels*, described

### Rocky sets a record

The election campaigns for governor of New York this year broke all records for spending, with major portions going into broadcast advertising.

Governor Nelson A. Rockefeller's successful TV-heavy campaign for re-election, according to a report filed with the secretary of New York state, cost more than \$5 million. Four years ago, the governor spent less than \$2.2 million.

Jack Tinker & Partners, which created the governor's campaign advertising, was paid \$144,588. Figures for media spending were not disclosed, but television was clearly the dominant force in the Rockefeller campaign.

Frank D. O'Connor, the defeated Democratic candidate for governor reported expenditures totaling \$576,000, with \$120,000 going into television.

as "a completely new automotive program series," on ABC. The radio buy, to start on Jan. 7, 1967, is for five-minute automotive reports four times each weekend.

## Smith is RAB's new chairman

The board of directors of Radio Advertising Bureau last week elected Lester M. Smith, general manager, KJR



Mr. Smith

Seattle, as RAB chairman of the board for 1967. He succeeds Harold Krelstein of Plough Stations, who had served in that capacity for two years.

The board elected Roger W. Clipp, Triangle Stations, to chairman of the executive committee, succeeding Mr. Smith, and Louis Read, WDSU New Orleans, to chairman of the finance committee, succeeding Mr. Clipp.

In a separate announcement, it was revealed that a joint Radio Advertising Bureau-Association of National Advertisers radio workshop will be held in New York on Feb. 16, 1967, at the St. Regis hotel. Its agenda will include a review of radio fundamentals for both operation and management personnel at agencies and advertisers; a profile of creative trends in use of radio today and a status report on radio research.

## Papert, Koenig, Lois gets P&G's Dash

Papert, Koenig, Lois Inc., New York, is on a Procter & Gamble account acquisition splurge. P&G designated PKL last week as the agency for Dash detergent, which bills an estimated \$5 million with about \$4.5 million in TV-radio.

PKL will obtain Dash as of March 1, 1967. It is the second substantial P&G account flowing to the agency with PKL named to Cinch and Salvo in June 1965. These products also bill an approximate \$5 million, overwhelmingly in TV.

No reason was given for moving Dash to PKL from Dancer-Fitzgerald-Sample. D-F-S continues to handle P&G's Dreft, Oxydol, Thrill, White Cloud, Puffs, Bounty and Radar products.



# Meet the fine executives behind United Broadcasting Company...



## *Successful men like Clifton D. Holland, Director of Special Programming.*

Cliff Holland enjoys the distinction of having been the very first UBC employee when the company was formed some 21 years ago. Those same 21 years spent at UBC-owned WOOK Radio in Washington, D.C., have proved invaluable to Holland in his new job as Vice President in Charge of Special Programming. Earlier this year, Holland inaugurated a series of unique community dialogues with the Washington Negro community he knows so well. For this series,

leaders from the city's Department of Health, Fair Housing Association, "Neighbors, Inc.," and numerous other groups are called upon to air community projects and problems many times each day. Neither WOOK nor Holland expect such reportage will work wonders overnight. But Holland confidently expects that this rapport between Washington's vast Negro community and city officials will result in solutions more compatible with the views of those involved.



# UNITED BROADCASTING COMPANY

REPRESENTED NATIONALLY BY UBC SALES. / NEW YORK: BOB WITTIG, 7 E. 43RD STREET / CHICAGO: WARREN DANIELS, 410 N. MICHIGAN AVENUE, WRIGLEY BUILDING

# ON claims 123 affiliates

That's number it has lined up for April 1967 premiere of its Las Vegas show

The Overmyer Network last week released a list of 123 television stations that it said have contracted for the late-evening variety show that it will originate in Las Vegas, starting next April 3.

The Overmyer list includes 24 stations in the nation's top 25 markets, and of the total number, 104 are VHF stations. The ON contract list does not cover every major market in the U. S., though 44 of the top 50 are mentioned. A number of markets was missing in the middle area below the 50th and above the 100th ranked market.

Oliver Treyz, president of ON, said the 123 stations give his network a potential of more than 46 million homes and would reach markets with about 80% of the country's viewing audience. He said that he expected that by April,

ON may have as many as 140 stations clearing the program.

NBC-TV's *Tonight Show*, with which the Las Vegas stanzas would compete in many markets, has an average station clearance of 187.

ABC-TV estimates its late-night Joey Bishop entry, which will also start in April of next year, will have a live clearance of approximately 110 stations covering 85% of U. S. TV households. ABC's program will originate in Hollywood, will be in color and will be taped before it goes on the air (11:30 p.m.-1 a.m. NYT). It has a full sponsor lineup: Bristol-Myers, General Foods, International Latex and Pepsi-Cola, all through Young & Rubicam, and P. Lorillard, through Grey.

CBS-TV intends to begin late-night

programming in the spring of 1968 (BROADCASTING, Oct. 10).

ABC emphasized that the Bishop show will be fed to affiliates for late-night use. There have been indications that some stations contracting with ON for the Las Vegas programing may not necessarily designate the two-hour show in the late-night period but tape it for scheduling in some other day part.

Overmyer's list of 123 stations identified those that are affiliated with the existing networks. Of the 123, 107 were shown as being affiliated with one or more of the TV networks. These break down as 78 with CBS, 11 with ABC, eight both ABC and CBS, four NBC, one both CBS and NBC and five with all three.

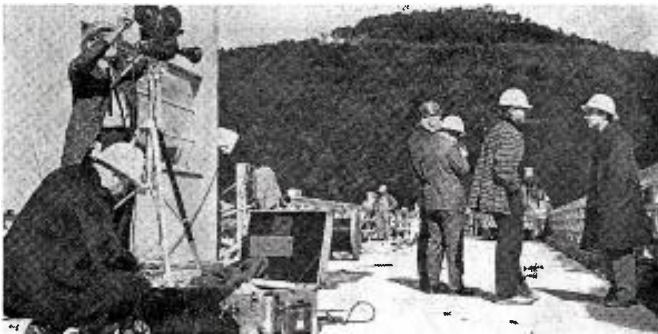
In the top-25 markets in which ON has 24 stations contracted, 11 are affiliated with CBS, and one with ABC and one with NBC, while 11 are nonaffiliated. Four of the 24 stations are UHF. In the top 50 markets, 25 stations are listed as CBS affiliates, 16 are nonaffiliated, three are ABC and two NBC.

The stations listed by ON:

Rank	Market	Station	Channel	Other Network Affiliation	Rank	Market	Station	Channel	Other Network Affiliation
1	New York	WPIX	11		51	Wichita, Kan.	KTVH	12	CBS
2	Los Angeles	KHJ	9		53	Greensboro-Winston-Salem, N. C.	WFMY	2	CBS
3	Chicago	WGN	9		55	Richmond, Va.	WTVR	6	CBS
4	Philadelphia	WPHL	17		58	Des Moines, Iowa	KRNT	8	CBS
5	Boston	WHDH	5	CBS	59	Orlando-Daytona Beach, Fla.	WDBO	6	CBS
6	San Francisco	KEMO	20		60	Davenport-Rock Island-Moline, Iowa-Ill.	WHBF	4	CBS
7	Detroit	WJBK	2	CBS	61	Omaha	KMTV	3	NBC
8	Cleveland	WEWS	5	ABC	62	Jacksonville, Fla.	WJXT	4	CBS
9	Pittsburgh	WECO	53		64	Green Bay, Wis.	WBAY	2	CBS
10	Washington	WTTG	5		66	Knoxville, Tenn.	WTVK	26	ABC
11	St. Louis	KPLR	11		67	Champaign, Ill.	WCIA	3	CBS
12	Dallas-Ft. Worth	KRLD	4	CBS	69	Mobile, Ala.	WKRG	5	CBS
13	Minneapolis-St. Paul	WCCO	4	CBS	70	Fresno, Calif.	KICU	43	
14	Bloomington-Indianapolis	WTTV	4		72	Roanoke, Va.	WDBJ	7	CBS
15	Seattle-Tacoma	KTNT	11		74	Portland-Poland Spring, Me.	WMTW	8	ABC
17	Buffalo, N. Y.	WBEN	4	CBS	75	Rochester, N. Y.	WHCC	10	CBS
18	Hartford, Conn.	WTIC	3	CBS	79	Greenville, N. C.	WNCT	9	CBS
19	Houston	KPRC	2	NBC	81	Chattanooga	WDEF	8	CBS
20	Cincinnati	WCPO	9	CBS	82	Albuquerque, N. M.	KOB	4	NBC
21	Atlanta	WBMO	36		83	Beaumont, Tex.	KFDM	6	CBS
22	Milwaukee	WISN	12	CBS	86	Peoria, Ill.	WMBD	31	CBS
23	Kansas City, Mo.	KCMO	5	CBS	87	Fargo-Gr. Forks-Val. City, N. D.			
24	Miami	WTVJ	4	CBS		Valley City, N. D.	KXJB	4	CBS
25	Tampa-St. Petersburg, Fla.	WTVT	13	CBS		Bismarck, N. D.	KXMB	12	CBS
27	Memphis	WREC	3	CBS		Minot, N. D.	KXMC	13	CBS
28	Portland, Ore.	KOIN	6	CBS		Dickinson, N. D.	KDIX	2	CBS
29	Sacramento, Calif.	KTXL	40			Aberdeen, N. D.	KXAB	9	CBS
30	Nashville	WSIX	8	ABC	91	Johnson City, Tenn.	WJHL	11	CBS
33	Denver	KWGN	2			Duluth, Minn.	KDAL	3	CBS
35	New Orleans	WVUE	12	ABC	94	Lansing, Mich.	WJIM	6	CBS
37	Charlotte, N. C.	WBTV	3	CBS	95	Rockford, Ill.	WREX	13	ABC
40	San Diego	KOGO	10	NBC	96	Amarillo, Tex.	KFDA	10	CBS
41	Oklahoma City	KWTV	9	CBS		Clovis, N. M.	KFDW	12	CBS
42	Syracuse, N. Y.	WHEN	5	CBS		Sayre, Okla.	KFDO	8	CBS
43	Spartanburg, S. C.	WSPA	7	CBS	97	Wichita Falls, Tex.	KAUZ	6	CBS
44	Lancaster-Harrisburg-Lebanon-York, Pa.				99	Binghamton, N. Y.	WBJA	34	ABC
	Harrisburg	WHP	21	CBS	101	Springfield, Mo.	KTTS	10	CBS
	Lancaster-Lebanon	WLYH	15	CBS	104	Madison, Wis.	WISC	3	CBS
	York	WSBA	43	CBS	110	El Paso	KROD	4	CBS
45	Saginaw, Mich.	WKNX	25	CBS	112	Columbus, Ga.	WRBL	3	CBS
46	Norfolk, Va.	WTAR	3	CBS	113	Colorado Springs	KKTV	11	CBS
47	Phoenix	KPHO	5		115	Terre Haute, Ind.	WTHI	10	CBS
48	San Antonio	KENS	5	CBS	116	Tucson, Ariz.	KZAZ	11	
49	Toledo, Ohio	WDHO	24		117	Columbia, S. C.	WOLO	25	ABC
50	Salt Lake City	KSL	5	CBS	119	Charleston, S. C.	WCSC	5	CBS
					121	Monroe, La.	KNOE	8	CBS

**BULLETIN:**

Since this ad was written, WBEN-TV has won the first award given by the New York State Broadcasters Assn. for excellence in public service programming upstate.



# **babies ... blight ... schussboomers and booming vacationland**

**WBEN-TV public service cameras document the Western New York scene.**

Buffalo's nationally-famous Children's Hospital, sub-standard housing conditions in Negro ghettos, Western New York's thriving ski industry, and the Kinzua Dam that will soon change the geography of the state's Southern Tier — all make timely subjects for WBEN-TV documentaries. And they make fine and informative television fare.

These are just some of the recent television documentaries that the WBEN-TV News Department has put together for the enlightenment and enjoyment of our viewers. Nothing of newsworthiness or importance is out of range of the experienced hands that guide the cameras or create the continuity.

Public Service programming of this kind has been a continuing policy of our station since sign-on in 1948. It makes for an informed citizenry and a loyal audience that recognizes and appreciates the scope, effort, and efficacy of WBEN-TV's special television news features.

It also is one of the important reasons why Channel 4 consistently delivers the largest audience to its advertisers — an audience of quality, for quality products.

National Representatives: Harrington, Righter & Parsons

**WBEN-TV**  
CBS in Buffalo



CH. **4**

affiliated with WBEN Radio  
The Buffalo Evening News Stations

Rank	Market	Station	Channel	Other network affiliation	Rank	Market	Station	Channel	Other network affiliation
123	Corpus Christi, Tex.	KZTV	10	CBS	171	Medford, Ore.	KTVM	5	ABC & CBS
124	Erie, Pa.	WSEB	35	CBS	178	Ensign, Kan.	KTVC	6	CBS
125	Montgomery, Ala.	WKAB	32	ABC	179	Grand Junction, Colo.	KREX	5	ABC, CBS & NBC
129	San Angelo, Tex.	KCTV	8	ABC & CBS		Durango, Colo.	KREZ	6	ABC, CBS & NBC
130	Bakersfield, Calif.	KBAB	29	CBS		Montrose, Colo.	KREY	10	ABC, CBS & NBC
131	Odessa, Tex.	KOSA	7	CBS	184	Presque Isle, Me.	WAGM	8	ABC & CBS
134	Cadillac, Mich.	WWTV	9	ABC & CBS	185	Lufkin, Tex.	KTRE	9	ABC, CBS & NBC
	Sault Ste. Marie, Mich.	WWUP	10	ABC & CBS	189	Oak Hill, W. Va.	WOAY	4	CBS
135	Tallahassee, Fla.	WCTV	6	CBS	191	Klamath Falls, Ore.	KOTI	2	ABC
136	Wausau, Wis.	WSAU	7	CBS & NBC	192	Greenwood, Miss.	WABG	6	ABC & CBS
137	Chico-Redding, Calif.	KHSL	12	CBS	196	Laredo, Tex.	KYER	13	CBS
143	Bangor, Me.	WABI	5	CBS	198	Hays, Kan.	KAYS	7	CBS
144	Florence, S. C.	WBTW	13	ABC, CBS & NBC		Goodland, Kan.	KLOE	10	CBS
145	Las Vegas	KLAS	8	CBS	.....	Fort Myers, Fla.	WINK	11	CBS
156	Huntsville, Ala.	WHNT	19	CBS	.....	Jackson, Tenn.	WDXI	7	ABC & CBS
158	Reno	KOLO	8	ABC & CBS	.....	San Juan, P. R.	WAPA	8	ABC
164	Eureka, Calif.	KIEM	3	CBS		TOTAL			123 Stations

## ETV's plan for network

Expect gradual interconnection to become nationwide

Noncommercial television may be about to break out into broadcasting on a national network basis. It has been working for nearly 15 years on interconnection, "our highest priority," according to Gerald L. Appy, field services director of National Educational Television.

Now Mr. Appy looks toward "occasional interconnection of 35 to 38 stations that could carry special programs to a total lineup of 70 to 75 stations early next year. For 1968, we are hoping for permanent interconnection on the minimum eight-hour basis."

That's for futures, but already last summer four major market ETV stations (WGBH-TV Boston, WNDT-TV New York, WHY-TV Philadelphia, and WETA-TV Washington) interconnected for a nine-week, jointly produced live public-affairs program.

The total lineup for that special effort was 11 stations in seven states. WGBH-TV is the feeder station, via the microwave facilities of the Maine State Educational Network, for the eight permanently interconnected stations of the emerging Eastern Educational Network (in Maine, New Hampshire, Connecticut and Syracuse, N. Y.).

This is an example of how state interconnection, a widespread development in ETV, has laid the basis for at least one emerging regional network, realistic plans for others, and eventual national networking.

The EEN station in Syracuse, WCNY-TV, will become important to ETV interconnection next November, when it will join four other stations in the

New York State University Network. That network's 20 microwave relay towers, leased from AT&T for \$278,000 a year, will make WNDT the southernmost interconnected station of the EEN. And from there, it's not so very far to Philadelphia and Washington.

The goal of EEN is interconnection over a 10-state area from the Ohio border to the Atlantic, Washington to the Canadian border and beyond to Montreal. It's undeniably ambitious, but within a year or two, it may not seem such a massive undertaking.

**Weak Point** ■ Maryland is the one weak link in EEN's projected network. It is not covered by neighboring stations, as is New Jersey by New York and Philadelphia. And it will not have interconnected ETV stations on the air next year. But the Maryland general assembly this year passed a \$5-million appropriation for the construction of seven interconnected stations, fed from Baltimore.

Dr. Frederick Breitenfeld Jr., a former associate director of the TV stations division of the National Association of Educational Broadcasters, is executive director of the Maryland Cultural-Educational Television Commission. This is how he describes the Maryland project:

"We'll be based in Baltimore with a 50,000-square-foot production center, feeding six relay and recording stations with limited production capability, but we'll also use the facilities of Baltimore Junior College's new plant, and the Hagerstown project—that's a 10-year-old center for closed-circuit TV instruction, with 30 teachers working fulltime developing programs regularly incorporated into the Maryland public school curriculum. Of course, we'll include community service programming in the effort, and professional instruction and so on."

**Bundy Bird** ■ Dr. Breitenfeld emphasizes the cost of interconnection for an ETV with already limited resources. "One of the seven states I wrote up in a report at the NAEB spent a million dollars. But it's a prerequisite for real

quality. That's what's so exciting about the Ford Foundation's 'Bundy Bird'."

The reference is to the proposal by Ford Foundation President McGeorge Bundy envisioning free satellite interconnection and subsidy for noncommercial television. Hearings on the proposal before Senator John O. Pastore's (D-R.I.) Communications Subcommittee in August were carried on last summer's eastern ETV interconnection.

Another regional network, in the Midwest, is still in the planning stage. It would comprise already interconnected stations in Minnesota (2) and Nebraska (4) and stations in Iowa and North and South Dakota.

A third western network is in the talking stage, according to Mr. Appy. It probably would comprise California, where San Francisco is already connected with Sacramento and Redding and Los Angeles with San Bernardino and within nine months with San Diego; Nevada, where the Las Vegas station is planning to interconnect with Los Angeles; Oregon, where Portland is connected with Corvallis and will pick up Medford next year; and Washington, where Seattle and Yakima are already connected.

States at the level of connection within the state itself but with no present plans for interstate connection are Alabama, the first state network in the country (six stations), North and South Carolina, Georgia, Florida, Oklahoma and Hawaii. Illinois and Kentucky are planning interconnection within two years; Tennessee within three.

### Relay for translators OK'd

The FCC last week amended its rules to enable licensees of TV translators to use frequencies in the 2000 mc microwave band for the relay of TV station signals to translators.

The use of these frequencies will permit the relay of TV signals to locations that cannot receive such signals directly because of terrain or distance factors, the commission said.

**Announcing...**  
**for color and**  
**black and white,**  
**the new family of**  
**RCA image orthicons**  
**with a *big difference here***  
**that *shows up big here***

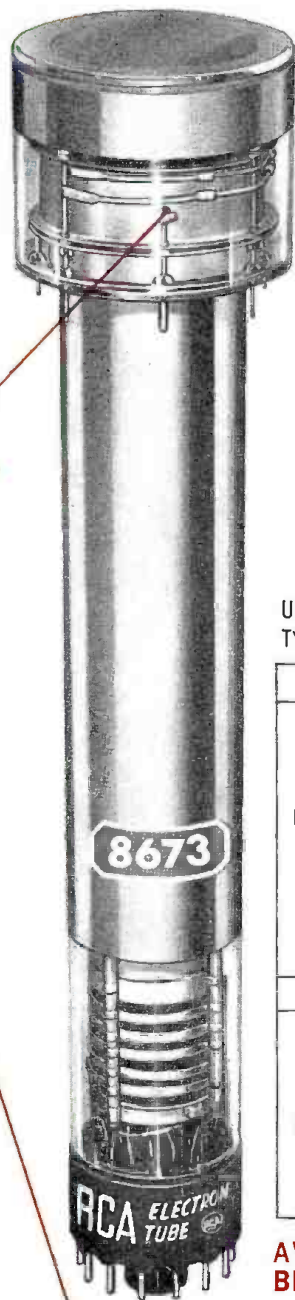
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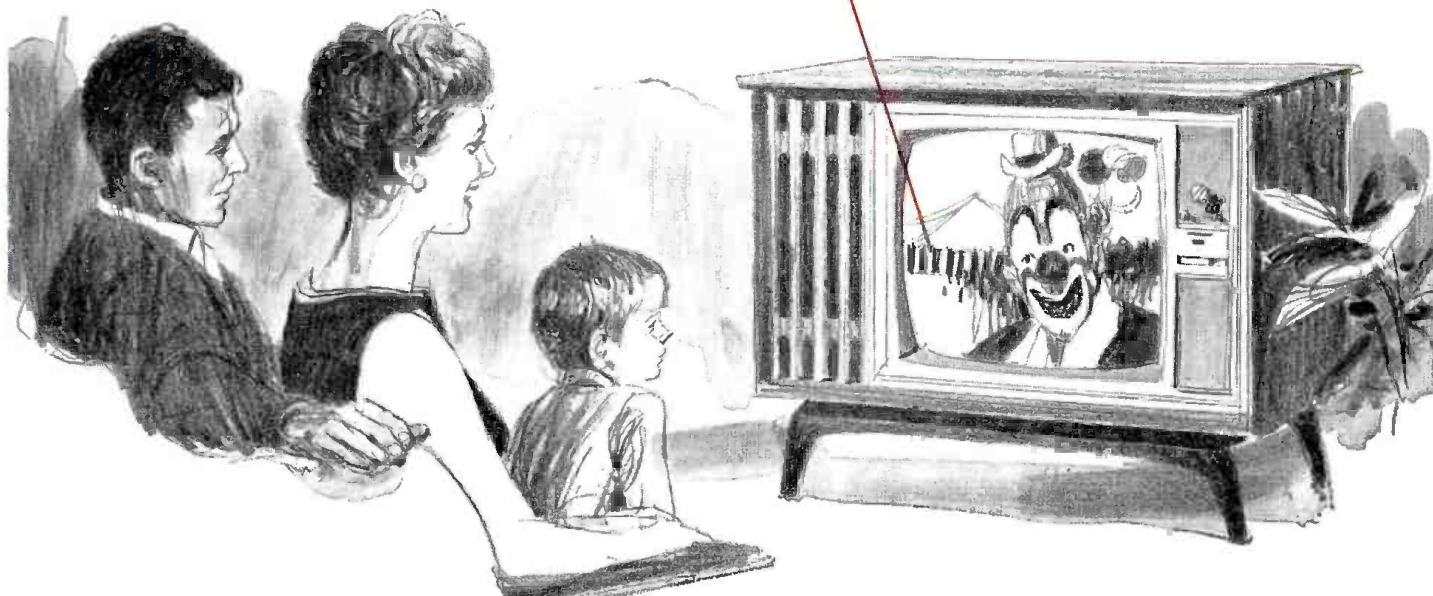
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4513 7513 7513/L 8093A 8093A/L	8673
UNDER LIMITED LIGHTING LEVELS	
For color pick-up, If you're now using . . . You can replace with:	
4415S 4416S	8674S
For black & white pick-up, If you're now using . . . You can replace with:	
7293A 7293A/L	8674

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# CATV told to stop 3 systems

**Black Mountain FCC move based on refusal to notify nearby stations**

The FCC last Wednesday (Nov. 30) ordered a CATV to stop the operation of its three Pennsylvania systems within two days of the release of the order because of violations of the commission rule that requires notification of local stations of incipient CATV operations.

The commission told Back Mountain Telecable Inc., which operates systems in Dallas borough, Dallas township and Kingston township, all Pennsylvania, to stop carriage to the three communities until 30 days after the CATV notifies all TV stations within whose grade B contours its systems lie that it is beginning operations, as required by the rules. Back Mountain was the object of a show-cause order last September because of its refusal to notify such stations of its operational plans (BROADCASTING, Sept. 12).

The commission also said Back Mountain violated the CATV top-100 rule which requires systems to obtain FCC permission in a hearing before carrying signals beyond their grade B contour into any of the top markets.

Back Mountain was ordered to stop importing the distant signals of WNEW-TV, WOR-TV and WPIX(TV), all New York, and KYW-TV and WFIL-TV, both Philadelphia. The three Pennsylvania communities served by Back Mountain and specified in the order are part of the WVIA-TV, WBRE-TV, WDAU-TV and WNEP-TV, all Scranton-Wilkes-Barre, Pa., TV market which ranks 70th. Back Mountain also carries WBNF-TV Binghamton, N. Y., on its systems. The CATV was also told not to begin carrying the signals of WPHL-TV, WIBF-TV and WKBS-TV, all Philadelphia.

The order, as in past cease-and-desist orders affecting CATV's, provides for an automatic 14-day stay of its effectiveness to permit Back Mountain to seek judicial review. The order would then be stayed for another 35 days or until the court action on the request for a stay, whichever comes first.

**No Oral Arguments** ■ One new twist the FCC faced in the Back Mountain case was the joint demand by the CATV and Kingston township for an oral argument before the commission en banc. The contestants claimed that due process of law requires such an argu-

ment on the constitutional questions raised by the issuance of a cease and desist order. The commission denied this request last week, however, stating that "no purpose would be served by oral argument." Commissioner Lee Loevinger, in a dissenting statement in which Commissioner Nicholas Johnson joined, said that "to refuse to hear or consider constitutional objections to the action being taken seems to me to be arbitrary and unreasonable."

The commission order, prepared under the direction of Commissioner Robert E. Lee, was adopted on a 4-2 vote, with Chairman Rosel H. Hyde and Commissioners Kenneth A. Cox and James J. Wadsworth forming the majority. Commissioner Robert T. Bartley was absent.

In other actions the commission:

- Granted request by Shelburne Falls Community Antenna Service Inc., operator of CATV's at Shelburne Falls and Buckland, both Massachusetts, for time extension to Feb. 1, 1967, to enable it to finish expansion from five to 12 channel capacity.

- Denied petition filed by Cape Fear Telecasting Inc., licensee of WWAY(TV) Wilmington, N. C., requesting 14-day nonduplication protection for its programming carried by CATV's serving the Wilmington area.

- Denied petitions for waiver of the nonduplication rule filed by: Ohio Cablevision Inc., CATV operator in Findlay, Ohio; Transwestern Video Inc., operator of CATV's in Poteau and Heavener, both Oklahoma, and Mount Cities TV Cable Inc., CATV operator in Mount Pleasant, Tex.

- Denied request for waiver of the local station carriage requirement filed by Salina Cable TV Systems Inc., operator of a CATV in Salina, Kan.

## Boston area UHF to resume this month

Silent since 1956, WXHR-TV (ch. 56) Cambridge-Boston will go back on the air later this month as WKBG-TV. (A request for those call letters is before the FCC.) The station, now owned by WKBG Inc. (Kaiser Broadcasting-Boston Globe), is aiming for a Dec. 19 target date. WKBG Inc. purchased WXHR-AM-FM-TV from Harvey Radio Laboratories for \$1.75 million (BROADCASTING, Oct. 24).

James T. Lynagh, formerly with Kaiser's WKBD-TV Detroit and WKBS-TV Burlington, N. J.-Philadelphia, is manager of the Boston UHF. Broadcast Communications Group will rep the station and the top hourly rate will be \$1,000.

Mr. Lynagh said he has had "good

advertiser response" to planned programming, which will accent sports and films. WKBG-TV will carry 23 road games of the Boston Bruins hockey team and 22 road games of the Boston Celtics basketball team.

Operating from temporary studios on Brookline Avenue, the station is returning to the air with a \$1.5 million RCA equipment package including a 55 kw transmitter, color-film chains and color video-tape recorders. It is expecting two live color cameras later this month, and three more cameras and a mobile unit next spring.

## 6 CATV's backed for Philadelphia

Philadelphia, fourth largest of the top 100 markets, has officially opened its doors to CATV. Ordinances reported favorably out of the special city council committee on law and government, established in 1964 to study the CATV problem, have awarded six nonexclusive 10-year franchises to Philadelphia-based firms subject to final approval of the council.

The companies named were Triangle Publication Inc., publisher of the *Philadelphia Inquirer*, the *Philadelphia Daily News*, and *TV Guide*, and group owner of radio-TV stations in Pennsylvania, New York, Connecticut, and California; Jerrold Corp., multiple CATV owner and equipment manufacturer; Telesystems Corp., multiple CATV owner; Philadelphia Cable Television Co., a subsidiary of the Bulletin Co.; International Equity Corp., multiple CATV owner, and the Bulletin Co., publisher of the *Philadelphia Bulletin* and owner of radio stations in Pennsylvania and California.

Terms of the ordinances permit not only CATV but closed circuit (local origination) and pay TV systems as well. In addition, companies must pay the city 5% of their gross receipts; must provide free CATV service to police stations, fire houses, city-owned hospitals, and all elementary and secondary schools for educational purposes; must not engage in TV repair services, and must not transmit to Philadelphia residents blacked-out local telecasts of sports events.

**Wards Assigned** ■ Under the provisions of the ordinances the city's 66 wards will be divided among the six companies as follows: Triangle Publications Inc.—wards 23, 33, 35, 53, 54, 56, 58, 63 (western portion of north-east Philadelphia bounded by Roosevelt Boulevard and Montgomery County line); Jerrold Corp.—wards 1, 2, 5, 7, 14, 18, 19, 20, 31, 37, 39, 43 (east of Broad Street and south of Hunting

Park); Telesystems Corp.—wards 8, 11, 13, 15, 16, 26, 28, 29, 30, 32, 36, 47, 48 (west of Broad Street and south of Wayne Junction); Philadelphia Cable Television Co.—wards 3, 4, 6, 24, 27, 34, 40, 44, 46, 51, 52, 60 (west of the Schuylkill river and north of the Delaware river); International Equity Corp.—wards 9, 10, 12, 17, 21, 22, 38, 42, 49, 50, 59, 61 (northwest Philadelphia bounded by Olney and Mount Airy-Chestnut Hill sections, including Roxborough and Manayunk), and the Bulletin Co.—wards 25, 41, 45, 55, 57, 62, 64, 65, 66 (eastern portion of northeast Philadelphia bounded by Roosevelt Boulevard and Poquessing Creek).

## Radio code down 21, TV code loses one

The National Association of Broadcasters radio code had a net loss of 21 stations between Sept. 15 and Oct. 15, as 41 stations withdrew and 20 stations joined. In the same period, one station—KCFT-TV Concord, Calif.—withdrew from the TV code.

Radio additions: KIRV Fresno, Calif.; WDAX McRae, Ga.; WBRT Bardstow, Ky.; WHAV-AM-FM Haverhill, Mass.;

KCBN Reno; WJIC Salem, N.J.; WRPI (FM) Troy, N.Y., noncommercial; KVIN Vinita, Okla.; KNPT Newport and KORE Springfield, both Oregon; WYFY (FM) Columbia, Tenn.; KERB Kermit, Tex.; KARI Blaine, KASY Auburn, KERI (FM) Bellingham, KORD Pasco, KWIG Moses Lake and KWXYZ Everett, all Washington; KSGT Jackson, Wyo.

Radio withdrawals: WBIB Centreville, Ala.; KHER Santa Maria, KNEW Oakland and KPLY Crescent City, all California; WBAR Bartow and WVCF Orlando, both Florida; WBHB Fitzgerald, WBLJ Dalton, WBMK-AM-FM West Point, WFPM Fort Valley, WHIE Griffin, WISK Americus, WKEU-AM-FM Griffin, WLBB Carrollton, WLOP Jesup, WSNE Cumming and WTRP La Grange, all Georgia; KNDY Marysville, Kan.; WMTL Leitchfield, Ky.; KLVU Haynesville, La.; KCGM Columbia, Mo.; KUVR Holdrege, Neb.; WMD Atlantic City; KRYS Roswell, N.M.; WWOK Charlotte and WISP Kinston, both North Carolina; KALA Alva, Okla.; KQIK Lakeview and KYMN Portland, both Oregon; WPAB Ponce, P.R.; WJSO Jonesboro, Tenn.; KCAD Abilene and KFYN Bonham, both Texas; KBBC Centerville, Utah; WHLF-AM-FM South Boston and WHPL-AM-FM Winchester, both Virginia; WVLR (FM) Sauk City, Wis.

## More support for ETV bird

### Science and arts groups hit TV programming while supporting satellite plan

Two government-financed foundations devoted to science and the arts urged the FCC last week to authorize the use of domestic communications satellites to meet the nation's needs in education, cultural programs and public information. In the process, they leveled a sharp blast at the commercial networks.

The National Science Foundation and the National Foundation on the Arts and Humanities expressed their views in response to the commission's inquiry into the question of whether nongovernmental entities should, or legally can, be authorized to own and operate private communications satellites.

The foundations, both independent government agencies funded by Con-



## Skills Bank orientation meetings begin

Broadcasters, civic leaders and government officials met in Washington last week in an orientation session that is being repeated in 71 other cities. The session was designed to acquaint the industry with

the Broadcast Skills Bank program.

Created in August 1964, the program is a cooperative venture of ABC, CBS, NBC, Westinghouse Broadcasting Co. and the Urban League to help members of minority

groups—primarily Negroes—get into broadcasting. Its four main areas of concentration and development are inventory and employment, parttime employment, additional training and scholarships.

At the Washington session, the plan was lauded by Vice President Hubert Humphrey, who commended the broadcasters for their "cooperative initiative and creative ingenuity in providing more job opportunities for Negroes and other minorities . . . [you] have set an outstanding example of businessmen developing imaginative new approaches and using your own resources in meeting our nation's problems. I am hopeful the resourceful leadership of the radio-television industry will be followed by other industries. . . ."

Taking part in the Washington meeting were (l-r): Joseph Goodfellow, vice president and general manager of WRC-AM-FM-TV Washington, chairman of the Washington program; Sterling Tucker, executive director of the Urban League, Washington; Donald McGannon, president of Westinghouse Broadcasting, chairman of the bank's advisory committee; Vincent Wasilewski, president of the National Association of Broadcasters, and FCC Chairman Rosel Hyde.

gress to support research and education in science and the arts and humanities, confined their position to endorsing the idea of a domestic satellite system that would distribute programs in those fields at economical rates to all areas of the country.

They didn't endorse any pending proposals, including that of the Ford Foundation for a corporation to service the commercial networks and turn its profits over to educational television. And they took no position on whether nongovernmental agencies should be permitted to build and operate a domestic satellite for private purposes.

**Not for Themselves** ■ The foundations made clear they are not interested in establishing a system of their own. And they expressed no views on what kind of organization should be created to provide the type of service they feel is necessary—or on how it would be financed.

Their concern is in seeing the establishment of a system that would "distribute high quality programs in arts, humanities and sciences at economical rates to remote areas of the nation, where educational and cultural opportunities are minimal."

Commercial programming, they said, doesn't satisfy the nation's needs in the educational and cultural fields. "The

### Didn't say it, Hyde says

FCC Chairman Rosel H. Hyde last week denied a published report indicating he had made up his mind—and in the negative—about the Ford Foundation proposal in the commission's proceeding concerning the establishment of domestic communications satellite systems.

The report, apparently based on an interview with the chairman, said he is opposed to the idea of a nonprofit satellite system that would serve the commercial networks and make its profits available to aid educational television.

"I did not make such a statement," he said. "It would be inappropriate for me to form an opinion on any ideas being submitted in the inquiry."

commercial networks schedule few educational and public information programs in relation to available broadcast time, and these few are almost never shown during the evening from seven to midnight," they said.

"The frequent commercials are often

tasteless and always distracting. Programs with scientific, historical and cultural content are often bland or oversimplified. Complex subjects are either not covered at all or are given such cursory or superficial treatment as to deprive them of educational value or cultural merit."

The foundations conceded that educational television often suffered from "dullness and awkwardness." But they said this resulted at least in part from a bottleneck in the distribution of ETV programming. A communications-satellite system, they said, could break the bottleneck, and open up a "wide panorama of high quality subject matter to the nation at large."

### Changing hands . . .

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

■ **WLKW Providence, R. I.:** Sold by Harry Pinkerson and group to Alexander M. Tanger for \$530,000. Mr. Tanger is former vice president and sales director of WHDH-TV Boston. Mowry Lowe, general manager of the station, will continue in that capacity. The five-year-old 50 kw WLKW operates daytime only on 990 kc. Broker: Edwin Tornberg & Co.

■ **KTAN Tucson, Ariz.:** Sold by Harry B. Chambers to John B. Walton for \$300,000. Mr. Walton, a group owner, owns 50 kw daytimer KFIF (on 1550 kc) in Tucson, which he is donating to the University of Arizona. Mr. Chambers is remaining as a consultant. KTAN began operating in 1947, is full-time on 580 kc with 5 kw. Broker: R. C. Crisler & Co.

■ **KTFS Texarkana, Tex.:** Sold by William R. McDaniel and associates to Hugh D. Frizzell and group for \$155,000. Mr. Frizzell was formerly associated with WHBQ Memphis. KTFS, founded 20 years ago, operates full-time on 1400 kc with 250 w. Broker: Hamilton-Landis & Associates.

■ **WGTT(TV) Philadelphia:** Construction permit sold by Bernard Rappaport to Seven Arts Broadcasting Co. for out-of-pocket expenditures totaling about \$12,000. Mr. Rappaport was granted a CP for channel 23 in 1961. Earlier this year he asked the FCC for permission to sell it to Edwin Cooperstein and others, owners of WNJU-TV Linden-Newark, N. J. (ch. 47) but this was dismissed at the request of the applicant early last month. Seven Arts Broadcasting is a wholly owned subsidiary of Seven Arts Associates, New York, TV film syndicator. Seven Arts Associates is owned by Seven Arts Associated Ltd., Toronto, which recently acquired a one-third interest in Warner Brothers Pictures Corp., from

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Jack L. Warner (BROADCASTING, Nov. 21). This is Seven Arts' first move into station ownership. It plans to acquire other stations.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOT THE RECORD, p. 82).*

■ **WWIL-AM-FM Fort Lauderdale, Fla.:** Sold by William A. Roberts and family to Lorin E. Miller and Van George Patrick for \$350,000 with agreement not to compete. Mr. Miller is former 25% owner of WTAL Flint, Mich., and also had 25% interest in KSO Des Moines. Mr. Patrick is director of sports for MBS. Both also hold minority interests in WYNR-AM-FM Dearborn, Mich. WWIL, 11 years old, operates on 1580 kc with 10 kw day, 5 kw night. WWIL-FM is seven years old, operates on 103.5 mc with 33 kw.

### KCII wasn't sold; or was it?

KCII Washington, Iowa, has not been sold, George J. Volger, president and majority stockholder, said last week. He said the sale announcement (BROADCASTING, Nov. 14) was in error. "KCII has not changed hands," he stated.

The sale report was furnished to BROADCASTING by Blackburn & Co., station brokers. James W. Blackburn, president of the brokerage firm, said last week that he has a signed contract for the sale of the 500 w daytimer (on 1380 kc) to Dick Jones for \$95,000.

### Half of CATV system sold

The sale of a 50% interest in Consolidated Cable Systems Inc., owned by Spencer-Kennedy Laboratories Inc., Boston, to Boston Capital Corp., that city, for over \$500,000, subject to adjustments, was announced last week.

Consolidated Cable Systems operates CATV systems in Lafayette, Danville, Alamo, Moraga and Rheem, all California, and Blackwell and Tonkawa, both Oklahoma, serving 7,100 subscribers. The various systems have a potential of 25,000 subscribers, the announcement said.

Boston Capital, with net assets of more than \$20 million, is a small-business investment company. This marks its fifth investment in the CATV field. Present CATV interests: half-owner, with Time-Life Broadcasters Inc., in Newburgh and Poughkeepsie, N. Y.; minority in Beacon, N. Y.; minority in Continental Cablevision Inc. (Tiffin and Fostoria, Ohio; Quincy, Ill., and Keokuk, Iowa).

Malarkey, Taylor & Associates, Washington, acted as consultants in arranging the transaction and have been retained to manage the systems, it was also announced.

## Nelson gets back into ABC-ITT act

Senator Gaylord Nelson (D-Wis.), the leading congressional objector to immediate FCC approval of the proposed ABC-International Telephone & Telegraph merger,



Senator Nelson

last week took issue with ITT's assurance that it would not disturb the editorial integrity of ABC's news operation if the union is approved.

In a letter to FCC Chairman Rosel H. Hyde, Senator Nelson said "such promises, even though offered with the best intentions, offer no protection whatever to the public interest . . . there is no basis for believing that such a voluntary policy would be everlasting."

ITT recently sought to reassure the commission that ABC's news policy would not be affected by the network's acquisition by the large diversified

firm. Congressional critics of the merger have challenged the marriage on these grounds, citing the fact that ITT is in a sensitive position because of its large overseas dealings and extensive operations with the U. S. government.

**Admits It** ■ Senator Nelson wrote Chairman Hyde that by offering these assurances ITT confirmed the validity of the original argument. "While admitting that it would have this power, ITT seeks to dispose of this concern merely by promising that it will never use this power," he continued. "It is unrealistic to assume that news department employees of ABC would be so reckless as to plunge into public controversies with the knowledge that they would be damaging the economic interests of their parent corporation—and risking their jobs—by doing so."

He used the example of General Motors efforts to stifle criticism of the auto industry by author Ralph Nader to illustrate the possible restriction that might confront a news agency owned by an industrial giant embroiled in a controversy. If General Motors had owned a TV network, Senator Nelson inquired, "do you think General Motors would put Ralph Nader on television at the same time that it was

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trying to silence him?

"We are about to make a crucial decision for the future of independent broadcasting in America," he cautioned the FCC. If the commission rules in favor of the merger without the assurance the public interest in independent broadcasting will be preserved, then it would be possible for large industrial complexes to acquire American radio and television networks. "We will then be in a position where three giant corporations, with worldwide economic entanglements, will control the most important source of news."

## Court dismisses CATV franchise suit

A Macon county, Ill., judge last week dismissed a suit contesting the legality of these CATV franchising ordinances. In rendering a "no equity" decision, Judge Frederick Green ruled that Illinois Broadcasting's WSOY-AM-FM has no complaint unless the city of Decatur, Ill., either requires the stations to be licensed or charges them with violating the ordinance.

According to Merrill Lindsay, presi-

dent of Illinois Broadcasting, the judge has directed the city to clarify the CATV ordinances with a decree.

The legal problem arose in September 1965, when the city passed ordinances that prohibited CATV operations without a license and stated exacting terms for the granting of licenses for the right to string cable over the city streets. Illinois Broadcasting at times runs cable to connect its mobile unit with the station while covering local events. The radio stations' suit maintained that the city's ordinances were unclear and could be interpreted to apply to their activities.

## WDXI-TV switches to fulltime ABC-TV

WDXI-TV Jackson, Tenn., a CBS-TV basic affiliate, will change affiliations to become an ABC-TV primary next month. CBS acknowledged last week its contract with WDXI-TV has been terminated by mutual agreement and noted that WREC-TV Memphis would continue as its basic affiliate in the general area. ABC said the new affiliation

with WDXI-TV, which had been associated with CBS since March 1965 (though also carrying some ABC programming as a secondary), will open the Jackson area for the first time to the full ABC schedule of news, public affairs, entertainment and sports programming. WDXI-TV operates on channel 7. Cy N. Bahakel is president and owner.



At the signing were: Thomas W. Moore, group vice president and president of ABC-TV (seated); and (l to r) John O. Gilbert, vice presi-

dent for affiliate relations; Carmine F. Patti, director of TV station relations; and Cy N. Bahakel, president and owner of WDXI-TV.

## Commercial AM to finance educational FM

A St. Louis educational organization, blessed with unusual financial and promotional support from a local commercial broadcaster, has asked the FCC for approval to construct and operate an educational FM outlet in that city.

In its application for FM channel 201 on 88.1 mc, the St. Louis Educational Assistance Fund last week referred to KATZ, a Negro-oriented St. Louis station, as the "catalyst" for the project.

In a statement filed with the application KATZ said it would take the "unusual" steps of building the station and also providing staff and clerical help until the fund receives sufficient financial support from other sources. SLEAF is a nonprofit corporation formed in 1961 to provide assistance to underprivileged people in the St. Louis area.

KATZ also said that the proposed FM outlet could use its studios and offices to keep initial costs at a minimum. "KATZ will use its own AM facilities and its advertising schedules in other media to publicize and promote the work of the educational FM station," the broadcaster said.

The major goal of the FM's proposed educational programming, which would be directed primarily to the Negro population of St. Louis, is "to provide help at the level where help is needed most," SLEAF said.

## New rules for auxiliary ID's

The FCC rules governing station identification for television auxiliary stations (TV pickups, studio transmitter links and intercity relays) were amended last week, the commission announced.

The FCC stated that such stations may now identify themselves by using the call signs of either the TV auxiliary, the TV station to which they are licensed or the TV station whose signals they are relaying.

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NOT ENOUGH INFORMATION

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NOT ENOUGH INFORMATION

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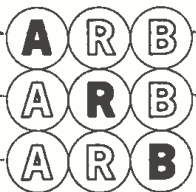
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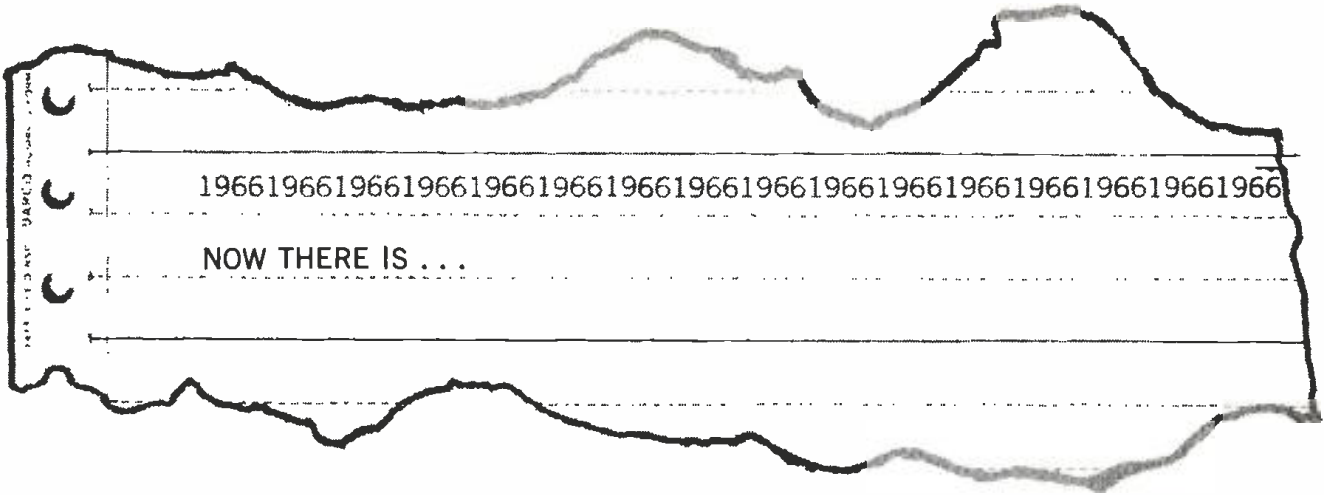
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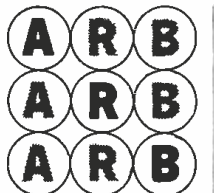
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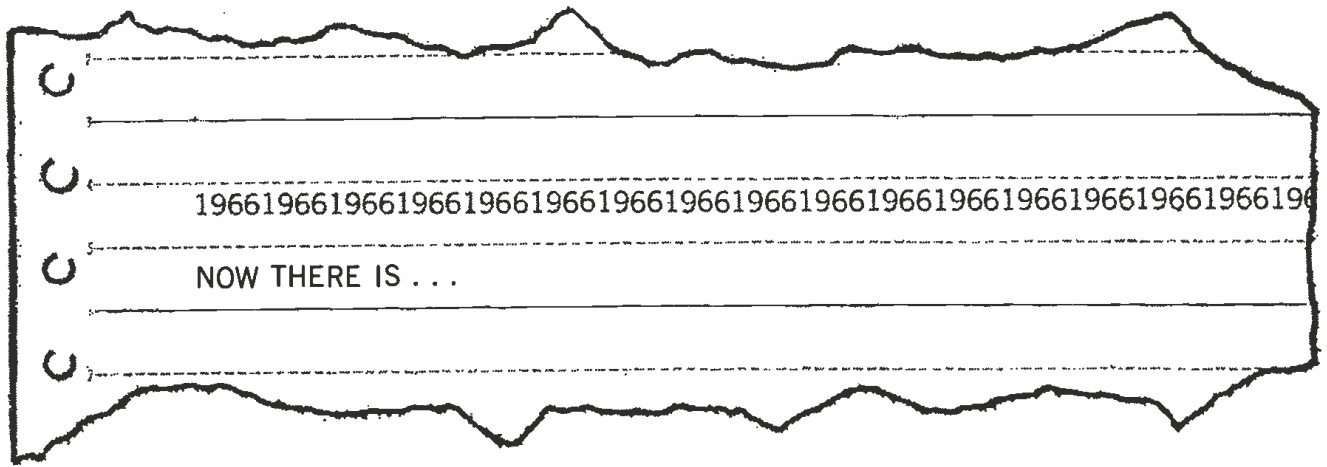
WE RELY HEAVILY ON OUR COMPUTERS. THEY ASSURE US OF A DEGREE OF ACCURACY AND SPEED THAT HAND TABULATION COULD NEVER PROVIDE. THIS IS WHY WE USE COMPUTERS FOR NEARLY EVERY PHASE OF OUR OPERATION, NOT JUST IN THE TABULATION OF ARB REPORTS.

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. . . A RADIO AUDIENCE COVERAGE STUDY USING THE SAME MEASUREMENT TECHNIQUE AS THAT USED IN MARKET SURVEYS OF LISTENING . . . AND ONLY ARB IS DOING IT.

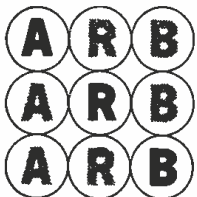
WHY IS IT SOME FEEL THAT A LESSER MEASUREMENT TECHNIQUE CAN BE USED FOR ESTIMATING STATION CIRCULATION THAN THAT WHICH IS USED FOR LISTENING ESTIMATES IN A MARKET REPORT?

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FORTY-EIGHT STATE REPORTS WILL HOUSE RADIO CIRCULATION DATA ON EVERY COUNTY WITHIN EACH STATE (EXCEPTING ALASKA AND HAWAII). A SECOND SET OF STATE REPORTS WILL PROVIDE CIRCULATION BY STATION DELINEATED BY COUNTY. IN ADDITION TO NET WEEKLY CIRCULATION, STATION SHARES OF TOTAL COUNTY LISTENING HOURS AND COUNTY SHARES OF STATION LISTENING HOURS WILL BE REPORTED BY SEVEN DAY-PARTS AND FOUR AGE/SEX BREAKDOWNS FOR EVERY AM & FM STATION MEETING THE MINIMUM REPORTING STANDARD. SEE YOUR ARB REPRESENTATIVE FOR FURTHER DETAILS.

THERE NEVER WAS A RADIO COVERAGE STUDY SO COMPLETE — SO USEFUL. BUT, NOW THERE IS!



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## Land-mobile jam eased slightly

FCC reduces some channel widths in 450-470 mc region, starts rulemakings for splits that could affect remotes

The FCC, under increasing pressure from land-mobile radio users and their allies on Capitol Hill, continued last week its effort to find ways of easing the radio-spectrum shortage plaguing land-mobile radio. Inevitably, broadcast frequencies were involved in commission discussions and actions.

The commission issued two notices of proposed rulemaking, one of them affecting frequency space now available for aural broadcasts by remote pickup stations, the other reducing channel width in a common-carrier band. It also adopted an order splitting channel assignments in the 450-470 mc band for land-mobile services.

But these steps are only partial solutions at best. And the commission instructed the staff to continue studying the host of ideas that have been collected since May, when Chairman Rosel H. Hyde ordered an intensive effort to solve the spectrum problem.

Commission thinking on the proposals has not jelled, and until it does officials are reluctant to discuss any plans for fear of calling attention to any proposal that may be out of proportion to its worth. "We're considering all kinds of ideas, including obviously kooky ones," said one official. Consideration, he said, doesn't mean endorsement.

It's known, however, that two proposals in the pot involve land mobile radio use of frequency space now allocated to UHF television.

**Channel-Splitting** ■ The rulemaking of particular interest to broadcasters that was issued last week proposes the allocation of two half-megacycle segments of spectrum space to land-mobile radio services. This would be accomplished by splitting the frequencies (from 100 kc to 50 kc) in both the 450-451 mc and 455-456 mc bands which are now used for radio broadcasts and the voice portion of telecasts, 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. But the commission has invited comment on whether the splitting would impair the present quality of service.

The two proposals said to be under consideration that would affect the UHF-TV portion of the spectrum are more sweeping than that involved in

the rulemaking. One suggests the re-allocation of UHF's top 14 channels—70 through 83—to land mobile for limited use within certain metropolitan areas. Commission engineers feel this might be accomplished without undue disruption of TV service. (The channels now are used primarily for translators.) However, they say that more research is needed before recommendation can be made.

The other proposal—frequently advanced by land-mobile radio representatives—looks to a sharing of the seven lowest UHF channels with land-mobile services. Here, again, additional studies are said to be needed before the commission could decide whether to institute a formal rulemaking proceeding or consider setting up a test.

Commission members were said to be cool to that proposal, on the ground it would disrupt a large number of existing assignments. Some staffers, how-

ever, favor it, contending the equipment costs for land-mobile radio users on the lower UHF channels would be less than on the higher ones. The commission has asked for a study of comparative equipment costs.

**More Likely Prospect** ■ However, one proposal said to have more support among key staffers than those affecting the UHF channels is one which would look to commission abandonment—or modification—of its policy of allocating frequencies to various land-mobile services in blocks. Under the proposal, a pool arrangement would be established, under which land-mobile frequencies could be shared among various groups of users.

This idea was advanced by a government-industry Advisory Committee for the Land Mobile Radio Services, which is headed by Commissioner Kenneth A. Cox and which is expected to have a considerable impact on commission policy in the area.

The committee, which has been studying means of squeezing additional use out of the spectrum space allocated to land-mobile radio, is scheduled to file its report in the spring. If the committee concludes that available space is simply inadequate to meet the demand,

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the pressure on the commission for turning to other portions of the spectrum, including those assigned to broadcasting, will be intensified considerably.

Representatives of land-mobile radio users, in appearances at National Association of Broadcasters regional meetings in the past several months, have trumpeted their desire for spectrum space now used by broadcasters. And members of Congress, notably Representatives John D. Dingell (D-Mich.), chairman of a House Small Business subcommittee, have prodded the commission to provide relief for land-mobile radio users.

**Lunch with NAM** ■ The commissioners on Wednesday lunched with one of the most influential groups in the land-mobile field—the Telecommunications Committee of the National Association of Manufacturers. The committee was raised last week from an ad hoc to a full policy-making panel. The luncheon, a periodic event, provided an appropriate forum for Chairman Hyde to announce the actions the commission took that day to ease the spectrum shortage.

The order splitting channel assignments in the 450-470 mc band—from 50 kc to 25 kc—affects public safety, industrial and land transportation radio services and Class A stations in the citizens radio services.

The rulemaking that doesn't affect the broadcast services proposes reducing channel widths from 50 kc to 25 kc in the 450 mc bands allocated for common carrier radio services.

The commission votes on the actions were unanimous. But Commissioner Nicholas Johnson objected to a statement in the order providing for the splitting of channels in the 450-470 mc band that there is "merit" in a request for making frequencies available for land-mobile facilities for the industrial protection industry and for the airline industry.

He said that in view of the "hundreds of other unfulfilled or inadequately served uses for land mobile radio" throughout the country there is no basis for giving the two proposals "special consideration apart from competing national needs for the same resource."

He said he dissents "to the commission's expression regarding the establishment of new services in the absence of a clearly articulated explanation of the implications of such action for overall spectrum utilization in the national interest."

## GE intros video-tape line

General Electric's consumer electronics division, Syracuse, N. Y., has introduced a new video-tape recorder system designed primarily for educa-

tional, business training and industrial markets. The unit, comprising a recorder, closed-circuit TV camera and 12-inch monitor, is available either as a portable, three-piece unit (\$1,695) or as a mobile console (\$1,995). GE first announced it would produce video-tape systems last summer (BROADCASTING, July 11).

## FCC wants in too

### Opposes creation of new research outfit to study the spectrum

The FCC appears less than enthusiastic about a Commerce Department-created science panel's recommendation that a high-level research organization be created within the department to study the most effective means of allocating radio spectrum space.

If any study is to be made, the commission feels it and other interested agencies should be part of it. The commission also has doubts about the wisdom of establishing an entirely new government organization.

The commission's position, expressed in a letter Chairman Rosel H. Hyde sent to Commerce Secretary John T. Connor, was not unexpected in view of statements commission members made at the time they received copies of the panel's report in October (BROADCASTING, Oct. 24).

The panel, which was assembled by Commerce in the face of growing government concern over spectrum congestion, proposed creation of a group to develop the research tools that would be used by government agencies in seeking to make the most effective use of the spectrum. The research organization would operate on an annual budget ranging from \$10 million initially up to \$50 million.

The panel, headed by Dr. James Hillier, RCA Laboratories, warned that serious economic consequences for the nation will result if the spectrum problem is not solved.

Chairman Hyde, in his letter, expressed commission concurrence in the need for additional study of spectrum allocation. But, it's understood, he indicated that the commission feels that the proposed research organization would lead to an unnecessary new layer of government and to needless expense. (Commissioner Nicholas Johnson is reported to have expressed some reservation concerning the commission's

view of the proposed research group).

Chairman Hyde also pointed to the commission's statutory responsibility and experience in the area, and said that any spectrum-allocation study project should be designed in a manner to permit the commission to participate in its direction. He said other interested agencies, including the Office of Telecommunications Management and Defense Department, also should participate.

**Spectrum Managers** ■ Between them, OTM and the FCC are responsible for allocating the spectrum in the U. S.—the OTM for the government portion, the FCC for the rest. OTM's director, James D. O'Connell, who is also the President's adviser on telecommunications matters, has drafted a plan for a spectrum-allocation study that would be conducted jointly by his office and the commission. Mr. O'Connell is reported to have expressed misgivings about the science panel's report also.

Commission officials privately have labeled the Commerce recommendation as unrealistic. Some are surprised that a study group could be proposed that didn't include the agencies already involved in the spectrum-management business. Others say that the estimated cost of the proposed study (\$10 million in the first year) is enough to kill the project in view of the administration's continuing pressure on government agencies to hold down costs.

Commission members say they see no particular conflict between the proposed study and the commission's own plans to put additional emphasis on spectrum-allocation work. Chairman Hyde has said the commission would need additional funds for spectrum-study work it is requesting for fiscal 1968 even if the science-panel's recommendations were adopted (BROADCASTING, Nov. 14).

"We're not trying to kill off any study," said one commission spokesman. "We want to put it on an orderly basis. We want to provide some input for the study and give it direction."

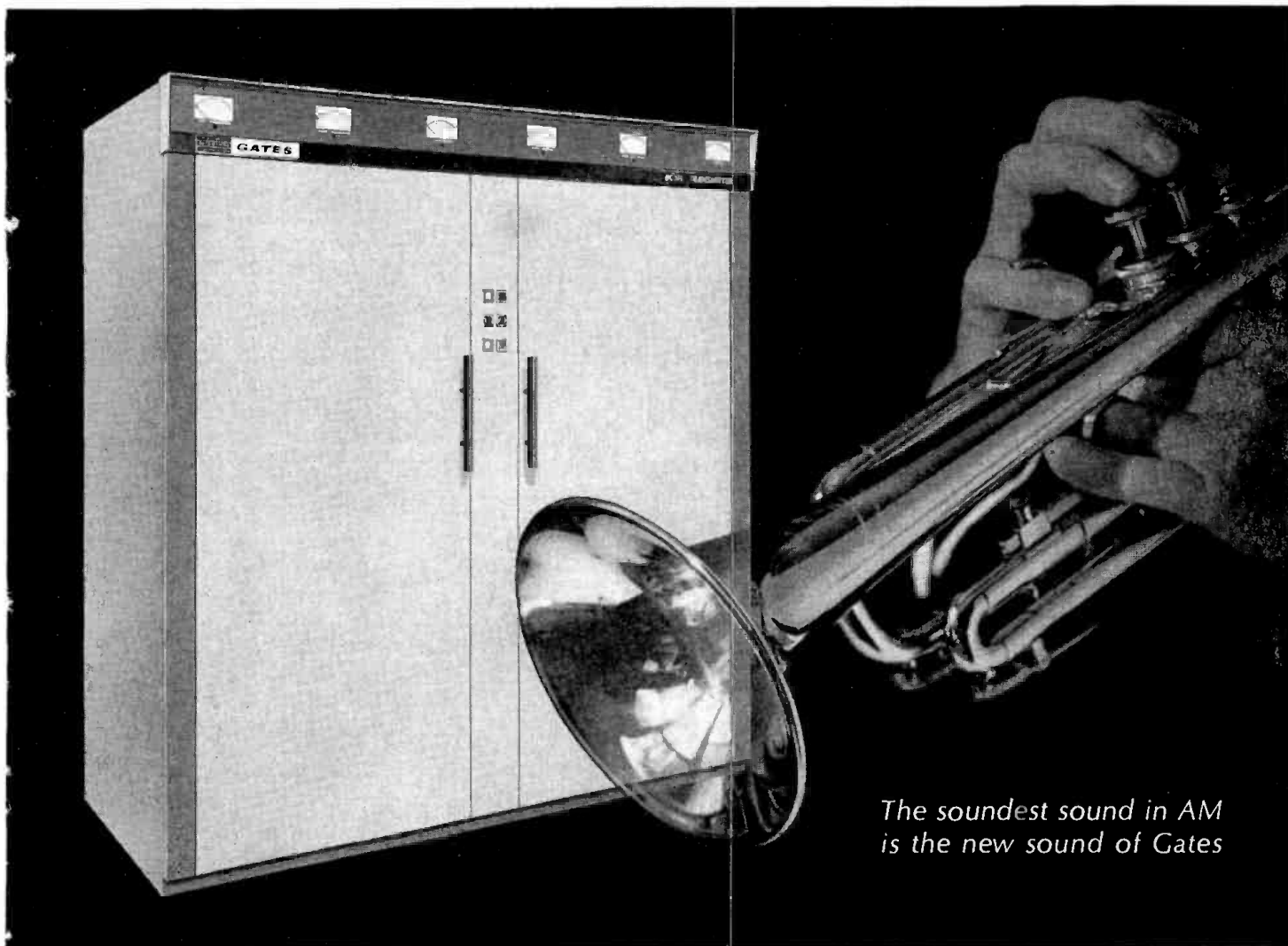
## Technical topics . . .

**Remote control** ■ Rust Corp., Cambridge, Mass., presents a new remote control system, the RC-2400, with 48 control functions plus 24 metering positions for use in remote operation of TV, AM and FM transmitters. The system contains illuminated indication of parameter selection and a two-meter system containing five scales.

**Super pick-up** ■ Electro-Voice Inc., Buchanan, Mich., has introduced a cardioid microphone, the RE15, with frequency response of 60 to 15,000 Hz, and output level at minus 55 db. Net price is \$153.



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# Lani Bird goes commercial

**Pacific relay edged into better, but still nonsynchronous orbit; week's overseas TV traffic heavy in both directions**

Lani Bird, the Pacific communications satellite that just didn't make synchronous orbit but still is usable for TV and telephone-teletype circuits from the United States to the Far East and vice versa, was to become the second commercial sky relay Saturday (Dec. 3). The first is Early Bird over the Atlantic.

The FCC last week approved the plans of the Communications Satellite Corp. to begin charging for use of the trans-Pacific spacecraft on that day.

Last Thursday (Dec. 1) Comsat engineers commanded Lani Bird to move into a better orbit for Pacific communications. The maneuver was successfully accomplished, and Lani Bird is now guaranteed to provide communications links between the U. S. and Hawaii, Japan and Australia for a maximum of eight hours a day. These hours will change from month to month, because of the difference between the earth's rotation and Lani Bird's orbit (BROADCASTING, Nov. 30).

**Same Rates** ■ The rates filed by Comsat for Lani Bird were the same as those filed before the launch when Lani Bird was expected to achieve synchronous orbit. Deleted from the new tariff, however, are the monthly, full-time rates that the moving spacecraft cannot provide. The charges for black-and-white TV, effective from tomorrow until Feb. 2, 1967, when Comsat presumably expects to have a synchronous Pacific satellite operating, run as follows:

Between the states of Washington and Hawaii—\$1,500 for the first 10 minutes; \$42 for each additional minute.

Between Comsat's ground station at Brewster Flat, Wash., and Japan, for half the circuit (U.S. to Lani Bird only)—\$1,200 for the first 10 minutes; \$36 for each additional minute. The rate from the satellite to the Japanese ground station is to be fixed by Japan.

Between Hawaii and Japan (for half the circuit)—\$1,100 for the first 10 minutes; \$30 for each additional minute.

For color TV, the charge will be 25% more.

**Busy Week** ■ Last week the three TV networks tested the wings of Lani Bird and found them strong. Millions of viewers in Japan and Okinawa saw for the first time live telecasts from the United States, and other millions in the U. S. saw live pickups from Japan.

And during the same period, millions of TV viewers in Europe saw live TV via Early Bird over the Atlantic from the United Nations in New York during the Assembly's debate on the admittance of Red China to that international body.

In the Pacific communications satellite's initial series of live TV transmissions between this country and Asia, first ABC-TV and then CBS-TV were involved in special programs beamed to Japan. NBC-TV, meanwhile, presented the first live telecast the other way, from Japan to the U.S.

**Sponsored** ■ The ABC-TV broadcast

was particularly significant because Max Factor & Co. sponsored the half-hour program in Japan and Okinawa. The Los Angeles-based cosmetics manufacturer, long established in international markets, finding that it could not buy commercial time on the communications satellite, hastily filmed a three-minute institutional-type spot in Hollywood and flew it by jet airplane to Japan in time for insertion in the live telecast from the U.S. via Lani Bird. It marked the first time an American advertiser sponsored an inaugural telecast of a communications satellite. Cost to Factor for the production, transportation and time on the Japanese network was estimated at \$35,000.

The Lani Bird tests involving CBS were produced under the auspices of the Tokyo Broadcasting System, which used the U.S. network's Television City facilities in Hollywood to feed two experimental programs live to 21 stations throughout Japan. The first of the programs, entitled *Salute to Japan*, featured special messages from such television personalities as Walter Cronkite, Miyoshi Umeki, Vic Morrow, Agnes Moorehead, Frank Sutton and June Lockhart, and included helicopter shots of Hollywood, Disneyland, the Los An-



It was 2:55 p.m. in Los Angeles and 7:55 a.m. the next morning in Tokyo when Japanese viewers saw Tokyo Broadcasting System correspondent

Michi Kawamura chatting in CBS's Hollywood studios with motion-picture and singing star Miyoshi (Nancy) Umeki.

geles Coliseum and portions of the Pacific Ocean beaches from Malibu running south. It was telecast on Sunday (Nov. 27), 2:25 p.m. to 2:55 p.m., PCT, and was received at 7:25 a.m. Monday (Nov. 28) in Japan.

The second program, aired on Monday (Nov. 28) at 3:05 p.m. PST, which was then 8:05 a.m. the following morning in Tokyo, was highlighted by a television reunion between an American soldier who had stopped over in Japan en route home from Vietnam and his wife in California. Both programs, arranged by CBS Films Inc., were hosted by Michi Kawamura, the chief correspondent for the Tokyo Broadcasting System in the U.S. Miyoshi Umeki acted as co-host on the first program and performed on the second telecast.

**Picture Path** ■ Both transmissions went via land lines to the Communications Satellite Corp. facility at Brewster Flat, Wash., where they were beamed to the Lani Bird satellite in orbit over the Pacific. The satellite then relayed its signal to a receiving station outside Tokyo, which transmitted the signal by land lines to the Tokyo Broadcasting System. The second telecast was used as a live cut-in on *Ohayo Nippon*, a Japanese early-morning program.

The first live telecast from Asia to the U.S. via Lani Bird was shown on NBC-TV's *Frank McGee Report* on Sunday (Nov. 27). Welles Hangen and John Rich, NBC News correspondents, reported live from Tokyo on the program. Mr. Hangen narrated a film showing militia training of young people

in Red China, while Mr. Rich reported on anti-American demonstrations in Japan. The Pacific satellite also carried two more live reports from NBC correspondents in Japan the next day. These were seen on *The Huntley-Brinkley Report*.

NBC-TV helped in a half-hour relay, produced by NHK (Japan Broadcasting Corp.) for its Nippon TV network, and on video tape for Fuji TV (another Japanese network). Tadamasa Hashimoto, NHK's bureau chief in New York, opened the program with a report on UN activities, film shots of New York, reports of the quintuplet birth in Pittsburgh and various scenes of Washington. A brief live segment was introduced on an American Football League game in progress from Miami. In the NBC studios, Mr. Hashimoto briefly interviewed Columbia University professor Donald Keene, who teaches Japanese literature and culture.

**Sound by Cable** ■ The video feed was linked by satellite from Brewster Flat, Wash., to Ibaraki, Japan (90 miles northeast of Tokyo). Because Ibaraki was not equipped to receive audio signals from Lani Bird, the sound portion had to be relayed by underseas cable via Hawaii, Wake Island and Guam. This complicated connection led to a 12-minute feed of wrong video signals for the cabled audio relays. By coincidence, five minutes of this video error matched with audio, resulting in seven minutes of incorrect transmission.

Tokyo received the live relay starting at 7:16 a.m. Tuesday (Nov. 29), Tokyo

time.

The ABC trans-Pacific telecast was originated by KGO-TV, the TV network's owned-and-operated station in San Francisco. The program, called *New Bridge to Japan*, was produced for ABC International Worldvision. A half-hour, it featured a panorama of San Francisco views. It was hosted by Norie Kijima, popular Japanese personality. Also appearing on the show was Japanese singing star Izumi Yukimura, who sang "I Left My Heart in San Francisco." KGO-TV cameras and microwave equipment were placed on the roof of San Francisco's Golden Gate Yacht Club for the telecast.

**Greetings** ■ A second segment of the ABC show originated from New York's Times Square and consisted of man-on-the-street interviews conducted by Mitsuo Uda, a Japanese television correspondent in this country. The news reader that runs around what used to be the New York Times Building was shown flashing greetings to viewers in Japan.

The broadcast, not seen at all in this country, was shown live in Japan and Okinawa at 6:30 a.m. Monday (Nov. 28). It was carried by a five station network comprised of NET-TV Tokyo, Mainichi Broadcasting and stations in Osaka, Nagoya, Fukuoka and Sapporo. NET-TV and Mainichi are affiliates and members of the ABC Worldvision Network. NAHA in Okinawa received the telecast via a microwave link with Japan.

Max Factor's sponsorship of the



It wasn't New Year's Eve, but Mitsuo Uda sent this view by Lani Bird to Japan from New York City's Times Square. The ABC-TV program was sponsored in Japan by Max Factor. Commercials were inserted in Tokyo.



It was a busy day for United Nations TV, as it sent two telecasts to Europe and one to Japan. Ambassador Akira Matsui, permanent Japanese representative at the UN (l), was interviewed by T. Hashimoto of NHK.

## NASA launching companion for Lani

A possible rival to the Lani Bird communications satellite looms for trans-Pacific TV traffic. It's the National Aeronautics and Space Administration's ATS-B (for applied technology satellite), scheduled for launch Tuesday (Dec. 6) by an Atlas-Agena rocket.

ATS-B, the first of five in the ATS series planned by NASA, will be capable of handling both black-and-white and color TV as well as regular communications traffic with four ground stations: Rosman, N. C.; Mojave, Calif.; Kashima, Japan, and Toowoomba, Australia. It is planned for synchronous orbit (22,300 miles above earth).

Although no specific TV experiments are planned, NASA officials said that policy permits use of the satellite by commercial companies at no cost only if there are no commercial satellite systems available.

Since Lani Bird is expected to have an eight-hour period over the Pacific during its less-than-synchronous orbit around the earth, it is possible that ATS-B might be available for special TV use during those hours when Lani Bird cannot be used for Pacific coverage.

Lani Bird was launched Oct. 26 but failed to achieve its planned synchronous orbit. It is owned and operated by the Communications Satellite Corp. for a 54-nation consortium.

The spin-stabilized, 1,550-pound ATS-B spacecraft (it'll weigh 790 pounds) will be placed into synchronous orbit over the equator at long. 151 degrees west, somewhat east of Christmas Island. Because it has a 25 mc bandwidth capacity and 200 w effective radiated power, ATS-B will be able to handle both black and white and color television, as well as digital and facsimile data.

Among experiments planned for the satellite: VHF voice communications between ground stations and airborne aircraft, photographic pictures of earth's cloud cover, relaying of weather data from the U. S. Weather Bureau to ATS-B for retransmission to automatic picture transmission (APT) stations in the U. S., Japan and Australia, and testing of an experimental electronically despun antenna using microwaves.

The spacecraft was designed and built by Hughes Aircraft Co.

broadcast came about through some fast footwork by the ABC International staff in both New York and Los Angeles. Learning on Tuesday (Nov. 22) that Lani Bird would be available for TV use, ABC International account executive Bill Hillinick in Los Angeles called Bob Bard, advertising manager of Max Factor's international division, and suggested that the cosmetics manufacturer sponsor a program of remotes. The belief at first was that Lani Bird would be available for commercial use. Told, however, by Comsat that the satellite could not be used for tests, ABC International decided that an experimental program still could be sponsored in Japan.

**Sudden Commercial** ■ Max Factor officials in Los Angeles, after talking with company representatives in Tokyo, agreed on Wednesday to sponsor the intercontinental telecast. By Friday morning, with working script in hand and Japanese talent hired, a film crew in Hollywood started shooting the Max Factor commercial. The three-minute spot featured Max Factor, president of the cosmetics company, extending greetings from his office to "all of the beautiful women of Japan." George Takei, a regular on the *Star Trek* series, narrated the rest of the commercial, which

included exterior views of Grauman's Chinese theater and the Max Factor make-up salon.

By 6 p.m. on Friday the commercial was edited and in the can. A Japanese translation was made of Mr. Factor's message to be used as a voice over when the spot would be inserted in the live satellite telecast. Script and film print of the commercial was put on a Japan Airline jet at 10 a.m. on Saturday. A second print—for backup purposes—was put on a Pan American plane leaving an hour later. The Japan Airlines flight arrived in Tokyo at 6:20 p.m. Sunday, Far East Time. Network technicians in Tokyo worked on the film all that night and had it ready for insertion during the last four minutes of the Lani Bird telecast at about 7 the next morning.

The half-hour sponsorship will be billed through Dentsu Advertising Ltd., Tokyo, the agency handling the Max Factor account in Japan.

**Goes Global** ■ United Nations origins, including portions of the General Assembly debate on admission of Communist China, were relayed in two brief takes by the United Nations Television section via Early Bird satellite over the Atlantic to Europe, and by Lani Bird over the Pacific in a 41-min-

ute feed to Japan. Both European relays met with slight delays; the Japanese transmission was snagged 12 minutes in a mixup of video and sound.

Prior to this multi-use of satellite relays and its first use of Lani Bird, United Nations Television had used satellite service 17 times: 10 on Early Bird, four on Telstar and three on Relay II and Syncom II.

The first service to Europe last Monday, ordered by the European Broadcasting Union (Eurovision), featured live excerpts of the afternoon session and portions of the morning talks on tape (edited by Sports Network Inc.). The Atlantic relay (3:46-3:58 p.m., EST) went by land lines to The Communications Satellite Corp.'s earth station in Andover, Me., and there was linked by satellite. A seven-minute delay at an earth station in Reisting, West Germany, was caused by a technical difficulty there. Reisting retransmitted signals to Eurovision headquarters in Brussels where they were distributed to eight countries: England, Belgium (two networks), Holland, Germany (two networks), Switzerland, Italy, Yugoslavia, and through Eastern European Network (Intervision) to Czechoslovakia.

The second Early Bird relay was transmitted to the British Broadcasting Corp. for its *Panorama* TV program. Signals, after a false cue at 4:02 p.m., were beamed to London, 4:04 to 4:15 p.m., EST (9:04-9:15 p.m. there). This transmission included a live interview by BBC correspondent Richard Kershaw with Chief Adebayo, permanent representative to the UN for Nigeria, at the UN TV studios. BBC taped the relay for insertion in the program shown in England at its regularly scheduled time that night.

## BBC buys film on Kennedy death

A two-hour film, "Rush to Judgment," based on Mark Lane's controversial bestseller attacking the Warren Commission's methods and findings on the assassination of President Kennedy, has been purchased by BBC-TV's second service for \$40,000. According to co-producer Emile de Antonio, that is "the most money ever paid for a single transmission by anybody in the United Kingdom."

Mr. de Antonio is currently negotiating for the film's theatrical release in the U. S. He was of the opinion no U. S. television network would be interested in the film, which he described as "a brief for Lee Harvey Oswald's defense," and extremely critical of the Warren Commission.

## British silence Thames estuary pirate

Britain's Radio 390, which has been broadcasting "sweet music to housewives" for just over a year, went off the air Nov. 25. It was the postal authorities' first victory against the pirates.

A magistrates court ruled that the transmitters on Red Sands Tower, a war-time fort in the Thames estuary, were within territorial waters according to the 1958 Geneva Convention on the Sea. A fine of \$280 was imposed, the maximum for using a transmitter without a license. The station's managing director, Ted Allbeury, said that Radio 390 would stop broadcasting "to comply with the spirit of what has been said" but promised that he would appeal. "I cannot believe this is the end," he added.

Another of Radio 390's directors, David Lye, said that if they lost the appeal they would put their equipment on a ship outside territorial waters, or move to a foreign country, continuing broadcasting to Britain and taking British advertising.

Meanwhile, the case of Radio Essex, another pirate station operating from the estuary forts, was set for examina-

## UHF TV for Canada

The Canadian Board of Broadcast Governors has paved the way for UHF television with an announcement that the public interest can best be served by the early use of UHF channels in a number of locations.

A recommendation that applications be received for UHF stations was sent to the cabinet along with several suggestions made at the board's UHF hearings several weeks ago. Various proposals urged legislation to compel TV set manufacturers to install UHF receivers on all sets.

tion last week. Roy Bates, Radio Essex owner, said he does not feel himself bound by the Radio 390 decision. "I will elect to go for trial. I do not consider local justices competent to deal with a case of such national importance," he said.

## ETV task force set for less developed nations

President Johnson appointed Leonard H. Marks, director of the United States Information Agency and former communications lawyer, to head a U. S. task force to study how communications satellites may be used effectively to transmit educational TV programs for primary and secondary schools in underdeveloped countries.



Mr. Marks

"I believe that educational television can play a vital role in assisting less-developed countries in their educational effort," the President said in announcing the appointment. "These stations can be used for adult education and information programs during evening hours."

Other members of the task force are expected to be named this week.

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The Family Car Provides Transportation Over the Metro Market's (Pinellas-Hillsborough Counties) Extensive and Modern System of Highways. They are Typical of the Florida Concept of Living!



## Fill it Up!

Metro Market Drivers Did Last Year, Delighting Gas Station Owners to the Tune of Over 98 Million Dollars.\*

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CALL  TODAY!

**WLCY TV**  
**10**  
abc  
TAMPA / ST. PETERSBURG

THE RAHALL STATIONS

WLCY  
TAMPA  
ST. PETERSBURG,  
FLORIDA

WVNR  
BECKLEY,  
WEST VIRGINIA

WRAP  
ALLENTOWN,  
PENNSYLVANIA

WNAR  
NORRISTOWN, PHILADELPHIA,  
PENNSYLVANIA



## Canadian commercial made the hit parade

The Canadian Broadcast Executives Society last week awarded one of its top two awards for radio commercials for a beer commercial that eventually became a hit-parade record.

Two of the top awards for French-language commercials were also awarded to a pair of independent radio stations at the society's fourth annual Canadian radio commercial festival in Toronto last week.

The beer commercial prize went to F. H. Hayhurst advertising agency for a production recorded in the Abbey Tavern in Ireland. The commercial became popular with listeners and was listed for several weeks on the top 10 of Toronto's hit parade after it was released as a record last summer.

Agence Canadienne Publicitee

Ltee. won the French-language award for an agency-produced commercial. Also in the French category, Charles Couture of CKTR Trois Riviere, Que., (second from l) and Gaston Saulnier (second from r) of CKVL Verdun-Montreal were given the awards for radio markets in population centers up to 100,000 and above 100,000 respectively, from Dennis Whittaker, president of the society (r) while S. Spencer Skelton (l) chairman of the festival, looks on.

CKWC Moncton, N. B., received the English award for stations under 100,000 and CHUM Toronto received the prize for stations above 100,000.

CKWS Kingston, Ont., won the English public service award while CJLR Quebec won the French public service award.

## CBC threatened with budget slash to \$1

The Canadian Broadcasting Corp. encountered possible appropriation limitations when Jack McIntosh, member of the House of Commons broadcasting committee, moved to reduce the CBC's \$110,643,000 parliamentary appropriation to \$1. Charging the CBC with a violation of Parliament's intent, Mr. McIntosh contended the publicly owned corporation had not successfully extended its radio-TV coverage to remote Canadian provinces where people were being taxed for a non-existent

service. In response Alphonse Ouimet, president of CBC, noted that network radio now reaches 98% of the population with TV capturing 95% of available homes. One hundred percent coverage would have to wait until a satellite relay system becomes a reality.

Mr. McIntosh also suggested the CBC provide private broadcasters with funds for extension of service to remote areas that otherwise would be unprofitable to the smaller stations and called on the CBC for a definite commitment on the extension of TV service to all areas not now covered. Mr. Ouimet answered before the committee, "There is no end to this sort of arrangement once you start it." Present CBC policy

does not provide for capital aid to private stations. Currently, the CBC extends its services through new stations and rebroadcasting units, Mr. Ouimet told committee members, with 31 radio and 38 TV extension projects under way and with 15 radio and 10 or 12 TV projects scheduled for next year. However, the CBC could not guarantee TV service extension because the corporation does not know what funds will be available in future years.

## Australians cut TV advertising limits

Australia's Broadcasting Control Board has announced it will allow a maximum of 11 minutes of commercials during the weeknight prime viewing hours, a cut of two minutes per hour in most instances, beginning Jan. 29, 1967.

The action was the first such review in commercial standards since 1956, the first year of TV transmission in that country. A limit of 13 minutes per hour will apply outside weeknight viewing, except on Sunday, when there is a limit of nine minutes after 6 p.m. and six minutes before 6 p.m.

Under present regulations, advertising content of seven minutes per hour in sponsored programs and 13 minutes of spot advertising in unsponsored programs is permitted.

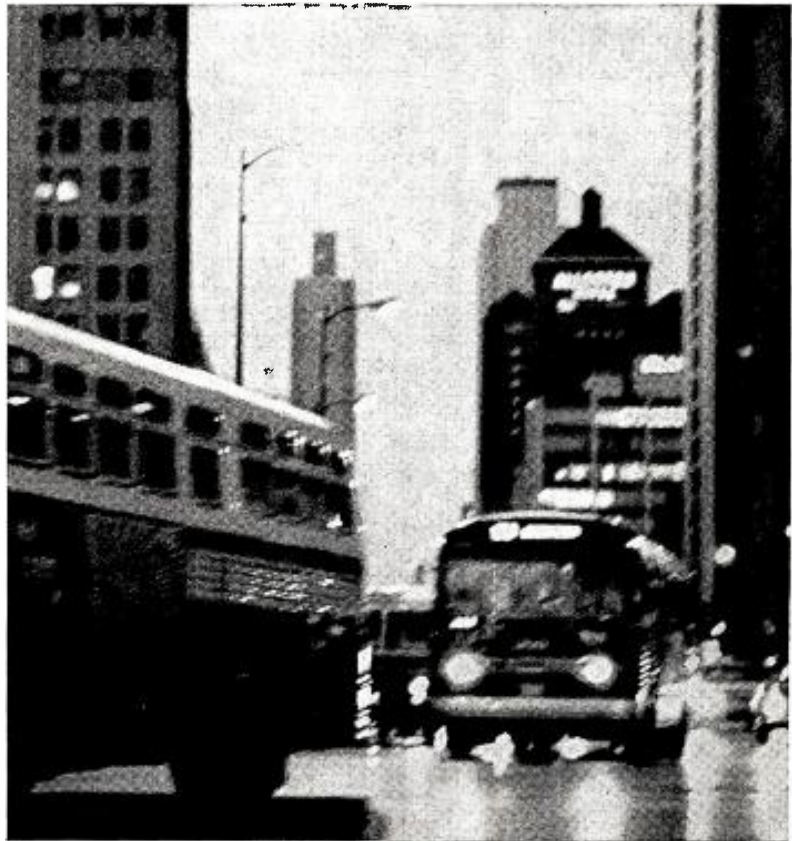
## 3d TV's sought for two Canadian cities

The Canadian Board of Broadcast Governors has invited applications for new television stations in the lucrative Toronto and Montreal markets.

The action was the first breach in its long-standing policy of banning third TV stations in large cities in order to encourage the development of second station service throughout the country. The move follows the board's rejection of an application by a nearby station to move its transmitter closer to Toronto, thus introducing its signal into that city. The fact that U.S. stations near the border are carrying Canadian advertising was seen as a possible factor in the change.

At the same time the board said it would be willing to reserve certain channels for educational television but did not resolve the demands of ETV backers, who sought the two remaining best channels in each major city, and private broadcasters who seek to limit ETV to the still-unopened UHF television field.

# If these buses served your city, too, air pollution would be less of a problem



Because these buses are powered by LP-gas. It's clean burning. Odorless. Reduces objectionable fumes and residue that contaminate the air. Some 1600 Chicago Transit Authority buses run on LP-gas.

This remarkable fuel is found in homes, too, like natural gas. LP-gas is used to cook food, dry clothes, heat water.

To farmers and ranchers, LP-gas is a vital working tool. It powers their tractors, dries their crops, brands their cattle.

Industry? There, too, thawing rail switches, heating workers, superheating metals.

Just what is this gas called LP? A close cousin of natural gas. But compressed

into liquid form for ease of transport and storage.

Its remarkable versatility has made it America's fastest growing fuel. The consumption of LP-gas for home, farm, commercial and industrial use has doubled in 10 years...tripled in 14.

Butane, propane, bottled gas—it has many names. But they're all really LP-gas.

*Of America's great sources of energy, only LP-gas serves you in so many ways.*

NATIONAL LP-GAS MARKET DEVELOPMENT COUNCIL, Chicago, Illinois 60603



# Consent decree for BMI case

Broadcasters can keep their stock in performing-rights group; Sour hails settlement as not changing 'effective competition'

A government antitrust civil lawsuit aimed at forcing Broadcast Music Inc. to divest itself of its broadcaster stockholders has failed. Last week, almost two years to the month after the suit was filed, BMI and the Department of Justice signed a consent judgment that said not a word about divestiture.

The order was filed Nov. 29 in the U. S. District Court in New York. It becomes effective 30 days later. A consent order indicates that no adjudication of the charges has been made and that the defendant, in this case BMI, acknowledges in no way the truth of the charges.

**Sour Pleased** ■ Robert B. Sour, president of BMI, expressed his satisfaction with the move. He said in a statement:

"The willingness of the Department of Justice, after long investigation, to dismiss its lawsuit against BMI on the basis of a consent judgment is a source of great satisfaction to BMI. The decree does not involve any admission of wrongdoing by BMI, any change in BMI's basic structure or any diminution of BMI's ability to continue its effective competition in the field of performing rights.

"Many of the provisions of the proposed judgment are identical in substance with provisions of a consent decree under which BMI has been operating ever since 1941. Compliance with other provisions of the judgment will not hamper BMI in any way in the rendition of the services which have proved so useful to writers, publishers and the field of music in general.

"While BMI remains confident that it would prevail in a trial of the suit, it does not feel, under these circumstances, that it should make the expenditures of time and money that would be required for the successful defense."

The order bars BMI from:

- Commercial publication or recording of music and the commercial distribution of sheet music or recordings.

- Entering into any contract with a writer or publisher for a period in excess of five years.

- Prohibiting writers and publishers affiliated with BMI from issuing non-exclusive licenses for specified perform-

ances of their musical compositions.

- Entering into any contract that would require a publisher to refrain from doing business with another performing rights organization.

- Forcing other parties to record or perform any stated percentage of music to which BMI has the licensing rights.

**Advance Payments** ■ One of the few changes of any consequence was understood to be a provision prohibiting BMI from offering advance payments to writers or publishers for future performing rights where the writer or publisher is a member of, or under contract



BMI's Sour  
Sweet on decree

to, another performing-rights licensing organization, unless the other licensing group offers the same advances to writers and publishers who are under contract to BMI.

In a bow to modern-day radio, the consent judgment requires BMI to offer licenses to broadcasters either on a per program or per programming period basis. Programming period means, the order says, "a 15-minute period of broadcasting commencing on the hour and 15, 30 and 45 minutes past the hour with-

out regard to whether such period contains one or more programs or announcements."

Named as a defendant in the suit when it was filed in 1964 was RKO General Inc., New York, as representative of the 517 broadcasters who own stock in BMI. The suit against RKO General was dismissed last week without prejudice.

**Charges** ■ In its suit, the Department of Justice contended that BMI's broadcaster stockholders "and other broadcasters unknown" promote BMI music to the exclusion of other music, depress license rates charged by other music-licensing organizations, depress royalties paid to writers and publishers and "in general tend to create a monopoly in both the acquisition and the licensing of music performance rights."

In the complaint filed by the government, it was said that in 1948, 90% of the top songs performed on radio were licensed to ASCAP. By 1958, it said, only 43% of the top songs were licensed by ASCAP and 57% by BMI. And by 1962, the document contended, BMI licensed from 70% to 84% of the top songs in various categories.

The complaint charged that BMI and its stockholders "together with other broadcasters unknown, constitute a combination to restrain and to monopolize and are engaged in an attempt to monopolize . . . interstate trade and commerce in the business of acquiring from authors, composer and publishers the right to license the performance rights of their copyrighted musical compositions used by the broadcasting industry, and of licensing performance rights of copyrighted music to commercial broadcasters, in violation of Sections 1 and 2 of the Sherman Act."

**517 Stockholders** ■ BMI had 624 broadcaster stockholders when it stopped issuing stock in January 1942. The 517 charged in the complaint of 1964 reflects a decline of 107 stockholders, among them the national networks, which turned in their stock several years before.

The government's charges were similar in great measure to those alleged for many years by the American Society



## Will the Democrats demand equal time?

The television and recording industries may soon have an unlikely new star in their galaxies. He has an overnight hit with his first recording, a magnetic delivery style, is already easily recognized as the costar of a popular team and is about to get the publicity buildup afforded only to hot properties.

Like many popular entertainment personalities of today he possesses an impressive mane of hair, but there the similarity with his new show-business colleagues ends. He is no longer in the springtime of life and hobbled by recent injuries, he cannot gyrate to the music of his record. And he is hoping to reverse a trend of show people going into politics.

The new success is none other than Senate Minority Leader Everett M. Dirksen (R-Ill.) whose previous TV appearances have been limited to political oratory and as part of the weekly "Ev and Charlie Show" with his former counterpart Representative Charles Halleck (R-Ind.), and more recently with new House Minority Leader Gerald Ford (R-Mich.) on the "Ev and Jerry Show." Last week, however, the sprightly septegenarian embarked on a new career with a new record and a scheduled appearance on NBC's *Tonight Show* with Johnny Carson, and his recording company announced it was negotiating for a television special.

The company, Capitol Records, said it had earmarked the senator's record, "Gallant Men," for its major promotional effort for the entire month of December. It added an all-out promotional effort at the radio-station level is already underway with copies of the single record in the hands of station managers through-



Senator Dirksen  
A star is born

out the country with an expanded album soon to get the same treatment.

*Billboard*, the record-industry publication, predicted the single would reach its Hot 100 chart and that the record may be a new "Green Beret" type hit. In Washington, radio stations were giving the disk ample play.

"Gallant Men" is a patriotic composition with a musical background. The album version will also contain recitations of such historic pieces as Lincoln's Gettysburg address, The Pledge of Allegiance, the Mayflower Compact and others. Another Dirksen album, now tentatively planned for release next April, will feature readings from the Bible.

The producer of the record, Arch Lustberg, is a television producer-director active in ABC-TV special projects. John Cavacas, composer of the background music, has been with CBS as an arranger-conductor, and H. Paul Jeffers, author of all continuity material on the album, is a network newswriter and producer.

At a party at the Capitol last week with Senator Dirksen and Alan Livingston, president of Capitol Records, the only obstacle foreseen to the record's success was the possibility that the Democrats would launch an opposition recording star who would demand equal time from stations that play Senator Dirksen's hit.

of Composers, Authors and Publishers. They were much the same as those made in a suit against BMI, filed by a group of ASCAP songwriters 13 years ago and still in litigation but never brought to trial.

BMI was established in 1939 and began operating in 1940 after broadcasters rebelled against a demand by ASCAP, then the only major source of music, that fees be almost doubled upon expiration of broadcast licenses in 1940. This also triggered a seven-month hiatus in the used ASCAP music by radio broadcasters when only music in the public domain was broadcast. This was settled in the fall of 1941.

In that year, the Department of Justice brought an antitrust suit against BMI, but this was also settled by a consent judgment.

### ABC election team to speak

The top officers in charge of ABC News's election coverage will brief a meeting of the National Democratic Club in Washington Tuesday (Dec. 6)

on the scope of the network's election-night operation.

Addressing the Democratic group will be Elmer W. Lower, president of ABC News; Arnold Schneider, manager of the election coverage for ABC, and Daryl Griffin, producer of the election operation. The team is scheduled to explain its handling of the election returns, vote predictions, and their effect on voting patterns, and will show a kinescope recording of part of that evening's broadcast.

### Wisconsin bill would ban early predictions

As a member of the Senate Communications Subcommittee was poised to call for a congressional investigation of network election-night predictions, a pair of Wisconsin state legislators announced plans to try to ban such practices before the polls close in their state.

Senator Vance Hartke (D-Ind.), who has privately expressed a desire to have

the subcommittee of which he is a member probe computer projections by the TV networks, last week was reportedly drafting a formal statement for such action. In the meantime Wisconsin state Senators Taylor Benson and Jerris Leonard said they would introduce legislation in Madison to prohibit such predictions on the outcome of state and local campaigns.

The ban would exclude comments on the balloting for U. S. President, dissemination of information based on public-opinion surveys and the reporting of complete results from precincts that have already closed.

State Senator Benson said that the action was prompted by the national networks' declaration of winners in Wisconsin elections hours before the polls closed in certain areas. Computers should keep their "electronic mouths shut until everyone has had a chance to vote," he added. "Once the polls are closed the computer can pick that man if it wants to, but we have enough of a problem stimulating our citizens to vote. . . ."

# Paley for modernized elections

Says today's TV coverage is not too fast,  
but election procedures are behind the times

The trouble with present-day election coverage is not that broadcast journalism's techniques are too modern but that election procedures are too antiquated.

William S. Paley, chairman of CBS Inc., stressed this view last Wednesday (Nov. 30) in defending radio-TV journalism against criticism of its election coverage and against charges that it tends generally to influence events it covers.

Mr. Paley spoke at a luncheon following the designation of the CBS News Broadcast Center in New York as a "historic site in journalism" by Sigma Delta Chi, professional journalistic society.

A plaque unveiled at the center cited

he said, is the same sort of "crucible" of maturity for television news that World War II was for radio news. "When there are round-the-clock, round-the-world satellite communications, this test will become even more crucial and the problems unprecedented," Mr. Paley added.

"The fast pace at which electronic communications have progressed in the last decade has also posed new problems in reporting the news at home.

"Ever since election day, we have been listening to the Monday-morning quarterbacks telling us what broadcast journalism did wrong. By trying to be as prompt as possible in making reports as to the election results, we have been accused of such contradictory offenses as

does not control events by the tools that it uses. Those tools, whether a complex computer or a new kind of microphone, merely transmit the news faster, more accurately or more efficiently. What we should be seeking is constantly to narrow the gap between what we are capable of today and the old habits of yesterday. That is how all of us—in journalism or any other field—break through old limitations and achieve new levels of promise as individuals and as a people."

**By-Gone Era** ■ Mr. Paley said today's voting procedures "are products of a by-gone age" and called attention to the advocacy by Frank Stanton, CBS president, that they be modernized through establishment of, among other things, a uniform election day with polls opened and closed simultaneously throughout the nation. Mr. Paley said he was "pleased to note that ABC News has recently seconded Dr. Stanton's proposals."

The plaque at the CBS News Broadcast Center was unveiled by Robert M. White III, editor and publisher of the *Mexico (Mo.) Ledger* and international president of Sigma Delta Chi. In paying tribute to CBS News and Messrs. Murrow and Kaltenborn at the luncheon, Mr. White said the plaque thus "is also dedicated to one man—a man of vision, courage, leadership and genius," Mr. Paley.

Mr. Kaltenborn was described by Mr. Paley as the commentator who "first made radio a widely popular instrument for the analysis as well as the transmission of news," while Mr. Murrow was described both as one of the "great architects" of broadcast journalism and as a man who also "was—and remains—one of its chief inspirations."

A reminiscent tribute to Messrs. Murrow and Kaltenborn was presented by Boyd Lewis, president and editor of Newspaper Enterprise Association (NEA), at the luncheon. Wes Gallagher, general manager of the Associated Press, was chairman of the honorary committee for the dedication.

Sigma Delta Chi's program of marking historic sites and honoring leaders of American journalism was launched in 1942. Nominations are screened by a committee whose recommendations are then submitted to the society's board of directors and finally voted on by the society at its national convention.

## TV series sales . . .

*Exercise with Gloria* (Triangle): KPTV(TV) Portland, and KVAL-TV Eugene, both Oregon.

*Firing Line* (RKO General): KHTV (TV) Houston.



On hand for unveiling of plaque were (l to r): CBS President Frank S. Stanton, CBS News President Rich-

ard S. Salant, CBS Board Chairman William S. Paley and International President Robert M. White III.

"the achievements of CBS News, pioneer-founder of broadcasting's first independent news system, and distinguished chronicler of domestic and international developments." It also named the late Edward R. Murrow and H. V. Kaltenborn as "symbols of CBS News" who "helped set the organization's high standards for continuing excellence."

Speaking afterward at an award luncheon of the Deadline Club, New York chapter of Sigma Delta Chi, Mr. Paley traced the growth of radio-TV news from 1933 when CBS started setting up its own news organization rather than accept newspaper-imposed limitations on the broadcasting of news bulletins.

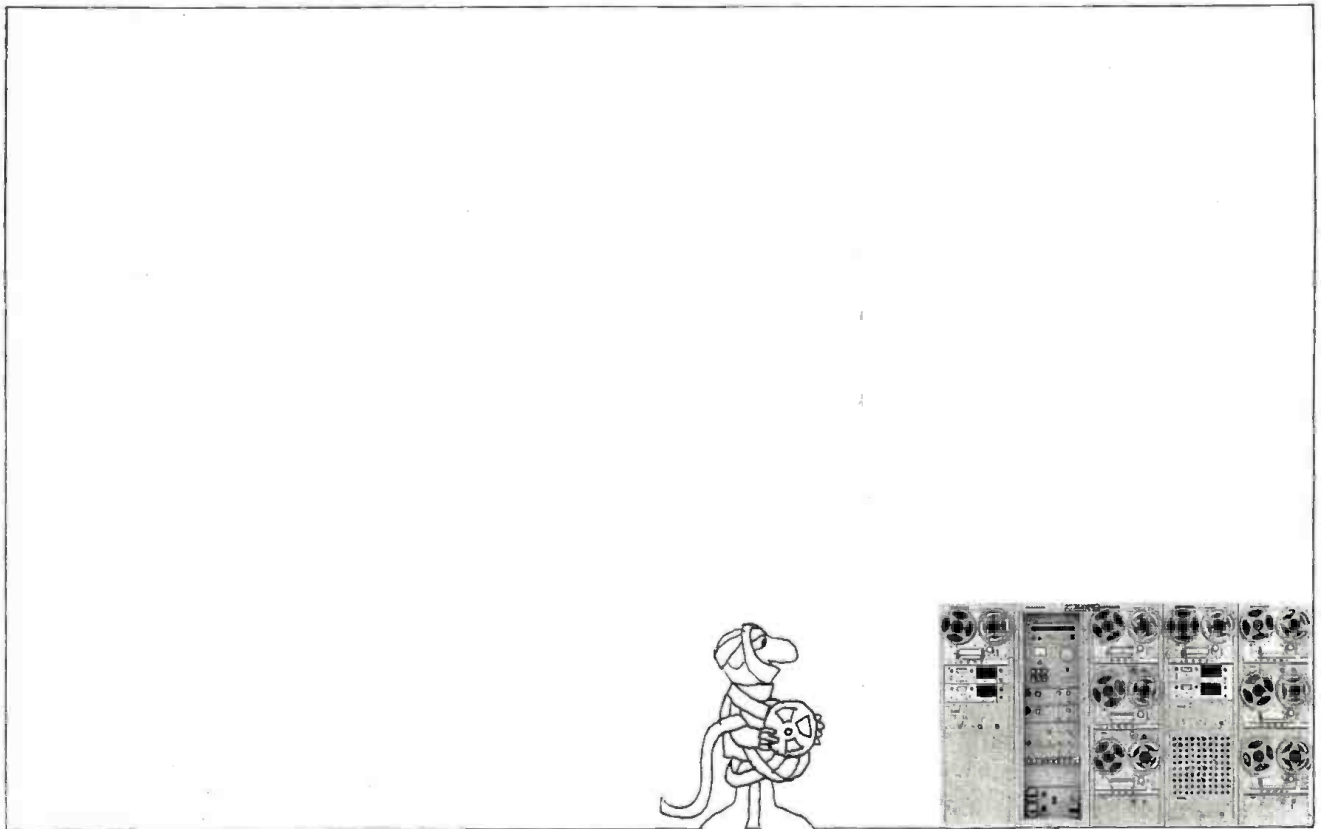
**The Problems** ■ The war in Vietnam,

making everybody hop on the winner's bandwagon or go to the rescue of the underdog, and, at the same time, discouraging the voter from going to the polls at all. Obviously, we can't have done all three, and there is no evidence that we have done any of them. . . .

"Elections should not be a game to give the national biennial thrills of all-night or even three and four days of suspense as to the outcome. They are the most serious duties that we have as citizens and we ought to employ every tool that modern techniques make available to see that they are clearer, faster, more orderly and more nearly representative of the will of all our citizens.

"Whether reporting an election or covering a war, broadcast journalism

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You can't make a mistake with a system that doesn't make mistakes. Schafer Automated Systems for radio stations are not only goof-proof in terms of reliability and workmanship, but also reduce the chance of human errors because they are so easy to operate and maintain. Schafer systems are designed to simplify your operation, retain your station's personality and keep it running smoothly 24 hours a day. For a goof-proof operation look to Schafer.

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# Public can improve TV, says Cox

But commissioner warns better-broadcasting groups that basic system is sound and changes won't come easy

Those who would work toward development of a public voice in broadcasting were praised for their initiative and warned of the hard road ahead last week. FCC Commissioner Kenneth Cox said the purpose was noble but it would require unity, a staff, time, money and research, and a will not to destroy the present system.

Commissioner Cox was speaking to about 40 organization representatives who were meeting in Washington last Thursday and Friday (Dec. 1-2) with the aim of planning a "national congress on the rights and responsibilities of the public in commercial broadcasting." Key figures in creating the congress were James V. Bennett, president, and Frank Orme, executive vice president, of the National Association for Better Broadcasting.

Broadcasting is far from being all bad, Mr. Cox said, and he advised the organization representatives to accept broadcasting as "a commercial medium which must make comfortable profits. Accept its basic concern for the mass audience. But assert and reassert the claims of those who want something else—a something which alone justifies the broadcasters' claim to professional status and holds promise of realizing the great potential which so many have seen in these media."

Cooperation among the organizations is the key to success, he explained, noting that civic, religious, social and ethnic groups were represented at the session. He also cautioned them against expecting "easy victories." By combining efforts into one organization that can represent the joint concern of all, he went on, "you can become a force for good."

But it will take "adequate funds, a competent . . . staff, agreement on major goals . . . a significant amount of research . . . a planned and carefully meshed campaign," he added.

Commissioner Cox offered six "assorted bits of advice" on what the groups will face and how they might act.

- "Be realistic. We have a good broadcasting system with some very basic strengths. Try to improve it rather than to change it completely."

- "Praise broadcasters when they do a good job . . . broadcasters get even fewer commendations for good programming than complaints about bad programming. If you and your members want to keep what is good and encourage broadcasters to do more things of

this character, write to the station and to the advertiser."

- "Emphasize both rights and responsibilities of the public." You will have to educate your members as to "their right and duty to complain and exhort."

- Although some programing may be harmful to children, "much more of it is a waste of time—which inflicts damage of another sort." Professional research is needed because "broadcasters defend their practices by saying



Commissioner Cox

there is no conclusive evidence that their programs hurt anyone."

- "I don't want to see TV made bland and meaningless. I not only want discussion of the real and serious issues of the day, but serious adult entertainment in which there is a place for violence and for situations which children can't understand. This requires careful scheduling by broadcasters, and education of parents so that they will exercise better control over their children's viewing."

- Be concerned with the handling of news since more people are looking to TV and radio as their principal news

## Message from McLuhan

An examination of Marshall McLuhan and his work in communications will be presented by NBC-TV on a date to be announced, the network reported last week. Titled "Communications: Hot and Cold," the program will be produced and directed by Ernest Pintoff and will be carried on the new *NBC Experiment in Television* series. The first offering on *Experiment* will be a play "Losers Weepers," which is being produced in the Watts area of Los Angeles and will be carried on Feb. 19 (4-5 p.m.).

source. "This would be fine if it were merely supplemental to the print media, but I think it may displace them. . . . If this is so, then the broadcast media have a truly enormous responsibility to see that the public is fully and accurately informed. It would mean news in greater depth and more commentary and documentaries."

The commissioner also suggested that broadcasters be included in the studies, not just the "best broadcasters—they may surprise and disarm you with some of the very good things they do, but those which are not typical. Get some average broadcasters and some indifferent broadcasters and ask them pointed questions." In any event, he added, "don't let them run the show."

Twenty-one organizations took part in the opening day meeting. Mr. Orme said he hoped that before the Washington session ended some action could be taken toward an organizational congress in late 1967 or early 1968.

The organizations participating at the meeting last week were: American Civil Liberties Union; AFL-CIO; American Library Association; American Psychiatric Association; General Federation of Women's Clubs; National Association for Better Broadcasting; National Audience Board; National Businessmen's Council; National Catholic Education Association; Unitarian Universalist Association; National Congress of Parents and Teachers; National Council of Catholic Women; National Council of Churches Broadcasting and Film Commission; President's Committee on Consumer Interests; American Council for Better Broadcasting with Television Action Committee for Today and Tomorrow; Adult Education Association of U.S.A.; American Association of University Women; Anti-Defamation League of B'nai B'rith; National Council of Jewish Women; National Education Association, and United Church of Christ.



## This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained to respond to

the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

LEDERLE LABORATORIES • A Division of American Cyanamid Company, Pearl River, New York



# FCC to seek rehearing on Red Lion appeal

## COURT'S ACTION HELD PART OF RULES 'NULL AND VOID'

The FCC is moving toward a request for a rehearing by the U. S. Court of Appeals on its decision two weeks ago that commission letters to broadcasters do not constitute orders which can be reviewable in court (BROADCASTING, Nov. 28).

The 2-to-1 decision, issued in a case in which a broadcaster was attempting to test the legality of the commission's fairness doctrine, also held a section of the commission rules to be "null and void."

The final decision on whether a request for rehearing will be filed will be made by the Department of Justice, but commission attorneys have been authorized by the commission to seek Justice's concurrence.

Commission officials would hope to win a reversal of the court's decision. But clarification of the decision, even if it is upheld, would be helpful to officials who say they don't know what

impact the decision would have on commission procedures.

The case stems from a broadcast carried by WGSB Red Lion, Pa., dealing with Fred J. Cook, a writer. He claimed to have been attacked in the broadcast, and the commission said the station was obligated under the fairness doctrine to give him free time to reply.

At issue in the court's decision was a commission letter directing the station to advise the commission "of your plans to comply" with the ruling. The commission invariably follows the procedure in fairness-doctrine and equal-time cases.

**Not Appealable** - But the court said the commission hadn't ordered the station "to do anything" and that the commission's letters are not appealable orders. On that basis, the court dismissed WGSB's appeal from the commission's action.

The court also held Section 1.2 of the FCC rules, which the commission cited as the basis for its action, as "null and void" on the ground that it does not jibe with the Administrative Procedure Act. The rules say the commission may issue a "declaratory ruling." The statute refers to "declaratory order."

Officials say that if all that is meant is that the commission must issue an order instead of writing a letter in fairness-doctrine and equal-time cases the effect would be minimal. However, it would be more serious if it meant that the commission couldn't take any kind of action in advance of a station's license-renewal filing.

The commission three years ago in a letter to former Representative Oren Harris (D-Ark.), then chairman of the House Commerce Committee, expressed its view of the importance of moving swiftly in obtaining compliance.

The commission said then it isn't fair to the licensee to await renewal before resolving a complaint against him. He might feel ambushed, the commission said, by having to defend himself against an old complaint.

## Stations asked to help CATV's provide local originations

A leader in the CATV business has invited broadcasters to pick up the burden of providing local origination on CATV systems. He is Robert H. Beisswenger, president of the Jerrold Corp., Philadelphia, a major CATV equipment manufacturer and systems owner and operator. He expressed the idea at a graduate class conference at the University of Pennsylvania's Annenberg School of Communications, Philadelphia, last Monday (Nov. 28).

Mr. Beisswenger pointed out that 88% of New York viewers normally watch network stations in prime time, with the remaining 12% split among the four independent VHF stations. This is true also, he said, for Los Angeles, the only other seven-station market in the United States.

No matter how many additional program choices are available on CATV, he observed, the majority of viewers will watch network programs. And this, he added, confines a television station to serving a mass audience, since it is limited to one program at a time during the day.

By making additional channels available, CATV can open the door, he said, to local origination and spe-

cialized programming neither technically nor economically feasible for broadcasters.

"The people best trained and



Jerrold's Beisswenger

equipped to produce this type of programming," he told the conference, "are those already in the business—broadcasters. CATV makes it possible, for the first time, for them to provide special programming on an economical basis. When broadcasters broaden their horizons and take a realistic look at the potentials of CATV, they will realize that they can utilize our extra channels for community-based programs, thus better serving their own local markets. . . ."

**Own Programs** - Ever since the annual convention of the National Community Television Association last June, when NCTA President Frederick W. Ford urged cable operators to begin originating local programming, the CATV industry has been in the early stages of gearing itself to become originators. Mr. Beisswenger's remarks, however, are the first addressed to broadcasters to cooperate with the cablemen in producing and directing such local originations. Although Mr. Beisswenger did not say so directly, it is understood that he feels one way that this may be accomplished is through a leasing arrangement whereby the broadcaster would pay for use of a CATV channel.

## Haitian hotels sue CBS on news report

CBS last week was sued by a Haitian hotel corporation for \$2,575,000 on grounds that the network's false report of an invasion led to a major drop in tourism during the Thanksgiving weekend. CBS's Miami affiliates, WTVJ(TV) and WKAT were also listed as defendants.

In a suit filed in Dade county circuit court, Miami, the Hostellerie du Roi Christophe Inc. claimed Haiti was quiet and peaceful at the time of the CBS invasion report on Nov. 19. The public, the suit said, had a right to expect "a standard of care" in news presentation and it alleged that the invasion report was a figment of "the imagination of the defendants."

The hotel corporation operates the King Christophe Damballah hotel in Port au Prince and the Hostellerie du Roi Christophe in Cap Haitien. It said the hotels had been modernized and much money had gone into advertising to tell potential U. S. tourists that Haiti is hospitable.

The suit alleged that CBS entered into a conspiracy six months ago with a Cuban exile leader and others to prepare a story that would deprive the country of tourists and give the network a major story.

A week earlier Richard S. Salant, CBS News president, said the network had covered developments in the story for five or six months, but said it was in the manner CBS would cover "any news story. There's nothing unusual about it" (BROADCASTING, Nov. 28).

## Newsman's silence OK'd in Maryland law test


A Maryland judge has held that a broadcast newsman does not have to testify before a grand jury if the information he possesses was given to him in confidence.

State Circuit Judge Walter H. Moorman, Rockville, Md., ruled last week that NBC correspondent Walter J. Sheridan could not be forced to divulge his sources. The grand jury is inquiring into the activities of the Montgomery county council on zoning matters.

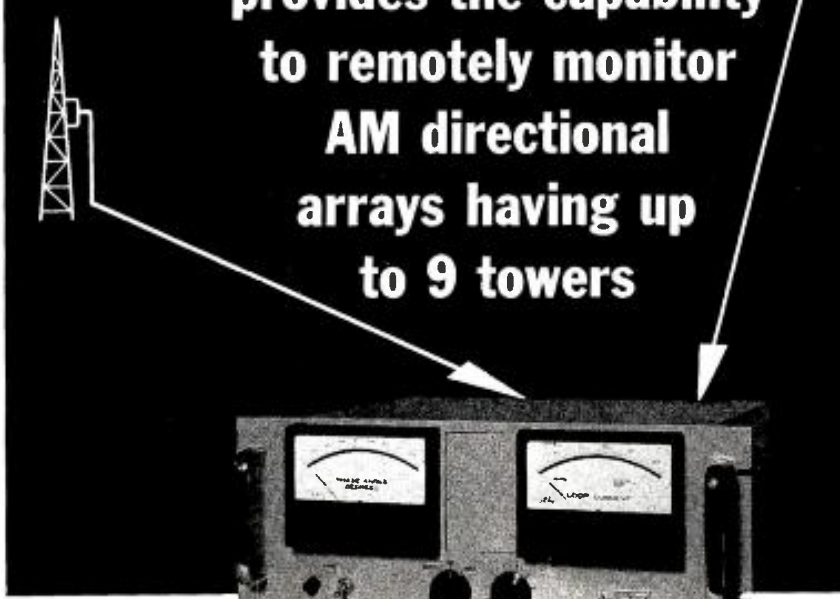
The ruling was based on an 1896 state statute that forbids compelling a newsman to disclose the source of any news or information.

Mr. Sheridan, one-time staff member of the Senate antiracketeering committee, is employed by NBC News in Washington as an investigative reporter. He became involved when he picked up some information in the course of covering the zoning controversy.

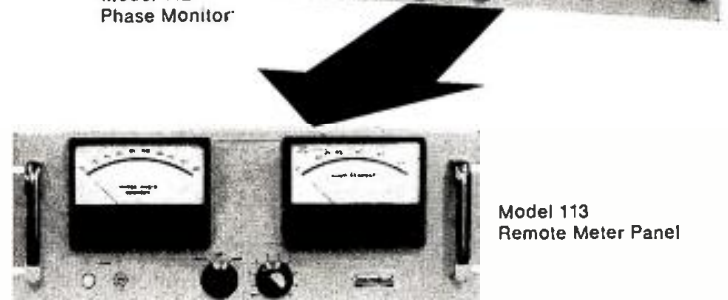
BROADCASTING, DECEMBER 5, 1966



**provides the capability  
to remotely monitor  
AM directional  
arrays having up  
to 9 towers**



Model 112  
Phase Monitor



Model 113  
Remote Meter Panel

The Model 112 Phase Monitor is an advanced, all-solid-state unit which provides phase and current measurements of AM directional arrays having up to 9 towers. Easy-to-read panels provide phase readout of  $\pm 1$  degree accuracy with 0.5 degree resolution, and loop current readout with .5% repeatable accuracy. Automatic Day-Night switching of reference levels is also available. Phase angle and loop current outputs are provided for direct readout on a chart recorder or digital voltmeter, or can be fed over land lines for direct studio readout on the Nems-Clarke Model 113 Remote Meter Panel. The optional Model 113 unit contains duplicate phase and current meters.

The Model 112 Phase Monitor is very simple to operate; easy to read; and incorporates all circuitry necessary to permit future adaptation to remote control. Silicon transistors are used throughout for high reliability, long life and excellent temperature stability. Panel meters are of the taut-band type to eliminate pointer binding, and have mirror scales to improve reading accuracy.

V-29

For further information, write or call:

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# Quality down on the farm

Agricultural broadcasters told they're now covering big business

Expansion of farm broadcasting as a quality market even though the number of farms may be decreasing, plus the evolution of farming as big business rather than just a family venture, were among subjects discussed at the annual convention of the National Association of Farm Broadcasters in Chicago Nov. 25-27.

Two agency speakers, John Livingston of Colle & McVoy, Minneapolis, and Hal Mayfield of Geyer, Morey & Ballard, Chicago, described farm radio as still the workhorse medium for agricultural advertisers even though there is increasing use of television, including color, which is especially well suited to favorably displaying farm products. Both said their agencies have



The gavel changes hands as George Stevens (l) of KCMO-AM-TV Kansas City, Mo., ends his term of duty as president of the National Association of Farm Broadcasters and Bob Nance of WMT-AM-TV Cedar Rapids, Iowa, takes over.

search project committee. The NAFB also approved publication of a new loose-leaf directory devoting a full page to each member station, including coverage map and pertinent farm marketing data, which will be circulated among agencies and advertisers.

Bob Nance of WMT-AM-TV Cedar Rapids, Iowa, was elected president of NAFB for 1967 succeeding George Stephens of KCMO-AM-TV Kansas City (for other officers see page 79).

The distinguished service award was presented to Stan Torgerson, formerly manager of WMC Memphis and now at WQAM Miami, for his sales promotion presentation "The Name of the Game is Sales." It is being made available to member stations for their own local use.

## Live syndication was widespread for fight

Madison Square Garden-RKO General Sports Presentations, New York, reports its world lightweight title fight held last Monday (Nov. 28) in New York was syndicated live to Mexico and to 45 TV stations in this country, and on film to 12 foreign countries.

MSG-RKO, a division of RKO Pictures Co., said its worldwide sales representative, Four Star International, had sold live radio-TV rights to Mexico; live radio to Puerto Rico and the Philippines; and TV films to Ireland, Dominican Republic, Argentina, Venezuela, Puerto Rico, Panama, Curacao, Surinam, France, Singapore, the Philippines and Hong Kong.

## Midwest MBS outlets like program plans

The Mutual Broadcasting System's program-expansion plan received the endorsement of Midwest affiliates Thursday (Dec. 1) at the second meeting of network executives with stations, part of a series of national sessions that will resume after the Christmas holidays.

The plan initially had been approved by the Mutual affiliates advisory committee several weeks ago.

To date, counting stations represented at the Chicago meeting as well as the New York area affiliates meeting a fortnight ago (BROADCASTING, Nov. 21), all 125 Mutual affiliates that have been exposed to the network's program-expansion concept have given it "their unanimous approval," it was reported late Thursday by Matthew J. Culligan, MBS president and chief executive officer. The network presently has 523 affiliates.

Mutual's plan is to strengthen its

been active in producing farm color-TV commercials since the late 1950's.

Jack Burke, Radio Advertising Bureau, told the NAFB that his organization is receiving more requests for information on the reach and composition of farm audiences than ever before. He noted the flexibility of farm radio as a major strength and cited importance of keeping commercials dramatic and up-to-date to assure their effectiveness.

Vincent T. Wasilewski, president of the National Association of Broadcasters, urged the members of the NAFB to work hard to keep up their leadership and professionalism individually and as an organization. Agriculture is as old as man and broadcasting is but age 40, he noted; however both are undergoing great evolution and drastic change so the farm broadcaster will have to be alert to keep up with these trends.

Satellites commonly are thought of in association with expansion of communication services or weather study but they also soon will have broad economic impact, according to Louis F. Slee, RCA astro-electronics division. He explained how future satellites will help planning, forestry, fishing, mining and other fields through special global survey work.

At its business sessions NAFB approved a major new research project into the reach and quality of the farm audience and named Jack Timmons, KWKH Shreveport, La., to head a re-

PULSE RATED NUMBER

# ONE

Now No. 1 Mid-Michigan Radio Station three ways:

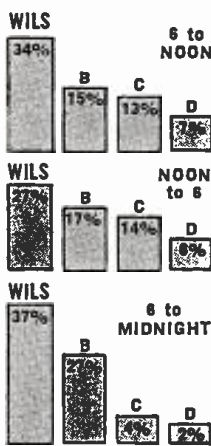


WILS has more male and female adult, teen and children listeners and by a wide margin.

Put your finger on our Lansing Metro APRIL-MAY '66 Pulse, Call:

VENARD, TORBET & MC CONNELL

RADIO 1320  
**WILS**  
 LANSING  
 5,000 WATTS / 24 HOURS A DAY





## TVQ's top-10 programs by age

From the first November 1966 TVQ report  
By age

Rank	Program	Total audience		6-11		12-17		18-34		35-49		50+	
		Fam	TVQ	Fam	TVQ	Fam	TVQ	Fam	TVQ	Fam	TVQ	Fam	TVQ
1	Bonanza (NBC)	90	47	78	47	96	48	95	43	93	39	88	59
2	I Spy (NBC)	58	42	36	52	72	50	74	44	61	37	47	30
2	Walt Disney (NBC)	87	42	91	55	94	37	90	35	85	35	81	48
4	Red Skelton (CBS)	87	39	81	52	91	37	88	30	88	34	88	47
5	*Mission: Impossible (CBS)	35	38	32	55	53	48	35	34	32	31	30	27
5	Saturday Movie (NBC)	74	38	43	33	86	39	91	45	79	36	65	32
5	*Star Trek (NBC)	33	38	37	60	49	51	40	36	31	23	19	16
5	*Family Affair (CBS)	37	38	35	59	46	42	41	29	31	24	34	41
9	*Time Tunnel (ABC)	45	37	62	62	61	54	48	28	38	19	25	12
10	Gomer Pyle, USMC (CBS)	84	36	80	56	93	38	85	25	84	27	81	44

Copyright Home Testing Institute/TVQ Inc., 1966. \* New shows.

### Top-20 Arbitrons

7:30-11 p.m. EST  
Based on National Arbitron  
rating estimates  
week of Nov. 20-26, 1966

Rank	Program	Rating estimates
1	Bonanza (NBC)	26.9
2	Lucy Show (CBS)	24.9
3	Red Skelton (CBS)	24.6
4	Jackie Gleason (CBS)	23.5
5	Ed Sullivan (CBS)	23.1
6	Saturday Movie (NBC)	23.0
7	Friday Movie (CBS)	22.0
8	Gomer Pyle (CBS)	21.6
	Dean Martin Show (NBC)	21.6
10	Sunday Movie (ABC)	20.8
11	Andy Griffith (CBS)	20.7
	Hogan's Heroes (CBS)	20.7
13	The Virginian (NBC)	20.6
14	*NFL Football (CBS)	19.9
15	Peyton Place I (NBC)	19.5
	Petticoat Junction (CBS)	19.5
17	Green Acres (CBS)	19.3
18	I Spy (NBC)	19.2
19	Daktari (CBS)	19.1
20	Lawrence Welk (ABC)	19.0

\*Reflects only last 90 minutes.

### NBC keeps Nielsen lead

NBC led the Nielsen multi-market ratings report for the week ended Nov. 20, while it was a virtual stand-off for NBC and CBS in the Arbitrons for the week that ended Nov. 27. Periods covered were 7:30-11 p.m.

In the Niensens, NBC had 18.4, led in 22 half-hour periods and won Tuesday, Wednesday and Thursday; CBS had 17.1, won 16 half hours and took Thursday and Friday, and ABC tied in one half-hour period.

NBC was two-tenths of a percentage point ahead of CBS in the Arbitrons. NBC had 17.6, CBS 17.4 and ABC 14.2. In wins by half hours and nights of the week: CBS 23 and Tuesday, Thursday and Friday; NBC 18 and Wednesday, Saturday and Sunday, and ABC 8 Monday.

news coverage, commentaries and sports programming. News on the hour and half-hour, for example, is to be extended while live sports and other features are to be augmented.

The midwest affiliates, representing Mutual districts 5 and 6 (Illinois, Indiana, Wisconsin, Michigan, Ohio, Missouri and Kentucky) also commended Mr. Culligan for the recent surge in major sports events carried by the network. Among those cited were the Michigan State-Notre Dame game, the Army-Navy game and the Clay-Williams championship fight.

# ZOOM LENS

## RENTALS

# ZOLOMATICS

5875 MELROSE AV. HOLLYWOOD CALIFORNIA TEL. (213) 463-2181

### A prisoner has no right to privacy

Ruling that a prisoner is a public figure and therefore has no right to privacy, a federal judge in Hartford, Conn., found that station WTIC-TV Hartford did not violate the convict's right to privacy when it filmed his appearance before a parole board.

The judge last week dismissed the former prisoner's \$50,000 damage suit against the station and parole and prison officials. The plaintiff had alleged his privacy was invaded and constitutional rights violated when the station filmed a documentary in 1964 on the state prison-and-parole system. The prisoner's appearance was filmed without revealing his name or showing his face.

The judge noted the plaintiff could hardly claim his reputation had been

damaged. He had been serving a term for a series of truck robberies. The court also cited previous rulings establishing that prisoners, because of their crime and trial, do not enjoy the same rights to privacy as a nonconvict does.

### Evening Star Broadcast sets up D.C. bureau

The Evening Star Broadcasting Co. (WMAL-AM-FM-TV), Washington, has created a Washington news bureau to service the licensee's stations in Virginia and South Carolina. The service will later be offered to other stations.

Paul Young, on the WMAL news staff since 1964, will manage the news bureau. It will be geared primarily to feed processed color filmed reports to the Star's WCIV-TV Charleston, S.C., and WLVA-TV Lynchburg, Va., for same-day showing on evening newscasts. Audio feeds will go to WLVA-AM-FM.

In announcing formation of the news bureau, Ted McDowell, news and public affairs manager for the WMAL stations, also named Len Deibert, news director for the WMAL stations, to be manager of news for WMAL-AM-FM, and Vince Clephas, managing editor of WMAL-TV's nightly newscasts, was named manager of news for WMAL-TV.



**NO MAGIC  
NO MYSTERY  
NO GIMMICKS**

IT'S JUST  
**TALENT**

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

• Live variety show • news • farm • good music  
• sports • business • women — whatever the  
category, WSYR has Central New York's  
TOP PERSONALITIES.

Represented Nationally by  
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NEW YORK • BOSTON • CHICAGO  
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5 KW • SYRACUSE, N. Y. • 570 KC

We get  
channels  
you  
can't get  
anywhere  
else.



In December. Cigarettes: a boom in new brands fattens TV. McLuhanism: today's cult in television. The \$15-million gamble in movies made for TV. How Rockefeller forces set new standards for political advertising. Local programming on CATV: filling holes in broadcast service or opening one for pay TV? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036 (202) 638-1022. Or bureaus in New York, Chicago, Hollywood.

## Smooth meeting for Screen Gems

The annual stockholders meeting of Screen Gems Inc. in New York last Tuesday (Nov. 29) was marked by optimism and serenity and there was scarcely a reference to the recent rumblings at Columbia Pictures, parent company of SG and owner of about 88% of the shares outstanding.

A. Schneider, who is president of SG and of Columbia Pictures, side-stepped the sole question from one stockholder about the present status of the motion-picture studio, pointing out that "this is a Screen Gems meeting and Columbia is going to have its own meeting." He declined to give the questioner the date of the Columbia annual meeting, although it had been announced earlier as Dec. 21, but it later developed there was a reason behind his refusal.

Following the SG annual meeting, in response to a newsman's question on the date, Mr. Schneider disclosed that the Columbia annual meeting will be postponed until "some time in January." He indicated that the postponement resulted from a request from the FCC for information pertaining to the recent agreement worked out by the Columbia management with the Banque de Paris et des Pays Bas, which owns about 20% of Columbia stock. Mr. Schneider said it will take time to prepare this material and subsequently another date will be set for the Columbia meeting.

The agreement with the Banque de Paris, calling for support of the present Columbia management, appears to have blocked a proxy fight for control of Columbia by several groups of dissident stockholders (BROADCASTING, Oct. 30 et seq.).

Mr. Schneider told newsmen that the Columbia board would be enlarged from the present nine members to 11 to give minority representation to the

Banque de Paris et des Pays Bas.

The Screen Gems meeting proceeded smoothly with Jerome Hyams, executive vice president and general manager, reporting that SG recently had completed its eighth consecutive year of record earnings and expressing the hope that the upward trend would continue during the present (1967) fiscal year. He announced that SG will soon place into syndication the *Hazel* series, which had been presented on both NBC-TV and CBS-TV. The series consists of 154 half-hour episodes, of which 120 are in color.

## Revenue estimates made in Chicago

Estimates of revenues for Chicago radio and television stations have been published in the past week by local newspaper columnists there. They report WBBM-TV as first in TV sales while WGN is the radio leader.

George Lazarus of the *Chicago Daily News* estimated the WBBM-TV gross this year as \$23 million, up from last year's \$22.5 million. The other station estimates for 1966: WMAQ-TV, \$21.5 million; WGN-TV, \$19.5 million; WBKB-TV, \$13.25 million; WFLD(TV), \$700,000, and WCIU-TV, \$325,000.

Mr. Lazarus and John McDonough of the *News* estimated local radio revenues for 1966 as follows: WGN, \$7 million (up from last year's top of \$6.5 million); WIND, \$5.55 million; WLS, \$4.5 million; WBBM, \$3.25 million; WCFL, \$2 million; WVON, \$1.8 million; WMAQ, \$1.75 million; WJJD, \$1.4 million; WAIT, \$1.35 million; WNUS, \$850,000; WFMT(FM), \$650,000, and WAAF, \$600,000.

## Hearing on Comsat rates may be unneeded

The Communications Satellite Corp. appeared last week to be gaining ground in its effort to settle the dispute over its rates without the hearing ordered by the FCC.

Counsel for Comsat, for its common-carrier customers and for the broadcasting networks that are served by the carriers met informally on Wednesday to determine whether additional information Comsat supplied last month (BROADCASTING, Nov. 21) provides a basis for eliminating the hearing.

No decision was reached. But the

## Film flew despite strike

Emery Air Freight, New York, reports revenues from film and radio-TV air shipments for the first nine months of 1966 were up 16.5% to \$768,938 over the comparable period of 1965. The number of shipments increased 9.7% during that same period despite the strike that grounded many domestic airlines for about half of the third quarter.

parties agreed to continue meeting informally among themselves, indicating they feel there is reason to believe the hearing can be avoided.

In the informal meetings, counsel for the carriers and the networks will attempt to get from Comsat attorneys answers to questions raised by the new data supplied by Comsat. The material constitutes a revision of the costs, traffic and other estimates on which Comsat based its rates.

The parties also agreed to another prehearing conference on Jan. 16. A final decision is expected then on whether or not the hearing will be necessary.

## Hefty net increase for Filmways Inc.

Filmways Inc., New York, has shown a 58% rise in earnings for fiscal 1966. Contributing to the record earnings was Filmways TV Productions Inc., under Al Simon, which produces the highly rated *Beverly Hillbillies* and *Green Acres* series. The subsidiary also has *Petticoat Junction* and *The Pruitts of Southampton* on network television.

Lee Moselle, president, said that the company plans to have a new comedy series created by Jay Sommers on CBS-TV next fall. Series is called *Doc*. Two pilot programs will also be produced under an arrangement with CBS: *Dundee and the Culhane*, a one-hour western to be produced by Sam Rolfe, who created *The Man from U.N.C.L.E.*; and *Lassiter*, a one hour program which deals with a muckraking journalist to be produced by Richard Alan, who produced *The Trials of O'Brien* for Filmways last year. The sale and development of new programs are under the direction of H. M. (Bud) Austin, the firm's executive vice president.

For the year ended Aug. 31:

	1966	1965
Earnings per share	\$1.34	\$0.88*
Revenues	31,228,005	25,473,613
Net income	950,530	602,676

\*Restated for stock dividends

## Financial notes . . .

■ National Union Electric Corp., Stamford, Conn., which owns Emerson Television & Radio Co., has declared a quarterly dividend of 17½ cents per share on outstanding stock, payable Dec. 31 to stockholders of record Dec. 15.

■ Raytheon Co., Lexington, Mass., and Caloric Corp., Tipton, Pa., have announced plans to merge. Caloric, which manufactures gas ranges for the home, has annual sales between \$30 and \$35 million.

## Warner Bros. net up 80% in fiscal year

Net income of Warner Bros. Pictures Inc. rose sharply in the fiscal year ended Aug. 31. The company's financial statement released last week showed that after-tax profits soared more than 80% over last year. While Warner Bros. does not reveal total corporate gross, indications are that consolidated revenues jumped more than 40% over the last fiscal year's gross. Breakdown of WB's income shows television sales (for series productions and movie distribution) up to \$31.1 million from \$20.5 million, film sales to theaters up to \$76.3 million from \$56.3 million and record, music and other income up to \$30.4 million from \$20.3 million.

For the fiscal year ended Aug. 31:

	1966	1965
Earnings per share	\$1.74	\$0.95
Gross income	140,000,000*	98,811,322
Consolidated net income	8,524,000†	4,663,000‡

\*Estimate

†After a provision of \$6.4 million for Federal income taxes.

‡After provision of \$3.9 million for Federal income taxes.

## 1st-quarter gains for H&B

H&B American Corp., Beverly Hills, Calif., owner and operator of community antenna television systems, reported for the first three months of its fiscal year ended Oct. 31 net profit slightly higher than last year's comparable earnings. Gross revenues for the company also showed a slight gain.

For three months ended Oct. 31:

	1966	1965
Earnings per share	\$0.06	\$0.05
Gross revenues	1,387,470	1,238,001
Net profit	143,279*	135,629†

\*After \$45,000 allowance for Federal income taxes.

†No provision for Federal income taxes necessary.

## National General net up 17%

National General Corp., Beverly Hills, Calif., a theater chain and CATV operator, reported net operating profit for the fiscal year ended Sept. 27 up 17% over the previous year. Gross income for the year increased 9%. Not reflected by this year's report is a non-recurring \$3.5 million sale of four of the company's five CATV systems to General Electric Cablevision Corp. NGC's sole remaining CATV operation is in Williamsport, Pa.

For the fiscal year ended Sept. 27:

	1966	1965
Earnings per share	\$1.07	\$0.91
Gross income	67,709,462	61,921,845
Net operating income	3,688,197	3,147,805



## Wake Up Sales With Charlie Davis

### "THE EARLY RISERS CLUB"

Here's the show that gets sales wide awake and on their feet in one of the south's largest markets. Charlie's peppy music and gentle humor are a morning must for thousands of devoted listeners — industrial workers, farming folks, white collar workers and business executives. Charlie knows his audience — puts 'em in a receptive mood for your message. Get your sales off to an early start with Charlie Davis' Early Risers Club!



*wapi radio*

**BIRMINGHAM, ALA.**

Represented Nationally by

Henry I. Christal Co., Inc.

## NAB panel sets public-relations themes

### TWIN PUSHES OUTLINED FOR PORTABLE RADIOS

Two 13-week campaigns to promote ownership of portable radios and selection of the 1967 radio-month theme were announced last week by the National Association of Broadcasters public-relations committee.

Meeting in Washington on Thursday (Dec. 1), the committee approved spring and summer campaigns urging all families to have battery-operated AM-FM radios. For the annual radio-month promotion in May, it approved the slogan: "Radio—the People's Choice." The radio-month material is for use May 1 through July 31.

The committee also recommended a budget of \$40,000 for on-air projects in the next fiscal year. The figure, which will go to the finance committee, and then to the NAB board, is an increase of \$5,000 over this year's budget.

"Swing into Spring with a Portable Radio" will be the theme of the first transistor-radio campaign. It will begin March 1 and run through May 30.

The second campaign, "America on the Go", will run from Aug. 1 through Oct. 31. Both campaigns will be built around newly written jingles. The spring campaign will emphasize radio's all-around role and, in particular, the role of transistor sets during emergencies. Stress in the summer campaign will be on radio's portability on vacations.

The committee also heard a new PR aid, "The Many Worlds of Inner Space", a prepared speech about radio that uses sound-effect audio inserts and is designed for optimum stereo effect. This special package, designed to aid broadcasters in local speaking engagements, will be available—including scripts and tapes—after Jan. 1 for \$2 each.

Another package for local on-air use shown to the committee was "A Date with Radio", an almanac of historic facts about radio for each day of the year.

Members of the committee at the

meeting were: Frank Gaither, Cox Broadcasting, Atlanta, chairman; Simon Goldman, WJTN Jamestown, N. Y.; Kenneth Harwood, KUSC(FM) Los Angeles; J. R. Livesay, WLBH Mattoon, Ill.; Al Ross, KGEK Sterling, Colo., and Hugh E. Turner, KTIM San Rafael, Calif.

## Starting gate open for FCC queries

With television stations around the country carrying film clips of old horse races and dog races in connection with supermarket promotions, the FCC has emerged as something of a rail bird.

The commission's interest stems from a number of complaints received from viewers about the promotions. Officials say some 20 stations have been asked to comment on various allegations.

In the promotions used, supermarket customers are given slips with numbers corresponding to those carried by horses (or dogs, in one case) in a card of filmed races broadcast by a local station. Persons holding the number of the winner can collect a specified amount—up to \$1,000 in some cases.

The commission, in querying stations on the promotions, is concerned primarily with whether the licensee is taking care to protect viewers from being misled by the promotions.

The letters ask who controls the outcome of the contest (the sponsor or the syndicator), the amount advertised as the maximum prize and how many have won that prize.

**Lottery?** The letters also ask whether the promotions constitute a lottery. But thus far, officials say, indications are that they do not. In all cases checked so far, apparently, individuals may pick up a betting slip without purchasing anything—and one element critical to a lottery is financial consideration.

One other question the letter asks is whether the station announces that the races are prefilmed.

The reason for that query, officials say, is that some viewers who complain "think they are watching a live race, and they disagree with the results broadcast by the station."

The FCC isn't the only federal agency concerned with the promotions. The Federal Trade Commission on Oct. 29 announced it was looking into the "legality and competitive" effects of promotional techniques in the food-retailing field, particularly those involving "sweepstakes" and games of chance.

However, the FTC's concern primar-



Looking over material for NAB's 1967 on-air public-relations campaigns are Frank Gaither (l), Cox Broadcasting, chairman of the PR committee,

and Vincent Wasilewski, NAB president. Mr. Gaither is holding the album cover to the spring transistor-radio promotion.

ily is with practices that are "unfair or deceptive or that unjustifiably" add to the consumer's grocery bill. FTC sources said that although investigators will take radio and TV advertising of the games into consideration, they do not expect broadcasting to play a significant role in the findings or in the FTC's decision.

## President lauds UN broadcasters

President Johnson last week praised a broadcaster group—the United States Broadcasters' Committee for the United Nations—for its "fine example of public service." His message was conveyed Dec. 1 at the UN by Ambassador Arthur J. Goldberg, U. S. representative to the UN.

The President's letter of congratulations, released by Ambassador Goldberg, mentioned the committee's "weekly broadcasts" (*International Zone*, a series of 13 half-hour programs telecast annually since 1961 by more than 50 TV stations around the country).

President Johnson said that through the broadcasts, "world citizens in America are learning how the United Nations works to restrain international conflict and build a better life for all men." Mr. Johnson said military strength alone "cannot keep us safe: We must labor daily to build bridges of friendship and cooperation to every continent. For this reason, we consider the success of the United Nations our own success." He said the programs helped to present these "vital truths—in documented stories of men working together for peace."

The broadcasters' committee is led by an executive committee representing a cross-section of prominent multiple-station owners and network-owned stations. United Nations Television was commissioned to produce the half-hour documentaries and also helps distribute the shows. A total of 78 *International Zone* episodes have been made.

Alistair Cooke is host and narrator of the films.

## Drumbeats . . .

**Topped** ■ The NBC-TV mailroom has a problem. For several weeks Dean Martin has featured on his show Frank Sinatra's "mystery" voice with a tongue-in-cheek invitation to viewers to enter a nonexistent contest by sending in the top of their TV set. At last report, the mailroom was crammed by more than 200 TV-set tops addressed to Mr. Martin, and more were arriving daily. His reaction to the viewer response was, "How about that? I've al-

ways needed a bunch of television tops."

**That's the spirit** ■ Using only its 1 kw as promotion, WBOK New Orleans received 3.9 million votes from students in 21 area schools who took part in the station's School Spirit contest. There was no limitation on the number of votes an individual could submit, but they all had to be on a post card or a 3 by 5 piece of paper. The winning school received a check for \$123—10 cents for each of WBOK's 1230 kilocycles—plus a trophy and a record hop at each of the top three schools. Since the contest was so successful, from the station's point of view, the record hops were shelved in favor of live bands and dances, these in turn being broadcast live over WBOK. Two other stations of the OK group of Negro-oriented stations have recently concluded similar contests. In Baton Rouge, 26 schools came up with 57 million votes for the WXOK contest, and the listeners to KYOK Houston turned up 5.2 million votes from 12 schools.

**Aid to education** ■ Richard O. Linke, executive producer of the Andy Griffith and Jim Nabors CBS-TV specials, has set up a \$25,000 endowed scholarship at his alma mater, Ohio University, to encourage undergraduates in the fields of theater, communications, electronic journalism, journalism and music.

**Distinguished** ■ Brigadier General David Sarnoff, chairman of RCA, received a 1966 Gold Medal award of the National Institute of Social Sciences for "distinguished service to humanity" at a New York dinner Dec. 1. General Sarnoff joined other prominent recipients of the award including Francis Cardinal Spellman; Keith Funston, president of the New York Stock Exchange; Danny Kaye, ambassador-at-large for UNICEF, and Mrs. Lyndon B. Johnson.

**Teen-ager pageant** ■ Miss American

Teen-Ager Inc., Palisades Park, N. J., has begun awarding franchises to business firms, including radio or TV stations, to conduct local promotion contests for its eighth annual "Miss American Teen-Ager" pageant finals to be held at the Palisades amusement park next September.

**Art for station's sake** ■ A televised auction of paintings and sculpture held last week for the benefit of noncommercial WNDT(TV) Newark, N. J.—New York raised \$76,775, most of which will go to the station. Parke-Bernet Galleries, New York, donated its premises and personnel to the station.

**Try a Model T** ■ WDRC Hartford, Conn. is conducting a search for a 1922 automobile to commemorate the station's 45th anniversary. The car will be used for VIP shuttles and as an emergency news-wagon for "slow-breaking" stories. Automobiles of the correct vintage looking for a new home should contact Dean C. Amadon, public relations director, WDRC.

## ABC group to preview ad plans for 2d season

ABC-TV's plans for advertising and publicizing the "second season" that begins January will be previewed and discussed at a meeting that starts today (Dec. 5) in New York of advertising and publicity directors of ABC-owned TV stations.

The group tomorrow meets with ABC Executive Vice President Simon B. Siegel, Group Vice President Theodore F. Shaker and James Conley, president of ABC-owned TV stations. ABC Vice Presidents Edward Bleier, public relations and planning; Donald Foley, advertising, and Ellis O. Moore, press relations, also will participate. Stations that will be represented are WABC-TV New York, WXYZ-TV Detroit, WBKB-TV Chicago, KGO-TV San Francisco and KABC-TV Los Angeles.

# Broadcasting

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## FATES & FORTUNES

### BROADCAST ADVERTISING

**Joseph P. Dougherty** of Capital Cities Broadcasting Corp., elected board chairman of Television Bureau of Advertising.



Mr. Everett



Mr. Graefen

**H. D. (Del) Everett Jr.** and **William E. Graefen** named VP's at Campbell-Ewald Co., Detroit. Mr. Everett joined agency in 1963 as director of marketing research and now will head all research operations for agency. Mr. Graefen is associate copy head.

**Lee W. Baer**, VP and account group head for BBDO, New York, joins **Kastor, Foote, Hilton & Atherton** there as senior VP.

**William J. Warren**, sales manager of WLJB New York, elected VP of PRO Time Sales Inc., newly formed radio station national representative company (BROADCASTING, Nov. 28).

**Dick Reynolds**, account executive at WEEZ Chester, Pa., named VP-sales.

**Eugene J. Reilly**, director of advertising and public relations for Frank G. Shattuck Co., New York, elected to newly established post of VP of advertising and public relations.

**Shepherd Welsh**, creative director at Zimmer, Keller & Calvert, Detroit, named creative director at **Bonsib/Advertising**, Fort Wayne, Ind.

**Ralph Petti**, VP and station manager of KONO San Antonio, Tex., named general sales manager of **KGBS** Los Angeles.

**J. Arthur O'Connor Jr.**, assistant to VP, marketing, of **Liggett & Myers Tobacco Co.**, New York, appointed national sales manager.

**Jim Schweitzer**, sales manager of WFMF(FM) Milwaukee, joins **WISN-FM** there as sales director.

**Robert Sharon**, general sales manager for **KFWB** Los Angeles, joins **KPOL** Los Angeles as local sales manager.

**Lou Silverstein**, with **KUPD** Tempe, Ariz., named local sales manager of **KRIZ** Phoenix.

**Richard P. O'Toole**, president, **R. P. O'Toole Inc.**, New York (marketing-merchandising organization), named di-

rector of merchandising, **WOR**, same city.

**Ken Dodd**, with **WICE** Providence, R. I., appointed local sales manager of **WACE** Chicopee, Mass.

**William Weitzman**, research supervisor, **Clyne Maxon Inc.**, New York, named manager of agency's research department.

**Isabelle Stannard**, with media department of **Young & Rubicam**, New York, joins **Helfgott & Partners**, that city, as media manager. **Rick Allen**, copywriter, **Remington Office Machines**, New York, named head of copy department, **H&P**, same city.

**Len Johnson** and **Marilyn Grosser** appointed art supervisor and art director, respectively, in corporate advertising department at **Metromedia Inc.**, New York.

**Robert W. Clark**, with **BBDO**, San Francisco, joins Los Angeles office of **Gardner Advertising Co.** as media supervisor.

**Richard E. Gerbracht**, VP and account supervisor, **The Marschalk Co.**, Cleveland, named to newly created post of assistant manager and director of marketing services and account service group.

**Joseph A. Kronovich**, account executive for **BBDO** in Minneapolis and Chicago for five years, joins **Leo Burnett Co.**, Chicago, as account executive.

**Sid Feltenstein**, with **Procter & Gamble Co.**, Cincinnati, joins **Knox Reeves Advertising**, Minneapolis, as account executive. **Sue Crolick**, with **Image Art Studio**, San Diego, joins **Knox Reeves** as art director. **Geoffrey Sutton**, with **MacManus, John & Adams**, Minneapolis, joins **Knox Reeves** there as copy writer.

**Neil R. Jacoby**, who dissolved his partnership in **Cunningham & Jacoby Inc.**, joins **Anderson-McConnell Advertising Agency**, Los Angeles, as account executive.

**Bill Carson**, with **KDKA-TV** Pittsburgh, appointed account executive at **WTAE-TV**, that city.

**Richard H. Albitz**, assistant manager, promotion and publicity for **KPRC-AM-TV** Houston, joins sales staff of **KHTV (TV)**, that city.

**Bruce Fogel**, with **H-R Representatives**, New York, joins **Metro TV Sales**, same city, as account executive.

**James E. Fasules** named senior account director and **Stanley H. Beals** named account supervisor on **Camp-**

**bell Soup Co.** account group at **Needham, Harper & Steers**, Chicago. Mr. Beals succeeds **Russell Buck Jr.** who resigned.

**Robert D. Singer**, senior account executive in San Francisco office of **Doyle Dane Bernbach**, joins **DDB's** New York office in same capacity. **Allan Altman**, with **Hoefler, Dieterich & Brown**, San Francisco, joins **DDB** there as account executive.

**Bruce C. Georgi**, previously with **WFMY-TV** Greensboro, N. C., and **WNHC-TV** New Haven, Conn., joins **Harrington, Righter and Parsons Inc.**, New York, as account executive.



Mr. Klinge

**Peter Klinge**, with **WNAC-AM-TV** Boston, named director of advertising and promotion, **WPIX(TV)** New York.

**Robert Koch** appointed general sales manager of **wxyz** Detroit succeeding **Robert Baldrice** who resigned. **Martin Greenberg** named to newly created post of national sales manager for **wxyz**.

**Larry Alm**, with **Tatham-Laird & Kudner**, New York, joins **Papert, Koenig, Lois** there as account executive. **Beatrice Sonnen**, with **Clyne Maxon Inc.**, New York, joins **PKL**, that city, as media buyer. **David Upright**, with **Grey Advertising**, New York, joins **PKL** there as copy writer.

**Timothy O'Sullivan**, manager of **Grant Webb & Co.**, San Francisco, joins radio division of **Edward Petry & Co.**, New York, as account executive. **James W. Cravagan**, assistant sales director of **Corinthian Broadcasting Corp.**, Chicago, joins radio division of **Petry** in Los Angeles as account executive.

**Conrad Kaminski**, promotion manager for **WITI-TV** Milwaukee, named account executive effective Jan. 1, 1967.

**Scott Marriner**, general manager of **KMPL** Sikeston, Mo., joins **KVTV(TV)** Sioux City, Iowa, as account executive.

**Robert Kinchloe**, formerly with **WMCK McKeesport, Pa.**, and **WKJF(FM)** Pittsburgh, appointed account executive for **WJAS-AM-FM** Pittsburgh.

**Harold F. Stone** and **Adrian A. Riso**, with **Videotape Center**, New York, appointed staff directors. **Henry Monasch**, with **BBDO**, New York, joins **Videotape Center** there as staff producer.

**James F. Anderson**, VP and manager of **Aylin Advertising Agency**, San

Antonio, Tex., joins Tracy-Locke Co. there as account executive.

**Carolyn A. Kohl**, with McCann-Erickson, New York; **Robert W. Campbell**, with William Douglas, McAdams; and **Bernard J. Schmidt**, with Rumrill-Hoyt Inc., Rochester, N. Y., join LaRoche, McCaffrey and McCall, New York, as copy writers.

**William C. Haight Jr.**, with Leo Burnett Co., Chicago, joins television sales staff of The Katz Agency, St. Louis. **Chuck Conrad**, with Adam Young, Inc., joins television sales staff of Katz, Chicago.

**John Livoti**, senior media buyer for Young & Rubicam, New York, named to sales staff at Corinthian division of H-R Television, that city.

**Murray A. Levine**, account executive, Long Island Network (WGBB Freeport and WGSB Huntington) New York, joins sales staff, WINS, same city.

**George S. Carr**, with Alan M. Shapiro Advertising Agency, joins sales staff of WRCP Philadelphia.

**Barbara Kodner**, formerly copywriter with Batz-Hodgson-Neuwoehner Inc. and Famous-Barr, both St. Louis, joins creative staff of Lynch, Phillips & Waterbury Inc., that city.

## MEDIA



Mr. Goldman  
Co., that city.

**H. Holt Riddleberger**, assistant manager for development and operations at noncommercial WEDU(TV) Tampa, Fla., named associate director of Educational Television Stations division, National Association of Educational Broadcasters, Washington.



Mr. LeGate

**James M. LeGate**, executive director of WIOD Miami, retires after more than 32 years with parent Cox Broadcasting Corp.

**Gene R. Jacobsen**, local sales manager of WTVT(TV) Tampa-St. Petersburg, Fla., appointed assistant manager of KHTV(TV) Houston. Both stations belong to WKY Television System Inc.

**Richard Covey** of Phoenix and previously program director of KRNT-

AM-TV Des Moines, Iowa, named general manager of KSO Des Moines.



Mr. Ripple



Mr. Crawford

**William A. Ripple** will retire as general manager of WAST(TV) Albany, N. Y., on Jan. 1, 1967, but will continue as consultant to Van Curler Broadcast Corp., division of Stanley Warner, which owns station. **John E. Crawford**, assistant general manager and national sales manager, appointed general manager of WAST, effective Jan. 1.

**Peter V. Taylor**, program and operations director of KFOG(FM) San Francisco, joins WXHR-AM-FM Cambridge-Boston, as station manager.

**Michael McMahon**, with corporate systems department of CBS, New York, appointed controller of WCBS-AM-FM, that city.

**Matthew J. Culligan**, president of MBS, will represent network on National Association of Broadcasters radio board. He replaces **Robert Hurleigh**, former MBS president.

**Edward D. Bushman**, with WINX Rockville, Md., appointed station manager.

**Art Gilmore**, radio and television announcer, re-elected president of Pacific Pioneer Broadcasters.

**George Hanna**, chief accountant and credit manager of WAVY-AM-TV Portsmouth-Norfolk-Newport News, Va., named assistant treasurer.

## PROGRAMING

**Robert S. Tamplin Jr.**, associate producer of *Danny Kaye Show* for two seasons, named program executive in charge of live telecasts for CBS-TV, Hollywood.

**Grace Knecht**, program coordinator for noncommercial WCNY-TV Syracuse, N. Y., named program manager.

**Stuart A. Kovar**, with WRHL Rochelle, Ill., named program director.

**Bob Nance** of WMT Cedar Rapids, Iowa, elected president of National Association of Farm Broadcasters. Other officers elected: **Keith Kirkpatrick** of Des Moines, Iowa, VP; and **Wayne Liles** of KWT(TV) Oklahoma City, secretary-treasurer. Regional VP's chosen are: **George Haefner** of WHAM Rochester, N. Y., northeast; **Jimmy Lee**, WMAZ-AM-FM-TV Macon, Ga., southeast; **Pat Keliher**, WEAQ Eau

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## Campbell Arnoux, 71, former president of WTAR-AM-TV, dies

**Campbell Arnoux**, 71, retired president of WTAR-AM-TV Norfolk, Va., and former chairman of the television board of the National Association of Broadcasters, died Nov. 28 in Sarasota, Fla. Mr. Arnoux had been president of WTAR Radio-TV Corp. from 1946 until his retirement in 1960. He was on the NAB board from 1944 to 1950. He was a member of the NAB's television board from 1951 to 1957 and again from 1960 to 1962, serving as vice chairman of the TV board from 1954-56 and as chairman from 1956-57.

Previously chairman of the board of the WTAR Radio-TV Corp., Mr. Arnoux had remained until his death a member of the board of directors of Norfolk-Portsmouth Newspapers Inc., the station's parent corporation.

Born in New York City in 1895, he moved with his family to St. Louis and later to Fort Worth. He attended University of Texas. It was in Texas that he obtained his first newspaper job on the old *Fort Worth Record* at \$10 a week. After serving with the Fifth Texas Cavalry in World War I, Mr. Arnoux went for a trip around the world and came back to the United States where he became assistant to the director of publicity of the old southwestern division of the American Red Cross. He returned to news-



Mr. Arnoux

paper work in 1922 as a staff writer for the *Fort Worth Star-Telegram*. In a short time the paper decided to install a radio station, WBAP. As told by Mr. Arnoux, everybody in the newsroom declined the job of looking after the station. When it came to him, newest member of the staff and the only one not yet asked, he was not asked, but told to run the

station.

He remained with WBAP until December 1924, when he built and became general manager of KTHS (then in Hot Springs, Ark.). In 1934 he became manager of WTAR. During his tenure at WTAR, he built two stations: WRNL Richmond, Va., and WPID (then Petersburg, Va.). He served as the vice president of WRNL.

In addition to his NAB work, Mr. Arnoux was involved in various other activities. He assisted in the organization of the Television Bureau of Advertising and was a member of its board of directors for four years. He served as a delegate to the first congress of the Inter-American Association of Broadcasters in Mexico City, and as a charter member of both the Radio Pioneers and the TV Pioneers.

Surviving are his wife, Natalie, daughter and son.

Vincent T. Wasilewski, NAB president, noted that: "The entire broadcasting industry has been greatly saddened by the passing of one of its pioneers. Campbell Arnoux contributed significantly to the development of our profession, both in his individual business career and in his participation in industry affairs. He was a good citizen, a good broadcaster, a good friend."

Claire, Wis., east north central; **Jim Hill**, wcco Minneapolis, west north central; **George Logan**, WIBW-AM-FM-TV Topeka, Kan., west south central; **Jack Crowner**, WAVE-AM-TV Louisville, Ky., mid south; **Lynn Adair**, KSL Salt Lake City, Pacific southwest; **Greg Click**, KOMO Seattle, Pacific northwest, and **George Atkins**, Canadian Broadcasting Corp., Toronto, for Canada.

**Y. Frank Freeman**, VP of Paramount Pictures and for last 18 years chairman of board of Association of Motion Picture and Television Producers, resigned his studio post, effective Jan. 1, 1967. Mr. Freeman, 76, had been with Paramount for 33 years.

**Wynn Nathan** of Wolper Productions Inc. elected chairman and **Alvin Unger** of Independent Television Corp. elected co-chairman of Television Film Exhibit organization. New executive committee consists of Mr. Nathan, Mr. Unger, **Elliott Abrams** of Walter Reade Organization Inc., and **John Ettlinger** of Medallion Television Enterprises Inc.

**Jim Hardiman**, press information director for CBS-TV, Hollywood, joins

Screen Gems there as director of studio promotion and publicity effective Jan. 1, 1967.

**Mary Kathleen Strickland** appointed program supervisor for WRVA-FM Richmond, Va.

**John Small** named operations director at WABX(FM) Detroit.

### NEWS

**Ed Joyce**, host of *Talk of New York* and *WCBS Radio Looks at Television*, WCBS New York, named news director for station. He fills post left vacant by death Oct. 31 of **Martin Weldon** (BROADCASTING, Nov. 7).

**John R. Corporon**, news director of WDSU-AM-FM-TV New Orleans, appointed news director of WNEW-TV New York. Mr. Corporon succeeds **Hardie Mintzer**, who becomes managing editor.

**Lew Wood**, former CBS News correspondent who recently joined NBC News, has been assigned to NBC's team of combat correspondents in Vietnam, effective this month. Report of Mr. Wood's new assignment two

weeks ago incorrectly identified news organization.

**James R. Boyle**, controller, C-E-I-R Inc., Washington, named controller, CBS News, New York. He succeeds **William J. Fennessy**, who will be reassigned to other duties.

**Harold F. Fuller Jr.**, newsman with WJPF Herrin, Ill., joins WSV-AM-FM Pekin, Ill., as news and sports director. **John Schad**, now news director of WSV-AM-FM, leaves for Peace Corps assignment in Colombia, South America.

**Joseph Lopez**, news editor for WJAR-AM-TV Providence, R. I., retires after 40 years in broadcasting. He was previously with WICC Bridgeport, Conn. and WEAN Providence, R. I.

**Ben Vauhn** of WBMC McMinnville elected president of Tennessee AP Radio Television Association.

**Arthur Olszyk** of WTMJ-AM-TV Milwaukee elected president of Wisconsin AP Radio-TV Association.

**Chet Casselman**, director of news and public affairs for KSFQ San Francisco, elected president of Northern



California chapter of Radio and Television News Directors Association.

**Peter Heller**, ABC News, New York, joins Radio Pulsebeat News, that city, as producer of news programs.

**Joseph L. Glover**, news director at WEAT-TV West Palm Beach, Fla., joins WJXT(TV) Jacksonville, Fla., as news director.

**David Hellyer**, owner and publisher of English language Latin American weekly, *South Pacific Mail*, named editorial director of KOGO-AM-FM-TV San Diego.

## FANFARE

**Ronald B. Harris**, promotion manager of WSPA-TV Spartanburg, S. C., named promotion manager for WIS-TV Columbia, S. C.

**Helen E. Simpson** named PR administrator at WKYC-TV Cleveland, succeeding **Sheldon Golub** who recently became promotion manager of WDCA-TV Washington.

## EQUIPMENT & ENGINEERING



Mr. Swift

**Louis Swift** named chief engineer of WTRC-AM-FM and WSJV(TV) Elkhart-South Bend, Ind.

**Wendell Woody**, with Electronic Parts Co., Denver, named assistant manager of western region for distributor sales division of Jerrold Electronics in Redwood City, Calif.

**Donald L. Wyckoff**, with Entron Inc., Silver Spring, Md., appointed western regional manager. He will be headquartered in San Francisco Bay area.

**Ralph Scoppa**, director of advertising and sales promotion, Roper Range Corp., Chicago, named sales promotion manager, entertainment products division, Sylvania Electric Products, New York. He succeeds **M. Shellenberger**, who was named merchandising manager.

**Arthur E. Gagnon**, assistant operations manager of space and information systems division of Raytheon Co., Waltham, Mass., named manufacturing manager of Raytheon's equipment division at North Dighton, Mass.

## ALLIED FIELDS

**Dr. Milton L. Blum**, with Alfred Politz Research Inc., New York, named executive VP.

**Robert R. Cahn**, with Audits & Surveys Inc., New York, elected VP-production.

**David Korn**, economist in research branch in research and education divi-

## George Kern dead at 62

**George Kern**, 62, advertising executive and pioneer in the use of network radio and television for advertising, died at the Kingsbridge Veterans Hospital, New York, on Nov. 30. He had been ill for several months. Mr. Kern had worked as media director for the



Mr. Kern

Blackett Co., Chicago and then went to New York to assume a similar post with Blackett, Sample, Hummert—now Dancer-Fitzgerald-Sample. He was also media director at Benton & Bowles and Lennen & Newell; media director and broadcast account executive for McCann-Erickson; advertising executive with Revlon Inc., and media supervisor with Fletcher Richards, Calkins and Holden, his last post.

sion of FCC's Broadcast Bureau, Washington, appointed chief of that branch.

**Patrick Dolan**, president of BBDO International Inc., named consultant to Department of State.



Mr. Siegel



Mr. Kerbel

**Stanley Z. Siegel** elected to board of directors of Telecommunication Consultants International, Washington. **Lee J. Kerbel**, assistant marketing manager of Racal Communications Inc., elected secretary and treasurer of TCI.

**Lionel F. Baxter**, VP-radio, Storer Broadcasting Co.; **Herbert J. Citting**, assistant to president, Mutual Broadcasting System; **Elmo Ellis**, general manager, wsb Atlanta; **James C. Hagerty**, VP-corporate relations, ABC; **David N. Lewis**, manager of advertising and promotion, Westinghouse Broadcasting Co.; **Ted Schneider**, director of public affairs, WHN New York; **Joseph Somerset**, VP, WPAT Paterson, N. J.; and **Hathaway Watson**, president, RKO General Broadcasting, named to national publicity committee for 1967 Freedoms Roll-Call of Free-

doms Foundation to be held Feb. 15-28, 1967.

**Edward Wallerstein**, executive director of The Center for Research in Marketing Inc., resigns to become president of Communications and Media Research Services Inc. at new offices at 527 Lexington Ave., New York.

## INTERNATIONAL

**C. J. Curran**, secretary to BBC, London, named director of external broadcasting, succeeding **Tangye Lean**, who resigns.


**Peter Heneker**, PR officer to Attwood Group of Companies, London, controlling Television Audience Measurement (TAM), appointed press and PR officer, Independent Television Authority, same city.

## DEATHS

**Jack Beever**, 51, technical director, distributor sales, Jerrold Electronics Corp., Philadelphia, died of heart attack Nov. 26 at his home in Philadelphia.

**Carl Leonard Loose**, 53, VP and general manager of WPAR Parkersburg, W. Va., died Nov. 26 in Parkersburg after short illness. Surviving are his wife, Helen, son and two

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daughters.

**Charles R. Smith**, 51, pioneer British Columbia radio engineer and part owner of CFAX Vancouver, B. C., died Nov. 21 in Victoria. Mr. Smith had entered broadcasting over 30 years

ago, and had worked at CKWX Vancouver, B. C., and CFAC Calgary, Alberta. Surviving are his wife, daughter and son.

**Bertrand Barnes**, 48, chief engineer of WRCB-TV Chattanooga, died Nov. 19

of heart attack. He is survived by his wife and daughter.

**Edna L. Reilly**, program director of KVOB Bastrop, La., died Nov. 28 after long illness. She became program director of KVOB last year.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 23 through Nov. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts. \*—educational.

#### New TV stations

##### APPLICATIONS

**Gainesville, Fla.**—Minshall Productions Inc. Seeks UHF ch. 20 (506-512 mc); ERP 9.56 kw vis., 1.0 kw aur. Ant. height above average terrain 690 ft.; ant. height above ground 669 ft. P. O. address: 302 St. Andrews Lane, Ft. Pierce, Fla. 33450. Estimated construction cost \$96,600; first-year operating cost \$15,000; revenue \$160,000. Geographic coordinates 29° 42' 45" north lat.; 82° 23' 34" west long. Type trans. RCA TTU-1A. Type ant. Jampro Jzz-2-0-A Consulting engineer Jules Cohen, Washington. Principals: William E. Minshall, president and 100% owner. Virginia Zehring, vice president. Mr. Minshall is president, general manager and has interest in Indian River Television Inc., licensee for WTVX Ft. Pierce. Mrs. Zehring is housewife and has interest in WTVX. Station is on Program Test Authority from FCC. Ann. Nov. 28.

**Hutchinson, Kan.**—Sunflower Educational Television Corp. Seeks VHF ch. 8 (180-186 mc); 316 kw vis., 63.2 kw aur. Ant. height above average terrain 804 ft.; ant. height above ground 785.25 ft. P. O. address: 300 West Douglas Avenue, Wichita, Kan. 67202. Estimated construction cost \$615,366.40; first-year operating cost \$101,250. Geographic coordinates 38° 03' 21" north lat.; 97° 46' 35" west long. Type trans. GE TT-530-B. Type ant. GE TT-70-H. Consulting engineer David L. Steel Sr., Washington. Principals: D. Clifford Allison, secretary and incorporator and W. Dale Critser, president and chairman of board. George M. Brown, television executive and incorporator is president and stockholder in Kansas State Network Inc., licensee of KARB-TV Wichita, KCKT Great Bend, KGLD-TV Garden City, all Kansas; KOMC-TV McCook, Neb. (translator Overland, Kan.), and translator station K74CN

**Salina, Kan.** Also applicant for CP to modify translator station to specify operation on ch. 18 in lieu of ch. 74 and applicant for CP for UHF ch. 43 Topeka, Kan. Ann. Nov. 29.

**Durham, N. C.**—Durham-Raleigh Telecasters Inc. Seeks UHF ch. 28 (554-560 mc); ERP 1000 kw vis., 100 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 1,062.7 ft. P. O. address: 4421 Central Avenue, Charlotte, N. C. 28205. Estimated construction cost \$618,600; first-year operating cost \$379,200; revenue \$350,000. Geographic coordinates 35° 38' 08" north lat.; 78° 33' 20.5" west long. Type trans. Townsend Assoc. TA-55-B. Type ant. Jampro Jzz-5-0-A. Legal counsel Scharfeld, Bechhoefer & Baron; consulting engineer David L. Steel Sr., both Washington. Principals: Harold W. Twisdale, David L. Steel Sr., A. David Moore Jr. and Arthur R. O'Neill. Mr. Twisdale is president, director and 19.6% stockholder of Charlotte Telecasters, Inc., permittee of WCTU-TV Charlotte; president, director and 20% stockholder of Memphis Telecasters Inc., permittee of WMTU-TV Memphis, president, director and 22.5% stockholder of Augusta Telecasters Inc., applicant for CP for new TV in Augusta, Ga., president, director and 25% stock subscriber of Virginia Telecasters Inc., applicant for CP for new TV in Richmond, Va. Mr. Steel is vice president, director and 6.4% stockholder of Charlotte Telecasting; 20% of Memphis; 22.5% of Augusta and 25% subscriber in Virginia. Mr. Moore is secretary-treasurer, director and 6.5% stockholder of Charlotte; 10% of Augusta. Mr. O'Neill is assistant to president of South Bend Tribune, licensee of WSBT-AM-FM-TV South Bend, Ind. Ann. Nov. 29.

**Durham, N. C.**—Triangle Telecasters Inc. Seeks UHF ch. 28 (554-560 mc); ERP 774 kw vis., 197 kw aur. Ant. height above average terrain 458 ft.; ant. height above ground 530 ft. P. O. address: 219 Wachovia Bank Building, Durham. Estimated construction cost \$545,000; first-year operating cost \$200,000; revenue \$225,000. Geographic coordinates 35° 54' 36" north lat.; 78° 56' 50" west long. Type trans. RCA TTU-30A. Type ant. RCA TTU-30J. Legal counsel William A. Creech, Washington; consulting engineer Edward W. Deeters & Robert H. Epperson, Washington. Principals: Robinson (50.1%) Kathrine, (30%) and R. O. Everett (10%) and William Creech (0.5%). Mr. Robinson Everett is attorney and has interest in rental properties and investment company. Mr. and Mrs. Everett, parents of Robinson, are attorneys, have interest in rental properties and investment company. Mr. Creech is attorney and has interest in WBZZ Selma, N. C. and WCFV Clifton Forge, Va. Ann. Nov. 25.

##### FINAL ACTIONS

**Lawrence, Ind.**—White River Radio Corp. Broadcast Bureau granted UHF ch. 40 (626-632 mc); ERP 214 vis., 21.4 kw aur. Ant. height above average terrain 480 ft., above ground 497 ft. P. O. address: c/o Wendell Hansen, Rt. 4, Box 26B, Noblesville, Ind. 46060. Estimated construction cost \$256,300; first-year operating cost \$100,000; revenue \$120,000. Studio location to be determined; trans. to be located in Noblesville, Ind. Geographic coordinates 40° 00' 50" north lat.; 85° 58' 54" west long. Type trans. RCA TTU-12A; type ant. RCA TTU-27DM. Legal counsel Lauren A. Colby, Washington; consulting engineer E. H. Munn Jr., Coldwater, Mich. Principals: Wendell Hansen (51.7%), Glenn H. McHatton (5.35%), Evelyn Whitford (9.37%) and 69 others over 2.14%. Mr. McHatton is preacher and teacher. Evelyn Whitford and Wendell Hansen have interest in WMNE Menomonia, Wis. Action Nov. 22.

**Ashland, Ky.**—Kentucky State Board of Education. FCC granted UHF ch. 25 (536-542); ERP 9.6 kw vis., 1.92 kw aur. Ant. height above average terrain 500 ft., above ground 400 ft. P. O. address: c/o O. Leonard Press, Kentucky Authority for ETV, 1220 South Broadway, Lexington, Ky. 40405. Estimated construction cost \$274,450; first-year operating cost \$1,610,642. Funds to be supplied by state. Studio to be located in Lexington; trans. to be located in Ashland. Geographic coordinates 38° 27' 45" north lat.; 82° 37' 13" west long. Type ant. RCA TTU-6C; type trans. RCA TTU-2A. Legal counsel Miller & Schroeder, Washington, consulting engineer Ronald Stewart, Lexington, Ky. Action Nov. 23.

**Bowling Green, Ky.**—Kentucky State Board of Education. FCC granted UHF ch. 53 (704-710 mc); ERP 186 kw vis., 37.1 kw aur. Ant. height above average terrain 810 ft., above ground 618 ft. P. O. address: c/o O. Leonard Press, McVey Hall, University of Kentucky, Lexington, Ky. Estimated construction cost \$368,084; first-year operating cost \$20,200. Studio location Lexington, trans. location Bowling Green. Geographic coordinates 37° 05' 22" north lat.; 86° 38' 05" west long. Type trans. RCA TTU-12A. Type ant. RCA TTU-30J. Legal counsel Miller & Schroeder, consulting engineer Jansky and Bailey, both Washington. Principals: governing board of Kentucky Authority for Education Television. Action Nov. 23.

**Elizabethtown, Ky.**—Kentucky State Board of Education. FCC granted UHF ch. 23 (524-530 mc); ERP 191 kw vis., 38 kw aur. Ant. height above average terrain 650 ft., above ground 650 ft. P. O. address: c/o O. Leonard Press, State Office Bldg., Frankfort, Ky. 50601. Estimated construction cost \$350,242; first-year operating cost not available. To be supplied by funds from state of Kentucky. Studio to be located in Lexington, Ky.; trans. to be located in Elizabethtown. Geographic coordinates 37° 40' 55" north lat.; 85° 50' 32" west long. Type trans. RCA TTU-10A; type ant. RCA Pylon TTU-30J. Legal counsel Miller & Schroeder, Washington; consulting engineer Ronald B. Stewart, Lexington, Ky. Action Nov. 23.

**Hazard, Ky.**—Kentucky State Board of Education. FCC granted UHF ch. 35 (596-602 mc); ERP 186 kw vis., 37.1 kw aur. Ant. height above average terrain 1,260 ft. above ground 620 ft. Estimated construction cost \$388,586; first-year operating cost \$20,200. Studio location Lexington, trans. location Hazard. Geographic coordinates 37° 11' 36" north lat.; 83° 11' 04" west long. Type trans. RCA TTU-12A, type ant. RCA TTU-25G. Action Nov. 23.

**Lexington, Ky.**—Kentucky State Board of Education. FCC granted UHF ch. 46 (662-668 mc); ERP 515 kw vis., 103 kw aur. Ant. height above average terrain 870 ft., above ground 859 ft. P. O. address: c/o O. Leonard Press, Kentucky Authority for Educational Television, University of Kentucky, Lexington. Estimated construction cost \$1,505,744; first-year operating cost \$655,000. Studio lo-

## EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



cation Lexington, trans. location 2 miles SE of Centerville, Ky. Geographic coordinates 38° 11' 50" north lat., 84° 22' 39" west long. Type trans. RCA TTU-25B, type ant. RCA-Pylon TFU-25G. Legal counsel Miller & Schroeder, consulting engineer Jansky & Bailey, both Washington. Principals: governing board of Kentucky Authority for Educational Television. Action Nov. 23.

\*Madisonville, Ky.—Kentucky State Board of Education. FCC granted UHF ch. 35 (595-602 mc); ERP 513 kw vis., 102 kw aur. Ant. height above average terrain 1,040 ft., above ground 1,023 ft. Estimated construction cost \$480,865; first-year operating cost \$24,200. Studio location Lexington, trans. location near St. Charles. Geographic coordinates 37° 09' 54" north lat., 87° 32' 30" west long. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Action Nov. 23.

\*Murray, Ky.—Kentucky State Board of Education. FCC granted UHF ch. 21 (584-590 mc); ERP 195 kw vis., 38.9 kw aur. Ant. height above average terrain 660 ft., above ground 610 ft. Estimated construction cost \$373,384; first-year operating cost \$20,200. Studio location Lexington, trans. location Murray. Geographic coordinates 36° 38' 17" north lat., 88° 18' 34" west long. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Action Nov. 23.

\*Morehead, Ky.—Kentucky State Board of Education. FCC granted UHF ch. 38 (602-608 mc); ERP 191 kw vis., 38 kw aur. Ant. height above average terrain 960 ft., above ground 608 ft. Estimated construction cost \$359,086; first-year operating cost \$20,200. Studio location Lexington, trans. location Morehead. Geographic coordinates 38° 10' 38" north lat., 83° 24' 18" west long. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Action Nov. 23.

\*Owentown, Ky.—Kentucky State Board of Education. FCC granted UHF ch. 52 (698-704 mc); ERP 188 kw vis., 37.5 kw aur. Ant. height above average terrain 710 ft., above ground 598 ft. P. O. address: c/o O. Leonard Press, State Office Bldg., Frankfort, Ky. 40601. Estimated construction cost \$363,242. To be supplied by funds from state of Kentucky. Studio to be located in Lexington, Ky.; trans. to be located in Owentown. Geographic coordinates 38° 31' 32" north lat., 84° 48' 40" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Miller & Schroeder, Washington; consulting engineer Ronald Stewart, Lexington, Ky. Action Nov. 23.

\*Pikesville, Ky.—Kentucky State Board of Education. FCC granted UHF ch. 22 (518-524 mc) ERP 151 kw vis., 30.2 kw aur. Ant. height above average terrain 1,410 ft., above ground 153 ft. P. O. address: c/o O. Leonard Press, Kentucky Authority for ETV, 1220 South Broadway, Lexington, Ky. 40405. Estimated construction cost \$299,618.95. Funds to be supplied by state. Studio to be located in Lexington, trans. to be located in Pikesville. Geographic coordinates 37° 17' 06" north lat., 82° 31' 29" west long. Type ant. RCA Pylon TFU-30JDA; type trans. RCA TTU-10A. Legal counsel Miller & Schroeder, Washington, consulting engineer Ronald Stewart, Lexington, Ky. Action Nov. 23.

\*Somerset, Ky.—Kentucky State Board of Education. FCC granted UHF ch. 29 (560-566 mc); ERP 378 kw vis., 75.6 kw aur. Ant. height above average terrain 1,460 ft., above ground 1,019 ft. P. O. address, legal counsel, consulting engineer and principals same as Lexington, Ky., application above. Estimated construction cost \$480,865; first-year operating cost \$24,200. Studio location Lexington, trans. location Somerset. Geographic coordinates 37° 10' 00" north lat., 84° 49' 28" west long. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Action Nov. 23.

#### OTHER ACTIONS

■ In Vineland, N. J., television broadcast proceeding, Docs. 16702-3, granted petition for leave to amend as to financial matters filed on Sept. 2 by Tri-City Broadcasting Inc. Granted petition to enlarge issues filed on Sept. 28 by Broadcast Bureau to the extent of modifying existing issues to permit inquiry into construction costs and financial qualifications of Tri-City Broadcasting and to determine whether Tri-City failed to amend the financial portion of its application as required by Sec. 165 of commission's rules. And dismissed as moot agreements for dismissal filed on July 15 and 28 by Tri-City Broadcasting Company and ordered that joint petition for approval of agreement and dismissal of application filed on Aug. 30 by T. V. Broadcasters Inc. and Tri-City Broadcasting Inc. is held in abeyance for 30 days pending receipt of further information. Action Nov. 29.

■ Review board in Buffalo, N. Y., television broadcast proceeding, Docs. 15254-5, granted motion filed Nov. 23 by Ultravision Broadcasting Co. and extended to Nov. 25

time within which to file responsive pleadings to petition to reopen record filed on Nov. 2 by Broadcast Bureau. Action Nov. 28.

#### ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Nov. 28: in Syracuse, N. Y., television proceeding, on his own motion stayed the effectiveness of subpoenas duces tecum served upon Kenneth P. Lenhard as executive secretary and the New York State Association of Plumbing-Heating-Cooling Contractors Inc. and George W. Harder, Secretary of New York State Council of Mechanic Trades Contractors, pending further order (Docs. 14368-72, 14444-46).

■ Acting Chief Hearing Examiner Jay A. Kyle designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding on TV applications of Romac Baton Rouge Corp., and Capitol Television Broadcasting Corp., both Baton Rouge, La.; scheduled prehearing conference for Dec. 21 and hearing for Jan. 18, 1967 (Docs. 17005-6) Action Nov. 28.

■ Hearing Examiner Chester F. Naumowicz Jr. on Nov. 28: in proceeding on TV applications of Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television & Broadcasting Co., all Yakima, Wash., granted petition for leave to amend filed by applicant Northwest Television & Broadcasting Co. to reflect changes in corporate membership and equipment proposal (Docs. 16924-26).

■ Hearing Examiner Herbert Sharfman on Nov. 23: in proceeding on TV applications of Kansas State Network Inc. and Topeka Television Inc., both Topeka, Kan., granted amendment of Kansas State Network Inc. to specify ch. 49 instead of ch. 43 (Docs. 16606, 16970). And on Nov. 29: in proceeding on TV applications of Kansas State Network Inc. and Topeka Television Inc., both Topeka, Kan., severed applications from consolidated proceeding and ordered that they be heard independently; scheduled Dec. 29 for hearing on Topeka Television Inc. and Jan. 10, 1967 for hearing on Kansas State Network Inc. (Docs. 16606, 16970).

#### RULEMAKING ACTION

■ In notice of proposed rulemaking (RM-1012) commission as result of petition filed by KSOO-TV Inc., proposed to consider assignment of TV ch. 4 to Pierre, S. D. Petition stated, inter alia, that ch. 4 facility could be built which would provide Pierre with top quality principal city signal at distance of 24 miles from farthest boundary of city of Pierre. In addition, commission proposed to adopt an offset on ch. 4 at Dickinson, N. D., to avoid undesirable nonoffset condition. Commissioner Cox concurred with statement. Action Nov. 23.

■ By report and order commission amended its TV table of assignments and substituted ch. \*52 for ch. \*36 at Courtland, Va. (Doc. 16832). Action Nov. 30.

#### CALL LETTER APPLICATIONS

■ Muskegon Telecasting Co., Muskegon, Mich. Requests WMKG(TV).  
■ Blue Ridge ETV Assoc. Inc., Roanoke, Va. Requests WBRA-TV.

#### CALL LETTER ACTIONS

■ Joliet Television Co., Joliet, Ill. Granted WTVG(TV).  
■ Tennessee State Board of Education, Chattanooga, Tenn. Granted WTCI(TV).  
■ University of Vermont, Burlington, Vt. Granted WETK(TV).  
■ Board of Governors of West Virginia University, Morgantown, West Virginia. Granted WWVU-TV.

#### DESIGNATED FOR HEARING

Baton Rouge, La. Romac Baton Rouge Corp.—FCC designated for consolidated hearing applications for new TV's to operate on ch. 33; made Federal Aviation Agency a party to proceeding with respect to application of Capitol. Action Nov. 23.

#### Existing TV stations

##### OTHER ACTIONS

■ By memorandum opinion and order, commission granted petition by Midwest Television Inc. (KFMB-TV) San Diego, Calif. and consolidated into San Diego market hearing in Doc. 16786 proposals of Escondido Community Cable Inc. for CATV system at Escondido, Calif. and designated for hearing application (file no. 725-C1-P-66) of American Television Relay Inc. for new point-to-point microwave radio station to supply Los Angeles TV signals to

Escondido. Escondido Community Cable Inc., city of Escondido and American Television Relay Inc. were added as parties to proceeding. Escondido CATV system can carry local TV signals of KFMB-TV, KOGO-TV, KAAZ, KJOG-TV, and XETV pending outcome of hearing. Action Nov. 23.

■ By order commission granted petition of Time-Life Broadcast Inc., licensee of WOOD-TV Grand Rapids, Mich. for reconsideration of commission's decision in Doc. 16711 to extent that waiver of Sec. 74.1107 of rules was granted so that it is permissible for CATV system to carry signal of WOOD-TV on its system in city of Jackson, Mich. The Commission's Decision was modified to reflect this action. Action Nov. 23.

■ Office of opinions and review on Nov. 28: dismissed as moot petition by BCU-TV for reconsideration of action of Oct. 4 and motion by West Michigan Telecasters Inc. for extension of time in proceeding on application of BCU-TV for new TV in Battle Creek, Mich. (Doc. 16895).

■ The commission waived Sec. 73.651(c) of rules to permit following ETV's to accompany their visual transmissions of test patterns or station identification slides with aural music during scheduled breaks in their in-school programming schedule: condition; San Mateo Junior College District, licensee of KCSM-TV San Mateo, Calif., Pennsylvania State University, licensee of WPSX-TV Clearfield, Pa. and Board of Trustees of Southern Illinois University, licensee of WSIU-TV Carbondale, Ill. Action Nov. 30.

■ The commission waived for period of one year Sec. 73.651(c) of rules and granted authority to following ETV stations to accompany their visual transmission of slides or films with aural transmission of music during scheduled breaks in their in-school programming schedules; Utah State University (KUSU-TV) Logan, Utah; Florida West Coast Educational Television Inc. (WEDU) Tampa, Fla.; Greater Washington Educational Television Assn. Inc. (WETA-TV) Washington; South Central Educational Broadcasting Council (WITF-TV) Hershey, Pa., and Chicago Educational Television Assn. (WTTW) and (WXXW), Chicago. Action Nov. 23.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Nov. 25 on his own motion, in proceeding on application for TV license renewal of KHJ by RKO General Inc., Los Angeles, and CP application of Fidelity Television Inc., Norwalk, both California, established certain procedural dates; scheduled hearing to commence on Feb. 27, 1967 (Docs. 16679-80).

■ Hearing Examiner Isadore A. Honig on Nov. 25 in proceeding on TV application of Mary Jane Morris and James R. Searer, d/b as BCU-TV Battle Creek, Mich., granted applicant's petition for leave to amend regarding staffing and financial planning changes as well as addition of eight partners, removed application from hearing for return to processing line and terminated proceeding (Doc. 16895).

■ Acting Chief Hearing Examiner Jay A. Kyle on Nov. 21 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on application of Cosmos Broadcasting Corp. (WSFA-TV) Montgomery, Ala., scheduled prehearing conference for Dec. 13 and hearing for Jan. 10, 1967 (Doc. 16984), and designated Hearing Examiner Forest L. McClenning to serve as presiding officer in proceeding in matter of petitions by Taft Broadcasting Co. (WKYT-TV) and WLEX-TV Inc., Lexington, Ky. to stay construction and to prevent expansion of CATV systems in Lexington market area by Berea Cablevision Company Inc., Gregg Cablevision Inc. and Mt. Sterling Antenna-vision Co.; scheduled prehearing conference for Dec. 15 and hearing for Jan. 9, 1967 (Doc. 16990).

■ Hearing Examiner Chester F. Naumowicz Jr. on Nov. 25 in proceeding in matter of petition of Midwest Television Inc. (KFMB-TV) San Diego, Calif., for immediate temporary and permanent relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area, scheduled conference for Dec. 2 (Doc. 16786).

■ Hearing Examiner Elizabeth C. Smith on Nov. 28 in proceeding on TV applications of Kentucky Central Television Inc. and WBLG-TV Inc. both Lexington, Ky. continued hearing from Nov. 29 to Dec. 2 (Docs. 16700-1).

#### New AM stations

##### APPLICATIONS

Bartow, Fla.—Trans-Florida Radio Inc.

Seeks 1130 kc, 1 kw-D. P. O. address: Drawer 1433, Bartow. Estimated construction cost \$17,670; first-year operating cost \$22,800; revenue \$26,000. Principals: Lloyd A. Scott, Arthur V. Varnadore and Lloyd A. Scott Jr. Mr. Scott Sr. is building inspector. Mr. Scott Jr. is communications officer. Mr. Varnadore is state trooper. Ann. Nov. 25.

Berea, Ky.—Regional Broadcasting Co. Seeks 1500 kc, 0.25 kw-D. P. O. address: Box 36, Monticello, Ky. 12633. Estimated construction cost \$11,750; first-year operating cost \$20,000; revenue \$34,000. Principal: Stephen W. Staples, general manager. Ann. Nov. 30.

Nelsonville, Ohio—Valley Broadcasting Inc. Seeks 940 kc, 250 kw-D. P. O. address: 43 W. Union Street, Athens, Ohio 45701. Estimated construction cost \$73,868.46; first-year operating cost \$60,300; revenue \$75,000. Principals: Marian Bush Reeder (27.5%) G. Kenner (9.2%) and Izotta A. Bush (49.9%). 100% Valley Broadcasting Inc. stock subscribed to by the Messenger Publishing Co., Joan Bush Spencer and Jennie Ray Bush (each 9.2%). G. Kenner Bush is publisher, general manager, secretary and treasurer of Messenger Publishing Co. Marion Reeder is director and president of Messenger. Joan Spencer is director of Messenger. Jennie Bush is director of Messenger. Izotta Bush is director and vice president of Messenger. Ann. Nov. 25.

#### FINAL ACTION

Cherryville, N. C.—Broadcasting Company of the Carolina Inc. Broadcast Bureau granted 1590 kc, 500 w-D. P.O. address: c/o Kenneth B. Beam, Box 577, Cherryville, N. C. Estimated construction cost \$20,169; first-year operating cost \$35,000; revenue \$36,000. Principals: Kenneth B. Beam, John L. Fraley (each 25%), Donald W. Curtis, C. Grier Beam (each 20%), and Aaron B. Moss (10%). Principles combined hold majority interest in Cablevision Inc., Gastonia, N. C. Action Nov. 22.

#### INITIAL DECISIONS

Review board in Shenandoah, Iowa, standard broadcast proceeding, Doc. 14651, scheduled oral argument on initial decision (FCC 62D-92) and exceptions thereto for 10:00 a.m. Dec. 20, in room 7134, New Post Office Building. Action of Nov. 22.

#### OTHER ACTIONS

In proceeding on applications for new standard broadcast station in Los Angeles-Long Beach, Calif., urbanized area, the commission, by order, denied application for review filed by Robert Burdette, of review board's memorandum opinion and order (FCC 66R-377) affirming hearing examiner's denial of Burdette's motion to quash or limit scope of examination by interrogatories. (Docs. 15752 et al.) Action Nov. 23.

Review board in Washington, D. C., standard broadcast assignment proceeding, Doc. 16533, granted petition filed Nov. 22 by Atlantic Broadcasting Co. and extended to Nov. 29 time within which to file exceptions to initial decision (FCC 66D-59, released Oct. 26). Action Nov. 23.

Office of opinions and review on Nov. 23 dismissed as repetitious petition by Cedar Broadcasters for reconsideration in proceeding on AM applications of Saul M. Miller and A-C Broadcasters for new AM's in Kutztown and Annyville-Cleona, both Pennsylvania (Docs. 14425, 14440), and granted request by Luis Prado Martorell for extension of time to Dec. 5 to respond to petition for reconsideration in proceeding on his application and that of Augustine L. Cavallaro Jr. for

new AM's in Loiza and Bayamon, both Puerto Rico (Docs. 16890-1).

Review board in Casper, Wyo., standard broadcast proceeding, Docs. 16787-8, by memorandum opinion and order denied petition filed Aug. 11 by HarriScope Inc. seeking to enlarge issues to determine whether application of Family Broadcasting Inc. is primarily designed to serve Cheyenne, Wyo. rather than La Grange; whether Family's proposal would provide service to Cheyenne in accordance with provisions of commission's rules; whether proposal of HarriScope Inc. as to staffing plans and programming is to be preferred over those of Family, and whether in view of HarriScope's past broadcast record, the HarriScope proposal would better serve public interest. Board Member Kessler concurring in part with statement. Board Member Berkemeyer dissenting with statement in which Board Member Nelson joins. Action Nov. 22.

Review board in Monroe, Wash., standard broadcast proceeding, Docs. 16765-6, by memorandum opinion and order, denied as moot joint petition for approval of agreement filed Sept. 9 by KJRJ Inc. and Mount-Ed-Lynn Inc. and held in abeyance final action on petition for approval of dismissal of KJRJ Inc. application, filed Oct. 18 by Mount-Ed-Lynn Inc. pending affording to other parties opportunity to apply for facilities specified in application of KJRJ Inc. Action of Nov. 22.

#### ACTIONS ON MOTIONS

Hearing Examiner Charles J. Frederick on Nov. 25 in proceeding on AM applications of Fox River Broadcasting Co. and Radio Oshkosh, Inc., both Oshkosh, Wis., scheduled certain procedural dates; hearing scheduled to commence on Feb. 7, 1967 (Docs. 16824-5), and on Nov. 29 in proceeding on AM applications of Monroeville Broadcasting Co., Monroeville and Miners Broadcasting Service Inc., Ambridge-Alliquippa, both Pennsylvania, granted petition of Broadcast Bureau and extended time for filing proposed findings from Nov. 29 to Dec. 13 (Docs. 14082, 14088).

Hearing Examiner Millard F. French on Nov. 22 in proceeding on AM applications of Lorain Community Broadcasting Co. Lorain, Ohio, et al., denied "Petition to be Made Party and Appearance" filed by Sanford A. Schafitz (Doc. 16876-8), and on Nov. 28 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co., all Lorain, Ohio, continued hearing from Dec. 14 to Jan. 11, 1967 and scheduled other procedural dates (Docs. 16876-8).

Hearing Examiner Walther W. Guenther on Nov. 22 in proceeding on AM applications of Brown Broadcasting Inc., Jacksonville, N. C. and Dixie Broadcasting Corp., Aurora, N. C. corrected transcript (Docs. 16465-6).

Hearing Examiner H. Gifford Irion on Nov. 25 in proceeding on AM applications of KWEN Broadcasting Co., Port Arthur and Woodland Broadcasting Co., Vidor, both Texas, granted Broadcast Bureau's petition and extended time for filing proposed findings to Dec. 16 (Docs. 14597, 15203), and on Nov. 29 in proceeding on AM application of Beaverhead Broadcasting Co., Dillon, Mont. continued prehearing conference from Nov. 30 to Dec. 16 (Doc. 16969).

Acting Chief Hearing Examiner Jay A. Kyle on Nov. 21 designated Hearing Examiner Jay A. Kyle to serve as presiding officer in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vt.

and Metro Group Broadcasting Inc. Plattsburgh, N. Y.; scheduled prehearing conference for Dec. 14 and hearing for Jan. 5, 1967 (Docs. 16972-3), and in proceeding on AM applications of HarriScope Broadcasting Corp. Casper, and Family Broadcasting Inc. La Grange, both Wyoming continued without date hearing presently scheduled for Nov. 28 (Docs. 16787-8).

Hearing Examiner Chester F. Naumowicz, Jr. on Nov. 28 in proceeding on AM applications of Branch Associates Inc. Houma and Ascension Parish Broadcasting Co., Donaldsonville, both Louisiana, scheduled prehearing conference for Dec. 5 (Docs. 16828-7).

#### CALL LETTER APPLICATIONS

Sand Mt. Advertising Inc., Rainsville, Ala. Requests WVSM.

B & K Broadcasting Inc., Selinsgrove, Pa. Requests WSEW.

#### DESIGNATED FOR HEARING

By memorandum opinion and order commission designated for consolidated hearing applications of D & T Broadcasting Co. and Service Communications Inc. for new daytime AM's to operate on 1190 kc, D & T with 1 kw, in Dumas, Ark. and service with 250 w, in Augusta, Ark. Action Nov. 30.

#### Existing AM stations

##### FINAL ACTIONS

WPEO Peoria, Ill.—Broadcast Bureau granted request and cancelled CP which authorized increase in power and installation of new trans. and DA system. Action Nov. 23.

WPTX Lexington Park, Md.—Seeks CP to change hours of operation from daytime to unlimited, using power of 1 kw, 5 kw-LS; install DA-2; change ant.-trans. and studio location to St. Andrews Church at intersection with Indian Bridge Rd., near Lexington Park, Md. Action Nov. 28.

WJIC Salem, N. J.—Broadcast Bureau granted license covering AM station. Action Nov. 23.

KOSG Pawhuska, Okla.—FCC granted change of operation on 1500 kc from 500 w-D, to 5 kw (500w-ND-CH), DA-D; conditions (BP-16736).

WVAR Richwood, W. Va.—Broadcast Bureau granted CP to change frequency to 600 kc; condition. Action Nov. 22.

##### INITIAL DECISIONS

Hearing Examiner Thomas H. Donahue issued supplemental initial decision looking toward granting application of Naugatuck Valley Service Inc. (WOWW) for CP to change its class II broadcast station in Naugatuck, Conn. on 860 kc with 250 w-D employing directional antenna, to class III-B station on 1380 kc with 5 kw-D, 500 w at night, employing a different directional antenna, day and night (Doc. 15658; BP-14829). Action Nov. 28.

##### OTHER ACTIONS


By memorandum opinion and order, commission (a) granted application for review of review board's memorandum opinion and order (FCC 66R-355, released Sept. 15), filed Sept. 22, by Bethesda-Chevy Chase Broadcasters Inc. to extent of adding contingent 307(b) issue (Suburban issue) to proceeding; and (b) granted application for review of review board's memorandum opinion and order FCC 66R-375, released Sept. 30, filed Oct. 7 by Atlantic Broadcasting Co. (WUST) to extent of clarifying that memorandum opinion and order of the review board and denied WUST's application for review in all other respects (Docs. 16708-8). Commissioner Johnson not participating. Action Nov. 23.

By memorandum opinion and order commission (1) granted joint request by J. T. Parker, Jr., Kingsport, Tenn. and Stokes County Broadcasting Co. for approval of agreement whereby Parker will partially reimburse Stokes for expenses incurred in connection with preparation and filing of its application to change facilities of WKTE King, N. C. in return for its withdrawal, and (2) designated for consolidated hearing applications of Parker and William R. Livesay for new daytime AM's to operate on 1090 kc, 1 kw. Action Nov. 30.

##### ACTIONS ON MOTIONS

Hearing Examiner Millard F. French on Nov. 29 in proceeding on AM applications of D & F Broadcasting Co., Quincy, Fla. and Maupin Broadcasting Co. (WKMK) Blountstown, Fla., scheduled certain procedural dates including conference for Feb. 16, 1967 and continued without date hearing scheduled for Dec. 20 (Docs. 15589, 16938).

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■ Acting Chief Hearing Examiner Jay A. Kyle on Nov. 21 designated Hearing Examiner H. Gifford Irton to serve as presiding officer in proceeding on AM application of Madison County Broadcast Inc. (WRTH) Wood River, Ill.; scheduled prehearing conference for Dec. 14 and hearing for Jan. 11, 1967 (Doc. 16980).

#### FINES

■ By memorandum opinion and order commission denied request by William and Katherine Mende (KAPR) Douglas, Ariz. for remission or mitigation of \$1,000 forfeiture imposed for operating with excessive frequency deviation and not employing full-time first class radio operator. Commissioner Johnson not participating. Action Nov. 30.

■ By memorandum opinion and order commission denied request by XX Broadcasting Corp. (KXXL) Bozeman, Mont. for remission or mitigation of \$200 forfeiture imposed for failure to make yearly equipment performance measurements in violation of Sec. 73.47(a) of rules. Commissioner Johnson abstained from voting. Action Nov. 30.

#### CALL LETTER ACTION

■ KHHH, Pampa Broadcasters Inc., Pampa, Tex. Granted KGRO.

#### New FM stations

##### APPLICATIONS

Cullman, Ala.—Kenneth E. Lawrence. Seeks 92.1 mc, ch. 221A, 3 kw. Ant. height above average terrain 153 ft. P. O. address: 214 First Avenue, East Box 61 35055. Estimated construction cost \$7,200; first-year operating cost \$5,183; revenue \$12,480. Principal: Mr. Lawrence owns and manages Lawrence Communications, which services and installs electronic equipment. Ann. Nov. 30.

De Land, Fla.—Shom Broadcasters Inc. Seeks 105.9 mc, ch. 290, 27 kw. Ant. height above average terrain 151 ft. P. O. address: 112 West New York Avenue, De Land 32720. Estimated construction cost \$25,849; first-year operating cost \$18,000; revenue \$20,000. Principals: Brian Tolby, president of Shom and general manager of it's licensee WOOO. Ann. Nov. 28.

Hastings, Mich.—Barry Broadcasting Co. Seeks 100.1 mc, ch. 261, sharing with WBCH 3 kw. Ant. height above average terrain 94 ft. P. O. address: Box 88 Hastings 49058. Estimated construction cost \$4,770; first-year operating cost \$8,500; revenue \$12,500. Principal: Kenneth Radant, president. Ann. Nov. 28.

\*St. Cloud, Minn.—St. Cloud State College. Seeks 88.5 mc, ch. 203, 10 kw. Ant. height above average terrain 82 ft. P. O. address: c/o Mr. E. Scott Bryce, St. Cloud State College, St. Cloud. Estimated construction cost \$4,513.89; first-year operating cost \$696.11. Principals: Robert H. Wick, president of college and on State College board. Ann. Nov. 25.

\*Bozeman, Mont.—Associated Students of Montana State University. Seeks 88.1 mc, ch. 201, 0.0096 kw. Ant. height above ground 91 ft. P. O. address: Student Union Building, Bozeman. Estimated construction cost \$29,080; first-year operating cost \$3,000. Principal: Rodney J. Hoxsey, president. Ann. Nov. 30.

San German, P. R.—San German Broadcasting Corp. Seeks 95.1 mc, ch. 236, 50 kw. Ant. height above average terrain minus 149 ft. P. O. address: Dr. Veve Cor. Javillo Sts., Torres Building 00753. Estimated construction cost \$31,777; first-year operating cost \$25,005; revenue \$35,500. Principals: Luis J. Torres Oliver (49.82%), Ernesto Quinones Sambolin (49.82%), John W. Rodriguez-Santiago and Jose S. Rodriguez (each 0.18%). Mr. Oliver is medical director. Mr. Sambolin is sugar producer and farm owner. Mr. Santiago is program director WRUS San German. Mr. Rodriguez is engineer. Ann. Nov. 28.

Corpus Christi, Tex.—Stereo Broadcasting Corp. Seeks 96.5 mc, ch. 243, 25 kw. Ant. height above average terrain 288.8 ft. P. O. address: 725 Wilson Tower, Corpus Christi 78401. Estimated construction cost \$39,684; first-year operating cost \$33,670; revenue \$36,000. Principals: Stephen A. DeWalt (25%), James W. DeWalt (5%), Marvin B. Porter, Gerald P. Albright, J. H. Tony Murphy, Woodrow Glasscock, Eli Abrams db/as Courtesy Advertising, Jerry D. Harrison and Leigh Keats Dunnam Jr. (each 10%). Mr. S. DeWalt is in advertising. Mr. J. DeWalt is in sales and service for GE. Mr. Porter is in engineering. Mr. Albright is in sales, rentals and residential investments. Mr. Murphy is in retailing. Mr. Glasscock is oil operator and owner of oil company. Mr. Abrams is owner of Courtesy Advertising.

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 1

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,076	18	81	403
FM	1,523	41	253	192
TV-VHF	475	19	24	181 <sup>a</sup>
TV-UHF	93	30	111	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 1

	VHF	UHF	Total
Commercial	519 <sup>a</sup>	235	754
Noncommercial	70	97	167

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30, 1966

	AM	FM	TV
Licensed (all on air)	4,071 <sup>a</sup>	1,514	567 <sup>a</sup>
CP's on air (new stations)	22	49	46 <sup>a</sup>
CP's not on air (new stations)	75	245	127
Total authorized stations	4,170	1,808	746
Applications for new stations (not in hearing)	299	146	109
Applications for new stations (in hearing)	81	42	66
Total applications for new stations	380	188	175
Applications for major changes (not in hearing)	175	41	26
Applications for major changes (in hearing)	33	0	9
Total applications for major changes	208	41	35
Licenses deleted	0	0	0
CP's deleted	1	1	0

<sup>1</sup> Breakdown on UHF and VHF applications not available.

<sup>a</sup> Includes three noncommercial stations operating on commercial channels.

<sup>b</sup> In addition, two AM's operate on Special Temporary Authority.

<sup>c</sup> In addition, two licensed VHF's and two licensed UHF's are not on the air.

<sup>d</sup> In addition, two VHF's operate with Special Temporary Authority.

Dr. Harrison is dentist. Mr. Dunnam is in sales, real estate and investments. Ann. Nov. 28.

Reedsburg, Wis.—Sauk Broadcasting Corp. Seeks 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 217 ft. P. O. address: 1000½ 17th Avenue, Monroe, Wis. 53566. Estimated construction cost \$13,460; first-year operating cost \$4,000; revenue \$6,000. Principals: Kenneth W. Stuart, Willard R. Schuetze and Doran R. Zwygart (each 33⅓%). Mr. Stuart is president, director and has 25% interest in Green County Broadcasting Corp., licensee of WEKZ-AM-FM Monroe. Mr. Schuetze has same position and stock. Mr. Zwygart is secretary-treasurer, director and 25% stockholder in WEKZ. Sauk Broadcasting is licensee of WRDB Reedsburg. Each also have 33⅓% interest in Greenco Printing Co. Ann. Nov. 30.

#### INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Meroco Broadcasting Co. for new FM to operate on ch. 222 (92.3 mc) with power of 27.1 kw in Greeley, Colo. (Doc. 16869; BPH-5268). Action Nov. 25.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward denying application of Farmers Broadcasting Service Inc. for authority to construct new FM on ch. 236 (95.1 mc) at Kinston, N. C. and granting application of HGR Broadcasting Co. for authority to construct new FM on ch. 236 (95.1 mc) at Kinston, N. C. (Docs. 16527-8).

#### OTHER ACTIONS

■ Review board in Wilmington, Ohio, FM broadcast proceeding, Docs. 16892-3, granted petition filed on Nov. 28 by Broadcast Bureau and extended to Dec. 2 time within which to file responsive pleadings to petition to enlarge issues filed by Community Communicators of Ohio Inc. on Oct. 24. Action Nov. 29.

■ Broadcast Bureau granted licenses covering new FM's for following: KUAM-FM Agana, Guam; WEHH-FM Elmira, N. Y.; WBAW-FM Barnwell, S. C., and WMSG-FM Oakland, Md. Action Nov. 22.

## Rulemakings

### APPLICATIONS

Phoenix, Arizona Stereocasters Inc.—Requests issuance of notice of proposed rulemaking looking towards amending FM table of assignments to allocate ch. 278 to Phoenix and to delete ch. 278 or substitute ch. 300 for ch. 278 at Sun City as shown: I. Phoenix, present: 233, 238, 245, 254, 268, 273; proposed: 233, 238, 245, 254, 268, 273, 278. Sun City, present: 278, 292A; proposed: 292A. II. Phoenix, present: 233, 238, 245, 254, 268, 273; proposed: 233, 238, 245, 254, 268, 273, 278. Sun City, present: 278, 292A; proposed: 292A, 300. Ann. Nov. 25.

Port Jervis, N. Y. Port Jervis Broadcasting Inc. (WDLG)—Requests issuance of notice of proposed rulemaking looking toward assignment of ch. 244A to Port Jervis, N. Y. Ann. Nov. 25.

Fresno, Calif. Radio KYNO Inc. (KYNO)—Requests institution of rulemaking proceeding so as to add FM ch. no. 238-B (95.5 mcs.) to Fresno. Ann. Nov. 25.

### CALL LETTER APPLICATIONS

■ KEFM Inc., Santa Rosa, Calif. Requests KEFM(FM).

■ Freeland Broadcasters, Lebanon, Ind. Requests WNON(FM).

■ \*Adrian College, Adrian, Mich. Requests WVAC(FM).

■ J. C. Stallings, Nacogdoches, Tex. Requests WMKG(FM).

### CALL LETTER ACTION

■ Guy Christian, Santa Fe, N. M. Granted KAFE-FM.

## Existing FM stations

### APPLICATION

KRON-FM San Francisco—Requests modification of CP as reinstated and modified, which authorized install new trans. and new ant.; make changes in ant. system; and increase ERP and HAAT to change ant.-trans. location (same site); change type trans. (RCA BTF-20D)\* (two parallel); install dual polarized ant. (RCA BFA-5B/

Electronics Research 300-6V(CB), 5 horiz. and 6 vert. sections; increase TPO to 33.6 kw; increase horiz. ERP to 90 kw and operate with vert. ERP of 90 kw, and decrease HAAT to 1,224 feet. (Request waiver of Sec. 73.211(d) of rules). Ann. Nov. 23.

**FINAL ACTIONS**

**KBIG-FM** Los Angeles, Calif.—Broadcast Bureau granted CP to decrease ERP to 105 kw. Action Nov. 25.

**KPLX(FM)** San Jose, Calif.—Broadcast Bureau granted mod. of CP to change ant. height 87 ft.; decrease ERP to 14 kw. Action Nov. 25.

**WTHS(FM)** Miami, Fla.—Granted license covering change in ERP to 8.4 kw, ant. height 400 ft. Action Nov. 22.

**WVNJ-FM** Newark, N. J.—Broadcast Bureau granted mod. of CP to change ERP 24 kw; ant. height 870 ft.; conditions. Action Nov. 25.

**WHRL(FM)** Albany, N. Y.—Broadcast Bureau granted license covering FM station. Action Nov. 23.

**WNEW-FM** New York—Broadcast Bureau granted mod. of CP to increase ERP to 4.1 kw. Action Nov. 25.

**WDAO(FM)** Dayton, Ohio—Granted licenses covering change in ERP to 50 kw, and covering use of former main trans. at main trans. location for auxiliary purposes only. Action Nov. 22.

**WSEV-FM** Sevierville, Tenn.—Broadcast Bureau granted CP to increase ant. height to 380 ft. Action Nov. 28.

**WKUB(FM)** Manitowoc, Wis.—Broadcast Bureau granted license covering FM station. Action Nov. 23.

**OTHER ACTIONS**

■ Broadcast Bureau granted renewal of licenses for following stations and co-owning auxiliaries: **WMVA-AM-FM**, SCA Martinsville, Va.; **WRCV(FM)** Norfolk, Va.; **WSMD-FM** Waldorf, Md., and **WYCR-FM** York-Hanover, Pa. Action Nov. 18.

**FINES**

■ By memorandum opinion and order, commission ordered Lock Haven Broadcasting Corp., licensee of **WBPZ-FM** Lock Haven, Pa. to forfeit \$100 for failing to file application for renewal of license within time specified by Sec. 1.539(a) of rules.

This is amount specified in Aug. 30 notice of apparent liability. Action Nov. 23.

**CALL LETTER APPLICATIONS**

- **KWIZ-FM**, Voice of the Orange Empire Inc., Santa Ana, Calif. Requests **KUUU(FM)**.
- **KSGV(FM)**, Robert Burdette Inv. Inc., West Covina, Calif. Requests **KBOB(FM)**.
- **WMMB-FM**, Broadcast Enterprises Inc., Melbourne, Fla. Requests **WURL(FM)**.
- **WCAS(FM)**, S. Central Broadcasting Corp., Knoxville, Tenn. Requests **WEZK(FM)**.

**Translators**

**ACTIONS**

**K73BG** Honohina, Hawaii—Broadcast Bureau granted mod. of CP for UHF TV translator and extended completion date to May 23, 1967. Action Nov. 23.

**K02AJ ROY**, N. M.—Broadcast Bureau granted CP to change frequency of VHF TV translator from ch. 2 to ch. 6; call sign changed to **K06EM**. Action Nov. 23.

**Kingston**, N. Y. Capitol Cities Broadcasting Corp.—Broadcast Bureau granted CP for new VHF TV translator on ch. 8 to rebroadcast programs of **WTEN** (ch. 10) Albany. Action Nov. 18.

**Jacksonville**, Ashland, Talent and Phoenix Ore. Radio Medford Inc.—Broadcast Bureau granted CP for new VHF TV translators to operate on ch. 4, to rebroadcast programs of its station **KMED-TV** (ch. 10) Medford. Action Nov. 25.

**Westerly**, R. I. The Outlet Co.—Broadcast Bureau granted CP for new VHF TV translator on ch. 9 to serve Westerly, R. I. and Pawcatuck, Conn. by rebroadcasting programs of its station **WJAR-TV**, ch. 10, Providence, R. I. Action Nov. 28.

■ By memorandum opinion and order, commission denied petition for reconsideration filed by Tri-State Translator Assn. (RM-440) seeking relaxation of translator identification rule so as to eliminate need for station identification for all translators except for requirement that they carry call signs of primary station at sign-on and sign-off. A recent commission action in this area relieved only one-watt VHF translators of station identification requirement, because of minimal danger of interference to other radio stations. Action Nov. 23.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translator's: **K09ET** Box Elder T. V. Club, Box Elder, Mont. and **K12CB** Greybull Free TV Assn., Greybull, Wyo., and granted renewal of licenses for UHF TV translator's **K82AX**, **K80BO**, **K78BF** of Franklin County T. V. Corp., Preston, Idaho. Action Nov. 23.

■ Broadcast Bureau granted renewal of licenses for UHF TV translator's as follows: **Apple Valley T. V. Assn. Inc.**: **K73BA**, **K71BA** and **K75EB**, East Wenatchee and East Wenatchee Beach; **KIRO Inc.**: **K70DG**, Port Angeles, and **K72CI** Everett, **K78BM** Point Pulley and surrounding west shore line of Puget Sound, Seattle, **K80BV** Lake Hill Area, **K79BD** Renton and Kenneydale, **K78BQ** Edmonds and Richmond Beach, Seattle, **K79BE** Puyallup, **K79BF** Olympia, **K80BW** Bremerton, **K78BU** Centralia and Chehalis, **Manson Community TV Inc.**: **K70AM**, **K75AA** and **K79AM** Manson and Chelan, all Washington. Action Nov. 22.

■ Broadcast Bureau granted renewal of licenses for VHF TV translators as follows: **Apple Valley T. V. Assn. Inc.**: **K12CF**, **K10CM**, and **K08CG** Malaga and South Wenatchee and Sunnyslope; **K13EZ**, **K11FJ** and **K09FF** rural upper Squilchuck area; **K11EZ**, **K13ER** and **K09ES** Cashmere; **Chief Joseph Community Services Inc.**: **K07BC**, **K11AS** and **K13DL** Bridgeport; **E.A.O.-T.V.**: **K13BI**, **K11BI** and **K09BJ** Farming Community ENE of Entiat; **K12BF**, **K10BB** and **K08AX** Ardenvoir; **K12BE**, **K10BA** and **K08BA**, Orondo and Entiat; **Glenwood Television Association**, Glenwood; **K03BB** and **K13DQ**; **KIRO Inc.** **K02EC** Shelton; **Lake Wenatchee T. V. Inc.**: **K08FC** Plain and **Lake Wenatchee area**; **Oroville Television Assn. Inc.**: **K05AM**, **K03AI** and **K12BI** Oroville, and **K11BT**, **K09BM**, **K07CB** Molson; **Peoples TV Assn. Inc.** (a) Soap Lake and (b) Ephrata, **Larsen AFB**, and **Moses Lake**: **K11EY**, **K13EP** and **K08CN**; **Spokane Television Inc.**: **K09FO** northwest section of Spokane, **K09FZ** Spokane (northeast section), **K11GD** North Spokane and **K13HE** Spokane (Baxter Hospital area) and **Spokane (downriver area)**; **Sumner School District #320**: **K02CV** Sumner and **Puyallup**; **Tribune Publishing Co.**: **K02CU** western shore of Lake Washington in Seattle; **Upper County T. V. Translator Corp.**: **K02EJ**, **K08FA** and **K10FG** agricultural area in vicinity of Cle Elum; **Wells & Wade Fruit Co.**: **K13DA**, **K11DC** and **K07CV** Azwell, all

Washington. Action Nov. 22.  
**Roy**, N. M. Roy Municipal School District No. 7.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 2 to rebroadcast programs of station **\*KNME-TV** (ch. 5) Albuquerque. Action Nov. 22.

**CATV**

**APPLICATIONS**

**Cablevision Co.**—Request distant signals from **WJSP-TV** Columbus, Ga.; **WTVY** Dothan, Ala.; **WMAZ-TV** Macon, Ga.; **WCTV** Tallahassee, Fla., and **WAGA-TV**, **WSB-TV**, **WAIL-TV** and **WJRJ-TV**, all Atlanta, to **Americus**, Ga. Ann. Nov. 25.

**Amsterdam TV Cable Co.**, **Johnstown TV Cable Co.**, **Gloversville TV Cable Co.**, and **Mohican TV Cable Corp.**—Request distant signals from **WOR-TV**, **WNEW-TV**, **WPIX** and **WNDT**, all New York to **Amsterdam**, **Johnstown**, **Gloversville**, **Glenn Falls**, all New York. Ann. Nov. 25.

**Gross Telecasting Inc.**—Requests distant signals from **WKBD-TV**, **WTVS** and **WXYZ-TV**, all Detroit; **WKNX-TV** Saginaw, Mich., and **WZZM-TV** Grand Rapids, all Michigan to **Lansing**, Mich. Ann. Nov. 25.

**OTHER ACTIONS**

■ By memorandum opinion and order, commission denied requests for waiver of program exclusivity provisions of Sec. 74.1103 of commission's rules filed by **Tele-ception of Winchester** Inc. operator of a **CATV** system at **Winchester**, Ky. **Tele-ception** will be required to refrain from duplicating **Lexington**, Ky. television signals with **Cincinnati** television signals. Action Nov. 23.

■ By memorandum opinion and order, commission granted in part until Dec. 31, 1968, and dismissed in part as premature petition by **Pennwire Television Co.** operator of **CATV** system at **Lewistown**, Pa. for partial and temporary waiver of carriage and program nonduplication requirements of Sec. 74.1103 of commission's rules. **Commissioner Cox** abstained from voting. Action Nov. 23.

■ By a decision in Doc. 16866, commission ordered **Back Mountain Telecable Inc.** to cease and desist within two business days from operation of its **CATV** systems in **Dallas** borough, **Dallas** township and **Kingston** township, which are within the grade A contours of three television stations located in the **Scranton-Wilkes-Barre**, Pa., area (70th TV market): (1) until 30 days after notice is given to permittees and licensees of all TV's within whose grade B contours **CATV** operates with copies of each notice to commission, as required by Sec. 74.1105 of rules; and (2) in such a way as to extend signals of any TV beyond its grade B contour in violation of Sec. 74.1107 and specifically to cease and desist from supplying its subscribers with signals of **New York City** stations **WNEW-TV**, **WOR-TV** and **WPIX(TV)** and **Philadelphia** stations **KYW-TV** and **WFIL-TV** and from commencement of carriage of **Philadelphia** stations **PHIL-TV**, **WIBF-TV** and **WKBS-TV**. The decision also provides that if **Back Mountain** notifies commission within two days that it intends to seek judicial review and seeks judicial review and a judicial stay within 14 days, order shall be stayed for 35 days or until judicial determination of motion for a stay, whichever occurs sooner. The decision prepared under direction of **Commissioner Lee**, was adopted on Nov. 23 by **Commissioners Hyde** (Chairman), **Cox** and **Wadsworth**, with **Commissioner Loevinger** dissenting and issuing a statement in which **Commissioner Johnson** joined. By separate order commission dismissed petition by **Borough of Dallas**, Pa., to intervene in above proceeding. **Commissioner Loevinger** dissenting. Action Nov. 30.

■ By memorandum opinion and order, commission dismissed request for waiver of carriage requirement of Sec. 74.1103(a) of commission's rules by **Municipal T. V. Corp.** operator of **CATV** systems at **Selingsgrove**, **Shamokin** Dam and **Hummels Wharf**, all Pennsylvania. Action Nov. 23.

■ By memorandum opinion and order, commission denied petition of **Midwest Video Corp.**, operator of **CATV** system in **Paris**, Tex., for reconsideration of Aug. 17 action granting application of **Texoma Broadcasters Inc.** for CP for new VHF TV broadcast translator station to serve **Paris**, Tex., rebroadcasting station **KXII**, ch. 12, **Ardmore**, Okla. on output ch. 2 (**BPTV-2545**). Action Nov. 23.

**ACTIONS ON MOTION**

■ Hearing Examiner **Chester F. Naumowicz Jr.** on November 22: in proceeding

(Continued on page 95)

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\$650 beginning guarantee as local sales manager or as salesman-newsman. Iowa. Box M-66, BROADCASTING.

Salesman. Exceptional opportunity. Rocky Mountain small market. Box M-72, BROADCASTING.

Average salesman? Balony! We're looking for the most dynamic young salesman in the state. We've doubled our volume in 5 months and can no longer handle the increasing sales. We've hired carefully and have never lost a man. Why? . . . Because we're #1 in our medium sized market and have the best coverage. Playing a modern MOR format. . . . Pay is exceptional in all departments, including highest commissions and bonus. We promote constantly and have success stories galore. We will soon be a group and the potential here is unlimited. There is stock option and management potential. Exceptional people are hard to find. I hope you happen to be glancing through the ads. It'll be easy to sell you on us. . . . Now you sell us. Box M-76, BROADCASTING.

Stymied? Main street too short? Old salesmen or boss got push accounts, you get dogs? Knock lid off earnings. Move up to booming 100,000 two-station Lafayette, Indiana market. Guaranteed salary plus generous incentive, good active account list, modern promotion-minded station. More you make better we like. Rush track record, resume, etc. to WAZY-AM-FM, P.O. Box 1410.

Experienced salesman with record commensurate with past circumstances. Station in strong growth area, suburban Atlanta, Ga., market. \$10,000-\$12,000 plus incentives. Advancement opportunities in both sales and management. Write to V. E. Eslinger, President, WOMN, 119 E. Court Sq., Decatur, Georgia.

Minneapolis-St. Paul market area; very good salesmen can earn very good money at WPBC AM-FM. Stereo simulcast adult radio through guarantee against excellent commission, plus bonuses. Clean, reliable, honest, high calibre applicants only. Send picture and resume to Bill Stewart, 6425 Nicollet, Minneapolis 55423.

Sales manager for unlimited station who can direct salesmen, good opportunity for ambitious man who can learn our methods and become manager of one of our group. Woody Wooden, WSEB, Sebring, Fla. or Mr. Erway 305-564-6548.

## SALES—Continued

Wanted . . . Combination announcer-salesman for country-western station. Must have proven sales record. Call person-to-person . . . Marion Jenkins . . . TU 7-5521, or TU 5-2179 or after 6 p.m. TU 7-3409, Carlsbad, New Mexico.

Wanted: Time salesmen to represent us exclusively in their markets. Sell Vacation Prize Promotions to current sponsors and prospects. Earn up to 50% in extra commissions. For Sales kit: Write to, Vacation Prizes, Inc., P.O. Box 12534, St. Petersburg, Florida, 33733.

Need extra Christmas \$\$\$\$\$ ? Salesmen, keep your regular job and be our exclusive rep in your area. Earn-up to 50% in extra commissions selling unique Vacation Prize Promotions to sponsors who will increase their schedules with you. Also openings for Regional directors. For samples, sales kit, write Vacation Prizes, Inc., 2037 First Ave. North, St. Petersburg, Florida, 33733.

Christmas help wanted: Time salesmen who can sell Vacation Prize Promotions and increase their own Time sales in one simple call. Earn up to 50% extra. We show you how. For Sales Kit, write to, Vacation Prizes, Inc., P.O. Box 12534, St. Petersburg, Florida, 33733.

Radio sales manager in fast growing major city of Pacific Northwest. 5 kw fulltime station. A real opportunity for good producer with track record as successful sales manager. Opportunity for progressive further advancement based on good salary plus commission over-ride. Position open now. Send resume with full details concerning past experience, education, family status. All replies strictly confidential; screening for client. Richard P. Doherty, 1735 DeSales Street, N.W., Washington, D. C. 20036.

## Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Top-rated contemporary music station needs top-rated personality who's looking for top pay and good working conditions in beautiful western Virginia metropolitan market of 200,000. Rush tape and resume to Box K-413, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Zany morning man wanted. Modern format—top rated station—midwest. Send tape, resume to Box L-145, BROADCASTING.

Immediate opening for first phone who would like to live in a year round exciting resort area in the mid-west. . . . Have his own evening rock show—Progressive station with the latest and newest in equipment. . . . Good working conditions, wonderful opportunity for right man. Box L-149, BROADCASTING.

Southeast Arkansas daytimer going FM needs young, ambitious married announcer. Great opportunity play-by-play experience. Box L-204, BROADCASTING.

Morning announcer for MOR music and news FM station. Great Lakes area radio-television operation. Send tape, resume, photo to Box L-215, BROADCASTING.

## Announcers—(cont'd)

Experienced announcer-newscaster needed for Ohio daytimer. We will send you to school to get a first phone. 110/wk start. (If you already have 1st, we will start at 135/wk.) Box M-6, BROADCASTING.

Top 40 dj. Mid-day. East coast major market. Must have good documentable record. Send recent photo and resume. Box M-9, BROADCASTING.

5 star . . . top 40 talent . . . now. (That'll do it.) Box M-21, BROADCASTING.

Immediate opening for good Country-Western jock. One of top fifty markets fastest growing stations. Salary commensurate with experience. Minimum \$125.00. Send resume, tape, and photo. Box M-37, BROADCASTING.

Looking for the man with a smile in his voice. Texas radio. Rush tape and references. Box M-56, BROADCASTING.

Christian AM station needs professional, creative production-announcer, with solid commercial experience. Must have good background in commercial station production and honest desire to apply knowledge to Christian programming. Permanent position open immediately in this established station. Good salary for right man. Send tape and complete resume to: Dick Bott, KCCV Radio, Kansas City, Missouri 64133.

Good pay? Do you also enjoy good music? Are you an announcer with a first? We're building a staff for our expanding organization. Stations in California, Arizona, and Texas. Send us a tape: KCEE, Box 5803 Tucson, Arizona 85705. Grow with the great southwest where the sun shines all winter.

Alexandria, Louisiana. Several dj's needed on top-40, strong on production and news. Excellent climate and working conditions. Send complete information, picture and tape first mailing. Independent, daytimer. KD8S, Box 591.

Announcer for fulltime network kilwatt station, programming 50% MOR, 40% country, 10% pop, cordial western community of 5000 population, 75 miles east of Salt Lake City. Prefer experience, will consider beginner with ability. KEVA, Evanston, Wyoming, 82930.

Two announcers needed at once for radio-TV station. One for radio shift plus some TV. One for work in news department doing on-the-air TV & Radio news. TV experience not necessary, you will get that here. Send tape audition, resume & picture to: Will Shaner, KFBC AM-TV, Cheyenne, Wyoming.

First-class engineer-announcer. Must know some maintenance. Contact Drew Ballard, Manager, KGTV, Georgetown, Texas.

\$150.00 Weekly—as chief announcer for new Hannibal Missouri 100-kw FM station. Must be competent engineer with first-phone. Good announcer with minimum 3 years experience. Able to handle C & W, MOR, and top 100. Send detailed resume of employment background for past 3 years. This is a permanent position with room to grow. Prefer family man from Iowa, Illinois or Missouri. James F. Jae, General Manager, KHMO, Hannibal, Missouri.

Immediate opening for young man who wants to be "Mr. Sports" in a 4-state area. Must also be qualified dj. MOR station emphasizing news and high school athletics. Send resume and tapes to Manager. KMA, Shenandoah, Iowa.



## Announcers—(cont'd)

Opportunity for permanent, qualified announcer for 50,000-watt, good-music station. Airmail complete details including salary, with returnable tape to manager, KSWB, P.O. Box 670, Roswell, New Mexico.

Announcer with first phone for 1 kw southern Michigan full-timer. Good fringe benefits. Send tape and resume to WALM, Abion, Michigan.

Immediate opening for announcer, strong on news, with fast growing station in St. Thomas, U.S. Virgin Islands. Send resume with references, audition tape, salary requirements to WBNB RADIO, Box 1947, St. Thomas, V. I. 00801.

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is present. Salary open. Call A. K. Harmon, Station WBSB, Bennettsville, S. C.

Announcer experienced—position now open—format MOR, news, sports—salary open to qualified man—tape and qualifications to WCBY—Cheboygan, Michigan.

Room to grow! There's a place for a young and mature sounding news and commercial announcing at WDBO, Orlando, Florida. He must have talent and ability. If you think you're that man and have proof on tape, send same and resume to: Program Director, WDBO Radio, P.O. Box 1833, Orlando, Florida.

No. 1 station in Hudson River Valley—5000-watt daytimer with separate full-time FM Programming facility looking for young announcer. Each has good music format. 6 day week but on 40-hour basis. 3-week vacation. Fully paid medical and hospital plan after 3 months employment. We would like to employ someone who wants to go places. Must have good voice and delivery for news and commercials. Starting salary \$100 to \$125 a week depending on experience. Contact Harry M. Thayer, President, WGHQ, Kingston, N. Y.

Staff opening mid-January for experienced announcer with first phone at WGNV Radio, Newburgh, N. Y. (60 miles from N.Y.C.). Engineering experience helpful, not essential. MOR music-news-talk format. Salary open. Send tape and complete resume to C. K. Thompson, WGNV Radio, P. O. Box 591, Newburgh, New York.

Up State New York 50,000 watts, has opening for announcer with 1st phone ticket. Contact Bill Givens, Program director, WHAM, Rochester, New York.

Need announcer immediately. Minimum of two years experience. Capable of good production. Good appearance for "on-the-scene" broadcasts. Four hour daily, six days per week announcing shift. Starting pay \$110.00. WHAP, P. O. Box 621, Hopewell, Virginia.

Announcer wanted by smart, established, Illinois regional fulltimer. Will pay attractive salary, plus bonus and other liberal extras, for versatile, creative deslay. Best working conditions, sparkling, upbeat programming, advancement opportunities, generous increases, pleasant, prosperous community near Chicago. Station part of prestige group. Write WKAN, Kankakee, Illinois, details of experience, references.

Earn more money as sports announcer-D.J. number one top 40 station in one of the fastest growing markets in U.S.A. Our sports announcer leaves in draft Dec. 15th. Need Basketball announcer immediately. Great opportunity to advance with big chain. Call and rush tape: Bruce Underwood, WKUL, Cullman, Alabama, an Airmedia station.

Immediate opening mature, experienced announcer-newsman-copy writer. Above average salary, benefits. Resume, tape, present salary first letter. WKYR, Cumberland, Maryland.

Down-state Illinois—Announcer capable collecting and writing local news. WLDS-AM-FM, Jacksonville, Illinois.

A good all around announcer wanted. C&W R&R sports, small staff, long hours. Immediate. WLKN, Lincoln, Maine 207-794-8555.

Salesman-announcer. Florida east coast daytimer—adjacent Daytona Beach. Good salary plus commission. WOGO, Jay Caldwell, New Smyrna Beach, Florida.

## Announcers—(Cont'd)

Opening for morning man. Must have first class license. Emphasis on announcing. No maintenance. Good starting pay with employee benefits. No ad libing. Strict good music format. Rush tape and resume to Irv Laing, WQTE, Whittier Hotel, Detroit, Michigan. 48214.

Experienced announcer wanted. C & W or morning man. If a pro, salary \$100 to \$125 for 48 hour week. Needed at once. Send information to: James H. Lee, General Manager, WRIC, Richlands, Va.

Wanted: 1st phone for announcing & production. Small market with middle of road format. Call station manager, WSER, Elkton, Md. 301-398-3883.

Announcer—morning man with personality for good music station. Must be experienced. Salary plus talent. Play by play sports helpful. Contact Ed Huot, WTRC, Elkhart, Indiana.

WTRU, Muskegon, Michigan's number one pulse station seeks swingin' DJ with first phone for six to midnight. Rush tape, photo, resume, earnings' history to WTRU, Box 248, Muskegon Heights, Michigan.

Modern MOR station needs announcer immediately. Send tape and resume. Ed Clark, WTTT, Tiffin, Ohio.

Immediate opening—experienced announcer, good salary. Contact S. Lubin, WVOS, Liberty, N.Y.

Miami—Immediate opening for experienced morning dj—also aggressive and experienced newsman—good music/middle of the road format. Rush resume, tape and photo—P. O. Box 1610, Hollywood, Florida.

Excellent opportunity for dj with first ticket (no maintenance) who can swing on night rock show on Kansas' most powerful radio station. Good salary and opportunity for advancement. Call area code 316 AD-1-7200.

Expansion in operation—provides outstanding opportunity for announcer who can handle country format. Resume. Tape. Box 2090 Casper, Wyoming.

Wanted—two announcers. One for AM and one for FM with some AM. Mature, authoritative, preferably family man. Ideal location with cultural, recreational, and economic advantages. Write Box 62, Bloomington, Indiana.

Country-western station needs announcer . . . excellent production man . . . must have permanent background. Call person-to-person Marion Jenkins . . . TU 7-5521 or TU 5-2179 or after 6 p.m. TU-7-3409 . . . Carlsbad, New Mexico.

Morning announcer—AM-FM station. 1st phone ideal—will accept 3rd—Box 210, Lawrenceville, Illinois, 618-943-3354.

## Technical

Chief engineer—lte announcing. Southern Virginia AM-FM. Job security, good pay, medium market, fringe benefits. Open now. Box L-58, BROADCASTING.

1st phone—beginners accepted. Must have car. Salary open. 5 kw AM, 50 kw FM stereo. Can attend local University if desired. Box L-214, BROADCASTING.

Wanted. Chief engineer. 5kw mid-Atlantic fulltimer. No wierdos. Permanent. Box M-13, BROADCASTING.

Two engineers, first phone—Immediate opening-transmitter or studio—Boston, Mass. Resume, details to Box M-63, BROADCASTING.

Experienced engineer—metropolitan station. Ideal working conditions and excellent climate. Box M-80, BROADCASTING.

Engineer for transmitter. Will train beginner. WAMD, Aberdeen, Md.

## Technical—(Cont'd)

Chief engineer, radio. First class man with practical experience to take charge of technical operations. Brand new AM and FM transmitters installed and trouble-free. No announcing. Permanent job with respected station. Write experience, references, salary requirements to: Ed K. Smith, WCMB Radio, Box 3433, Harrisburg, Pa. 17105.

First class engineer for non directional daytime station. College town of 36,000. Experience. WDXN Box 724, Clarkesville, Tennessee.

Engineer first phone with strong maintenance and construction capability wanted for directional daytime medium-sized mid-west market. FM in future, desirable conditions for right man. WERK, Route 4, Muncie, Indiana. Combo possibilities.

Chief engineer for long established 5,000 watt directional in good Michigan market. Excellent permanent position. Contact General Manager, WPAG, Ann Arbor, Michigan.

Opening soon for reliable chief engineer with some announcing experience. Send resume and reference to WROY-AM-FM, Carmi, Illinois.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Chief engineer for radio station. Must do equipment maintenance. Box 210, Lawrenceville, Illinois. 618-943-3354.

Technician with first class license wanted. Particular experience with FM receivers. Good working conditions. Fringe benefits. Write: Box 288, Waltham, Massachusetts 02154.

## NEWS

Authoritative newsman. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

News director for progressive N. J. station in N. Y. metropolitan area. Emphasis on local coverage. Must be experienced in all phases of local news operation with mature delivery. Resume and Tape to Box M-7, BROADCASTING.

Radio reporter-writer-newscaster wanted now in the leading news room in a 6 station market of 300,000 population. Air check, writing samples, full personal information first reply. Box M-27, BROADCASTING.

News director: Leading medium market station, upstate New York, pleasant area. Must be strong on gathering local news. Start \$115/week. Box M-36, BROADCASTING.

News director for heavy news, sports, talk, MOR station in Great Plains. Write Box M-68 BROADCASTING or call 402-462-5101.

"All-talk" station has room in its news department for a man who likes to work with real pros. Some news experience is a requisite, a lot of news experience is desirable. Board and air experience also helps qualify. Send tape, resume to KBON, Omaha, Nebraska.

Afternoon newsman with 1st phone. Experienced, authoritative voice, imagination, ambition, not content to read handouts verbatim. Top Hudson Valley station, some boardwork. Write Louis Pells, WEOK AM-FM, Box 416, Poughkeepsie, N.Y.

Wanted now: Second man for expanding news staff to gather and write news. Must be able to do limited board work and qualify for third class ticket. Contact, Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

## Production—Programing, Others

Los Angeles area station needs program-production director capable of supervising air staff, traffic, and copy departments, and taking care of all production. Require background and tape. Box M-3, BROADCASTING.

## Production—Programing, Others

### Continued

Wanted-program director. Handle program department, including hiring personnel, etc. Some air work. Diversified and challenging. Eastern Pennsylvania college town. Excellent living area to rear children. This will be a permanent position—staff changes rare. Send complete resume; background; experience and references. Confidential. Box M-23, BROADCASTING.

Creative versatile copywriter wanted. Experienced. Male preferred, for occasional voicing. Create, write, type, file own copy. Adult, MOR northeast metro station. Salary, resume, copy samples to, Box M-28, BROADCASTING.

Christian AM station needs professional, creative production-announcer, with solid commercial experience. Must have good background in commercial station production and honest desire to apply knowledge to Christian programing. Permanent position open immediately in this established station. Good salary for right man. Send tape and complete resume to: Dick Bott, KCCV Radio, Kansas City, Missouri 64133.

Aggressive small market station needs experienced commercial copywriter, with imagination and genuine writing ability, capable of turning out 10 to 12 pieces of selling copy per hour. Life insurance, paid vacations, fringe benefits. Salary commensurate with ability and past performance. Contact Mason Dixon, Fort Morgan, Colorado, KFTM Radio.

## RADIO

### Situations Wanted—Management

Manager—Outstanding gross small market station. Want management with investment opportunity. Midwest or west. Box L-133, BROADCASTING.

Successful aggressive manager. Recently upgraded station to #1 rating and double income. Have outstanding record in upgrading other stations to high income, profit, and ratings. Strong on personal selling, agencies, salesman training, sales management, programing, promotion, administration. Currently employed in major market with nationally recognized station. Seeking management/sales management in upper medium or major metro market. Box L-221, BROADCASTING.

Production manager, 38, ready for move to general manager. College. 10 years experience all phases. References Box L-232, BROADCASTING.

Multiple station and poster panel operator liquidating holdings. Desires challenging assignment. BS in journalism. 35, former state association president, active in community affairs. Knowledgeable in all phases of Broadcasting. Box M-8 BROADCASTING.

Radio sales executive—hard-driving, dynamic, with 18 years experience in top management capacity desires management or sales management opportunity, medium or major market. Age 44. Box M-15, BROADCASTING.

General sales manager. Extensive top 10 market experience in management all aspects of sales and promotion, outstanding documented sales performance reinforced by unlimited top references. Ideal for station needing strong in-depth sales and sales management help with station management qualifications. Every inquiry will be answered and each will be held totally confidential. Box M-24, BROADCASTING.

Gen. mgr.—west. Successful pro heavy emphasis sales, cost control, programing, desires opportunity medium to large market in west. Box M-45, BROADCASTING.

10 years selling and programing Florida radio. 29-years old, married, First phone. Box M-52, BROADCASTING.

Major market salesman desires move into small market management. Engineering and marketing college degrees. Excellent references. Box M-79, BROADCASTING.

## Situations Wanted—Announcers

DJ, tight board, solid news, commercials, third phone. Box L-213, BROADCASTING.

Top rated . . . creative . . . experienced contemporary personality-music director. Heavy production. Degree. Family. Box L-224, BROADCASTING.

Tony Smith is finally available, real swinging top 40 d.j. personality-plus. Box M-2, BROADCASTING.

Proven personality with authoritative news wants to move to top 20 metro market. Currently morning man on 10 kw in northeast. Mature voice, experienced all phases broadcasting and production. College grad, third endorsed, will relocate. Box M-11 BROADCASTING.

Calling all soul stations, negro female d.j./announcer. Strong on news & commercials. Happy personality and nothing but soul. Well trained with third endorsement. Will relocate. Box M-16, BROADCASTING.

D.J. announcer, main stream jazz—good pop, no jive talk. Not prima donna or floater. Box M-18, BROADCASTING.

There's no substitute for real top 40 talent. Sock it to me. Box M-25, BROADCASTING.

I like: steak-sunshine-wine, women and super/radio. Top 40 experience, talent and availability. Offer limited to hip operations. Box M-26, BROADCASTING.

Are you receptive to the idea of increased listenership, sales volume, community prestige? . . . Would originality, an abomination of "same-ness," highly promotional-minded ability and inventiveness improve your operation? . . . Consider the addition of a man experienced in all phases of radio, interested in medium-sized market stable operation. . . . Prefer West coast, but open-minded. . . . Over fifteen years background; staff announcer-newsman-D.J.—program director (two years)—sales and accounts (twelve years)—daily TV kiddie show (one year)—daily non-delay talk show (four years)—station manager (four years). . . . Believe in relaxed format—negative sell. . . . Not a station jumper. . . . married-happily settled, no problems. . . . Serious minded but with strong sense of humor. . . . References—excellent. . . . Available—Mid-January. . . . Financial arrangements subject to mutual agreement on interview. . . . Aim: The best things in life. . . . for employer self and public. Box M-30, BROADCASTING.

Ambitious, young man—draft exempt—first ticket—experienced MOR, top 40 and News. Wants permanent position with future in Florida. Box M-34, BROADCASTING.

Recent graduate with 3rd class permit anxious to get started in announcing commercials programing production and D.J. work. Can operate board tapes, available upon request. Box M-35, BROADCASTING.

Announcer 1st phone married, military obligation complete—Wash. D. C. area 4 years experience combo. Box M-39, BROADCASTING.

Announcer-dj . . . 24, married . . . experienced, ambitious . . . prefer MOR . . . draft exempt . . . strong production. Box M-43, BROADCASTING.

Veteran announcer, pro, mild climate wanted, family, stable, excellent salary. Box M-44, BROADCASTING.

Anchor away!! Employed sailor with; maturity; ratings; personality; first phone; references; versatility; Setting sail for choice overseas position. Not port hopper. Drop lines to Box M-46 BROADCASTING.

Controversial, telephone talk man available, currently top 10 market. Tapes on request. Box M-47, BROADCASTING.

Station losing money? Switch to big country & western. Experienced country music PD-announcer available. Box M-49, BROADCASTING.

Tennessee, Kentucky only. First phone announcer. Limited experience. Box M-50, BROADCASTING.

Bright, young entertainer/announcer production ability/much entertainment experience. \$100 wk. Box M-51, BROADCASTING.

## Announcers—(Cont'd)

About years' experience. All kinds of music. Some college, third. Box M-54, BROADCASTING.

Third phone announcer/pd—Two years experience and radio school, married, military complete, outstanding production—Idea to improve your sound. Available January 15th. Tape and resume on request. Sound references. Prefer southern or western states. Box M-57, BROADCASTING.

Married medium market announcer, wanting small midwest college market. Want college degree with all ready promising career. Box M-60, BROADCASTING.

Young, aggressive beginner—combo. Negro R&B dj-announcer, newscasters. Tight board, third license. Married, will relocate. (212) 789-6152. or Box M-61, BROADCASTING.

Announcer-dj. 8 years experience. Third phone endorsed. B.A. degree. Veteran. Prefer MOR or easy listening format. Pacific northwest or west coast. Desire permanent position. Box M-62, BROADCASTING.

1st phone announcer, pd, and strong on sales, service completed, 5 years in rock, excellent references, looking for strong future, willing to work. Base \$150 plus commission. . . . Will relocate Box M-69, BROADCASTING.

Major market top 40 announcer with 5½ years experience news and program director, looking for position with well-respected operation. Consistently rated number one, strong on news and production. Box M-71, BROADCASTING.

Experienced announcer - newsman, Some sports-sales. Available immediately. Box M-77, BROADCASTING.

Weekend DJ-100 miles N. Y.—deferred college student, 1 year weekend experience plus extensive college radio. All music. Quality. Third endorsed. Currently employed, seek better opportunity. Box M-78, BROADCASTING.

Professional announcer with programing experience. 6 years midwest—\$150.00 Box M-82, BROADCASTING.

N.Y.C.-L.I. . . . Creative professional newscaster-announcer. Available immediately. Box M-83, BROADCASTING.

Announcer, first phone, modern country or contemporary, married, Ken Carpenter, 6162 Ellsworth, Dallas, Texas. TA 6-3620.

Negro D.J. 3rd class endorsed, six months experience. 1104 Bruce, Winston-Salem, N. C.

Newsman/announcer-family man in mid-30's with Top-20 market background seeks news position with advancement opportunity in established northeast adult operation. News/programing combo, FM and other markets considered. Return from Europe April 1967. For full particulars, write box 1133, APO 09240, New York.

Announcer, young, beginner, exp. general office, type, copy, and salary location 912-788-6136.

## Technical

Self-study got first phone. Experienced, active ham. 22. Draft exempt. Box L-200, BROADCASTING.

First class phone. Highpower transmitter engineering. Operations, maintenance. Fifteen years radio television, color experience. TT50AH, others. Competent, reliable. References. Box M-38, BROADCASTING.

1st phone—experience in control room. Light on maintenance—can do production, married, discharged from army. Box M-41 BROADCASTING.

Combo-chief—Heavy maintenance, proofs, directionals. Gulf coast Florida preferred. Call Dewey—518-346-4526 6 p.m. to 8 p.m.

Technical with first class license wanted. Particular experience with FM receivers. Good working conditions. Fringe benefits. Write: Box 288, Waltham, Massachusetts 02154.

## NEWS

Experienced newsmen. College graduate. Gathering, writing, editing ability. Box M-17, BROADCASTING.

Pro newsmen wants on-air position with security, five figure salary. Southwest metro market preferred. Box M-29, BROADCASTING.

Experienced news delivery—can write intelligently; short on gathering—have 1st phone, married! military obligation complete. Md., D. C., Va. only. Box M-40, BROADCASTING.

Ex-bureau chief, experienced local news man. A.B. degree. Available two weeks notice. Write Box M-65, BROADCASTING.

## Production—Programing, Others

Washington-Baltimore markets: 5½ Years in news and programing, from news to top 40. Very strong with production and unusual client ideas. Excellent references. Salary open. Available almost immediately. Box M-10, BROADCASTING.

Young man wishes position with established news department. Prefer Washington, D. C. or major New England market. Will talk to stations paying decent salary for sensible conditions and hours. Two years experience in programing and news directing. Box M-14, BROADCASTING.

PD tired of having imaginative and promotional ideas shot down by short sighted management, available—employed top ten. Box M-48, BROADCASTING.

1st phone-married-solid all around-creative best position-presently PD. Box M-64, BROADCASTING.

## TELEVISION

### Help Wanted

### Announcers

Experienced on-camera announcer for mid-west NBC affiliate. Excellent opportunity. Please send resume to Box L-139, BROADCASTING.

TV staff announcer—versatile commercial announcer, versed in hard and soft sell delivery, for top northern California market. Heavy production schedule demands top live talent with strong booth voice and ability to handle live host responsibilities. Send VTR or film and resume to Box L-201, BROADCASTING.

Wanted: Top announcer. Some live camera, some directing, but emphasis on good solid commercial delivery. TV experience helpful but not essential. Rush audio tape and photo or VTR along with resume to F. Jank, KVOS-TV, Box 1157, Bellingham, Washington.

Staff TV announcer needed by ABC affiliate in midwest medium market. Prefer TV experience but will consider radio background. Mail photo, tape, resume, and salary requirements to Al Hervey, WPTA-TV Fort Wayne, Indiana.

### Technical

Chief engineer to plan, construct, and operate new UHF ETV facility. Immediate start in desirable location. State experience and requirements in reply. Box L-218, BROADCASTING.

Experienced CATV engineer. Permanent position with no travel. System located 30 miles outside Pittsburgh. Send resume. Box L-240, BROADCASTING.

Experienced CATV engineer. Permanent position with no travel. System located 30 miles outside of Pittsburgh. Send resume. Box M-31, BROADCASTING.

Miami TV station needs experienced cameraman-reporter. Reply with complete resume. Box M-42, BROADCASTING.

Chief engineer television & radio. Excellent starting salary increased as ability demonstrated: Exceptional fringe benefits; Large market on Florida's west coast; Thorough experience in studio and transmitter operation required. All replies confidential. Box M-55, BROADCASTING or phone collect Tampa (813) 949-4404.

## Technical—(Cont'd)

Chief engineer television & radio; excellent starting salary increased as ability demonstrated: Exceptional fringe benefits; large market on Florida's west coast; Thorough experience in studio & transmitter operation required; All replies confidential. Box M-81, BROADCASTING.

Wanted: Television transmitter engineer. Experience desirable but not necessary. Opportunity to gain all around experience. Contact Chief Engineer KCND-TV, Pembina, N.D. Telephone: 701-825-6292.

Opportunity for permanent transmitter engineer. Modern home provided at transmitter site. Some basic radio or television experience desirable. Send complete details to: Manager, KSWs-TV, P.O. Box 670, Roswell, New Mexico.

Wanted: Man with 1st class FCC license for studio/transmitter operation. Permanent position with unlimited opportunities for advancement. Contact Chief Engineer, WBJA-TV, Box 813, Binghamton, N.Y. or call collect: 607-772-1122.

Broadcast technician. Immediate opening at WLW-TV, Cincinnati, Ohio for an experienced television technician. Must have first class ticket. Starting salary \$139.75 with regular increases to \$203.75 weekly after three years, plus excellent group insurance, pension and other benefits. Send confidential resume of age, education and experience to: Employment Manager, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Help wanted engineering—Are you the No. 2 or No. 3 man on the engineering team of a top TV station? If you've got what it takes to be No. 1 . . . we're looking for a: Director of engineering. Call or write America's most dynamic new indie: WPHL-TV Channel 17, 230 South 15th Street, Philadelphia, Penna. 19102. 215-735-2320. Direct inquiry to Mr. L. E. Stevens.

We are looking for an experienced first class television engineer strong on maintenance of studio and transmitter equipment. Must be capable of supervising work of others. This man will be assistant chief engineer at a well established full power Arkansas television station. Send us a complete resume—salary is open—depends on your experience and ability. Write Personnel, P. O. Box 1359, Ft. Smith, Arkansas.

Need stable beginner for operating engineer. Good opportunity for capable person with first-class ticket. Send complete details to: Manager P.O. Box 670, Roswell, New Mexico.

## NEWS

Need experienced newsmen to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Wanted a number two man for a fast growing news operation in major northeastern market TV station. Must be experienced news editor, assignment editor with knowledge of TV news film techniques. Send resume and samples to Box L-160, BROADCASTING.

Reporter - photographer for professional, award-winning radio-television news department. Great Lakes area group station. Send resume, photo and samples if available to Box L-216, BROADCASTING.

Reporter/photographer—1-2 years experience. No airmen wanted. Good salary, excellent news operation. Resume to Tom Dorsey, WBNS-TV, Columbus, Ohio.

Sportscaster needed by Fort Wayne, Indiana TV station. Prefer experienced reporter with sports-news background who can handle 16mm and air assignments. Occasional remotes. Position must be filled by January 1st or sooner. Mail tape, full resume, photo and salary requirements to Sid Bozarth, WPTA-TV Fort Wayne, Indiana.

Progressive VHF needs experienced alert news man, who can handle all phases of news operation to join growing 4 man news team. Possibility of air work. Salary based on ability. Contact operation director, WTVM Columbus, Ga.

## Production—Programing, Others

Immediate opening for experienced director at VHF network affiliate, mid-Atlantic market. Send picture & salary requirements to Box L-127, BROADCASTING.

Two immediate openings. Midwestern TV station needs film director and experienced studio director. Excellent opportunity for advancement. Rush qualifications to Box L-219, BROADCASTING.

Film editor-director. Immediate opening. Prefer person trained in TV film room work. Will consider anyone with knowledge of film handling willing to learn. Salary dependent upon experience. Phone collect 602-782-4711 or write L. Wheeler, General Manager KIVA(TV) Yuma, Arizona 85364.

Cameraman needed for production crew of WPTA-TV in Fort Wayne, Indiana. Contact Marc Mangus. Mail resume of experience and salary requirements or phone 219-483-0584.

Expanding production crew needs a young man beginning his television career. Immediate duties require qualifications in camera operation, lighting, and setting. Directing will follow quickly for the right man. Must either have some commercial or ETV production background. Please rush complete resume to Howard Sanders, Production Manager, WSJV Television, 3600 Oakland, Elkhart, Indiana 46515.

Film editor needed by mid-Atlantic VHF station. Should be young, and experienced in editing. Please send resume and expected salary in first letter. Bob Kennedy, Film Supervisor, WXEX TV, 124 West Tabb Street, Petersburg, Virginia.

Documentary writer-producer-cameraman. Immediate opening in Cincinnati, Ohio, for a man, age 25 and above, with substantial experience in writing, producing, filming and editing full length 16 mm double system sound color documentaries. College degree preferred. Applicants must be in excellent physical condition, be skilled in the art of writing, film production and working with people. This is an excellent opportunity to create award winning documentaries with the assistance of top calibre equipment, facilities and professional co-workers. Send confidential detailed resume of age, marital status, education, professional writing and documentary experience and health to Mr. Gene McPherson, Vice President News and Special Projects, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

## TELEVISION

### Situations Wanted—Management

General Manager of station or group. Thoroughly experienced in administration, sales, programing, production and promotion in small and large markets. Television—13 years; radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, quality, prestige station or group anywhere. Box K-7, BROADCASTING.

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed earning high five figure income. Box L-88, BROADCASTING.

Experienced T. V. news editor & documentary writer. More than 6 yrs. experience with award-winning major market newspaper & TV stations. Now in top ten major eastern market. Available for news management position. Married. Draft exempt. Box M-73, BROADCASTING.

### Announcers

Successful television and radio announcer. Host-producer of several TV "personality shows." Can cut top on-camera commercial's, news, weather, interview. M. C. work. Superior delivery, appearance. Aggressive. Desires large market, security, opportunity, money. Consider TV or radio. Box M-75, BROADCASTING.

### Situations Wanted—Technical

Artist-photographer expert in color TV lighting & related visual presentations. Desire northeast location. Box M-33, BROADCASTING.

## Situations Wanted

### NEWS

Experience broadcaster-reporter. Solid all around background. Employed. Box L-81 BROADCASTING.

TV newscaster, top 5 market experience. 32, married, degree. Salary open. East, midwest or mountains. Strong, professional delivery. Box L-207, BROADCASTING.

Big smile eastern grad seeks opportunities in San Francisco or Los Angeles. Student director, playwright, actor and filmmaker is engaged and draft exempt. Has post-grad mid-west journalism school training and DA experience with CBS Net News (NYC). Box M-1, BROADCASTING.

Professional newsman. Will trade 15 years background for permanent position with news-minded management. Experienced all phases news, including how to accept awards graciously. Now employed major market 5 figures. Consider all challenges. All details first letter. Resume, VTR available. Box M-70, BROADCASTING.

### Production—Programming, Others

Cinematographer-editor—strong on directing. 38—BFA, 12 years solid television background, seeks responsible position as working supervisor with production or documentary unit. Script to screen experience. Working in top 10 market. Major awards. Box L-230, BROADCASTING.

Program director . . . 15 years experience all phases TV and radio top 30 market . . . available to move. Resume on request. Box M-5, BROADCASTING.

Production/operations manager — experienced in setting up and carrying through production and station operations. Looking for opportunity with new UHF or independent. Box M-58, BROADCASTING.

Commercial producer—young, creative production manager for large UHF station, would like to specialize in commercial production—results that sell. Box M-59, BROADCASTING.

## WANTED TO BUY

### Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: One self-supporting tower for FM antenna between two and three hundred feet high. WDIA, Memphis.

Wanted: Good used Marti broadcast quality remote pick-up transmitter with matching receiver, antenna, coax & works. Att: R. C. Brandon, Eng. WBUT, Box 1628, Butler, Penna.

Need 5 kw FM late model transmitter, FM RF amplifier and monitors, write Box M-22 BROADCASTING.

FM frequency & modulation monitor. WFKO, Kokomo, Indiana.

Wanted diplexer and/or harmonic filter for channel 19. Also need UHF frequency monitor and about 500 feet extra heavy or self supported tower. Box 77, Bishop, Texas.

Four bay side mount used FM antenna, call or write WSEB, Sebring, Florida.

Wanted—used UHF TV transmitter in good condition. Will pay cash. Box M-12, BROADCASTING.

## FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helix, Styroflex, Spirolina, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

## FOR SALE

### Equipment—(Cont'd)

One RCA TK-41C camera chain, nearly new, plus four RCA TK-31-A1 camera chains, in first-class condition. Box L-206, BROADCASTING.

Andrews 4 Bay FM antenna cut to 93.1 Mc. Can be retuned. \$1800. Box M-20, BROADCASTING.

FTR 3 kw FM transmitter \$2,000.00. General Electric BM-1-A FM monitor \$200.00. Approximately 270 feet of 1 3/4" rigid coax line \$500.00. Andrew 4-bay FM antenna with brackets \$1,370.00. Above now in use on 92.9 MHz (available approx 31 Jan. 1967). Also Westinghouse FM-10 10 kw FM power amplifier in factory packing never been used (available immediately) \$5000.00 Entire package \$8,000.00 Contact Lewis Edge, WGKA—1140 Peachtree St., NE, Atlanta 30309.

Spotmaster cartridge tape equipment, QRK turntables, all models available. Will take in trade as partial payment any type of audio or transmitting gear, regardless age or condition. AUDIOVOX, 4310 SW. 75th Ave., Miami, Florida.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Available immediately. Call or write John A. Carroll, Chief Engineer, WNYC-TV, Channel 9. Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Antenna & Tower installation and service worldwide. Swager Tower Corp., Fremont, Indiana.

RCA TK30, TK31 field cameras. Mobile unit, complete with three RCA TK31's, switcher, sync equipment, monitors. Excellent condition. Sony PV100 tape recorder and other items of excellent value. Box L-144, BROADCASTING.

For Sale: 1 kw FTR transmitter recently removed from service and Gates Dualux console now in operation. Also two sections Andrew type 451 coax. Reasonable. Box L-117, BROADCASTING.

Heavy duty utility tower—FM—268 ft. high. Three years old, fully equipped with photocell. Contact WRFY-FM in Reading, Pennsylvania. Will accept highest offer.

Ampex PR10-2. Newman U-67, Oresto cutter, EV mikes and many more. G. Chapekis, 6500 S. University Blvd., Littleton, Colorado.

238 ft. insulated, self supporting tower. Republic Steel Corporation Truscon model H-30, with beacon and lights. Dismantled \$7,500.00. WWLA, La Crosse, Wisconsin.

Check our listings for your used equipment needs . . . Broadcast equipment & supply Co., Box 3141, Bristol, Tennessee.

Gates dual limiter and Top level combination. Like new. \$1100 FOB, KPAT, 601 Ashby Avenue, Berkeley, Calif.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

We have for sale, The Mike Edwards Radio Commentary. For free information and audition tape, write us today. Box M-19, BROADCASTING.

## MISCELLANEOUS—(Cont'd)

30 minute tape—"quickdee" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Basketball broadcasters—Doc Lake's Play-By-Play Basketball Scorebook is great for re-caps, statistical support during and after game broadcasts. One book, \$2.25—three books for \$5.95. Doc Lake, 9808 LaCresta Road, Spring Valley, California 92077.

We have for sale, two taped radio series, "The Ann Johnson Show" and "Tips For Teens"; for free information and audition tapes write Lewis Production Studios, 4010 Bellefontaine, Kansas City, Missouri.

Announcing, newscasting, deejay. Personalized coaching, analysis, consultation. Also beginners course. Details: Hal Fisher, 2022 East Robinson, Orlando, Florida 32803.

Subminiature electronic surveillance equipment. Catalog free. L. N. Schneider, 938 Alan Drive, Wantagh, N. Y.

## INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months. ASEE degree in 18 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programming, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

**INSTRUCTIONS—(Cont'd)**

"Warning" accept no substitute. REI is #1 in success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Jan. 2—Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Be sure to write, **BROADCASTING INSTITUTE**, Box 8071, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 43rd St., N.Y.C. OX 5-9245.

New England's only F.C.C. 1st phone course. Newly revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins January 18. Write now for information, Northeast Broadcasting School, F.C.C. Course, 883 Boylston St., Boston, Mass. 02116.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job Guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

See our display ad under Instructions. Don Martin School of Radio & TV.

**RADIO—Help Wanted—Sales**

**FM AND TV PRODUCT MANAGER**

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

**SALES ENGINEER  
BROADCAST EQUIPMENT**

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

**Experienced Salesman**

Excellent opportunity for TV and Radio syndication salesmen with well established company. Prime territories available. Draw against commission. Our salesmen aware of this ad. Please send resume to:

Box M-53, Broadcasting.

**Sales—(cont'd)**

**BROKERS WANTED:**

To sell custom produced radio commercials & singing or instrumental jingles for radio and stereo-FM. Also sell film color commercials in 18 or 35mm. Industrial films, travel, and slide and filmstrip productions. Tremendous amount of talent and scenery here plus lower cost allows good commissions and very competitive prices.

Contact:

Charles E. Harder  
Sales Manager  
H and H Productions  
112-114 East Euclid Avenue  
Tampa, Florida 33602  
(813) 229-0373  
TELEX 52-800

**Export Sales Engineer**

Wanted with experience in selling broadcasting and communication equipment. Must be able to prepare quotations and write convincing presentation. Involves some Foreign travel. Apply in writing to:

Rocke International Corporation  
13 East 40th Street  
New York, New York 10016  
MU 9-0200

**Announcers**

**WANTED**

Philadelphia Area MOR Station has immediate opening for afternoon drive-time DJ. 1st Phone desirable.

Box L-243, Broadcasting.

**Urgently Needed:**

Mature, intelligent, morning man with network sound. Excellent opportunity at network "O & O" in major eastern market.

Box M-4, Broadcasting.

**Production—Programing, Others**

**WANTED**

Girl Friday to assist GM of East Coast Radio Station. Complete personal and employment resume to

Box L-244, Broadcasting.

**Situations Wanted**

**FRESH TALENT AVAILABLE**

Graduates of our current class will be available for January employment. N.A.B. students are trained by professionals in all phases of broadcasting—and will perform well. Please send your job requirements to The National Academy of Broadcasting, 1404 New York Avenue, N.W., Washington, D. C. 20005.

**Situations Wanted—Management**

**IF YOU NEED A TOP-FLIGHT MANAGER**

for one or several radio stations, you want someone who

- \*loves radio and believes in it
- \*welcomes challenge and responsibility and knows how to handle them
- \*has had extensive major-market experience in programing, sales and general management.

I may be your man. Although I am well-employed now, I'd like to talk with you about what I can do for you.

Box M-74, Broadcasting.

**TELEVISION**

**Help Wanted Management**

**General Manager  
for  
AM-FM-TV Station**

In top 100 TV market. Long established leader with many area firsts.

Send complete resume and salary requirements to:

Box L-168, Broadcasting.

**TELEVISION—Help Wanted—Technical**

Engineers

**BE A  
METROMEDIA  
BROADCAST  
ENGINEER**

Several currently available Television Broadcast Engineering positions are open in New York City.

Minimum requirements are—FCC 1st Class Radio Telephone License & television transmitter operation experience.

—For the qualified individuals we offer—challenging opp'ty. & rewarding growth plus professional atmosphere.

**APPLY IN PERSON**

CALL FOR IMMEDIATE APP'T—  
M. ROBBINS-(212) 682-9100  
OR SEND COMPLETE RESUME

In Confidence to:  
**METROMEDIA  
INC**

3 East 54th St. New York, NY

**IMMEDIATE OPENING**

One chief engineer  
One assistant chief

Preferably with UHF experience but not absolutely necessary.

Excellent working conditions and benefits.

Excellent southern market.

Please send background and experience to:

Box M-67 BROADCASTING

**CHICAGO**

Immediate opening for experienced broadcast equipment salesman or salesminded TV Chief Engineer to recruit TV & Radio engineering personnel for our clients. New Michigan Avenue offices. No traveling & profit sharing! Unlimited earning potential.

Call Ron Curtis—312-337-7075  
Nationwide Broadcast Personnel Consultants

**TELEVISION**  
Situations Wanted Management

**AVAILABLE**

Top Management Executive

Seasoned, highly successful radio-television executive possessing exceptionally broad general business background and proven leadership qualities, interested in change which offers maximum opportunity to demonstrate performance capability while sharing in result. Write;

Box M-84, Broadcasting.

**EMPLOYMENT SERVICE**

**THE AMPS AGENCY**

BY BROADCASTERS • FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

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All Media Placement Service

3974 Wilshire Blvd. Los Angeles, Calif.  
Telephone DU 8-3116

**MISCELLANEOUS**

**22ND ANNUAL GATOR BOWL**

- Live radio coverage from Jacksonville, Florida
- Saturday, Dec. 31, 1966 at 12 noon, E.S.T.
- Available for local sponsorship
- The Nation's #5 Bowl game—A proven seller
- N.C.A.A. Sanctioned

SYRACUSE versus TENNESSEE

For information write or wire:

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ATLANTIC BEACH, FLA. 32002  
Area Code 904—249-4602

**BUSINESS OPPORTUNITY**

**Franchise  
Distributorships  
for  
Background  
Music Systems**

Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

Box L-10, BROADCASTING

**IMMEDIATE OPENINGS**

**T E C H N I C A L**

**Director of Engineering**

Construction experience required for this opening with expanding UHF group. Starting salary up to \$25,000 per year. No Placement fee.

**Electronic Engineers**

Design experience in TV receivers, TV studio equipment, magnetic tape equipment, Government TV equipment. Broadband signal processing equipment or related areas of technology. E.E. degree required. Salary open. Call Ron Curtis—312-337-5318. No placement fee.

**Announcers**

TV & Radio announcers urgently needed for small & medium markets. Call Rodger Bubeck—312-337-5318. No placement fee.



**Broadcast  
Personnel  
Consultants**

645 N. Michigan Ave., Chicago, Ill. 60611

Please include resume

**HELP WANTED—Production—Programing, Others**



**ASSOCIATE EDITOR**

RCA has an unusual opportunity for a broadcast engineer with a well-rounded technical background and the ability to write clearly, concisely, interestingly.

As associate editor of our house magazine, you will write about new broadcast products and the operation of equipment in TV stations. You'll interview station personnel, advise them on the preparation of manuscript and edit their copy. You will also work with our design and merchandising activities in the introduction and promotion of new products. Knowledge of sales promotion and printing production would be most helpful.

This is a career position offering good starting salary and full range of benefits.

Please send a complete resume to:

Mr. C. F. Zangardi  
RCA Broadcast and Communication  
Products Division  
Bldg. 3-2  
Camden, New Jersey 08102  
An Equal Opportunity Employer



The Most Trusted Name in Electronics

**INSTRUCTIONS**

Obtain  
**YOUR FCC 1ST CLASS LICENSE**  
IN 6 WEEKS (or Less)  
at the

**DON MARTIN SCHOOL  
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(America's Foremost School of  
Broadcasting est. 1937)

- Learn Basic Comm. Electronics
- Individualized Instruction
- Highly qualified Instructors
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Next Classes Scheduled to Start  
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Register Now—Classes Limited  
For additional information call or write:

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Hollywood, Calif. 90028

**FOR SALE—Equipment**

**TWO MODIFIED RCA TK-40A COLOR CAMERA CHAINS IN WORKING CONDITION**

Exceptional value. Immediate delivery. Write P.O. Box 18151, Tampa, Florida 33609, or phone area 813—253-0447, Tampa.

**FOR LEASE**

**PRIME LOCATION DOWNTOWN WASHINGTON, D. C.**

Adjacent to Mayflower Hotel and covered parking, five blocks from White House. Four story air-conditioned building with elevator. . . 2200 Sq. Ft. Interior space per floor. Contact:

Mr. Tom Broadhead  
The Jolar Corporation  
1737 DeSales Street N.W.  
Washington, D. C.  
Tel 347-2496

**PRIME LOCATION WASHINGTON, D.C.**

Adjacent to Mayflower Hotel and covered parking, five blocks from White House. 1500 Sq. Ft., top floor front in BROADCASTING Building ideally suited to Washington News Bureau or other executive use... Building interior recently renovated, twin high-speed elevators—fully air-conditioned. For information contact:

Mr. Tom Broadhead  
Broadcasting Publications Inc.  
1735 DeSales Street N.W.  
Washington, D. C.  
Tel ME 8-1022

**FOR SALE—Stations**

**METROPOLITAN WEST COAST AM**

Substantial 5kw fulltime facility licensed to dynamic growth market of one million. Valuable plant and real estate. Good cash flow. Priced at approximately twice annual gross. \$1,200,000 on terms. Less for all cash.

Box L-176, Broadcasting.

**FOR SALE by OWNER**

500 watt daytime serving Oklahoma City. \$150,000—\$50,000 down. Balance terms.

Need single or twin engine airplane on part of balance. No interest on balance. Building and land included, station 4 years old. All equipment new.

Principals only—no brokers.  
Charles L. Cain  
P.O. Box 417  
Sherman, Texas  
893-1021

*(Continued from page 86)*

on petition of Midwest Television Inc. (KFMB-TV) San Diego for relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area, changed certain procedural dates including continuing commencement of hearing from Dec. 6 to Dec. 12 (Doc. 18786).

**Ownership changes**

**APPLICATIONS**

**KAHR Redding, Calif.**—Seeks transfer of control from David H. McLaughlin to Thomas P. Kelly for \$15,000. Ann. Nov. 30.  
**WICC Bridgeport, Conn.**—Seeks assignment of license from Connecticut-New York Broadcasting Inc. to Connecticut Broadcasting Inc. Principals: 100% owned by WPIX Inc., Tribune Co. and News Syndicate Inc. Officers of Connecticut Broadcasting Inc. are: F. M. Flynn, chairman of board, F. M. Thrower, president, W. H. James and L. J. Pope, vice presidents, J. J. Lynch, secretary and T. E. Mitchell, treasurer and assistant secretary. Applicant has option to acquire **WJZZ(FM) Bridgeport, WPIX Inc.** is license of **WPIX-FM-TV, News Syndicate Inc.** owns all outstanding stock of **WPIX Inc.** Tribune Co. owns all outstanding stock of **News Syndicate** and **WGN Continental Broadcasting Co.**, licensee of **WGN-AM-TV Chicago**, Consideration \$2,050,000.

**WGUL New Port Richey, Fla.**—Seeks voluntary acquisition of positive control of licensee corporation **Richey Airways Inc.** from **Donald Armstrong, Sam Y. Allgood** (12½% before, 10% after), **W. C. Tranter, Ronald Tranter** and **Reginald Sims** to **Donald A.** (none before, 10% after) and **Donald Armstrong** (25% before, 45% after) and **Thad M. Lowrey** (25% before, 35% after). Stock transfer. Ann. Nov. 25.

**WOGO New Smyrna Beach, Fla.**—Seeks transfer of control of **Radio New Smyrna Inc.** from **William P. Swartz III** to **Roanoke Photo Finishing Inc.** Principals: **William P. Swartz Jr.** (49.5%) **Suelle McKeller Swartz** (49.5%), **Nathan Tanner** and **William P. Swartz III** (each 0.5%) plus stockholders. **Mr. Swartz Jr.** is president and chairman of board of **Roanoke Photo**, has interests in commercial food service; photo copier sales; graphic arts supplies; realty operating corporation; stainless steel equipment. He is also chairman of board of bank; director and chairman of land developers business; director life insurance company; president, chairman of board of investment corporation, and has interest in **WSFC** and **WSEK(FM) Somerset, Ky.**, with an application for new **AM** in **Collinsville, Va.**, of which he is president and director. **Suelle Swartz** has similar interests in **Mr. Swartz's** concerns. **Mr. Tanner** is vice president and director of **Roanoke Photo Finishing Inc., Ropho Sales Inc., Ropho**

**FOR SALE—Stations Continued**

**\$80,000 down**

Buys West Coast AM, 1000 days 250 nights, only station in city of 13,000, retail sales of city over \$50,000,000. Finest climate. Needs better management.

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N.E.	small	daytime	\$150M	terms
South	medium	fulltime	130M	29%
N.Y.	medium	profitable	125M	terms
M.W.	metro	AM-FM	1.3MM	cash
South	chain	CATV	1.5MM	cash

**CHAPMAN ASSOCIATES**  
2045 PEACHTREE, ATLANTA, GA. 30309

**Graphic Supply Inc., Swartz Investment Corp. and WSFC and WSEK(FM), WORT New Smyrna Beach and Radio Collinsville Inc.**, applicant for same new **AM** in **Collinsville, Va.** **William and Suelle** are husband and wife. **William III** is son. Transferee will acquire all stock in consideration of \$7,500. Ann. Nov. 28.

**WYFE Rockford, Ill.**—Seeks transfer of control from **William R. Walker, Philip Fisher, John R. Livingston, Joseph D. Mackin** and **Value Radio Corp.** to **Heart O' Wisconsin Broadcasters Inc.**, licensee of **WISM Madison, Wis.** Application arises out of desire of individual minority stockholders in **Town and Country Radio Inc.**, who are also stockholders in **Heart O' Wisconsin**, which is a minority stockholder in **Town and Country**, to transfer their holdings in licensee **WYFE** to **Heart O' Wisconsin** so as to make that company majority stockholder. **Mr. Walker** is president. Ann. Nov. 25.

**WSMA Marine City, Mich.**—Seeks assignment of license from **Radio St. Clair Inc.** to **Sommerville Broadcasting Co.** Principals: **Richard S. and Letty J. Sommerville** (75% and 25%, respectively). **Mr. Sommerville** is general manager of **WTTH Port Huron, Mich.** **Mrs. Sommerville** is housewife and teacher. Consideration \$100,000. Ann. Nov. 30.

**KCOW Alliance, Neb.**—Seeks assignment of license from **KCOW Sand Hills Broadcasting Corp.** to **KLOE Inc.** Principals: **Ross Beach** (54%), **Robert Schmidt** (36%), vice president, **Kay Mella** (10%), treasurer and general manager. Applicant is licensee of **KLOE Goodland, Kan.** Some officers and directors have interest in **KAYS Inc.**, licensee of **KAYS-AM-TV Hays, Kan.**, and **KLOE-TV Goodland.** Consideration \$117,500. Ann. Nov. 29.

**WKYK Burnsville, N. C.**—Seeks assignment of license from **James B. Childress** to **Burnsville Broadcasting Inc.** Principals: **James Ardell Sink** and **Lee Roy Childress** (each 35%), **Franklin D. McClure** (25%) and **James B. Childress** (5%). **Mr. Sink** is general manager and 1% stockholder of **Childress Broadcasting Corp.** of **West Jefferson, N. C.** **Mr. Lee Childress** is sales manager of **WKTE King, N. C.** **Mr. McClure** is 25% partner and manager of **Edgefield-Saluda Radio Co.**, licensee of **WJES Johnston, S. C.**, and 25% partner of **Pick Radio Co., Pickens, S. C.** **Mr. James Childress** is owner of **WKJK Granite Falls, WMSJ Sylvia, WKSK West Jefferson, WKRK Murphy**, all North Carolina and **WLAFLaFollette, Tenn.** Consideration \$9,323.69. Ann. Nov. 29.

**KNBQ Bethany, Okla.**—Seeks assignment of license from **Edwin Powell** db/as **Nall Broadcasting Co.** to **Nall Broadcasting Co.** Individual to corporation. Ann. Nov. 30.

**WGTT(TV) Philadelphia** — Seeks assignment of CP from **Bernard Rapoport** to **Seven Arts Broadcasting Inc.** Principals: **Donald E. Klauber**, president, **Leonard E. Hammer**, executive vice president, **David Lubart**, secretary and assistant treasurer, **Norman Solomon**, treasurer and assistant secretary, **Eliot Hyman, Samuel Haimis, Maxwell M. Rabb** and **Seven Arts Associated Corp.** (100%). Consideration \$12,000 for out of pocket expenses. Ann. Nov. 30.

**WRAI Rio Piedras, P. R.**—Seeks assignment of license from **Abacoa Radio Corp.** to **Radio Aeropuerto Inc.** Principals: **Manuel Pirallo Lopez, Carlos Pirallo Lopez, Jose Luis Pirallo Lopez** and **Carmen Esperanza Lopez**. **Carlos** is president, director and 37.5% stockholder of **Abacoa**, licensee of **WRAI** and **WMAI** which is in **Arrecibo**; secretary, director and 10% stockholder in **WAEI Inc.**, licensee of **WAEI Mayaguez**; vice president, director and 14% stockholder in **South Puerto Rico Broadcasting Corp.**, licensee of **WISO Ponce**, and 50% partner in **Carlos Pirallo Lopez** and **Manuel Pirallo Lopez**, licensee of frequency modulation **WBYM Baymon**, all **Puerto Rico**. **Manuel** is secretary-treasurer, director and 37.5% stockholder of **Abacoa**; president, treasurer, director and 86.75% stockholder in **WAEI Inc.**; treasurer, director and 27.8% stockholder in **South Puerto Rico Broadcasting Corp.**, and 50% partner in **WBYM Jose Luis** is vice president, director, and 12.5% stockholder in **Abacoa**; vice president, director and 3.25% stockholder in **WAEI Inc.**, and 7.2% stockholder in **South Puerto Rico Broadcasting Corp.** **Carmen** is assistant secretary, director, treasurer and 12.5% stockholder in **Abacoa**. Incorporation. Ann. Nov. 30.

**WL0M & SCA Chattanooga, Tenn.**—Seeks assignment of license from **WL0M(FM) Broadcasting Inc.** to **French Inc.** Principals: **Carlin S. and Agnes R. French** (80% and 20%, respectively), **Luther R. Wilson, Jerry Lingerfelt** and **Larry Johnson**. **Mr. French** is 33½% owner of **WATO Oak Ridge, Tenn.**, 10% owner of **WLAFLaFollette**, 33½% owner of **WR0L Knoxville** and owner of

WDXB Chattanooga, all Tennessee. Mrs. French is housewife. Mr. Wilson is executive vice president and director of WDXB Chattanooga. Mr. Lingerfelt is vice president and director of WDXB. Mr. Johnson is also vice president and director of WDXB. Consideration \$70,000.

WNTP(FM) Memphis—Seeks assignment of CP for FM facilities from East Memphis Broadcasting Co. to WDAI Inc., solely-owned subsidiary of Sponderling Broadcasting Corp. Principals: Egmont Sponderling (25%), president, Richard Goodman (55%), vice president, and Mason A. Loundy (20%), secretary-treasurer. Mr. Sponderling is general manager and 25% partner of Village Broadcasting Co., licensee of WOPA-AM-FM Oak Park, Ill.; president, director and 25% stockholder of WOPA Inc., Chicago; president and director of Josh Higgins Broadcasting Co., licensee of KXEL Waterloo, Iowa. Mr. Goodman is 55% partner in WOPA-AM-FM; 55% partner, vice president and director of WOPT Chicago and 5% partner, vice president and director of KXEL. Mr. Loundy is 20% partner in WOPA-AM-FM; 20% partner, secretary-treasurer in WOPT and 20% partner, secretary-treasurer in KXEL. Consideration \$6,500. Ann. Nov. 30.

Trigg-Vaugh Stations Inc.—Seeks transfer of control from Trigg-Vaugh Stations Inc. to Doubleday Broadcasting Inc. for \$14,125.-019.66. Stations include: KOSA-TV Odessa-Midland, KROD-AM-TV El Paso, KITE-AM-FM Terrell Hills-San Antonio, and KDTV (TV) Dallas, all Texas; KRNO San Bernardino, Calif.; KHOW Denver, and KDEF-AM-FM Albuquerque, N. M. Principals: Robert G. Barnes, Thomas R. Burns, Edward E. Fitzgerald, George A. Hecht, Kenneth McCormick, Charles W. Pitkin, all vice presidents; Raymond R. Ammarell Jr., vice president and director; Nelson Doubleday, chairman of board, president and director; Lillian F. Robins, Wilbur French and Olive Ferguson, assistant secretaries; John O'Donnell, vice president, treasurer, secretary and director; F. Huntington Babcock, Douglas M. Black, Elbridge T. Gerry, Henry B. Guthrie, Robert G. Payne, John F. Sengstock, Mrs. Barbara Nye Carter, Miss Dorothy Cooper, Phillip A. Johnson, Harry E. Maule, Jeanette Porter Meehan, Edna M. Neal, Ella F. Townsend; Neltje Doubleday Sargent (3.9%), Janet Doubleday (9.0%), Ellen McCarter Doubleday (3.8%) with John F. Sengstock as trustees for Neltje Doubleday Sargent, Ellen McCarter Doubleday and John F. Sengstock (3.4% as trustees for Nelson Doubleday), Nelson Doubleday and John F. Sengstock (3.8% as trustees for Nelson Doubleday). John F. Sengstock (14.4% as trustee for Ellen McCarter Doubleday), John

F. Sengstock (3.1% as trustee for Meltze Doubleday Sargent), John F. Sengstock (4.3% as trustee for Nelson Doubleday). Mr. Sengstock owns 50 shares outright and as trustee for various family trusts of less than 3% each he holds an aggregate of 14,060 shares common (8.9%). Nelson Doubleday is also a trustee for various family trusts of less than 3% each, aggregate 14,135 shares common (8.9%). Robert G. Payne is trustee for various family trusts of less than 3% each, aggregate 5,000 shares common (3.2%). Henry B. Guthrie is executor and trustee for common stock held under the name of Gerlach & Co. in amount of 32,903 shares (20.8%) and is also executor and trustee for common stock held under name of King & Co. in amount of 13,325 shares (8.4%). Ann. Nov. 25.

KSVN Ogden, Utah—Seeks transfer of control from George I. Norman Jr. as North American Broadcasting Co. to LaVoy R. Wood. Stock transfer. Mr. Wood is president and general manager of licensee corporation. Ann. Nov. 25.

KXLE Ellenburg, Wash.—Seeks assignment of license from Western Broadcasters Inc. to KJRD Inc. Principals: John R. and Catherine M. DiMeo (president and secretary, respectively, together 65%), Don Downing, vice president (25%) and Donald Nelson, treasurer and assistant secretary (10%). Mr. DiMeo is general manager, president and joint 56.67% stockholder with wife of KAYO Seattle and KPOR Quincy; president and joint 80% stockholder with wife of KENE Toppenish, all Washington. Mrs. DiMeo is also secretary-treasurer of KENE and secretary of KPOR. Mr. Downing is general manager, vice president and 20% owner of KENE, and treasurer and 33 1/3% owner of KPOR. Mr. Nelson is vice president, general manager and 10% owner of KPOR. Consideration \$160,000. Ann. Nov. 30.

KEEDO Longview, Wash.—Seeks voluntary transfer of negative control of KEEDO Inc. from Forrest H. Bishop, Russell O. Hudson and Donald L. Veith to KEEDO INC. Mr. Veith has 21% before, 8% after. Majority control is held by Mr. Hudson, president, and Mr. Bishop. The purchase price of the shares (10) is \$5,000. At completion of transfer, KEEDO INC. will hold 13 shares. Mr. Hudson & Mrs. Bishop will each hold 4. Ann. Nov. 25.

#### ACTIONS

KXO-AM-TV El Centro, Calif. — FCC granted transfer of control of licensee corporation KXO Inc., from Marco Hanan, William J. Ewing, Gordon Belson and J. Edgar Snively (together 100% before, none after)

to Bruce Merrill (none before, 100% after). Mr. Merrill is licensee of KIVA(TV) Yuma, Ariz., 100% stockholder of American Television Relay Inc., of American Cable Television Inc., and 2/3 owner of Ameco Inc., manufacturer of CATV equipment. Consideration \$430,000. Conditioned that Mr. Merrill surrender his license for KIVA(TV) simultaneously with grant of program test authority for operation on ch. 7 El Centro. Action Nov. 23.

KERR(FM) Salinas, Calif.—Broadcast Bureau granted assignment of CP from Roy A. Eaton to Lloyd M. Marks for \$15,000. Mr. Marks manages ranch. Action Nov. 25.

WWIL-AM-FM Fort Lauderdale, Fla.—Broadcast Bureau granted assignment of license from Florida Air Power Inc. to Van Patrick Broadcasting Inc. for \$350,000. Purchasers are Van George Patrick and Lorin E. Milner, 50% each. Mr. Patrick is director of sports for Mutual Broadcasting System. Mr. Milner is former 25% owner of WTAL Flint, Mich., and has applied to FCC for transfer of his 25% interest in KSO Des Moines, Iowa. Stockholders have interest in WYNR-AM-FM Dearborn, Mich. also. Action Nov. 25.

WLBS Centreville, Miss.—Broadcast Bureau granted assignment of license from Benton O. Bickham tr/as La-Miss Broadcasting Co. to E. Al Robinson. Mr. Robinson is employee of state of Louisiana. Consideration \$20,000. Action Nov. 25.

WFRC Reidsville, N. C.—Broadcast Bureau granted assignment of license to Rockingham Broadcasting Inc. (100% owned by Statesville Broadcasting Inc., owner of licensee of WCBT Roanoke Rapids and licensee of WSIC and WFMX(FM) Statesville, N. C.) Consideration \$127,400. Action Nov. 23.

WQTV Latrobe, Pa.—Broadcast Bureau granted assignment of license from Westmoreland Broadcasting Corp. to Fred A. Grewe Jr. Mr. Grewe owns 95% of WEIF Moundsville, W. Va. Consideration approximately \$67,013. Ann. Aug. 31.

KOFE Pullman, Wash.—Broadcast Bureau granted assignment of license from Lowe Broadcasting Inc. to Robert Lloyd Hoover for \$50,000. Mr. Hoover is scientist with Bell Telephone Laboratories, Whippany, N.J. Action Nov. 28.

KODI Cody, Wyo.—Broadcast Bureau granted transfer of control of KODI Inc. from Lyle D. and Eleanor S. Ellis (each 50%) to Robert K. Toombs and Lee R. Robbins for \$99,000. Mr. Toombs is program director at KOYN Bismarck, N. D. Mr. Robbins is in wholesale sporting goods, wholesale medical surgical supply and custom printing businesses in Billings, Mont. Action Nov. 25.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Nov. 30. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Callstoga, Calif.—Redwood Television Cable Co. has been granted a franchise that will give the city 2% of the annual gross receipts or a minimum of \$1,200 per year.

■ Glendora, Calif.—International Cable Television Corp. of Pomona, a subsidiary of Kaufman and Broad, home builders, has been granted a 25-year franchise. A 12-channel system will be constructed. Monthly charges will be \$5 with an installation charge of \$10. B. E. Stolpe and Associates was the other applicant.

■ Colorado Springs, Colo.—Ken Geddes, head of a local group which is forming a corporation, has applied for a franchise. Other applicants are Vumore-Video Corp. and Colorado Cablevision, a subsidiary of Time-Life Broadcasters Inc.

■ Rochester, Ill.—First Illinois Cable TV has been granted a franchise.

■ Marion county, Ind.—General Electric Cablevision Corp., a subsidiary of General Electric Co., New York (multiple CATV owner), has been granted a 25-year franchise.

■ Topeka, Kan.—Kansas Cable TV Inc., a new corporation half owned by three Kansans (Elmer T. Beck, Robert C. Taggart and Richard C. Byrd) and half owned

by Carter Cable Television Inc., Fort Worth, Tex., a subsidiary of Carter Publications Inc. (Fort Worth Star-Telegram-WBAP-AM-FM-TV) has applied for a franchise. The corporation offered the city \$10,000 yearly or 3 1/2% of the gross annual receipts from the first 10,000 subscribers, whichever is greater; 4 1/2% of the gross receipts for the next 10,000 subscribers; 5 1/2% of the third 10,000 subscribers, and 6% for all subscribers over 30,000. The installation charge would be \$4 with a monthly charge of \$4.90. Seven TV channels would be provided plus news, weather, an emergency alert system and FM. Previous applicants are H & B Communications Corp., Topeka Television Inc., CATV Systems of Topeka Inc., Topeka Cablevision Systems Inc., American Quality Television Co., Total Television of Topeka Inc. and Cable TV Construction Inc.

Gardner, Mass.—Montachusett Cable Television, Gardner Cable Vision and Worcester County Cablevision have applied for franchise.

Delhi charter township, Mich.—National Cable Inc. (multiple CATV owner) has applied for a franchise. The system will offer the subscribers 12 to 20 channels. The installation fee would be \$10 with a \$5 monthly charge.

Lansing, Mich.—Time-Life Broadcast Inc. (multiple CATV owner) has applied for a nonexclusive franchise. Gross Telecasting Inc. was awarded a franchise in July.

Rocky Mount, N. C.—Rocky Mount Television Inc. (jointly owned by Booth Broadcasting Co., Detroit, and Marvin R. Robbins, Rocky Mount) and Jefferson Carolina Corp. (jointly owned by the Carolina Telephone and Telegraph Co. and Jefferson Standard Life Insurance Co.) have applied for a franchise.

■ Siler City, N. C.—Siler City Cable Co. (Harry Hill, president) has been granted a nonexclusive franchise. The city will receive 3% of the annual gross receipts. The monthly charge will be approximately \$5.

■ Bridgeport, Neb.—Jim Thompson of Mitchell, Neb., has been granted a franchise. Eight channels will be offered. During the construction period there will be no charge for installation; the monthly charge will be \$6.50.

■ Freehold, N. J.—Continental CATV Inc. (Viking Industries-multiple CATV owner) has been granted a 15-year franchise.

Riverton, N. J.—General CATV Inc. (multiple CATV owner) has applied for a franchise. The city would receive approximately \$900 from the first year's operation. The installation charge would be \$7.50 with a \$5 monthly fee.

■ Brookhaven, N. Y.—Continental CATV Corp. (Viking Industries-CATV multiple owner) has been granted a franchise. Installation fee will be \$25 with a \$5 monthly charge. Another franchise is held by Brookhaven CATV Inc., Selden, N. Y.

■ Jackson Center, Ohio — Sidney Cable Television Co. has been granted a franchise. Monthly charge will be \$4.90.

Derry township, Pa.—Highland Cable TV Inc., Latrobe (E. Kay Meyers, representative) and WHJB CATV Inc., Greensburg, both Pennsylvania, have each applied for a franchise. Highland will charge a \$4.50 monthly fee and pay \$100 annually.

Hershey, Pa.—Valley Video Cable Co. has applied for a franchise. Company will offer eight TV channels plus four FM outlets.

Helper, Utah—Vetere TV Co. of Price has applied for a franchise.

Kent, Wash.—Northwest Cablevision and Telecable Corp. (both multiple CATV owners) and Colorcable have applied for franchises.



**E**LLIS Elwood Erdman is a 40-year-old self-made man. Admittedly, right now he is somewhat at loose ends. He has only a radio station (WTKO Ithaca, N.Y.), two football radio networks—Syracuse University and the New York Giants (he does the colorcasting for the Giants games), and real estate and apparel manufacturing interests to keep him occupied. But that situation could change anytime.

Recently he arrived in New York on the night flight from Los Angeles. Usually, he flies his own Bonanza, but he had just wound up several days of meetings on four hours' sleep a night.

He sat back in a leather armchair in the lobby of the New York Athletic Club and rapidly, thoughtfully sketched out a biography. None of the dozen-or-so corporations he has owned or had an interest in has a biography on file. As he ran down a quick history of his corporate moves, it became apparent he has never stood still long enough for anyone to amass all the facts on paper.

Ellis (Woody) Erdman founded three radio stations, owned seven more, and built three football networks. All it took was the investment of \$1,600 and 11 years of four hours sleep a night.

Halfway through the biography, he spotted a passing friend, an ex-partner in the Coaches' All-America Game (he helped found that as well). In a moment he was up from the chair in action: catching up since their last meeting, then, responding to a request for advice, talking fast, weaving, moving around like a fighter.

**Busy Schedule** ■ Back to the biography, he talked even faster. He wanted to wrap up the interview before Giants' quarterback Earl Morrall and defensive half Dick Lynch arrived, and he would have to break for lunch with a bank chairman.

Woody Erdman was born in Ashland, Pa. His Pennsylvania "Dutch" parents taught him "dedication to work, and caution: build a reserve, build, build. . . ." He grew up with farm and dairy work and "painting fenceposts, working at the A&P after school." He was elected president of his junior and senior classes and to the student council. When he graduated from Butler Township high school in 1943, it was into the air cadet program of the Army Air Corps.

In 1946 he went back to school, pre-law at Penn State. He worked his way through college in a strange way for a law student—nights on the university radio station, weekends on WCNR Bloomsburg and summers on WPAM Pottsville, both Pennsylvania.

"Lou Murray, the owner [of WPAM], did a lot for me. He gave me my first real shove into broadcasting."

He also introduced Mr. Erdman to Phebe Mae Weeks, the station traffic manager, who became his wife. When

## Broadcaster's next moves are hard to predict

he graduated, they went to work on "a friend's construction permit . . . plowing the furrows and stringing the wire. I mean I had to go out and get the horse and plow."

Back at WCNR as program director "and a little of everything else," Mr. Erdman got his first break. Les Quailley was short two announcers for the Penn State-Georgetown game that weekend. He called Mr. Erdman and a friend. They jumped at the chance.

### WEEK'S PROFILE



Ellis Elwood Erdman—president, Ivy Broadcasting Co., Ithaca, N. Y.; consultant and past president, C&U Broadcast Corp.; b. Ashland, Pa., April 7, 1926; graduated Butler Township High School (Pa.) 1943; aerial observer, 20th Air Force, Tinian-Mariana Islands, 1943-46; pre-law Penn State University 1946-49; m. Phebe Mae Weeks June 1949; program director WKVA Lewistown, Pa., 1949-51; program manager, WCNR Bloomsburg, Pa., 1951-53; sales director, WENY Elmira, N. Y., 1953-55; vice president-general manager, 1955-59, and president, 1959-62, Radio Ithaca (N. Y.) Inc. (merged in 1962 with Ivy Broadcasting); board member, Radio Wayne Co., 1956-58; president, WEBO Owego, N. Y. 1957-59; president Green Mountain Broadcasting Co., 1957-58; president, Civic Broadcasting Co., Northeast Radio Corp., and Van Kirk Realty Corp., 1959-62 (all merged with Ivy, 1962); children: Hans Louis, 12, Leslie Louise, 8, Rebecca Weeks, 7; memberships: New York Athletic Club, Cornell Club of New York City, Cornell Statler Club, Ithaca Yacht & Country Clubs; National Council of the Friends of Eisenhower College.

But Woody Erdman didn't know very much about football. He looked up the local high-school coach and pumped him for two days straight. It worked, and Mr. Erdman got his first taste of network sports broadcasting.

For three years after that, he managed sales for WENY Elmira, N.Y. The job occasioned his move to the upstate New York area, where he is still based, and gave him the necessary experience for his "big move: I began looking for a frequency."

It was through the intercession of a local Coke distributor that Mr. Erdman entered into partnership with Tom Casel, who owned the local TV station. The distributor booked time on both the TV and radio stations, liked both men and "didn't want to see us competing."

The new partners founded three stations: WTKO Ithaca in 1955, WACK Newark 1956 and WEBO Owego 1957 (all New York). Also in 1957 Mr. Erdman bought WSKI Montpelier, Vt., which he sold the next year.

In 1959 Mr. Erdman moved into the "big time." He sold his interests in the Newark and Owego stations, took full ownership in WTKO, and bought WOLF Syracuse. He put together the now 40-station Syracuse football network.

**Network of FM's** ■ Mr. Erdman next bought five FM stations, known as the Northeast Radio Network, from the Grange League Federation. They had been used to relay weather and crop reports to farmers and were strategically situated on mountaintops to cover a wide area. He programed them as commercial stations and used them to relay popular programming, including the Syracuse games, to AM stations for off-the-air pick-up.

In 1961 he organized a radio network for Joe Foss' New Buffalo Bills. In 1962 he became president of C&U Broadcasting Co., into which he merged all his radio stations.

In 1963 he sold his rights to the Bills and bought the rights to the New York Giants. The Giants network currently comprises 90 stations, including San Juan, P.R., and St. Thomas, the Virgin Islands.

Last year, Mr. Erdman sold all his broadcasting interests with the exception of WTKO and the Syracuse and Giants networks. Now he says he is "semiretired."

At 40 he is "beginning to realize I've been sleeping four hours a night for several years now."

But he is not really tired. "Business is fun. It takes stamina and you gotta use your noggin. But it's a lot of fun."

Then, thoughtfully: "You can drop dead on a golf course too, you know, only there you can't make any money." And he laughs.

## EDITORIALS

### How about a fresh start?

**N**EXT week the National Association of Broadcasters' television code board will spend two days deciding whether to modify the commercial time standards in its code. At the meeting, it would be logical to assume, there will be at least passing reference to the recent adoption of those standards by the FCC as guidelines for government control.

Or perhaps the members of the code board will prefer to omit that topic from their agenda. It must have come as some embarrassment to the architects and custodians of the NAB code to have their baby suddenly embraced by the government. Baby wasn't intended to fall into that fate.

The code was originally adopted and since then has been periodically refined as an instrument of resistance to government regulation. Like other sections specifying what and what not to do, the provision that prescribes precise time limitations for commercial content was intended to head off the threat of government imposition of commercial restraints. Now the government has, for all practical purposes, done exactly what the code was designed to circumvent. To make matters more uncomfortable, it has let the NAB define the restraints for enforcement by the government.

This publication has for some time argued that the broadcasters ought to remove explicit time standards from their code. There is no research to support the belief that the standards now in the code are more or less acceptable to the public than some other standards would be. There is no reason to believe that any centralized set of standards is as applicable to one station as to another or to one time period as to another.

The meeting next week will afford an opportunity for the code board to give some serious thought to starting a whole new approach to the problem.

### Name of the game: headlines

**O**NLY in the unlikely event that they might stumble upon something rotten in Denmark, Belgium or elsewhere can there be justification for the fishing expedition being conducted by Commissioners Nicholas Johnson and Kenneth Cox into the ITT-ABC merger now pending before the FCC. The one exception is publicity, and both gentlemen seem to dote on it.

Messrs. Johnson and Cox know that they are outvoted. They should know that the administration wouldn't relish action that would frustrate more aggressive competition among the three major TV networks.

ABC is on record as in need of ITT's resources to underwrite its transition to full color, thus to compete more effectively with the older networks. ITT has testified that it's prepared to advance the funds for color facilities as well as for programing, and that ABC would continue to operate autonomously.

Mr. Cox should know, even if his 32-year-old disciple, Mr. Johnson, does not, that the FCC has ample authority to move in case public-interest questions arise after the merger is approved. First, there is the opportunity to review performance at license renewal time, which occurs every three years for ABC's broadcast licenses and every five years for ITT's common-carrier licenses. Since both ABC and ITT are and have been qualified licensees there are no questions of character or financial responsibility involved.

And if there should be an extreme case, such as that "hypothetical" news-documentary fantasy authored by Messrs. Johnson and Cox, the FCC could institute revocation pro-

ceedings and bring them to the bar almost instantly.

RCA, which created NBC as the first network 40 years ago, has succeeded in building what it calls the world's largest news organization without ever encountering anything approaching the Johnson-Cox "hypothetical." It has won world prestige and renown for its journalistic excellence and enterprise.

Messrs. Johnson and Cox should quit looking under rocks and get on with their sworn assignments of providing a more effective and competitive communications service in the interests of all the people.

### Vindication

**T**HE consent decree to which the government and Broadcast Music Inc. agreed last week assures a continuation of the condition that BMI was founded to create: competition in the business of music licensing. The final issuance of the decree will be greeted with approval by everyone except the tiny band of aging ASCAP members who would be enriched by a restoration of the pre-BMI monopoly.

The stipulation reached by the Department of Justice and BMI is a confirmation of the legal soundness of BMI's methods of operation. Users of music may not unanimously approve all of BMI's works and practices, but they ought unanimously to be grateful that there is more than one source of music and therefore a freer market that has stimulated an increase in total music supply.

### The vanishing pioneers

**A**RNOUX, Voynow, Raymer, Mason. They are among the recent additions to the rapidly growing roster of first-generation leaders in broadcasting who have died.

These men died too young, but they had worked hard in their prime when the going was rugged and the rewards lean.

Each in his way had made his mark in helping broadcasting grow as a profession, art form and medium. Messrs. Arnoux and Mason were leaders in management and active in association affairs at the national level. Messrs. Voynow and Raymer helped bring commercial balance and self-respect to what has become spot broadcasting.

The new generation, bright, eager and well-taught, owes more than reverence to the pioneers who fashioned the art that is broadcasting.



Drawn for BROADCASTING by Sid Hix  
"He's writing editorials for a 'Let's keep our city clean' campaign."



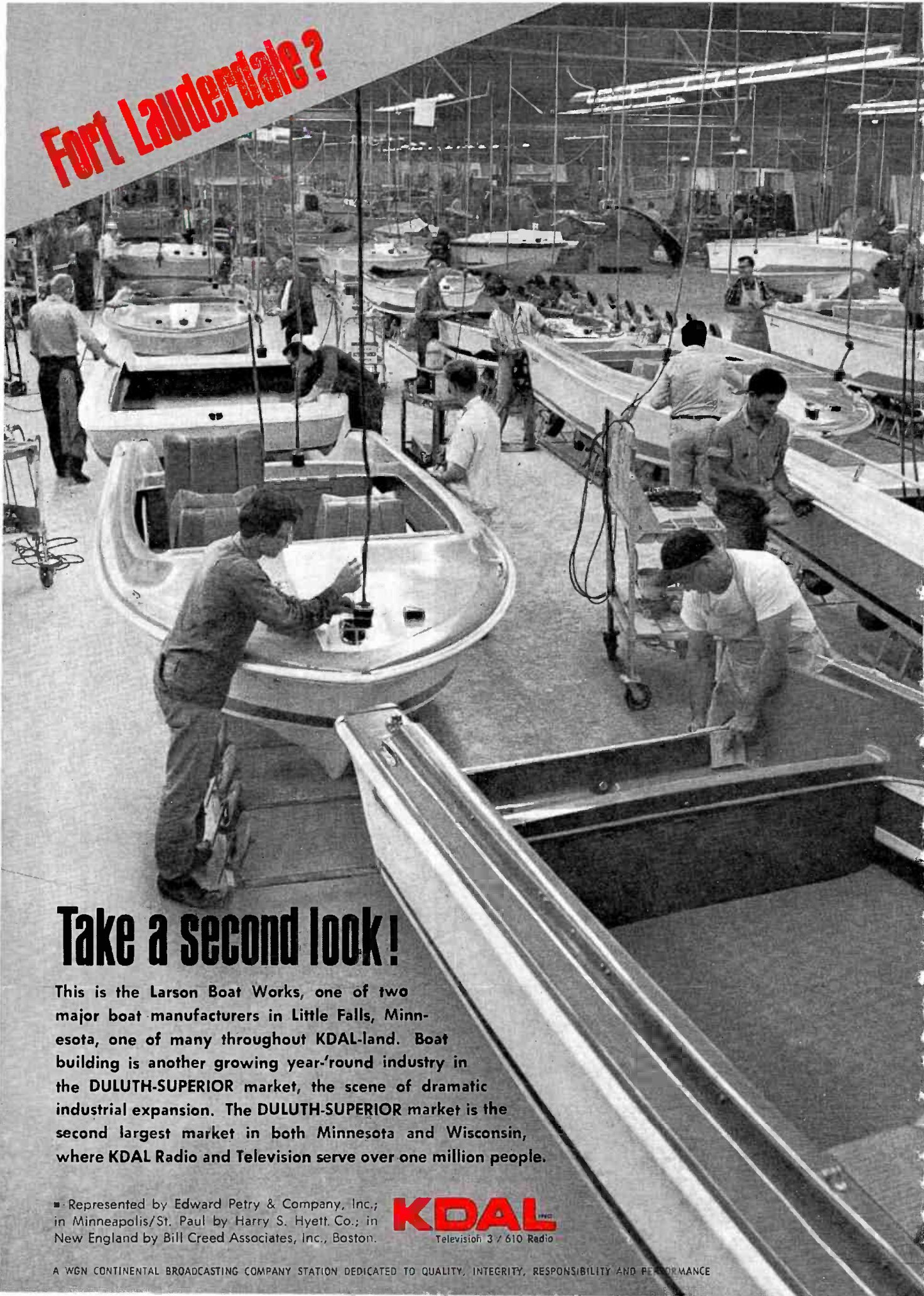
Portrait By Gittings  
Neiman-Marcus

## Grand Old Man of Television

Robert Gould shucked boots, saddle and swaddling clothes in Cut Bank, Montana, to go East and grow up with television. Bob, now a video veteran of twenty-seven years, brought boots, saddle, and know-how to WBAP-TV in 1948 to join Texas pioneers in television, color and communications by design.

**WBAP-TV**   
Fort Worth Dallas   
Peters, Griffin, Woodward, Inc., National Representatives

**Fort Lauderdale?**



## Take a second look!

This is the Larson Boat Works, one of two major boat manufacturers in Little Falls, Minnesota, one of many throughout KDAL-land. Boat building is another growing year-round industry in the DULUTH-SUPERIOR market, the scene of dramatic industrial expansion. The DULUTH-SUPERIOR market is the second largest market in both Minnesota and Wisconsin, where KDAL Radio and Television serve over one million people.

■ Represented by Edward Petry & Company, Inc.; in Minneapolis/St. Paul by Harry S. Hyett Co.; in New England by Bill Creed Associates, Inc., Boston.

**KDAL**<sup>INC.</sup>  
Television 3 / 610 Radio

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