Kintner NBC boss as Bob Sarnoff gets RCA presidency. p9
Six days to fateful showdown on TV networks' programs. p27
Auto makers boost air budgets 14% to $154 million. p32
Spot radio climbs to $47.6 million in first quarter. p40

Radio spreads the word fastest

The new U.S. Ambassador in the U.N. makes news. People everywhere will hear it first on Radio—a faster medium for news and for selling. National advertisers choose Spot Radio to sell selectively and effectively in markets where their products need a boost.
ONE NEAT PACKAGE
gives you the most efficient 50 kw AM broadcast transmitter built anywhere!

☐ overall efficiency: 62% or better
☐ plate efficiency: 80% or better
☐ power consumption: 120 kw @ 100% modulation, 92 kw @ 30% modulation, 82 kw @ 0 modulation
☐ completely self-contained, including blower: compact design assures minimum installation cost and uses only 62 sq. ft. of total floor space.

for a descriptive brochure on Continental's new Type 317C 50 kw AM broadcast transmitter, write: Commercial Sales, Continental Electronics Manufacturing Company, Box 17040, Dallas, Texas 75217

LTV Continental Electronics
A DIVISION OF LING-TEMCO-VOUGHT, INC.
This fall, NBC nighttime programs 96% in color. All 28 carried by WGAL-TV. Typical example: Hullabaloo.

Color programs deliver 80% more audiences in color-set homes than in black-and-white homes. Color pioneer Channel 8 is the only completely equipped color TV outlet in central Pennsylvania. This market ranks among the leaders in color-set penetration in its coverage area. Color, the most dramatic means of reaching your market and presenting your products, is on WGAL-TV daytime, nighttime, practically all the time. Enliven your sales picture in this booming, buying area.

WGAL-TV
Channel 8 • Lancaster, Pa.

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

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.
Executive puzzle

Soon after news of top-level changes at RCA-NBC was out last Friday (see page 9), speculation started on eventual choice of NBC president. Robert E. Kintner will continue to hold job in addition to NBC board chairmanship in which he'll succeed Robert Sarnoff Jan. 1. But if Mr. Kintner decides afterward to wear only one hat, whom will he pick for president?

Logical successor to NBC presidency is David C. Adams, 52, senior executive vice president, but Mr. Adams has insisted he would prefer relative anonymity of second-in-command. Others seen as possibilities are Kenneth W. Bilby, 46, executive vice president, public affairs, of RCA, and former NBC public relations vice president; William B. McAndrew, 51, executive vice president in charge of news; Julian Goodman, 43, vice president, news; Walter D. Scott, 50, executive vice president in charge of television network.

Space network

In next week or so ABC will hand FCC one of stickiest problems agency is apt to face any time soon. ABC will petition for right to put up its own TV-relay satellite to replace AT&T system of feeding network programs to affiliates. Accompanying ABC petition will be technical description of satellite-ground station-receiving array designed by Hughes Aircraft, builder of Early Bird which now orbits for Comsat as space relay station. It's understood ABC and Hughes will propose launching of sophisticated version of Early Bird that could relay several TV signals, one each for network feeds to four U. S. time zones and another for educational TV.

Cost projections are said to confirm predictions of Leonard Goldenson, ABC president, some months ago that expense of erecting and maintaining network feed by satellite would be only fraction of current AT&T rates. That alone is enough to make ABC petition items of major interest before FCC.

WCPO to Kaye-Smith

About to be signed is sale of wcpo-am-fm Cincinnati by Scripps-Howard to performer Danny Kaye and broadcaster Lester M. Smith for $750,000. Scripps-Howard will spin off radio operations from wcpo-tv, to be operated from new headquarters structure now in planning stage. Transaction, negotiated by Howard E. Stark, of New York, will give Kaye-Smith group fourth outlet, others being KXL Portland, Ore., KJR Seattle, and KNEW Spokane, Wash. Mr. Kaye owns 80% of corporation and Mr. Smith, who manages operations, 20%. Wcpo established in 1927, operates on 1230 kc with 1 kw D, 250 w N and is independent.

Looking for exit?

It may be new E. William Henry with new approach who addresses first of new-season luncheon meetings of International Radio and Television Society in New York Sept. 24 (see page 56). Word is that FCC chairman may ask for what amounts to way out of FCC proposal to prohibit TV networks from holding equity positions in more than half of their prime-time programming. So-called 50-50 rule has attracted none of support that some members of FCC and its staff thought it would get from advertisers, agencies and program producers.

Informally Mr. Henry has indicated to representatives of both Association of National Advertisers and American Association of Advertising Agencies that he'd welcome alternative plans to get diversification of network program control. In IRS speech he just may make those desires public.

Foreign fairness

Can foreign and internal affairs of other nations be controversial issues of public importance, under terms of FCC's fairness doctrine? Apparently so. Commission staff is looking into two complaints about noncommercial wnrd(tv) New York in connection with documentary on South Africa and another complaint about wpix(tv) New York because of David Susskind interview with Israel's deputy prime minister, Abba Eban, on Open End.

Complaints about wnrd came from viewers who alleged documentary, dealing with racial issue in South Africa, contained anti-white bias. Program was produced by National Educational Television. Thus far, wnrd has received copy of only one complaint. And woman making that station, said, has never asked for time. Complaint about Susskind show came from small Arab-American association, which had requested time for presentation of views by Arab delegates to UN. Wpix had refused; said Eban interview didn't deal with controversial issues such as Arab-Israeli dispute, but with internal Israeli matters.

No slow down

Niles Trammell, former NBC president, who ostensibly retired after disposition of his interests in wcxr and ch. 7 wcxT(tv) Miami over two years ago, is remaining active as consultant. Mr. Trammell, 71, has among his clients Capital Cities Broadcasting, Cowles Magazine & Broadcasting and S. C. Johnson & Sons. He maintains headquarters in Miami's First National Bank Building.

Forums on forms

National Association of Broadcasters is inviting traffic managers of member stations to forthcoming regional conferences. NAB feels FCC's new radio license renewal forms and logging requirements can use clarification and has opened afternoon session where Douglas Anello, NAB general counsel, will do explaining.

Better clearance

ABC-TV says it's getting extra exposure for its early evening Monday-Friday news show that features Peter Jennings. Network says station clearances for 15-minute show in fourth quarter total 123, high point for that News period on ABC-TV, and in January will clear 124 stations when Atlanta is added to lineup. Historically, period has had clearance problems on ABC, and when Mr. Jennings took over news spot last February, clearances stood at 107. From commercial aspect, show goes into fall season fully sold with General Foods. Carnation, Bristol-Myers, Brown & Williamson Tobacco, Menley & James and U. S. Plywood among sponsors.

Departure note

Resignation of Ray V. Schneider as VP-general manager of Meredith-Avco Inc., joint community antenna venture by Meredith Publishing Co. and Avco (Crosley Broadcasting Corp.) is expected this week. Mr. Schneider, in CATV since 1952, joined Meredith-Avco last October. Although his plans are not divulged, it's expected he will remain in CATV management.
mike
douglas
moves
in
Detroit!

WJBK-TV2's MIKE DOUGLAS SHOW is a lady-killer in Detroit. In moving from mid-morning to early evening, Mike Douglas now delivers an even greater buying audience of enthusiastic women and men! This 90-minute sales-maker comes on strong every afternoon at 4:30, followed by TV2's award-winning News Report at 6:00. Together, they give you a powerhouse lead-in to Detroit's prime evening programming. The Mike Douglas Show is a great spot for your spot in Detroit. Ask your STS man for the details.

WJBK-TV
2 DETROIT
As starting date for new TV season draws nigh, networks rush promotional efforts to get jump in audience race. Collision is one week away and question is which of $10 million worth of weekly shows will survive. See . . .

6 DAYS TO SHOWDOWN . . . 27

Those shiny new 1966 cars come out soon and broadcasters find Detroit ready to start sales year with even bigger push than 1964. Spot radio and TV will get biggest increases of $154 million air budgets. See . . .

BIG BOOST IN BUDGETS . . . 32

FCC asked for comments on its 1%-means-control rule and broadcasters provided them. Rule, they say, is antiquated and could seriously cut into sources of financing. Ask for liberalization. See . . .

OUT OF PHASE . . . 67

WGN Inc. ready to announce $3.5 million purchase of KCTO(TV) Denver. Sale will be first test of FCC interim policy on VHF ownership which says group with two V's in top 50 markets gets hearing if it seeks third. See . . .

WGN BUYS VHF . . . 57

Sen. Bass ripples waters of otherwise serene hearing on Bartley renomination. Says he's concerned about continuing financial troubles of ETV's. Feels it could lead to programing pressures from backers. See . . .

ETV'S VULNERABLE? . . . 52

Chrysler, Ford and General Motors continue to be 1-2-3 among spot radio buyers, RAB first quarter figures reveal. Top 100 advertisers used medium to sell 250 products. Spending hit $47.6 million. See . . .

BIG WHEELS LIKE SPOT . . . 40

Once more into breach. Revised, refreshed, revitalized FCC returns from recess to find desks overflowing with such items as CATV, network program control and group ownership rules. See . . .

BACK IN BUSINESS . . . 56

CBS Inc.'s New York Yankees say they will join baseball package, now on ABC-TV, next season. Yankees will give up $500,000 CBS-TV 'Game of the Week' contract to take $325,000 with 18 other teams. See . . .

YANKEES JOIN . . . 46

Bell wants television code to take stronger line and discourage disparaging commercials. Says facts are one thing, innuendoes another. Code says Renault spots on West Coast aren't being fair. See . . .

HARDER RULES ON NAMES . . . 45

New York firm has sort of do-it-yourself kit for seekers of low-power, high-channel local UHF's. Kamen Associates tells FCC it can offer community U's $100,000 package to get them on air. See . . .

PREPACKAGED INGREDIENTS . . . 72

DEPARTMENTS

AT DEADLINE .......................... 9
BROADCAST ADVERTISING .......... 32
BUSINESS BRIEFLY ..................... 42
CHANGING HANDS ...................... 62
CLOSED CIRCUIT ......................... 5
DATEBOOK ................................ 14
EDITORIAL PAGE ....................... 90
EQUIPMENT & ENGINEERING ....... 70
FANFARE .................................. 73
FATES & FORTUNES ................... 74
FILM SALES ............................. 54
FINANCIAL REPORTS ................. 66
FOR THE RECORD ....................... 77
INTERNATIONAL ....................... 74

Broadcasting, September 6, 1965
WTIC MEANS GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND

WTIC 50,000 watts
HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

BROADCASTING, September 6, 1965
Robert W. Sarnoff named president of RCA

KINTNER IN TOP COMMAND AT RCA

Robert W. Sarnoff moves from NBC chairmanship to RCA presidency, and Robert E. Kintner becomes chairman as well as president of NBC in realignment that also sees Brigadier General David Sarnoff giving up post of RCA chief executive officer to Elmer W. Engstrom but remaining as chairman.

Changes, to be effective Jan. 1, will bring first reduction in responsibilities for General Sarnoff in almost 60 years as a dominant force in broadcasting and electronic fields. Now 74, General Sarnoff is expected to remain active, however, in both chairmanship and influence on affairs of company he has led to verge of $2 billion annual sales.

Both he and Mr. Engstrom, currently RCA president, accepted new five-year employment contracts, also effective Jan. 1.

Dr. Engstrom, 64, electronics engineer with RCA for 35 years and president since December 1961, will become chairman of executive committee as well as chief executive officer. Frank Folson, former RCA president who has headed executive committee since 1957, will continue on RCA board and will handle special management assignments.

Robert Sarnoff, who will report to Dr. Engstrom, will be chief administrative officer of RCA. Mr. Kintner, who has been chief administrative officer of NBC, becomes network’s chief executive officer as well as president and chairman.

Two Hats • One of the first questions raised by observers was whether Mr. Kintner might later choose new president and chief administrative officer for NBC. Inside speculation was that he would not, at least in immediate future.

Changes were announced after regular meetings of RCA and NBC boards Friday. Announcement said General Sarnoff asked that Dr. Engstrom be designated chief operating officer and that Dr. Engstrom recommended Robert Sarnoff for president, saying he was “intimately familiar” with RCA operations as service as RCA board member since 1957, member of executive council since 1958 and chairman of executive planning committee since April 1964.

Mr. Kintner, 56 next week (Sept. 12), will assume complete command of NBC operations after seven years as president under Mr. Sarnoff—and after earlier seven as president of ABC. Former newspaperman whose background is reflected in his interest and influence in NBC News operations, he entered broadcasting at ABC in 1944 as vice president for programing, public services, public relations and advertising, and became executive VP in 1946. He was ABC president from December 1949 to October 1956 when he resigned in top-management reorganization.

Mr. Kintner joined NBC Jan. 1, 1957, as executive VP for coordinating all network activities, added responsibility for TV programs and sales one month later, became executive VP in charge of TV network in February 1958 and NBC president five months later.

Mr. Sarnoff, 47-year-old son of General Sarnoff, moves into RCA management—as long predicted—after 18 years in wide variety of increasingly responsible posts with NBC, subsidiary of RCA. He became executive VP 12 years ago, president in 1955, chairman in 1958.

Last Friday, day changes were announced, RCA stock closed stronger than it opened. It had closed Thursday at 38⅝, opened Friday morning at 38⅝ and closed for day at 38⅝.

NAB group to weigh CATV's impact on radio

National Association of Broadcasters is getting information to help it decide what course to follow in commenting on what effect, if any, community antenna TV has on radio. Comments are due Sept. 27 as part of FCC’s inquiry on CATV regulation.

NAB’s future of broadcasting committee will meet in Chicago, Sept. 17, to receive results of two-market study made by Marketing Impact Research Inc., New York. Survey was taken in unidentified areas where CATV’s have been long established and where they have carried radio signals.

NAB wants to know effect radio carriage has had on local stations’ economy and audience.

Two agencies split American Home accounts

Approximately $6 million portion of Boyle-Midway division account of American Home Products Corp. has been shifted from Ted Bates & Co. and divided between McCann-Erickson Inc., New York, and Compton Advertising, that city. TV-radio accounts for estimated $5.4 million, or about 90% of media expenditures.

McCann and Compton each obtain about $3 million in billing. McCann is assigned Aero Floor Wax and two test products, and Compton, Griffin Shoe polishes, Black Flag disinfectant and insecticides, Sani-Flush toilet bowl cleaner and several test products.

McCann has picked up more than $8 million in new business since June 15. Bates will continue to handle more than $20 million of American Home Products business, despite $6 million shift. Included in remaining account
Robert W. Sarnoff, chairman of NBC, becomes president of RCA on Jan. 1, with Robert E. Kintner assuming chairmanship of NBC in addition to present post as president of network. Other changes in RCA top command: Brigadier General David Sarnoff relinquishes post of chief executive officer of RCA but retains chairmanship, with Elmer W. Engstrom, RCA president, becoming chief executive officer and chairman of executive committee of RCA (see page 9).

Paul E. Belknap, senior VP-director, Needham, Harper & Steers, New York, elected executive VP and promoted to managing director of agency’s New York division. Until early this year Mr. Belknap had been with Needham, Harper & Steers’s office in Chicago. Robert E. Jacoby, senior VP, elected NH&S director and named director of newly formed account executive department in New York. Stacy Stevens, VP, becomes manager of department and senior account director. Other new senior account directors are Edward J. Gardiner, Paul M. Lenett, Earl B. Morgan, Arnold H. Rohlfing, Graham Rohrer, Robert K. Swanson, and John B. Wright. All are VPs.

H. Keith Godfrey, east coast VP of MCA-TV since 1962, appointed VP and director of sales, replacing Harold Golden, who resigned to join ABC Films as president (Broadcasting, Aug. 30). Mr. Godfrey has been with MCA-TV for more than 10 years and has served as an account executive in Texas, Philadelphia and New York. Earlier he was sales executive with Columbia Pictures and New Bedford Cordage, New Bedford, Mass.

Walter E. Bartlett, VP in charge of television at Crosley Broadcasting Corp., and general manager of WLWT (TV) Cincinnati, elected to board of directors of Crosley. Mr. Bartlett’s election fills vacancy created by death of James D. Shouse (Broadcasting, Aug. 30). Mr. Bartlett was general manager of Crosley’s WLWCTV Columbus prior to his appointment as VP for television in April, 1964. Under his supervision, in addition to WLWT and WLCW, are WLW/DV Dayton, Ohio; and WLW/TV Indianapolis. Ben Strouse, general manager of WWDC-AF Washington, elected VP of Crosley Broadcasting. Mr. Strouse has been with stations recently purchased by Crosley, since 1941, working his way from account executive to election in 1956 as president and general manager.

For other personnel changes of the week see FATES & FORTUNES

is major portion of American Home’s Whitehall division.

Ampex pro equipment to Y&R

Ampex Corp., Redwood City, Calif., names Young and Rubicam, San Francisco, to handle advertising of its professional magnetic recording equipment and tapes, computer memory systems and components in U. S. and abroad. Cunningham & Walsh, San Francisco, which had account for past four years, elected not to rebid when Ampex reviewed advertising, asked other agencies to submit plans. Hugh Morris is account supervisor on Ampex at Y&R. Advertising of Ampex consumer tape recorders and tapes is handled by Kenyon & Eckhardt, Chicago.

Hamilton Beach names Wade

Hamilton Beach division of Scovill Manufacturing Co., Racine, Wis., names new agency, Wade Advertising, Chicago, in addition to Clinton E. Frank Inc., to handle new products. Firm uses TV.

ABC News expanding Washington facilities

Growing importance of Washington-originated news programming and resultant need for more space is evidenced by plans of ABC News to expand its two-year-old facility in capital. ABC now is housed in two-story building on Connecticut Avenue and leases second floor in adjoining bank building.

Network has signed long-term lease for ground floor of warehouse-garage at rear of present structure and is negotiating for all space in two-story bank building. Warehouse space is now being renovated with construction completion date targeted for Oct. 1.

Space will house production offices for ABC Daily Electronic Feed, network strip shows and daily 15-minute Peter Jennings news program. It will also contain film laboratory, large studio and master control for special events such as presidential inauguration. Tape facilities are being constructed and equipment is being added to that already in service.

Completed expansion should more than double unit’s current floor space.

Pressure charge leveled at Black Hills executive

Charge has been made that C. Hamilton Moses, president of firm’s extensive holdings in community antenna television, has attempted to bring political pressure on FCC.

Allegation was made by KOTA-TV Rapid City, S. D., to FCC in proceedings involving Black Hills Video Corp.’s application for renewal of microwave authority to serve CATV’s in Rapid City, S. D., and other areas.

Mr. Moses is president of Black Hills, as well as principal owner of parent company, Midwest Video Corp.

KOTA based its charges on letters to senators and congressmen by G. R. Morrell, director of Black Hills. Letters stated they were sent at “suggestion” of Mr. Moses and contained phrase “I hope you can help” in pending case.
BEELINE COUNTRY...
AWFULLY BIG IN AGRICULTURE

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

Agriculture brings big money to the Sacramento area. But it's only one of the industries that contribute to the more than $3 billion a year people in the 21-county market have to spend. Take advantage of all this buying power. Put your sales message where it will get results — on Beeline Radio KFBK. KFBK is just one of four Beeline stations...the key to California's rich Inland Valley.

DATA SOURCE: SALES MANAGEMENT'S 1965 COPYRIGHTED SURVEY

McCLATCHY BROADCASTING
PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

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

BROADCASTING, September 6, 1965
The phone bills you receive beginning January 1, 1966, will reflect a cut from the present 10% to 3% in the Federal excise tax on your service, both local and Long Distance.

The saving in a year's time will amount to almost the cost of a month's telephone service.

That's good news, with more to come. On each succeeding January 1, an additional 1% cut will occur, so that by 1969, the entire 10% Federal excise tax on telephone service will be ended.

No excise tax revenues have ever gone to the telephone company. Instead, over the years, we have merely collected the money for the United States government.

This is not, of course, the only excise tax that has been repealed by Congress. A large number of such taxes have been abolished in order to stimulate the economy. But we are especially happy that the telephone customer has been relieved of this burden on the only household utility still taxed.

You can be sure there will be no reduction in our efforts to give you the world's finest service!
KPOL is number ONE TOTAL AUDIENCE (12 yrs.& over) 9am - 6pm (M-F)
KPOL also lowest CPM* 6 am - Midnight

KPOL
Distinguished Radio – Los Angeles
5700 SUNSET BLVD., LOS ANGELES, CALIF. 90028 • HOLLYWOOD 8-4123
REPRESENTED NATIONALLY BY PAUL H. RAYNER CO.

*Cost per thousand based on 20 to 25 60 sec. spots per week on 13 week schedule. 1/3 traffic 1/2 daytime 1/6 nighttime.

RAB MANAGEMENT CONFERENCES
Sept. 8-9 – Northland Inn, Detroit.
Sept. 8-24 – Fontainebleau motor hotel, New Orleans.
Sept. 13-20 – Hilton Inn, Atlanta.
Sept. 24-30 – Fontainebleau motor hotel, New Orleans.
Oct. 11-12 – Fontainebleau motor hotel, New Orleans.

Betty Furness, chairman of national awards committee, New York Hilton hotel, New York.


Sept. 22-24 – Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent B. Wastelski, president, National Association of Broadcasters. Andrew Jackson hotel, Nashville.


Sept. 24-25 – Annual fall meeting of Utah Broadcasters Association. Park City.


Sept. 27 – FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations; (2) generalized restrictions on CATV extensions of station signals; (3) “leapfrogging” and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.


Sept. 30 – FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

Sept. 30-Oct. 2 – Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.

OCTOBER
Oct. 1 – Deadline for comments on FCC's proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

Oct. 4 – Annual outing, Federal Communications Bar Association, Washingtonian Country Club, Gaithersburg, Md.

Indicates first or revised listing.

16 (DATEBOOK)

BROADCASTING, September 6, 1965
The wise money's on Mutual!

Smart advertising money can get more listeners per dollar on Mutual than on any other network—radio or TV! In fact, forty per cent of all network radio stations are Mutual. Mutual not only covers the top metro markets, but gives you exclusive coverage in 280 others. In all—over 500 markets. No ifs, ands or buts... Mutual's the sure thing to give you the broadest possible coverage. That's why the wise money's on Mutual.
An Important Announcement from the World Leader in Cartridge Tape Equipment:

ADVANCED, NEW
Spotmaster
Super B Series

MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

Introducing the Super B, today’s truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output ... all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories ... from industry’s largest, most comprehensive line, already serving more than 1,500 stations on six continents.

BROADCAST ELECTRONICS, INC.
8800 Brookville Rd., Silver Spring, Md.
Area Code 301 • JU 8-4983

And Here’s the New Economy King
COMPACT 400-A

Don’t let their low price fool you. New, solid state SPOTMASTER Compact 400’s are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

Top Quality Tape Cartridges

Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

OPEN MIKES®

Wrapup scores touchdown

EDITOR: Congratulations on the most excellent radio-TV survey of football that I have ever seen [BROADCASTING Aug. 16]. It is a most comprehensive article. Through the various charts and subject headings it is possible to discover the particulars of a given team or area within seconds. In addition, the article is just plain interesting.—Lawrence A. Kinball, sports information director, The University of Vermont, Burlington, Vt.

Copyright fees for CATV

EDITOR: Cheers to the backers of HR 4347! Payment of copyright fees by community antenna TV’s will force them to produce their own programing. It shouldn’t be long after the law goes into effect that TV managers will suddenly find the choice films and syndicated properties being “exclusively” bought for his market by the friendly local cable system.

However, they should not really worry about this too much as he should really be worrying about “satellite-televison” which in fewer years than he realizes is going to relegated him to a position not unlike the local independent radio station of today . . . and also put his CATV friends right out of business.—Robert C. Gray, Ithaca, N. Y.

The perils of Pierson

EDITOR: Heard a funny story the other day. Seems there was a fellow who felt he could offer worthwhile programing. He operated a radio-television school and was willing to gamble everything by building his own radio station and, later, his own TV station.

So he did, first spending a rather large sum of money in preparing an application . . . followed by other money to arrange for purchase of equipment, options on property, etc. A suitable location was found and leased for studios, offices, transmitter, tower and antenna.

Then the FCC placed a freeze on new FM grants. This freeze lasted over a year during which time the FCC drew up a new blueprint for allocations. Our applicant found he had to file a new application for much enlarged station.

He had to produce . . . more money for a new location, new lease, option expense and remodeling expense.

The grant was awarded three years
"Did you watch JOHNNY CARSON last night?"

"ABSOLUTELY!"

"Have you watched CHANNEL 2's news, weather & sports, lately?"

"ABSOLUTELY!"

In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's only complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.
and two months from the date the original application was submitted. The permittee knew it would take a while. He was happy and things looked bright. His other business had continued to support the expense of the new station construction.

There was a wealth of equipment to be installed to fit the specs of the application requirements. But the job was pleasant, though costly, and took over a year. The license was granted early in 1965 and program testing began in June.

The future looked bright. The licensee had an FM station in a population area of more than a million people, his antenna in the heart of the city, his transmitter and studios in the building beneath the tower so that he could automate and remote control the transmitter without expense of telephone lines, etc.

The station went on the air. Everything looked good.

Then, the owners of the building went bankrupt. The building was placed in the hands of a receiver. Rumors started: "Would the building be demolished?" "Would the lesser honor the leases?"

The tenants in the building started to leave. They were afraid they would be without building services, light, electricity, etc. But the station stayed on.

Oh yes! The funny story I was going to tell: the light and power bill had not been paid by the building owners so the juice is going to be cut off Oct. 1, 1965.

As you might have guessed, I am the hapless licensee. We don't want to move and if we did, well... Someone did a lot of planning to see that all this would come to a head just a day or two after KPKI got on the air.—William E. Pierson, president, KPKI(FM) Denver.

Memorial fund for Storz

Editor: May I first thank you very much for the great publicity you gave the Todd Storz Memorial Fund. To date we have received about 20% of our goal of $10,000. If those people who read this letter will use it as a reminder, and mail their checks in to me, we will achieve our aim that much quicker.

Checks, which are tax deductible, may be made payable to the Todd Storz Memorial Fund and mailed to me here at WQAM Miami. They in turn will be forwarded to the University of Nebraska.

—Jack L. Sandler, vice president & general manager, WQAM Miami.

(Todd Storz, who had been president of the Storz stations, died on April 13, 1964, it was in his memory that Mr. Sandler decided to establish a scholarship fund at Mr. Storz's alma mater, the University of Nebraska, and first asked for contributions several months ago (BROADCASTING, April 20).
which
do YOU
pick as the
season's
best new
show?

Hogan's Heroes  Mister Roberts
Get Smart    The Loner
Mona McCluskey  Trials of O'Brien
Smothers Brothers  Camp Runamuck
Convoy       Wackiest Ship
Run for Your Life  Dean Martin
Laredo      Hank
Wild, Wild West

No matter which one you pick, in Birmingham they are all on WAPI-TV along with such continuing favorites as:

Walt Disney  Danny Kaye
Gomer Pyle  Flipper
Man from U.N.C.L.E.  Beverly Hillbillies
The Virginian  Gunsmoke
Bonanza   Bob Hope
Dick Van Dyke  My Three Sons
Red Skelton  Lucy Show
Jackie Gleason  Andy Williams
The Best of NBC and CBS

Channel 13 Birmingham Ala. WAPI-TV  Represented nationally by Harrington, Righter and Parsons, Incorporated

BROADCASTING, September 6, 1965
THE SOUND OF NEW HAVEN BUILDS CONFIDENCE — RESPONSE — SALES.
RUN YOUR PROGRAM UP THIS FLAGPOLE AND SEE!
WELI/960 KC/5 000 WATTS
NATIONAL: H-R REPRESENTATIVES, INC./BOSTON: ECKELS & COMPANY
Small budget accounts can't afford not to use television

When conversation moves to the topic of television, a fairly common reaction you will get from many advertising managers with modest budgets is: "I'm convinced TV could help sell our product and I'd like to use it, but it's just too darn expensive."

I'm not going to deny that television time costs money. But I do believe that television offers many advantages for the relatively small advertiser not the least of which is prestige.

Wisconsin Finance Corp., one of our clients, doesn't have the advertising funds to outshout its competition with saturation use of radio, for example, nor is it able to win the "space race" in newspapers. However, we believe we've found a successful formula to reach customers by flying above the media storms with television.

Time for TV = Wisconsin Finance is a consumer finance firm which operates 28 offices throughout Wisconsin. After using newspaper and radio to advertise its varied services in 1964, our first year on the account, we decided to venture into television.

There are six TV markets in the state and four of them are applicable for use by Wisconsin Finance. So early in 1965 we made a 13-week test in Wausau.

First we went into the Wausau market area and surveyed viewing habits. Checking into media facts and figures we learned that more viewers in the Wausau market watch the early news throughout the week than the 10 p.m. news as normally would be expected.

We feel it pays to make in-market investigation instead of relying solely on judgments made from hundreds of miles away.

The profile of the typical Wisconsin Finance loan applicant, according to our research, disclosed that he is 30 years of age, married with two children and a factory worker with $90 weekly income. It also showed that he is interested in news and sports.

Program Impact = Our first 13-week buy consisted of sponsorship of the Sunday news at 5:30 p.m. on WSAU-TV Wausau. Since consumer finance is a personal service business conducted on a local basis, we felt that for initial entry into TV we would be wise to buy programming rather than announcements.

Our agency also believes in the power of a personality to act as a company spokesman. For another client selling feed medications and animal health products (Hess and Clark, division of Richardson-Merrell Inc.), we chose Andy Griffith to deliver radio commer-

cials nationally. So please don't misunderstand me about across-the-board use of TV. A sizeable percentage of our agency's billings is in radio.

For Wisconsin Finance our choice was Earl Gillespie, sports director of WITI-TV Milwaukee, the voice of the Milwaukee Braves for 11 years and play-by-play announcer of the Green Bay Packers and University of Wisconsin football games. In 1965 he received the award as the state's outstanding sportscaster. Within the state he is as well known as most network personalities.

Counterpunch = This, too, is a time in television when it is difficult to orchestrate the competition in the use of jingles or out-dramatize them in situation scenes. Therefore we felt the right spokesman can provide the distinctive identification a finance company must have if its message is to be remembered.

Copywriters spend their lives constantly in search of the holy grail, the campaign theme to which an entire advertising program can be hitched. For this client they came up with the most logical question people ask when they discuss family needs: "Where's the money coming from?"

The success of the 13-week run in Wausau was many-fold. The client's four area office managers, identified both visually and audibly in live tags, reported definite awareness in their communities of the commercials. Some reported that loan applicants identified "Where's the money coming from?" with Wisconsin Finance.

New customer business increased measurably and applicants said "I saw your TV commercial last night on the news and . . ." The prestige of each manager increased. One said he attributed his election to an important community post to the 13-week publicity and exposure he gained in the TV commercial tags.

Full Steam Ahead = With the results of the Wausau test documented, Wisconsin will carry program sponsorship or a spot buy on a 39-week run in Green Bay, Madison, Milwaukee and Wausau in 1965-66.

In Green Bay the company's minute commercials will appear following the special "rush" pictures showing scoring highlights of the Packers games on Sundays as well as spots within news/weather-sports shows during the week.

In Madison the purchase consists of sponsorship of a 6:20-6:25 p.m. weather show on Fridays. We believe a Friday weather show is a particularly excellent vehicle in a state where so many people are active or spectator sports enthusiasts.

In Milwaukee, because of the budget limitations, we have planned 10-second spots but these will be in prime time and supplemented by participation in The Late Show. We feel that the campaign slogan, "Where's the money coming from?" answered immediately by "Wisconsin Finance" will continue to provide excellent company identification even in the 10-second format.

Managers of the branch offices throughout the state will appear in the tags.

We also use radio, with Earl Gillespie delivering the spots, newspaper and direct mail to reach Wisconsin Finance customers. But when you're a modest advertiser and you're in competition with national and regional industry giants with big budgets, you need all the "flubber" you can get. That's why we say, don't shy away from television before you get the facts. It may not be too rich for your blood after all.

Herbert Grayson is vice president of Cooper, Strock & Scannell. Agency celebrates its second anniversary Thursday (Sept. 9) with a big presentation luncheon party for midwest advertisers to report on broadcast and other plans for the future as well as to tell of TV successes like that recounted here for Wisconsin Finance Corp. Mr. Grayson has been in advertising and broadcasting for over 14 years, including Klaas-Van Pietersom-Dunlap, Milwaukee, and WBMM-AM-FM-TV Chicago.
WMCA announces that there are three clairvoyant media buyers in America.

(Hey, Frank Marcroft, Walter Staab, Robert Lazetera, who's going to win the National League pennant?)
There were only three contestants in the hundreds of entries to our national Clairvoyant Media Buyer's Contest who guessed all the listeners correctly. These visionary gentlemen are: Walter Staab, Vice President and Media Director of Ted Bates; Frank Marcroft, Regional Account Executive and Robert Lazetera, Media Planner, both of D'Arcy. This proves that 99.94% of us can't judge people's listening habits by looking at their faces. Our listeners include all kinds of wonderful people, because we have one of New York's largest radio audiences. Get acquainted.

Here are our contest answers. These are the actual WOR or WMCA listeners. Could you have told the difference?

wmca turns people on.

(and all kinds of wonderful people turn on WMCA.)
EVERYBODY'S GOT COLOR

But in FORT WAYNE... only **WKJG-TV** color-full channel offers **75** hours of color programs every week... both NBC-TV and local!

Check ATS for availabilities in these prime-time, 7 p.m., **color** shows:

- **Mondays:** "LARAMIE"
- **Tuesdays:** "IT'S A SMALL WORLD"
- **Wednesdays:** "THE LONE RANGER"
- **Thursdays:** "NORTHWEST PASSAGE"
- **Fridays:** "STINGRAY"

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

**THE WKJG STATIONS**

**WKJG-STERO FM • WKJG-AM • WKJG-TV**

**MEMBER STATIONS OF THE COMMUNICANA GROUP**

**JOHN F. DILLE, JR., PRESIDENT**

**BROADCASTING, September 6, 1965**
Six days to fateful showdown

After biggest promotion barrage, a head-to-head collision of three TV schedules—and a survival test for network shows worth $10 million a week

The television networks come down to the moment of truth next week—the opening of a new fall season that can affect their future operations for months and conceivably years to come.

With CBS-TV topped last year from the ratings preeminence it had occupied for many years, and with ABC-TV and NBC-TV moving up, the three open the 1965-66 season next Sunday (Sept. 12) on seemingly equal terms for the first time in history—and, also for the first time, all at once.

If one network gets off to a long lead, it will benefit in many ways. Renewals and new sales will come easier, the costs of doctoring and replacing shows will be less, program shufflings will be fewer, station clearance will hold steady and perhaps even improve.

If one lags significantly, it will have worries in all the areas where a leader would find the going easier—plus the additional worry over whether its repairs will work and the lost ground can be regained.

If it proves to be essentially a three-way race—as many observers expect—the pressure will be on all three to patch and improve, consolidate gains and shore up weak spots in an endless effort aimed hopefully at getting ahead and certainly at keeping from falling behind the competition.

The Reckoning • Just how long it will take for meaningful audience patterns to emerge was a subject of disagreement last week. But there were no significant differences about the importance of the season—as indicated, for instance, by the unprecedented weight of the advertising, promotional and publicity campaigns being put behind the new schedules.

Out-of-pocket expenses of the three networks for audience promotion for the new season were expected to total close to $3 million, not counting in-calculable millions in air time.

NBC-TV was hailing Sept. 12-19 as "NBC Week," CBS-TV was singing "Hey, Look Us Over" and ABC-TV was beating its drums (though without any single promotion theme)—all in campaigns that started in July, will build to a crescendo this week and next, and then run on into the new season.

All three networks acknowledged that their promotional efforts were substantially more extensive than ever before. As one indication of what this means, CBS-TV network officials estimated that the filmed material being furnished their affiliates for on-air promotion alone involved the processing of 120 miles of 16mm film, much of it in color, in a total of 19,500 individual prints.

The Eager Viewers • The results of all the drum-beating will be watched by advertisers and agencies in probably greater numbers—and certainly with no less intensity—than ever before. Regularly scheduled shows in the 1965-66 nighttime schedule represent an estimated $10.1 million in production costs alone, up about $1 million from last year, and the schedule is closer than it's ever been before—and almost as close as it can be—to completely sold-out status.

Color will dominate the evening schedule for the first time, with 95% of NBC's lineup, about 50% of CBS's and over a third of ABC's to be colorcast. NBC figures to pick up audiences from its color lead, but the other networks argue that such gains, if any, will not be significant.

In addition to more color the new lineups offer more comedy, but the consensus of programing and media officials at leading advertising agencies sees no significant difference in overall program character this year.

For the most part these executives anticipate a three-network dead heat in the audience race. They have their individual favorites for probable leadership, but usually by so narrow a margin that minor fluctuations in the ratings could change the outcome.

Time of Decision • How long will it take to tell what the real outcome is apt to be?

With all three networks kicking off their new programing at the same time, opinions divide three ways. Some think viewing patterns will begin to take shape earlier than usual; some think it'll make no difference, and others think that, if anything, it will take longer this year.

A majority of network and other authorities questioned last week thought it would take at least three weeks for viewers to do their sampling, one week for each network. But some thought most viewers would do all the sampling they're going to do within the first couple of weeks.

Those who thought it would take more than three weeks reasoned that the past year's viewing habits would carry over into the new season and that sampling would be done more leisurely and slowly than was the case when the networks had different introductory dates.

Thus estimates of the time when rating reports might begin to be truly indicative of the outcome ranged from late September and early October to as late as the latter part of November.

The Ratings • NBC and CBS are
ordering overnight Arbitron rating reports from the American Research Bureau for the first few weeks, as they did a year ago, and several sources suggested that these will begin to show which programs are obvious dogs and which are obvious winners by about the end of September. They agreed it would take longer to assess the probable fates of programs short of either extreme in the early audience reports.

ABC officials said they had no plans to order overnight Arbitrons, because they questioned some of the methodology used. ABC did not order the overnight Arbitron reports from the American Research Bureau for the first few weeks, but that will be no more than one small glimpse, covering only the opening night of kick-off week since Sept. 12 is the last day of the Nielsen report for the period that started Aug. 30.

Thus the first real reading from Nielsen will be in the report for the two weeks starting Sept. 13. That will be out 15 days later, on Oct. 11.

As of last week Nielsen planned to follow its normal procedure and air mail copies of that report to all three networks simultaneously from Nielsen’s Chicago headquarters on Oct. 10. On some occasions, because of network competitive tensions and to avoid leaks, Nielsen officials have hand-carried the reports to New York for simultaneous delivery.

The Outlets • All three networks said that station clearances—especially critical during the early weeks of a new season—were running higher than ever. There were some strains and potential strains, however.

Aside from the fact that no network ever has quite as high a level of clearances as it would like, the three network-owned stations in New York faced an unusual opening-week problem. The Democratic primary to nominate a candidate for mayor of New York comes on Tuesday (Sept. 14), and in a less critical time the stations might be expected to break into early-evening programming for special coverage of the returns.

In this case, however, WABC-TV and WNBC-TV planned to defer any special election programs until after 11 p.m., while WCBS-TV planned to report on the balloting at 10-11 p.m. in the period normally reserved for CBS Reports, whose new season does not begin until a week later.

There were also some issues concerning political campaigns around the country would lead to new season program pre-emptions before and on Nov. 2, election day, but the consensus was that these would probably affect one network about as much as another.

Network officials thought there was little chance that baseball coverage by affiliates would pose a serious pre-emption problem. In many cases, they noted, baseball is covered by independents, and in any case they doubted that baseball—even in those cities whose teams are still in contention for major-league pennants—would seriously disrupt regular programming.

The likelihood of political pre-emptions just before and on election day, however, was considered so serious by the Nielsen company that it rearranged its fall “sweep” of local markets to skip the week Oct. 28 through Nov. 3 entirely. The local-market measurements will be made during the periods Oct. 14-27 and Nov. 4-17.

ARB’s nationwide sweep is scheduled Nov. 3-23 and this is the one, according to ARB officials, that will provide the real determinant on the three-network race.

In addition to its overnight reports on special order, ARB also plans two other surveys during the introductory period—Sept. 15-Oct. 5 in the top 11 markets, and Oct. 13-26 in the top 27.

The Hoopla • The most impressive clue to the importance the networks attach to a strong getaway in the 1965-66 race may be found in their record-breaking advertising, promotion and publicity campaigns, launched in July.

The details, kept under tight security for competitive reasons until the premiere week was almost at hand, were beginning to come to light last week. ABC-TV officials were still guarded in their discussions, preferring to wait until the new season is actually under way, but CBS-TV and NBC-TV authorities spoke more freely.

Here are highlights, network by network:

ABC officials said last week that a blanket order from top brass still prohobited disclosure of details, but they did not hesitate to rank their network’s efforts, launched in mid-July, as “the biggest on record.” One official said this year’s out-of-pocket expense would reach $1 million.

According to network sources, ABC’s on-air promotion in particular has been on a level with the other networks:

From the inception of the new-season campaign, ABC-TV filled whatever unsold minutes were available in the summer schedule with spot promoting the 1965-66 schedule.

No special theme characterized ABC-TV’s promotion; all forms of filmed spots and announcements were used.

Affiliates received full promotional tools, including such standard items as kits, trailers, advertising aids, program information and photographs.

Radio Too • A feature of ABC-TV’s on-air promotion approach is an extensive radio campaign going beyond the use of the ABC Radio network. Though details were not disclosed, it was indicated that the radio buying would encompass non-owned and non-affiliated stations as well as ABC stations. One official noted that “we are in all media—ABC’s is a multi-media campaign.”

Also being supplied to stations is an ABC-produced one-hour film that includes excerpts from new programs. The film is being shown locally to community groups and advertisers.

ABC-TV is heavily involved in other aspects of new-season campaigning. Beginning tomorrow (Sept. 7), 31 stars of ABC-TV shows will be on the road for a two-week schedule of public appearances, a project described as “the most intensive in network history.” The tour includes 19 “premier week” promotions that will tie in with the starting nights of 19 shows.

ABC-TV is employing several special promotions for individual shows. Highlighted in these: Teen age fashions shows in leading department stores through the country will promote Gidget; “female private eye” contests will be held for Honey West, a program about a girl detective; The Long Hot Summer bookmarks will be distributed by libraries in...
all William Faulkner books; Burl Ives folk music displays in record stores will promote O. K. Crackerly! in which the singer-actor performs.

Still others: Cases from the Apple Growers Association and the Citrus Growers Association will be labeled with The Big Valley tie-ins; a tie-in has been set with the Diaper Association based on the birth of the baby in the Bewitched series; bookmarks are being distributed in books promoting The FBI program, and schools and libraries will receive material for bulletin-board displays about the show; and Combat and 12 O’Clock High will be mentioned on “tens of thousands” of recruiting posters.

Stops Out • Just how far in excitement and imagination the promotion will go may be indicated by ABC’s observation that “locally, station promotion managers have scheduled everything from contests to wild West shows to stimulated invasions using National Guard troops complete with jets and tanks.”

Working closely in the exploitation area are Sid Mesibov, ABC’s director of exploitation, assisted by Leo Pillott in New York and Jerry Zigmond in Hollywood. The extensive publicity campaign supplying newspaper, wire and photo service and magazine editors is directed by Steve Stressberg, director of press information, New York, and Elr Henry, his counterpart in Hollywood.

The CBS Exertion • CBS-TV has put together a far-reaching campaign, easily the most elaborate in its history and reportedly representing close to $1 million in out-of-pocket costs—and told millions in air time. The out-of-pocket budget is running about 10% higher than last season’s.

From mid-July until the season is under way CBS-TV will use a total of 125 films in on-air promotion alone. Expecting to achieve some 5.5 billion home impressions in support of its 1965-66 schedule. Then new trailers and other films will be introduced for continuing use.

Co-op allocations for print advertising by affiliates during the first few weeks of the season are up by one-third over last year’s, more affiliates are taking part and a substantially larger number of newspapers will be used, along with more extensive use of TV Guide than before.

The network’s own new-season print advertising will kick off Sept. 12 with four pages in the New York Times, supplemented by similar ads placed by stations in “a large number” of other cities. The network will also buy space daily for the first two weeks of the season —full pages the first week, lesser space the second—in 15 newspapers in the five cities where CBS owns TV stations: New York, Chicago, Los Angeles, Philadelphia and St. Louis.

More Radio • A series of 16 one-minute radio spots created by Stan Freberg was to break on the CBS Radio network over the past weekend (Sept. 4) and is also to be used extensively on seven radio stations in New York, three in Los Angeles and on other radio stations in “virtually every major market.”

The radio spots, applying the customary Freberg humor and tongue-in-

In addition to trailers and film spots, CBS-TV affiliates also get special footage—up to five minutes in length—to use in custom building their own on-air promotion for both the network and local schedules. Star Dick Van Dyke appears as “host” to local stars on this filmed material.

To promote its coverage of National Football League games CBS-TV also provided affiliates with a 15-minute feature on the NFL and developed a series of spots which, aiming at the male audience, feature six fashion models.

Special animated spots have been prepared to promote the CBS Thursday Night Movies.

In the Family • Theme of the entire campaign is “Hey, Look Us Over—on CBS,” adapted from the Lucille Ball musical-comedy hit “Wildcat.” Miss Ball’s television show will be back on CBS-TV in the new season.

As of last week CBS-TV officials said 148 affiliates had indicated they would participate in the network’s co-op print advertising campaign, up seven from last year, and that only four had indicated they would not. The 148 affirmative acknowledgments represented plans for ads in 724 newspapers against 656 last year, and 110 stations had also indicated they would participate in the co-op campaign in TV Guide, a gain of five over last year.

The CBS-TV promotion campaign started in mid-July and was divided into three stages: The first phase ran for a month and featured nine-second trailers by designer Saul Bass plus one-minute preview trailers, all giving a glimpse of new programs. The second phase, from Aug. 15 through the first week of the new season, links the programs with the nights on which they will be seen. The third phase, from Sept. 19 on, will include new trailers and other new material, with additional promotion kits and other aids for stations as well as network use.

The CBS-TV network press information department meanwhile has conducted “weekend star junkets” that, according to officials, produced more than 1,500 press interviews the largest number ever, and 709 TV or radio interviews and promos featuring CBS stars; has sent out special background stories and pictures, color prints and
SIX DAYS TO SHOWDOWN continued

other materials to editors, has scheduled special press parties, set up special screenings and receptions and has turned out special press kits, books and other materials on specific shows.

The CBS-TV advertising and promotion campaign was prepared under the direction of George Bristol, advertising director, with Mort Rubenstein, creative director of the department, and Alex Kennedy, director of audience promotion. Charles S. Steinberg, press information vice president, headed the publicity operation.

The NBC-TV Plan - NBC-TV got its preseason drive under way first, with on-air promotions started July 5, two weeks earlier than in previous seasons and about a week and a half before the other networks started theirs. NBC's out-of-pocket expenses are said to be running substantially higher than last season's, with overall costs estimated at about $1 million.

The network's on-air promotion basically consists of 10-second and one-minute promotional films, starting with the shorter version for each new nighttime program in the schedule (as well as for each "key" program returning in the new season) and building up to the longer version for each night of the week.

The record effort has been extended as well to print advertising where NBC-TV has conducted the most extensive preseason campaign yet undertaken by the network. A record number of affiliates are participating in co-op print advertising and the allocation provided by the network to affiliates for co-op was described as "up substantially." Various print campaigns were characterized as having doubled from one to two weeks in some instances, and as in the case of TV Guide, up from a single week last year to three weeks this year.

Color Emphasis - Virtually every promotional film on the network—and on NBC-owned stations and affiliates—was produced in color. Films were supplied to the owned outlets and affiliates for local campaigns to supplement the network effort.

Theme of the NBC campaign was "NBC Week (Sept. 12-19)," with the added phrase, "a week so big it takes eight nights." (NBC telecasts the Emmy awards Sept. 12, meaning that some shows in its Sunday schedule will start the new season a week later on Sept. 19.) A special series of "countdown" films running about 10 seconds has been used to inject excitement—"10 weeks to go until NBC week," "nine weeks to go," etc.

During the first week of the new season NBC-TV will reel off a specially created set of promotional films that emphasize each program's starting, and immediately after the first week another set of promotional films will be aired. Phases of NBC's promotion are "NBC Week" teasers beginning July 5; a second phase in August pinpointing the week and the day and time of each program; a third phase consisting of a special campaign during premiere week using ID's and minutes, and finally a through-the-year promotional campaign.

The peak NBC network on-air effort is set for tonight (Sept. 6, 7:30-8 p.m. EDT) when the network will present "A Secret Agent's Dilemma," a preview starring comedian Don Adams (star of the new Get Smart series) and promoting the new season. The film had also been supplied to stations for local use.

Still More Radio - On radio, NBC has a two-phase campaign using 10-sec.

The bong is back

The three-note chime will return to NBC as a tag-end signature for all NBC-TV programs in the 1965-66 season. According to NBC officials, the chime has been used for the first time on television the chimes that were an NBC Radio trademark for years. They will be heard on Sept. 12 with the kickoff of the new season. Along with this sound, NBC's logo will appear visually in an animated design created by John Graham, creative director in NBC's advertising department.

end and one-minute spots. The first phase, begun in early summer, will run through the first week of the season. These were prepared for NBC-TV affiliates and for their individual use on radio. The second wave makes use of sound effects and music themes of the new TV programs and is designed to continue through the 1965-66 season.

Liberal use is being made of NBC Radio's weekend Monitor service, for which at least 22 stars have taped interviews. In addition, a series of open-end interviews were recorded and fed to NBC stations for local radio broadcast.

NBC believes its Sunday advertising supplement in color, to appear Sept. 12, will achieve the biggest circulation of any it has run, estimating the circulation will total over 20 million in leading newspapers, including the New York Times, New York Herald-Tribune, New York Journal-American, Washington Post, Chicago Tribune and San Fran-
cisco Chronicle and the preview issue of TV Guide.

Also under the advertising department's direction, an arrangement was made with Macy's department store in New York for more than 85 of Macy's full-page advertisements in newspapers to promote NBC-TV programs and "NBC Week" from August through October. (NBC officials note that the store already has reported record color-TV set sales.) In addition, the advertising department sent an "unprecedented" volume of audience-promotion material to more than 200 NBC-TV affiliates.

NBC also has made extensive use of "over the crawls on-air" messages (audio messages delivered over close credits at the end of every TV program), which covered 30 shows receiving in all some 290 messages.

Star Dates - In New York, NBC's promotion-exploitation efforts included the bringing in of 12 program personalities for on-air appearances, 42 making personal appearances in 50 major markets across the country, 32 appearing in special series of interviews on the Today show, 11 stars representing five returning shows making an appearance on Today, and a number of other stars appearing on daytime programs originating on the West Coast.

NBC's big junket for the press this year was held in June when 35 TV editors from the top 30 Nielsen markets toured Hollywood for interviews with stars of the new programs. These will result in an estimated 400-plus interviews appearing from July through September. Another facet is the "personally yours" project in which members of NBC's press-publicity department visited 105 editors in 32 major markets, distributing promotional tools.

The full NBC effort encompasses still other tie-ins with newspapers and a flow of information to major magazines and newspapers throughout the country and to the wire services. The strategy was so detailed as to provide a specially indexed file of 11-inch by 14-inch "generic" photos of 15 new NBC-TV series for 1965-66 shot by network photographers especially for The New York Times (NBC claims to be the only network so "represented" in the Times files). The network also serviced many of the pictures to key newspapers in 40 major markets.

The NBC-TV advertising promotion campaign was under the direction of Larry K. Grossman, vice president-advertising; NBC; John Graham, creative director, advertising; and Gerald E. Rowe, director of advertising at the network. NBC press-publicity is headed by M. S. Rukeyser Jr., vice president, press and publicity, while the promotion campaign was directed by Alexander S. Rylander, vice president, promotion.
All 15 of the top 15 TV advertisers scheduled announcements on KTVU in 1964.* This acceptance by the largest, most research-oriented advertisers is dramatic proof of KTVU stature among sponsors and agencies.

This is one more reason why KTVU is the Nation's LEADING Independent Television Station.

*Based on January 1965 Television Magazine estimates
Big boost in broadcast budgets

Can U.S. auto industry maintain the fantastic sales of 1965? It's out to try and is beefing up radio-TV to total that may go over $154 million

U.S. automakers, hot from a record year in which they produced close to 9 million cars, will be spending an estimated $154 million in radio-TV time and program costs to keep things from cooling off in the 1965-66 model year.

The traditionally heavy fourth-quarter broadcast splash for the auto companies plus allocations to television and radio throughout the year will raise broadcasting's intake from Detroit approximately 14% above last year's $135 million figure.

The sharpest advances in media spending by automakers in the 1965-66 year will be made in spot radio and spot TV, including cooperative funds provided by manufacturers and money allocated by local dealers. Spot radio particularly should make impressive gains if current spending and planning are sound barometers.

Major auto manufacturers and their dealerships invested an estimated $35 million in spot radio during the past model year, and indications are that at least a 20% increase is earmarked for 1965-66, raising this figure to $42 million. The Radio Advertising Bureau reported that current spending is outstripping this pace and that the projection may be conservative.

Spot television spending during the current model year was in the vicinity of $26 million, counting both manufacturer and dealer money. Authoritative estimates point to a jump of about $5 million to a spot-TV total of $31 million for the coming year. A prime factor in the rise is the growing number of dealerships using television. A Television Bureau of Advertising report showed that from the spring of 1964 to the spring of 1965 the number of dealerships in the top 75 markets alone jumped from 5,854 to 6,553.

Network radio is expected to maintain its current Detroit billing of about $10 million a year.

Later Out-Dates: Showroom introductions of the 1966 models, for the most part bunched together in early and mid-October, later than last year, have not apparently affected the size of auto budgets but in some cases the late start may affect copy themes.

The network television season starts this weekend, a full month ahead of most showroom debuts.

NBC-TV remains top dog among the television networks in terms of automobile business. This year it will get about $44 million from Detroit, about twice the expected new-car billings for its two network competitors combined.

ABC-TV, with a $6 million purchase from Ford in its FBI Story, increases its expected U.S. auto money for 1965-66 to almost $14 million.

CBS-TV, it is estimated, will receive $11.9 million from American automakers.

But all of these network totals could change depending on option decisions to be exercised by the auto advertisers after the fourth-quarter performances of TV shows and by distribution of further budgets allocated to television but still not placed definitely.

The Details: Following is a summary of broadcast plans of major auto manufacturers obtained from a variety of sources, including agencies, industry groups and the companies themselves:

General Motors Corp. may pour close to $45 million into the broadcast media through its various automobile divisions. About $24 million of that total will be in network television, including billings not yet firmly committed though tentatively allocated. Close to $19 million is expected from GM in network and spot radio, and a million or more is expected to go into spot TV.

Chrysler Corp. and its three automaking divisions, spurred by increased sales and a growing market share, continue to spend heavily in radio-TV. Some broadcast billing has been put into expanded sports sponsorships on NBC-TV. Chrysler will probably spend at least $23 million for network TV buys this new year while some $2 million will go into TV spot, around $1 million into network radio and over $13 million into radio spot. The radio-spot spending could well make Chrysler the number-
The State House was built in 1795 by famous architect Charles Bulfinch, on land bought from John Hancock. Samuel Adams laid the cornerstone. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH
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Young & Rubicam, Detroit, represents
Chrysler-Imperial cars and corporate
advertising. A big share of the
corporate buyers, especially network TV, is
located to the various car brands of all
three divisions.
Chrysler's biggest and traditional
network TV showcase centers on Bob Hope
on NBC-TV, and the company this
year will have the full-hour color
Bob Hope Chrysler Theater and specials in the
Wednesday 9-10 p.m. spot. Chrysler
has renewed NCAA football on
NBC-TV and on the same network has
added AFL football plus the AFL championship Dec. 26 and All-Star game
Jan. 15.
Chrysler also has the NCAA Rose
Bowl on NBC-TV in color as well as on
NBC Radio. Dodge is taking the
Orange Bowl on NBC-TV plus the
network's Man from U.N.C.L.E. while
Plymouth is participating in the Tournament of Roses parade Jan. 1 on CBS-TV.
Another corporate buy is the All-Star Baseball Game on NBC-TV and
NBC Radio.
This fall the auto company has
renewed its co-sponsorship (with Gillette)
of the World Series on both NBC-TV and
NBC Radio. This vehicle is especially
useful for new model introductions.
Chrysler Corp. continues the Joe Garagiola Show on NBC Radio for its
customer care program.
Indicative of possible new local radio
TV money is the fact Chrysler Corp.
dealer franchises have been growing at
the rate of about 300 a year. The
total now is about 6,500 for all three
divisions. Another new source of billing
is the new Chrysler boat division which
earlier this year used some spot radio through Ross Roy Inc., Detroit.

Chevy Revs • Chevrolet, a big
network TV-spender through Campbell-
Ewald, Detroit, has an estimated $14
million slated for NBC-TV (Bonanza),
$500,000 for CBS-TV (Perry Mason),
$3.4 million in ABC-TV's Bewitched
plus a $650,000 scatter plan on the
same network.
Chevrolet strategy was to look for a
100% network audience share and it
found the key by blanketing the Sunday
9-10 p.m. period in those three shows.
Chevrolet representatives said
no spot TV is planned but a two-week
introductory flight of spot radio will
be carried on 450 major-market radio
stations. In network radio Chevrolet
will carry weekend news on CBS and
weekday news on NBC.

Buick Accelerates • Tight secrecy
prevails over Buick's media strategy for
the new car year, but it was understood
that dollars spent by this GM division
in broadcast would rise substantially in
1965-66. Buick, through McCann-
Erickson, Detroit, comes into network
television after an absence last year
except for Buick Open Golf on Sports
Network. On NBC-TV it will have a
participation in Sports in Action for
about $500,000 and one-quarter of
Sugar Bowl football for $140,000. It
has a $500,000 buy in CBS-TV's Sports
Spectacular and a $500,000 purchase in
ABC-TV's Wide World of Sports.
Buick has schedules on all four radio
networks and reportedly will again
commit a substantial budget to spot radio.

Pontiac Up • Pontiac through Mac-
Manus, John & Adams, Bloomfield Hills,
Mich., will spend an estimated 10% more
broadcast money this year. All of
its television effort is in network: $200,-
000 for sole sponsorship of the Today
and Tonight shows Oct. 7 and $1.5
million for scattered minutes in ABC-TV's
nighttime schedule.
During Pontiac's introductory week
spot radio will be used in 175 markets
—from one to five stations per market
—and three later flights, each of two
week duration, are anticipated in January,
April and June. An advertising official at Pontiac said spot radio's alloca-
tion has been "substantially increased"
for the new model year.
Olds Holds • GM's Oldsmobile divi-
sion, which spent approximately $5.5
million in broadcast last year, is
expected to maintain approximately the
same level for radio-TV promotion in
the new model year. Television—almost
all network—gets $4 million of the
total, and radio—network and spot—
gets about $1.5 million.
Oldsmobile has one-quarter of the
Miss America program on CBS-TV
next weekend (Sept. 11). In the past it
has used this franchise to present teaser
ads on new models, but this year with
a later new-model introduction date
(Oct. 14), the time will be used as
"mop-up" time for current models.
Olds has about $200,000 worth of
scattered minutes on NBC-TV at intro-
duction time but its principal network
TV commitment is a one-third sponsor-
ship in CBS Evening News, worth a
reported $1.1 million. Subject to renewal
by the GM division is participation in
NBC-TV's PGA Round of Champions
on Memorial Day.
Use of spot TV by Oldsmobile is con-
sidered "incidental" and at this point
amounts to schedules set for seven mar-
kets where CBS-TV's evening news has
not been cleared. Definitely set for Olds
is one-quarter sponsorship of West
Coast Conference basketball carried on
a 20-station lineup starting in January.
Olds will use flights on all four radio
networks, but its radio staple is continu-
ing sponsorship of weekday news and
sports on CBS. It plans 20 weeks of spot
radio in the top 100 markets. The radio
budget for Olds, doubled last year, is
expected to remain at the increased lev-
el. The agency is D. P. Brother, Detroit.

Cadillac in Radio • Cadillac, never
heavy in broadcast, appears to be hold-
ing the line with its radio spending
while continuing to stay out of tele-
vision. A 26-week schedule carried on
the FM Market 1 network last year
will not be repeated and the billing will
be diverted to Cadillac's AM effort.
A two-week introductory spot-radio
flight is set in 150 markets on some 300
stations with two to six announcements
per day on each outlet. In the past
summer Cadillac used a two-month ra-
dio schedule in 150 markets and expects
to do the same for its 1965 models. It's
estimated Cadillac spends less than 10% of
its total ad budget in its radio effort.

Ford's Budget • The Ford division of
the Ford Motor Co. and its dealers are
expected to allot an estimated $36
million to TV and radio this coming year,
a $1.5 million and the remainder divided
about evenly between spot radio and
spot TV, including dealer money.
Through the J. Walter Thompson Co.,
Detroit and New York, Ford is making
hefty investments in NBC-TV's Wonder-
ful World of Color; ABC-TV's The
FBI Story and CBS-TV's NFL football
games, supplemented by scatter partici-
pation in various CBS-TV programs.
Ford's strategy is to concentrate its TV
to reach an all-family audience.
New Ford models will be introduced
in the first week in October, spearheaded
by saturation spot-TV radio campaigns

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World Series special set
Xerox Corp., Rochester, N. Y.,
has assembled a lineup of 100 sta-
tions to carry its half-hour special
on the World Series in early Oc-
tober. The agency is Papert
Koenig Lois, New York.
Titled October Madness: The
World Series, the program was
produced by David L. Wopler
Productions for Xerox with Gene
Kelly as narrator. In Los Angeles
and New York special will be
carried on three stations at three
different time periods on the same
evening.

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BROADCASTING, September 6, 1965
We must be a considerate and constructive guest in America's homes or we will not be invited back.

JAMES D. SHOUSE
1903-1965

upon the presentation of the
Broadcast Pioneers
First Annual Mike Award To
Crosley Broadcasting Corporation
February 26, 1961
throughout the country in two to three week flights. Details were not available on the number of markets to be used. In addition, Ford is using NBC Radio Monitor newscasts throughout the year, described as a “different approach” for the auto maker in 1965-66.

**L-M the Same** - The Lincoln-Mercury division of Ford and its dealers are exercising to allot approximately the same amount to broadcasting this coming year as in 1964-65, a spokesman said, but he declined to divulge the amount. Lincoln-Mercury’s TV-radio budget is estimated at $3.5 million with the lion’s share in network TV. Kenyon & Eckhardt, Detroit, is the agency.

The company is buying minutes throughout the year on three network prime-time shows—Trials of O’Brien on CBS-TV and Big Valley and 12 O’Clock High on CBS-TV—and scattered minutes on various network shows throughout 1965-66. Network TV expenditures should run to about $1.5 million. Spot TV, primarily dealer advertising, is expected to approach $1.3 million.

In radio, Lincoln-Mercury will utilize spot radio in a large number of major markets for four weeks during the introductory period in October. Throughout the year the auto manufacturer will use network radio with Alex Dreier newscasts on NBC, and the Chet Huntley news programs on NBC.

**Kaiser Dips** - Kaiser Jeep Corp., which spent close to $3 million in broadcast for its 1965 model effort, drops to below $2 million this year, according to advertising manager J. E. Kenney. Kaiser has been in television since 1957 and intends to stay there, Mr. Kenney said. The company has grown increasingly conscious of the importance of color advertising with the introduction of fancier station-wagon models, and it foresees greater use of TV as color set circulation increases.

Kaiser’s TV network spending this year is confined to 24 scattered minutes on CBS-TV this summer and six minutes in NBC-TV’s World Series of Golf.

In network radio Kaiser has one-fourth of the Notre Dame schedule on ABC and three five-minute Monitor programs on NBC Sept. 11 and 12, introduction time. Kaiser’s agency is Compton Advertising.

**American Up** - American Motors Corp., which has lost ground in sales over the past year, intends to make more extensive use of television in 1965-66 as one approach toward capturing a larger share of the auto market. In the final quarter of 1965, American Motors will spend more than $2 million on participations in 18 network prime-time shows and full sponsorship of a one-hour color special on CBS-TV, starring Andy Griffith, on Oct. 7. The special will usher in the company’s new-car introductory period.

A company official declined to discuss American Motor’s TV-radio allocations through the model year, but said results accruing from its TV splurge this fall will dictate strategy for the next nine months. Benton & Bowles is reported to be “highly TV-minded” as compared to the approach of Geyer, Morey, Ballard, the former agency, and it is conceivable that network and spot TV could reach more than $8 million for the year, as compared to less than $6 million for 1964-65.

**More war-toy ads for Xmas**

Increase noted in commercials cleared by NAB Code Authority

There are only 110 days left until Christmas and the nearness of the Yuletide season is reflected in the number of toy commercials for television that are being brought before the National Association of Broadcasters Code Authority for clearance.

The code last week listed 125 toy and game spots that have already been cleared. Of this number, 35 have been identified as integrated and nine as piggybacks.

The commercials, representing 33 toy manufacturers, show a “discernible” trend, the code notes, toward an “incredible number of toy weapons and related war toys” that will be pushed during the holiday season. The TV code board took cognizance of the war-toy influx earlier in the year and has urged advertisers to use restraint in commercials. The code board has been working with advertisers to avoid or reduce heavy-handed commercial treatment in this sensitive area.

In 1964, the code approved 194 commercials for 33 manufacturers; in 1963, 169 spots for 29 toy makers were cleared.

The 125 commercials showing the manufacturer, spot identification number and product advertised:

A. C. Gilbert-865, Baneshie Roller Skates; **E-2065, Erector/Erector Constructor; TM-1, Magic Martian; PWS, Professor Wonderful; — Rite ‘em Erector.

American Character-**APCD-111-65, Tressy/ Cricket with “furniture not included” slide lid. Amoco-16-60 Rev., Hopper Dooper.

CDS-Toy Co.-**AG-160, Aggravation/Churgers.

Delco Reading Corp.-**B-226, Boc Like Magic; MP-5-60, Multi-Pistol 09; **SC-3-60, Suzy Certe (“Louie and the Girls”); **SC-5-60, Suzy Certe/“Mood”; SH-2-60, Super Helmet Seven; SS-8-60, Secret Sam.


Emenee Industries — Lollypop Factory; — Tiger Guitar.

Estelle Toy Co.-**E-301, Silly Sun Pix/TV Wallets; —E-302, Silly Sun Pix/Tower Tubes.

Gabriel-1965 Revised, U-2 Spy Plane.

Hassenfeld Bros.-596, Bridgeit; 596, Jimmyny Jump-Ups; 601, Rub-Ons #1; 602, Rub Ons #2; **603, G.I. Joe; **604, G.I. Joe, 605, Dolly Darlings; 606, Dolly Darlings; **607, G. I. Joe; **608, G. I. Joe.


Kohner Bros., Inc.—K-110, Frustration/H-Q; — Trouble/Flintstone Circus; — Trouble (“1”).

Lakeside Toys-G6-63R, Gunby Doll; Revised, Pokey.——Barrel of Monkeys.

Matson Toy Co.—M-05-61, Sticky Finger.


Peter Cardozo (c), vice president and creative director, the Burns Advertising Agency, New York, discusses product and storyboards for a G.I. Joe TV commercial with Stockton Helfrich (1), manager of NAB Code Authority’s New York office, and Mark Gray, staff editor in the New York office. Cardozo has already cleared 10 Bruns spots for Hassenfeld Bros., Central Falls, R. I.
The Story Of The Tallest Tower In All The World.

Or: What Every (Media) Buyer Should Know About Alma Larsen

Once upon a time on the rich farm lands of North Dakota, KTHI-TV built a tower taller than anything else in the world! The KTHI-TV tower is so big that if the Eiffel Tower were placed on top of the Pyramid of Gizeh, and then the Washington Monument were placed on the Eiffel Tower, they all three wouldn't be as high!

This is the main drag of the town in bustling North Dakota where KTHI-TV built its tower. It's called Mayville, and the important thing to know about Mayville is that it's exactly halfway between Fargo and Grand Forks. That way, KTHI-TV (and only KTHI-TV) can have programs originating from both these metro areas.

This is Mrs. Alma Larson, a housewife in the fertile fields of North Dakota. She views KTHI-TV every day and loves its contemporary, non-country style. What's more... KTHI-TV commands a first place 38% share among the prime spot dollar audience: young mothers with children under 6 years of age. In fact, KTHI-TV reaches more women in the 18-39 age range than any of its competitors. So we'd suggest that if you have anything to say to Alma, you let KTHI-TV deliver your message. We keep in touch with her all the time.

This is a map of the rich Red River Valley of North Dakota. KTHI-TV, Channel 11, reaches every town inside the big circle. There are hundreds of them, but the two to remember are Grand Forks and Fargo. Because they're not towns—they're big cities.

KTHI—A Polaris Station.
Channel 11—Fargo • Grand Forks.
North Dakota. Represented by:
NATIONAL TELEVISION SALES,
New York • Chicago • Los Angeles • San Francisco • Atlanta.
Regionally by:
HARRY S. HYETT, Minneapolis.

*March 1965 ARB sign-on to sign-off. Audience Measurement Data are estimates only subject to limitations which are available on request.

BROADCASTING, September 6, 1965
Second quarter is spot TV's best yet

The $273.6 million billings shatter old record set in last quarter of '64

Spot television billings—national and local combined—reached $273.6 million in the April-June period, the highest quarter ever for spot TV.

This figure, being announced by the Television Bureau of Advertising this week, along with its quarterly list of the 100 top spenders in the spot medium, represents a 4.9% gain over the second quarter of 1964. It brings spot TV's six-month total to $523 million. Last year's fourth quarter billing of $272.8 million had been the previous high for any three-month reporting period.

The TVB data, compiled by N.C. Rorbaugh Co., shows the household equipment-apparatus group to have made the biggest percentage gain among all product classifications during the comparable quarter last year. Spending by advertisers in this category was up 109% to $3.2 million.

Other groups showing major gains were transportation and travel, up 19% to $6.3 million; pet products, ahead 78% to $6.1 million; gasoline & lubricants, $10.7 million, up 22%; drug products ahead 17% to $14.5 million and dental products, with a 44% gain, at $6.9 million.

By day part, spot TV billings broke down this way for the quarter: day, $67.4 million (24.6% of total billings); early evening, $65.3 million (23.9%); night, $87.8 million (32.1%) and late night, $53.1 million (19.4%).

(Capital Co.)

Rank Company Expenditure
1. Procter & Gamble $17,703,400
2. General Foods 12,425,600

Switch & Dump Train Set; 65-3-BDD, Draw, Draft Design Set; 65-4-AP, Arnold Palmer Golf Game.

Parker Bros. Inc.**BT-60, Booby Trap (Tag); **SR-60, Sorry (Tag).

Pressman Toy Co.*** Superman Kit/Counting Jump Rope.


Ray Plastics-651, Mark 'Em Guns.

Remco-612, Heil; 615, Duffy's Dared devils; 616 Snugglebom.

Sawyers Inc.- 401-R, Tru-Vue Magic Eyes.


(-Integrated) (**-Piggyback)

Cold cash helps spread good word

The Rev. Dr. Carl McIntire has long been regarded as one of radio's most effective fund raisers. But his 20th Century Reformation Hour has been dropped by a Dyersburg, Tenn., station because of unpaid time bills totaling $1,350.

WTRD said last week it stopped carrying the program in June. Counsel for the station wrote to Dr. McIntire twice last month asking for payment of the balance, which had been accumulating since Jan. 29.

Dr. McIntire, who operates through local committees in all parts of the country, said last week he had not been aware of the Dyersburg situation but would look into it. He also said that, while "summer is a tough time for raising money", he was not in any financial difficulty and had, in fact, recently added two stations to the more than 600 that now carry his program.
"Art is power."

Henry Wadsworth Longfellow
1807-1882
American Poet

The power in the art of television lies in the ability to communicate, and to activate emotions.

ARTISTIC ACHIEVEMENT, forcefully presented, is a primary goal of Griffin-Leake management.

GRIFFIN-LEAKE TV, INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
The big wheels like spot radio

Chrysler, Ford and GM are at top of RAB's list of spot advertisers during first quarter; top brands are Ford cars, Winstons and Plymouth

Some 250 brands produced by the 100 leading users of spot radio advertising invested $47,680,700 in spot in the first three months of 1965.

Chrysler Corp. was the leading advertiser, but the Ford automobile was the leading brand. Three advertisers invested more than $3 million each in spot radio during the three months, and the top 10 brands spent from $1 million to almost $2.3 million each.

These figures come from the Radio Advertising Bureau's first-quarter report on leading spot advertisers, being released this week. It is the first in the RAB series of estimates, started two years ago, that includes figures for brands as well as totals for the corporate advertisers (Closed Circuit, Aug. 30).

A similar report on first-quarter network radio investments by the top 100 network users and their brands will be released within a few weeks, according to RAB President Miles David. He also said "the inevitable problems" in expanding the project from corporate totals to brand breakdowns "have been substantially solved" and that similar reports for the second quarter of 1965 will be ready in six to eight weeks.

The first-quarter spot report was described by Mr. David as "a significant step in our continuing campaign to make radio data available in more depth to advertisers and agencies. With this new list of advertiser expenditures by brand—together with our continuing reports on advertising by category—radio can be described as a completely measured medium."

Mr. David called the series of RAB reports a major undertaking that "has proven its value repeatedly, as advertisers and agencies continue to use the data to justify and increase radio expenditures, to compare the extent of their advertising against a competitor or simply as an endorsement of our medium by the size and influence of the advertisers represented."

The estimates are compiled from a cross-section of radio stations and "virtually all" of the leading national station representation firms. When actual brand spending was unreported, RAB projected final figures on the basis of available data.

RAB's estimates for the top 100 spot advertisers and their brands in the first quarter:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand Name</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chrysler Corp.</td>
<td>$3,590,000</td>
</tr>
<tr>
<td>2.</td>
<td>Ford Motor Co.</td>
<td>3,514,000</td>
</tr>
<tr>
<td>3.</td>
<td>General Motors</td>
<td>3,348,000</td>
</tr>
<tr>
<td>4.</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>2,605,000</td>
</tr>
<tr>
<td>5.</td>
<td>Buick cars</td>
<td>603,000</td>
</tr>
<tr>
<td>6.</td>
<td>Cadillac cars</td>
<td>33,000</td>
</tr>
<tr>
<td>7.</td>
<td>Jeep cars</td>
<td>33,000</td>
</tr>
<tr>
<td>8.</td>
<td>M.G.M.</td>
<td>67,000</td>
</tr>
<tr>
<td>9.</td>
<td>Guardian Maintenance</td>
<td>435,000</td>
</tr>
<tr>
<td>10.</td>
<td>Lincoln &amp; Mercury cars</td>
<td>703,000</td>
</tr>
<tr>
<td>11.</td>
<td>Domestic cars</td>
<td>837,000</td>
</tr>
<tr>
<td>12.</td>
<td>Buick cards</td>
<td>261,000</td>
</tr>
<tr>
<td>13.</td>
<td>Cadillac cards</td>
<td>33,000</td>
</tr>
<tr>
<td>14.</td>
<td>Buick enthusiasts</td>
<td>104,000</td>
</tr>
<tr>
<td>15.</td>
<td>Buick enthusiasts</td>
<td>81,000</td>
</tr>
<tr>
<td>16.</td>
<td>Buick enthusiasts</td>
<td>74,000</td>
</tr>
<tr>
<td>17.</td>
<td>Buick enthusiasts</td>
<td>50,000</td>
</tr>
<tr>
<td>18.</td>
<td>Buick enthusiasts</td>
<td>43,000</td>
</tr>
</tbody>
</table>

19. Dakota Airlines | 638,000
20. Delta Airlines | 638,000
21. Equitable Life Assurance Society | 605,000
22. Northwest Orient Airlines | 596,000
23. F. & M. Schaefer Brewing Co. | 550,000
24. The Nestle Co. | 501,000
25. P. Ballantine & Sons | 498,000
26. Trans-Wold Airlines Inc. | 487,000
27. Wm. Wrigley Jr. Co. | 466,000
28. United Air Lines Inc. | 459,000
29. Beneficial Finance Co. | 440,000
30. Liggitt & Meyers Tobacco Co. | 417,000
31. American Airlines Inc. | 399,000
32. National Biscuit Co. | 398,000

Broadcasting, September 6, 1965
Biggest-buying brands

The RAB report showed the top 10 brands and their estimated spot radio expenditures in the first quarter as follows:

- **Ford cars**: $2,284,000
- **Winston cigarettes**: 1,093,000
- **Plymouth**: 1,436,000
- **Coca-Cola**: 1,277,000
- **Chevrolet**: 1,190,000
- **AT&T**: 1,170,000
- **Campbell soup**: 1,167,000
- **Budweiser**: 1,145,000
- **Dodge cars**: 1,077,000
- **B. C. headache remedies**: 1,000,000

All figures shown are gross before deduction of any discounts or agency commission.

**Expenditure**

- Continental Baking Co. 158,000
- County Fair bread 15,000
- Daffodil bread 21,000
- Hostess cake 2,000
- Mortons frozen foods 37,000
- Profile bread 4,000
- Rite-Diet bread 1,000
- Wonder bread 78,000
- Apple products 138,000
- Fruit Treats 6,000

**Est.**

- 158,000
- 15,000
- 21,000
- 2,000
- 37,000
- 4,000
- 1,000
- 78,000
- 138,000
- 6,000

- Sunsweet prune juice 3,000
- Clapp’s baby food 11,000
- Sylvan Electric Products Inc. 158,000
- Lamps & flash bulbs 158,000
- Northwest Airlines Inc. 156,000
- Air travel 156,000
- Stroh Brewing Co. 156,000
- Stroh’s Bohemian beer 156,000
- Kiplinger Washington Editors Inc. “Changing Times” 144,000
- Miller Brewing Co. 142,000
- Miller High Life beer 142,000
- International Minerals & Chemical Co. 141,000
- Accent food seasoning 141,000
- Musselman’s apple sauce & juice 117,000
- Pet Evaporated milk 18,000
- Whitman candy 4,000
- World Tomorrow Educational 137,000
- Sterling Drug Inc. 135,000
- Bayer aspirin 35,000
- Campho-Phenique 30,000
- Cope 1,000
- D-Con 63,000
- Ironized yeast 26,000
- Mido 1,000
- Good News Broadcasting Religious 133,000
- Mars Inc. Candy 133,000
- Braniff International Airways Air travel 129,000
- Church & Dwight Co. Arm & Hammer baking soda 129,000
- Revlon Inc. Revlon cosmetics 129,000
- Hardwood-Merrill Inc. Hess & Clark farm feeds 10,000
- Vick’s cough drops 105,000
- Vick’s cough syrup 13,000
- Beech-Nut Life Savers Corp. Beech-Nut baby food 8,000
- Life Savers 24,000
- Fine Bros. cough drops 15,000
- Pillsbury Co. 126,000
- Cake mixes 24,000
- Flour 40,000
- Tidy House cleansers & waxes 62,000
- Kellogg Co. Cereals 125,000
- Blue Cross/Blue Shield Assn. 122,000
- Hospital & medical insurance 122,000
- Penick & Ford Ltd. 122,000
- Brer Rabbit molasses & syrup 12,000
- My-T-Fine puddings 110,000
- American Machine & Foundry Co. 115,000
- Bowling equipment 119,000
- International Harvester Co. 117,000
- International trucks 117,000
- Irish International Air Lines Air travel 117,000
- Richfield Oil Co. Richfield gasoline & Richfield oil 115,000
- McCormick & Co. 109,000
- McCormick tea & spices 78,000
- Schilling coffee 31,000
- Marathon Oil Co. 105,000
- Marathon gasoline & oil 105,000
- Phillips Petroleum Co. Phillips “66” gasoline 104,000
- Great Atlantic & Pacific Tea Co. 103,000
- Great Atlantic & Pacific Tea Co. 103,000
- A & P stores 103,000
Business briefly...

RCA will back a new line of "solid state" tape recorders with a $1 million advertising and sales promotion campaign, scheduling TV commercials on Walt Disney’s Wonderful World of Color, National Collegiate Athletic Association and American Football League football telecasts along with other NBC-TV shows, according to Bryce S. Durant, president of RCA sales. The 1966 line of nine models, four cartridge and five capstan-drive reel-to-reel recorders, will cost from $49.95 to $229.95.

The American Tobacco Co., New York, through Gardner Advertising, St. Louis, will use spot TV in major markets west of St. Louis to advertise its new Tipton tipped cigars beginning in mid-September and continuing through the fall.

Campbell Soup Co., Camden, N. J., through BBDO, New York, will begin in mid-October an extensive radio-TV introductory campaign for its new Chicken and Stars, and Bisque of Tomato soups. Daytime participations have been scheduled on all three TV networks, along with prime-time participations in ABC-TV’s Donna Reed Show, Gidget and Jimmy Dean Show. Campbell will also use network and spot radio in addition to TV spots on local children’s programs.

Milk Products Division of Pet Milk Co., through Gardner Advertising Co., both St. Louis, which has been test-marketing Big Shot chocolate-flavored syrup expands to national distribution with spot TV Sept. 20 in new major markets in addition to renewing spot TV in cities used for test.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor live, color telecast of the 38th annual awards of the Academy of Motion Picture Arts and Sciences on ABC-TV (April 18, 10 p.m., EST).

The Testor Corp., Rockford, Ill., through Bronner & Hass, Chicago, will enter network radio for the first time with a 26-week schedule on CBS Radio’s Arthur Godfrey Time (Mon.-Fri., 9:10-10 a.m. EDT), beginning Sept. 13. Testor will advertise its Pla brush-on enamel and Spray-Pla spray paints.

Chunky Candy Corp., through J. Walter Thompson Co., both New York, will invest close to $1 million in network and spot TV over the coming season, a gain of 40% in TV spending over the last year. Chunky will participate in ABC-TV’s daytime programs, Discovery, Where the Action Is and Beany and Cecil, and will also run a heavy spot campaign in 51 major markets.

Liberty Mutual Insurance Co., Boston, through BBDO, New York, has renewed sponsorship of Gadsden Gaddis: The Flying Fisherman half-hour color TV series in 50 major markets and of the American Sportsman series of color specials on ABC-TV. Liberty Mutual will be a major sponsor in six Sportsman programs and a minor advertiser in five.

Also in advertising...

French commercials, anyone? • RTV International, New York, has been named to serve as U. S. sales and promotion representative for Les Cineastes Associates, Paris, producer of TV film commercials. RTV International has headquarters at 405 Park Avenue, New York.

Moved • VideoRecord has moved its offices to 630 Ninth Avenue, New York 10036, it was announced last week. The TV monitoring service is located on the 10th floor. Phone: 586-1030.

New Studios • New film and recording studios for Trans Radio Productions Inc., Boston, are under construction at 1031 Commonwealth Avenue and are expected to be in operation in September. Trans Radio, which specializes in commercials, industrial films, filmstrips and recordings, is now located at 683 Boylston Street.

New TV ad producer • A new television film production company, Savage-Friedman Inc., New York, has been formed by Lee Savage, former vice president and creative director and Harold Friedman, former executive producer, of Elektra Films, New York. The company, which specializes in the production of television commercials, is located at 45 West 45th Street, New York. Telephone: JU-6-2080.

Older Americans • The Bureau of the Census has issued map number 7 in its GE-50 U. S. maps series. Entitled, "Older Americans in the United States, By Countries: 1960," this full color map can be purchased for 50 cents by writing to the Superintendent of Documents, U. S. Government Printing Office, Washington 20402, or any Department of Commerce field office.

Rep. appointments...

• WURL-TV (formerly WTVH-TV) Peoria, Ill.: Peters, Griffin, Woodward, New York.

• KODA-AM-FM Houston: Avery-Knodel, New York.


• WJZ Newark, N. J.: Adam Young Inc., New York.
Whether you’re buying a single Image Orthicon—or a factory-matched set—RCA’s tube-to-tube uniformity helps you attain “balanced” color-channel performance. Every major performance characteristic of RCA Image Orthicons for color is quality-controlled by rigid production standards. Precision construction of RCA Image Orthicons for color means that all tube parts are manufactured with precision, spaced with precision, and aligned with precision.

Result...you get exceptional tube-to-tube uniformity of:
- Amplitude response
- Registration capability
- Resolution
- Sensitivity
- Signal-to-noise ratio.

And, if you’re buying matched sets, your tubes are carefully matched for:
- Background
- Grey scale
- Highlight signal
- Sensitivity for each color channel requirement.

Available from your RCA broadcast tube distributor

RCA’s Image Orthicons for Color

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Complete information on the RCA Camera Tube line is available from your local RCA Broadcast Tube distributor...ask him for booklet CAM-500.

RCA Electronic Components and Devices, Harrison, N.J.

The Most Trusted Name in Electronics
Campbell-Ewald's new three-member media strategy board meets in agency's computer room: (l-r) Hugh L. Lucas, vice president and associate media director; Arthur A. Porter, senior vice president-director of media, and Jerry M. Moynihan, vice president and associate media director.

New setup at Campbell-Ewald

Personnel and duties reassigned to tie in with hot computer system

Campbell-Ewald Co., Detroit, began last week a reorganization of media planning and buying functions to take advantage of new computer facilities.

The shift in general is to all-media people assigned to specific accounts rather than single-medium specialists ranging in work for many clients.

All media and broadcast programming activities of the agency are being merged, it was announced by Thomas B. Adams, Campbell-Ewald president, and they are being placed under the direction of Arthur A. Porter, senior vice president.

Two vice presidents, Hugh L. Lucas and J. M. Moynihan, have been promoted to associate media directors and they with Mr. Porter will make up a three-man media strategy board. This board will be responsible for final approval of all media recommendations before presentation to clients.

The Planners The new media organization provides for a media planning section with six media planners. Each planner has designated media responsibilities for specific Campbell-Ewald accounts and will report to the associate media directors. The planners will not be involved in actual buying of time or space stemming from their planning.

Placement of the media purchase orders will continue to be a principal function of the media department and its timebuyers and space buyers in the traditional manner at least for the present, it was explained. Media representatives will continue to contact the buyers as before but presentations by organizations such as Radio Advertising Bureau or Television Bureau of Advertising would be made to the new media planners.

Three of the six media planners are James O. Beavers, John E. Bowen and Abbott Davis. They will be assigned to the Chevrolet account, the agency's biggest broadcast advertiser. The other three new media planners are William H. Kennedy, John J. Passmore and John D. Varnier. They will be assigned to other accounts, many of which also are important users of television and radio.

Mr. Porter joined Campbell-Ewald in June to become the agency's chief media executive succeeding Carl Georgi Jr., vice president and media director, who retired last Wednesday (Broadcasting, Aug. 30). Mr. Georgi has been involved in the plans for the media department reorganization during the past year since delivery of Campbell-Ewald's latest computer.

This is a Burroughs B-283, known as a double memory tape system. Before this machine was installed, Campbell-Ewald for several years used an IBM data processing system. Burroughs is a Campbell-Ewald account.

Mr. Porter noted that a wealth of analytical data has been programmed into the computer system and said "the velocity with which we can compare various alternative media patterns has been stepped up almost beyond belief by the use of the computer."

New Address Over this past weekend Campbell-Ewald's entire media department was to begin a move from agency headquarters in the General Motors Building to newly modernized offices in the Boulevard Center Building (formerly the Stephensons Building). The media department there will have 20,000 square feet covering two- and one-half floors.

Mr. Porter for about 10 years had been with J. Walter Thompson Co. in New York as media director and for a similar period earlier had been a media executive with Leo Burnett Co., Chicago. Both of these agencies also have what is known as vertical media operation, Mr. Porter said, with assignments by account rather than medium.

"The obvious purpose for the new strengthened media department is to provide the best possible plans for Campbell-Ewald clients," Mr. Porter said. "Good media thinking," he continued, "stems from people who are basically talented advertising people, who can apply their capabilities right across the board of the total advertising spectrum—television, radio, newspaper, magazines, outdoor and so forth."

The media planners, he explained, will be representatives of the media department but attached to various account teams. "They will be responsible for all media plans and recommendations," he said, "but will be totally freed from the buying mechanics resulting from media decisions."

A media recommendation is the bridge that is formed between the advertising message about a product and the people who are the best prospects for that product, Mr. Porter said. The media planners as account teams "will be thoroughly familiar with the marketing targets and copy objectives of any account," he said, and "once these are clearly established the media plans can take shape logically and intelligently."

General Telephone buys 10 CBS News specials

A total of 25 one-hour periods to be filled by CBS News on CBS-TV in the November 10-11 p.m. EST period for the new season has been sold to advertisers, practically closing out availabilities for that hour.

This point was reached last week with the signing by CBS-TV of the General Telephone & Electronics Corp., New York, for 10 one-hour news specials to be shown in 1966. CBS said that the contract represents GTEC's first corporate use of network TV and...
that the programing will be in the "cultural-social-scientific sphere."

Two months ago, CBS-TV announced that International Business Machines in its first corporate use of any television had signed for 15 one-hour programs produced by CBS News to be scheduled in the Tuesday period on an alternate-week basis. It had been estimated that the IBM contract represented a $5 million commitment. (Broadcasting, July 12).

The General Telephone buy was made through Tatham-Laird & Kudner, New York.

Harder rules on naming names

Code gives go-slow sign to commercials that unfairly refer to competition

A tightening of television code restrictions against commercials that disparage competitors has been proposed by Howard Bell, director of the National Association of Broadcasters Code Authority. Making no reference to any particular product, commercial or campaign, he said the "present standard needs strengthening in the area of claims performance. Some disparagement today is really dealing unfairly with the competitor, but not really untrue."

The new-language proposal came in the same week that the code told Tilds & Cantz, Los Angeles agency, that its spots for Autowest Inc., Renault distributor in nine western states had to be revised. Mr. Bell said the code's specific objections to the TV spots, which are being run on eight West Coast stations, would not be made public pending action by the agency.

Two Los Angeles stations, KABC-TV, ABC-owned, and KNXT-TV, CBS-owned, turned down the spots which compare Renault with Volkswagen under the theme: "Renault can run circles around the next car in its class. If you have the slightest doubt, make us prove it." The spots show a Renault driving in circles around a parked Volkswagen.

Ray Beindorf, general sales manager of KNXT, said "we have no categorical objection to comparing products, but we do object to the way this comparison was done."

Naming Names = Mr. Bell said there is "a growing trend today toward naming of competitors. It's becoming the vogue in advertising." The traditional line of disparagement, he said, was based on whether the commercial was "deceptive or misleading."

But, he added, "I think you can disparage the competition by placing them in awkward, embarrassing or unfavorable light in commercials."

The current code ruling on unfair commercials says: "Advertising copy should contain no claims dealing unfairly with competitors, competing products, or other industries, professions or institutions."

Using related material facts to reach a logical conclusion is one thing, the code director said. But to take a series of facts, although conclusive, and come up with a general conclusion that is not relative, isn't good advertising, he added.

Mr. Bell said advertisers and agencies should be concerned about negative selling which "tends to discredit advertising, weakens the public's respect for advertising and rather than sell on merits has the advertiser knocking the competition."

He said he hopes to discuss this problem, among other subjects, in meetings this fall with representatives of the American Association of Advertising Agencies and the Association of National Advertisers.

Renault Case The Tilds & Cantz spots, part of an all-media campaign centered on the Renault-Volkswagen comparison, have been accepted and are being carried on KTLA-TV, KHJ-TV, KCPD-TV and KTTV-TV, all Los Angeles; KFMB-TV and KIRO-TV, both Seattle; KFMB-TV San Diego, and KXTV-TV Ti-juana-San Diego.

Marvin Cantz, president of the agency, in letters to KABC-TV and KNXT, said he thinks the "real objection" by the stations is not that the spots are "disparaging," but "may stem from our tactics, which openly and 'brazenly' challenge Volkswagen in a showdown between the two cars."

"I submit," he continued, "that there is nothing improper about this practice which will surely become increasingly popular. 'Brand X' is being abandoned as the perennial target of competing advertisers."

As another example, Mr. Cantz pointed to a current campaign by Gillette in which "it identifies and displays Schick, Personna and Wilkinson Sword blades. And it promises more shaves per blade than any of Gillette's clearly identified competitors."

Mr. Cantz said the campaign had been checked by the agency's attorney, Myron Emery, prior to its start. He quoted Mr. Emery as saying the campaign "is a venture into a new field and is setting the cornerstone for advertising that is both honest and real, both practically and conceptually. Generally, as long as the statements are true and can be substantiated, we do not fall within the area of disparagement, unfair competition or false advertising."

The code director said he intends to propose stronger language than the existing rule now has for approval of the revised code board meeting, which is now tentatively scheduled for mid-December. He said the problem, although existing in radio, was not as severe there and he had no plans for radio code changes.

Computers used on rating data analysis

ABC-owned radio stations WABC New York and WLS Chicago have replaced desk calculators with a computer program for analyzing rating reports in their markets.

General Electric Information Processing Center in Chicago with WLS developed a system which can prepare a 229-page analysis of coverage and demographic information from each Pulse market report, according to Pulse.

Comparative information for each station in the market for every possible combination of time periods measured by Pulse is available with the system, according to officials.

One section of each computer breakthrough covers rating area reach, while a second gives station audience data in terms of men, women, children, teens, adults and all persons. Day-by-day and cumulative audience patterns are included.

The ABC stations say they are using the rating information internally and providing it to media buyers and to agencies not having their own computer services.

TV is primary medium for 83 advertisers

The reason TV emerged as the first medium in 1964 by the top 100 national advertisers is detailed in Television Bureau of Advertising's "TV Basics No. 8." (Closed Circuit, Aug. 16), being released today (Sept. 6).

The data in TVB's folder list network TV spending at $922.3 million or 36.3% and spot TV at $614.7 million or 24.2% of a total $2.5 billion invested in all media. Figures reveal that 83 advertisers used TV as a basic medium, 63 spent $100 or more of their dollars in TV, and 24 invested in excess of $20 million each.

Holding the largest TV share at 98% was Consolidated Cigar Corp., while Procter & Gamble ranked first for total TV spending with 92.7% of its expenditures in the medium.

Color commercials were used by 48 advertisers last year, TVB said. Color TV programming in turn, showed a jump of from 560 hours in 1956 to 2,300 last year.
Yankees to join network series

But ABC-TV still wonders whether it can make a buck on national ball Saturdays

CBS's New York Yankees, sixth in the American League but first on the screens of large numbers of televisers, have agreed to join in national Saturday telecasts, putting new life in baseball's first collective TV package. The national games suffered sorely this year for want of audience.

The Saturday baseball plan is still beset by problems. ABC-TV, which has carried the national games this year, paying $5.4 million to baseball in rights — $300,000 per participating team — is believed to have lost well over $1 million in the process.

Last month ABC indicated that its carrying of the Saturday telecasts next year was doubtful unless certain difficulties could be overcome (Broadcasting, Aug. 23).

One problem has been competition for audience with Game of the Week telecasts of the Yankees. Although the ABC-TV package has brought games into all major markets and the Yankee telecasts on CBS-TV were blacked out of major league cities, still the Yankee games on some Saturdays drew a larger rating than the national package.

In entering the collective plan, the Yankees, who made $500,000 this year in rights for Game of the Week, will be giving up these revenues and receiving $325,000 as their share of the rights money stipulated by baseball for the second year of its contract with ABC-TV.

Local Conflicts • Although the Saturday plan has brought games into all markets, these games have never involved telecasts of teams into their own home territories. This was to protect local sponsors of ball teams from competition with the national game sponsors.

This condition still remains. Perry Smith, director of broadcast for the Yankees, said the team's participation in the national program was conditioned on compliance with all of the provisions in the current contract with ABC-TV, including continued observance of each team's exclusive rights in its home territory.

Roone Arledge, vice president, ABC-TV sports, said he had informed John E. Fetzer, broadcaster and chairman of the major league baseball committee, of the problems still facing ABC's participation in the plan next year. He did so, he said, in a letter that also touched on possible remedies to the situation.

Presumably Mr. Arledge feels that even without Yankee competition, further changes are necessary to make the national game a paying proposition.

It has been suggested that the baseball teams no longer present themselves locally in Saturday afternoon telecasts. It is questionable whether ball clubs would agree to such a change.

Another Network? • There have been indications that if ABC-TV decides not to exercise its renewal option — it has until Oct. 8 to do so — baseball would seek another network to carry the Saturday games.

Bill McPhail, vice president for sports at CBS-TV, said CBS would "take a look at it," if baseball came to the network with the package, but also said it is "extremely high priced," something ABC-TV has already discovered, under present circumstances.

NBC-TV did not comment on the possibility of its interest in the games.

One suggestion that ABC-TV apparently favored was to move the games from Saturday afternoon to Saturday night, when there would be no other baseball competition. But this would prevent participating teams from playing double headers on following Sundays and would probably be rejected for that reason.

Mr. Arledge indicated that the remaining games in the Saturday package would involve teams in contention for pennants in their respective leagues and would be likely to attract larger audiences than telecasts of the same teams earlier in the season. Asked whether the package might fare better if presented only in the last half of the season when games of maximum interest could be selected, Mr. Arledge said this possibility was being considered.

"Baseball can't have it both ways," he said. "It won't succeed by being in competition with itself."

If problems are ironed out of the plan for next season, the Philadelphia Phillies might be the only non-participating team in the major leagues. Mr. Arledge said there is still hope the Phillies might join, but other observers saw no change in that team's situation which prevented it from joining the national telecasts this year—an outstanding sponsor obligation to the Atlantic Refining Co.

Unisphere to list slate

The Unisphere Broadcasting System, which is a proposed fourth network of UHF-TV stations (Broadcasting, Aug. 24), will disclose its program line-up at a Sept. 24 news conference in New York. Vic Piano, chairman of the board at UBS, said last week the affiliate list now stands at 32 and added that the organization already has scheduled 11 1/2 hours of prime nighttime programs and 20 hours of daytime. A starting date for on-the-air telecasting has not been announced.

Pro ball wants CATV controls

AFL, NFL and baseball ask for copyright protection of local live gates

Spokesmen for professional sports last week told a House Judiciary subcommittee that uncontrolled community antenna television activity is extremely detrimental to their financial well being.

The commissioners of the two major professional football leagues, and a spokesman for professional baseball appeared in the final week of subcommittee hearings on revision of the copyright laws (Broadcasting, May 31, et seq.).

Joe Foss, commissioner of the American Football League, said that to protect a live gate, the league's by-laws prohibit the telecasting of a game of one team into the territory of another team, when the second team is playing at home. He said the professional sports bill of 1961 and a Pennsylvania district court's 1953 decision had upheld the right of a team to "black out" television coverage of a game while it is playing at home.

But, Mr. Foss said, CATV is now placing this protection in jeopardy because of the growth and expansion of the systems.

He cited CATV advertisements carried in the Buffalo (N. Y.) Courier Express which, he said, use as their main draw for subscribers, the statement that they can provide the blacked-out coverage of professional sports events which cannot be received without the CATV hookup.

Mr. Foss said the AFL has no comment on the CATV's which relay their
You can get all these 12 features in only one 5/10 kw AM transmitter

1. Solid state r-f exciter (±5 cps guaranteed.)
2. Solid state audio driver.
3. Solid state rectifiers.
4. Extended operating console for metering and control.
5. Unequaled compactness—only 69” high, 67-7/16” wide, 32” deep.
6. No external power components.
7. Remote control circuits incorporated.
8. Designed for automatic operation.
9. Loading control of power output.
10. Automatic tuning of PA.
11. Variable vacuum capacitors in tuning and loading.
12. All components accessible; easy maintenance.

It’s Collins’ new 820 E/F-1 5/10 kw AM transmitter. Contact your Collins Sales Engineer or write Broadcast Communication Division, Collins Radio Company, Dallas, Texas for descriptive brochure.
signals to households in rural areas where the reception, normally, may be inadequate. But he maintained the league will suffer, and the game attendance will dwindle if CATV's are allowed to operate inside the blacked-out areas.

He told the subcommittee that in all but one of the league's eight cities, Kansas City, Mo., he was certain that CATV's have franchises within 50-mile radius of the teams. The other cities are Houston; New York; Buffalo, N. Y.; San Diego; Boston; Denver, and Oakland, Calif.

Mr. Foss also related the difficulty of assuring the television networks that they have the exclusive rights to a particular NFL game. He said, "CATV can still sell the game out of the air for their own use."

AFL-NFL Agree: Both he and National Football League Commissioner Pete Rozelle agreed that the leagues' teams would suffer if the television network contracts were not protected, as the leagues depend on the revenues from television for their survival.

Mr. Rozelle said professional football "does not want to follow the path of professional boxing—with teams playing in comparatively empty arenas with national television audiences."

He noted the congressional action on the professional sports bill which prohibits telecasting a professional football game that would compete with a high school game played on a Friday night or Saturday (see story this page), and asked how the league could meet the directive when a CATV could bring a distant NFL telecast into a local area where college games are being played.

He suggested that the copyright laws be extended to coverage of live sports events which are recorded simultaneously with their original transmission, and that, for all intents and purposes, the laws covering motion pictures be granted to professional sports.


Phony Standard: Mr. Porter pointed out that for copyright protection to be granted to a taped or rebroadcast of a sports program, and not to cover the live coverage of the same event, is an "artificial and economically meaningless distinction that should be rejected." And he asked copyright protection be extended to cover CATV's retransmission of live sports broadcasts.

He said that if TV rights are not protected under copyright law, the values of the rights to teams will decrease appreciably.

Mr. Porter pointed out that some baseball teams have decided against televising their home games to protect the live gate, and he gave the Washington Senators as an example. (Washington Senators did, in fact, telecast 11 home games and 24 road games over WTOP-TV, that city, this season.)

Mr. Porter also said that unregulated use of CATV to carry major league baseball could "decimate minor league gate attendance" and that organized baseball would be unable to curb the action.

CATV still unsettled copyright problem

With the close of the House Judiciary Committee's prolonged copyright hearing last week, the investigating subcommittee heard Committee Chairman Emanuel Celler (D-N.Y.) and Register of Copyrights Abraham L. Kaminstein comment on various points of the proceedings.

Admitting that copyright revision is necessary, the congressman said that many points of disagreement among such factors as educational television, juke boxes and community antenna television must be reconciled. He suggested that the subcommittee hold closed-door sessions with representatives of these groups and try to settle the differences.

He also said he feels there is no basis for the exemption of CATV from copyright fees but bringing the systems under the copyright laws will be difficult.

Mr. Kaminstein reported that the requests by the educational broadcasters for freedom in broadcasting any recorded programs for which the "performers, promoters or organizers" had been paid originally, are too broad and should be resolved.

He told the subcommittee "it would be most unfortunate if Congress were to deny to copyright owners any rights against CATV systems because of the difficulties in working out the various practical problems. But the problems remain and they are large."

Further, he said difficulties of advance clearances should be recognized in relation to CATV and the broadcaster, and that this had been reinforced by the extensive testimony heard on both sides of the issue. This, he pointed out, suggests that solutions might be sought through a special provision limiting or remitting liability for CATV uses under certain conditions.

As far as "ephemeral recordings" are concerned, he said, in response to separate demands from educational and commercial broadcasters, the section will probably have to be revised.

He also said that the U.S. should adopt a provision, such as is common in foreign copyright laws, giving broadcasters a limited privilege of recording their own programs.

Sports bill moves from Senate to House

The Senate last week passed the professional team sports bill (S. 950) which would extend to high schools the present protection afforded college and university football games from professional game telecasts within 75 miles of the playing site.

The bill, introduced by Philip A. Hart (D-Mich.), would prohibit any station from telecasting professional football game action into an area within 75 miles of the playing site of a high school game, if the latter had been scheduled in advance of its playing date, and if the game has been duly publicized.

Rejected by the Senate were amendments that would require that all television and radio revenues received by major league baseball be pooled and equally distributed among the teams:

two amendments dealing with the bargaining rights of potential ballplayers under the so-called "drafts," and one amendment which would prohibit franchises from being moved from one section of the country to another.

The bill's main purpose is to place baseball, as well as professional football, basketball and hockey under the antitrust laws of the Federal Trade Commission, but at the same time to grant to the sports special exemptions that will allow them to operate honestly and to maintain the integrity of the games (Broadcasting, Feb. 8).

The bill now goes to the House where it will be referred to the Judiciary Committee for further action.

CBS buys Screen Gems films for '66-'67 season

Screen Gems Inc., New York, last week confirmed the purchase by CBS-TV of 20 feature films from Columbia Pictures, noting that the price was "approximately" $8 million (Broadcasting, Aug. 30).

Screen Gems, in reporting the sale of the features, all produced since 1961, and about half of them in color, noted that CBS earlier this year had purchased a package of 19 Columbia movies for the 1965-66 season. The new purchase is for the 1966-67 season.

Among the features purchased but not mentioned in reports of the week before: "Good Neighbor Sam," "Fail Safe," "Behold a Pale Horse" and "First Man on the Moon". Titles previously reported: "Dr. Strangelove," "The Victors," "Bye Bye Birdie," "Under the Yum Yum Tree," "Love Has Many Faces," and "Die! Die! My Darling."
IF YOU BUY PORTLAND, OREGON TELEVISION FROM CHICAGO YOU SHOULD KNOW THESE MEN

They GUARANTEE that your KOIN-TV Buy will reach MORE VIEWERS during the total day Sign-On to Sign-Off than ANY other Portland TV Station.

Check any ARB or current NSI Report

When you Buy Portland... Always Get KOIN-TV Availabilities First

KOIN-TV Channel 6 Portland, Oregon

One of America's Great Influence Stations

Represented Nationally by Harrington, Righter & Parsons, Inc.
Hot advice to Negro DJ's

'Burn, baby, burn,' the war cry in Watts, is endorsed by DJ newsletter

In the aftermath of last month's Negro riots in the Watts area of Los Angeles, federal and state officials last week began an investigation of a weekly "newsletter" sheet sent by a San Francisco area record shop to disk jockeys around the country, many of them Negroes.

In the Aug. 29 issue of "Your Choice of Hits," Ray Dobard, owner of the Music City Record Shop, Berkeley, Calif., called "All Soul Brother DJ's around the United States [to] use Magnificent Montague's [a Los Angeles DJ] tactic and help to BURN DOWN some of those other ghetto towns that should be burnt down. BURN BABY, BURN!!"

Mr. Dobard, himself a Negro, wrote: "The gigantic air power of Magnificent Montague was instrumental in BURN-DOWN WATTS TOWN. Note: Those of you that file and retain my newsletter editorials, please refer to my newsletter editorial dated 6/27/65 and in that editorial I predicted that Montague was going to BURN DOWN LOS ANGELES TOWN and baby, Montague did just that. All the soul brothers of Watts took command of the streets, torching same by throwing Molotov cocktails and screaming Magnificent Montague's punch line, 'BURN BABY, BURN!!' and brother they did just that and burnt down the ghetto of Watts town..."

The DA's The newsletter wound up in the hands of California Attorney General Thomas Lynch, who turned it over to the Alameda county district attorney, Frank Coakley, and U. S. district attorney in San Francisco, Cecil Poole. In his Aug. 27 letter to Mr. Coakley, the attorney general said "you may wish to take prosecutive action against him [Mr. Dobard]."

He said the state penal code defining arson "may afford the basis for action." Federal action may be warranted, Mr. Lynch wrote, "since his [Mr. Dobard's] conduct also is in violation of a U. S. offense of mailing obscene or crime-inciting matter."

An investigation is now being conducted by Mr. Coakley's office, and Mr. Poole said Thursday (Sept. 2) that the FBI had a copy of the newsletter and was looking into the matter.

On Thursday, the FCC said it had received a complaint that a disk jockey for KSOL San Francisco had been using the phrase, "Burn baby, burn," between each record. The FCC said it had asked KSOL to comment on the charge.

The phrase apparently had originated with and been the personal identification of the Magnificent Montague on KSOF Los Angeles, a Negro-oriented station. Los Angeles police told Broad- castino they had heard the phrase but said it was not to be taken literally by anyone, including them.

Only Trying to Help • Arnold Schorr, general manager of KGFJ, said he had asked Montague to stop using the slogan as soon as the riots broke out. Mr. Schorr said he had asked Mr. Dobard what he was trying to do by putting such a statement in the newsletter and quotes Mr. Dobard's reply as: "I just wanted to help Montague, like I try to help all Negro disk jockeys."

Mr. Dobard said in his newsletter that he buys advertising on six Bay Area radio stations, only two of them—KDAI Oakland and KSOL—Negro-oriented. The others are KYA San Francisco, KSTN Stockton, KYOS Merced and KERIS Pittsburg.

Lewis Avery, vice president and general manager of KYA, said the spots had not touched on any racial issue and were geared either to record specials or urging talented individuals to check with Mr. Dobard for possible recording or in-person contracts.

The perils in unchecked news calls

A faked interview contrived to appear as a report from the scene of the Los Angeles riots was received by WMCA New York on the night of Aug. 16 and was broadcast, the station said last week.

The brief broadcast was questioned immediately afterward when wire service reporters checked to verify the report that Los Angeles Police Chief William H. Parker had been shot and was dead, broadcast on WMCA's Barry Gray Show (11 p.m.-1 a.m.).

A WMCA spokesman said last week that the station had received a phone call from a man who identified himself as "Dick Simpson of KSFO in San Francisco" and who said he had been sent to Los Angeles to cover the race riots. Another voice, said to belong to a "Wally Osser," also was used in the faked report. KSFO is owned by Golden West Broadcasters which also owns KMPC in Los Angeles. WMCA had used KMPC reports in covering the Los Angeles incidents.

The WMCA spokesman said the station customarily used the call-back technique to confirm the source but that in this instance the caller said he had phoned from a mobile unit and could not be reached from New York. A beeper report was then set up and "Dick Simpson" was on the air, live on the Barry Gray Show.

According to WMCA, the broadcast sounded authentic and conveyed a feeling of the riot scene, apparently through use of sound effects. The station discovered the error when it checked with KSFO regarding the false information relating to Chief Parker. KSFO authorities said they had neither a Simpson nor an Osser in their employ.

As of last week, the matter still was in the hands of the phone company in New York. The company had traced the call to WMCA as having come from a "telephone mobile unit" in the New York City area, presumably from an automobile that was telephone-equipped. Phone officials said that a wrong registration number had been supplied when the call was made. Said WMCA: "We were cleanly hoaxed."

17 million U.S. homes tuned TV for splashdown

Television sets in more than 17 million American homes were tuned to the Gemini-Titan 5 splashdown coverage Aug. 29, according to a national Arbitron survey by the American Research Bureau, Beltsville, Md.

The survey showed that the highest percentage of viewing was between 10 and 10:30 a.m. (EDT) when 31.9% or 17,098,000 of the at-home sets were tuned to the Gemini proceedings carried by all three networks.

ARB said that at the 8:55 a.m. splashdown, 23.6% or 12,649,000 of the nation's TV sets were in use.

ARB reported that nearly 9% or two and a half million more TV homes followed the coverage of the splashdown than watched the coverage of the blastoff Aug. 21 (Broadcastino, Aug. 30).

Including coverage of the scrapped launching on Thursday, Aug. 19, the networks shared 19 hours of common coverage—much of it in color. During this
time span, according to Arbitron, NBC-TV attracted 48% of Gemini viewers; CBS-TV 38%, and ABC-TV 13%.

A new VIDEX system, designed by the International Telephone and Telegraph Corp. to transmit television pictures over radio and TV circuits, provided the first views of the recovery of astronauts Cooper and White by the aircraft carrier Lake Champlain in a series of rapidly transmitted still pictures.

The three TV networks were estimated to have run up close to $3 million in out-of-pocket costs for the Gemini coverage. ABC-TV reported out-of-pocket costs of $1.3 million and said program pre-emptions represented close to $200,000. CBS-TV and NBC-TV could not immediately provide similar figures on their coverage.

Final touches put on RTNDA agenda

The formal agenda for the 1965 International Conference of the Radio Television News Directors Association to be held Oct. 20-23 in St. Petersburg, Fla., was announced last week by RTNDA first vice president Bob Gamble, WFRM-AM-FM-TV Indianapolis. An expanded convention program will be highlighted by sessions on newsroom management, taping techniques, severe weather reporting and color newsfilm and camera developments.

An innovation for this year’s conference will be exhibits by more than 30 broadcast news equipment and products manufacturers.

Featured speakers will be Senator Vance Hartke (D-Ind.), sponsor of measures that would repeal equal time broadcast provisions for political candidates, and Charles C. Barry, executive VP for radio-TV, Young and Rubicam, New York. Mr. Barry will speak on sponsors’ evaluation of broadcast news.

A. J. Drucker, IBM, will be the principal speaker in the session on newsroom management; Sheldon Hoffman, CBS, on taping techniques, and P. H. Kutschenreuter, deputy director, U. S. Weather Bureau, on severe weather reporting.

New officers of RTNDA will be chosen at the business meeting Oct. 21; there will be two other business sessions.

Don Mozley, KCBS San Francisco, RTNDA vice president for radio, will be the moderator for the radio workshop which will concentrate on recording instruments and techniques. Bruce Dennis, WGN-TV Chicago, RTNDA vice president for TV, will moderate discussions on the color newsfilm and 8mm movie camera developments.

Details of the convention agenda will be listed in the September issue of the RTNDA Bulletin.

How to find 200,000 inquisitive listeners

A special 45-minute CBS Radio program *Ask CBS Radio about Gemini 5*, in which listeners phoned in questions to CBS News correspondents Walter Cronkite, Dallas Townsend and Reid Collins about various aspects of GT 5, drew an estimated 200,000 calls from all over the country, it was reported by CBS last week. The program was broadcast Saturday, Aug. 28, 12:15 to 1 p.m., EDT.

CBS said that the telephone company had to call in over 1,000 technicians and engineers on overtime to man equipment needed to route the flow of calls which poured in. Calls in the mountain time zone were reportedly "paralyzed" 30 minutes after the start of the broadcast, with the result that CBS was asked by the phone company to request listeners to make no more calls.

During the past week, officials of CBS and the telephone company met to discuss logistics problems before attempting another program of this type. According to Lee Hanna, director of news for CBS Radio, the phone company asked CBS to consider, among other things, adding 50 extra telephone operators for future broadcasts; placing separate producers in each time zone, and providing automatic answering devices that would inform callers when lines were tied up. He said the network was working on these requests along with other ideas for future telephone-call programs.

Newsman told to dig for government news

In a speech before the Arkansas Broadcasters Association at Little Rock, Elbert J. Haling, assistant to the director, U. S. Public Housing Administration (southwest region) called on the broadcasting news media to be in closer contact with regional government agencies.

No respectable station needs an engraved invitation to visit a known news source, he said, yet all too often broadcasters hold aloof from such rich subjects as public housing projects, Medicare and veterans' benefits. Newspapers have trained reporters specifically assigned to cover federal, state and local government news beats. Broadcasting news departments would do very well to follow this example, he added.

Citing his own agency as an example he stressed the great wealth of human interest stories alone which are available to the inquisitive reporter. The major government agencies have public information offices designed to aid the news media. However, on a regional scale the public relations facilities are less clear-cut, and reporters must cultivate knowledgeable officers within the various agencies.

The government will readily welcome their active interest, he concluded, and broadcasters, in return, will receive dividends in the form of intimate news coverage.
ETV's: vulnerable to seizure by extremists?

SENATOR RAISES QUESTION AT BARTLEY HEARING

A southern senator last week expressed concern over what he called a possibility that in the future an extremist or extremist group might seize control of an educational television station or of time on an ETV to expound one-sided views.

The senator, Ross Bass (D-Tenn.), related his concern in a hearing before the Senate Commerce Committee on the renomination of Robert T. Bartley to a third term on the FCC (see page 61).

Senator Bass told other senators at the hearing and Commissioner Bartley that the educational stations' need for money could "lead to brainwashing by people who have the money to expound these philosophies."

He wondered how much political and ideological lecturers on ETV stations could say without having the fairness doctrine invoked against them. And he asked the commissioner whether, for example, the John Birch Society could become a licensee of an ETV.

Commissioner Bartley replied that as far as he was concerned "the fairness doctrine applies to all licensees." But he told the senator that he could not say whether the Birch movement could become a licensee "unless I could see their charter" but that it definitely could not "unless they are legally, technically and financially qualified."

The FCC Word • Senator John O. Pastore (D-R.I.), who conducted the hearing, asked Mr. Bartley to have the general counsel of the commission supply the committee with answers on the fairness doctrine and the licensing of educational stations.

Senator Bass's statements came after Senator Warren G. Magnuson (D-Wash.), committee chairman, asked Commissioner Bartley what the government could do when an ETV "runs into hard times and has to seek financial aid that will entail 'credits that are closer to commercials'?" The question was never answered.

Senator Bass told the commissioner that he was concerned that some of the educational stations and maybe some of the colleges and universities, particularly those having financial difficulty, might become the vehicles of political or ideological misuse by a foundation or an individual with lots of money to spend, but with a particular vested interest in mind.

Dangerous • The senator told the commissioner that he feels educational stations are fine, but that for an individual or group to be able to state controversial views on one side of an issue, under the pretense of educational pro-

graming, and without the other side being aired, "is a dangerous weapon."

He told the commissioner that the commission should "lay down some rules in a hurry."

The committee also heard Commissioner Bartley say that since the All-Channel Receiver Act, UHF has taken a swing for the better. The commissioner said that "the smart money is now moving in that direction" and that the act is invaluable to the growth and development of educational stations.

Flowers, will be sponsored by the Xerox Corp., Rochester, N. Y., through Papert, Koenig, Loes. It was produced by the Telsun Corp., a nonprofit corporation chartered to produce a series of TV dramatic programs on UN activities.

Variety special • CBS-TV plans musical variety special, New York, New York, starring Gene Kelly on Feb. 14 (10-11 p.m. EST). Filming with cast of Gower Champion, singer Tommy Steele and comedian Woody Allen, will feature New York as a backdrop for performers.

Sculptor Moore • CBS-TV will survey the works of England's foremost sculptor in a news special, Henry Moore: Man of Form, on Oct 5 (10-11 p.m., EDT). Charles Collingwood, CBS News chief European correspondent, will conduct interview with Mr. Moore and art critics.

'Press' moves • NBC-TV will switch its Meet the Press color series (Sundays, 6-6:30 p.m. EDT) to a new time schedule on Sept. 12 at 1-1:30 p.m. EDT; while NBC Radio will continue its regular same day rebroadcasts of the series at 6:30-7 p.m. EDT.

Teenagers on CBS • CBS-TV intends to program the Miss Teenage America Pageant for an extended number of years after last weeks signing of a long-term contract with Teen America Associates Inc. This year's event with 60 finalists in Dallas is scheduled for coverage on the network on Oct. 29 (10-11:30 p.m. EDT).

Home improvement • P/R Broadcasting Inc., 565 Fifth Avenue, New York, has available a new five-minute radio series This Is Your House based on the newspaper column "Aid to the Ailing House" by Roger C. Whitman.

California move • Bill Melendez Productions has moved to new offices at 429 North Larchmont Boulevard, Los Angeles 90004. Phone: 463-4101

Name change • With Jerry Ansel re-signing from Ansel-Shaw Inc., New York, the TV film production firm will be known as Mark Shaw Associates.

Format switch • Wwow Charlotte, N. C., last week changed to a country music station.

G-T and CBS • Goodson-Todman Productions, New York, and CBS-TV have agreed to co-produce a new half-hour comedy series for the 1966-67 season entitled Mona Fay. The series was created by Charles Peck.

Auto race film • Racefilm Productions' 16mm, 28-minute color film, The Short Way Around, on the 1965 Indianapolis 500, is being distributed on a free-loan basis by The Firestone Tire and Rubber Company, Akron, Ohio, through Asso-

Senator Bass

Program notes...

Shulman to TV • Novelist Max Shulman will join Universal TV, division of MCA, New York, as a top creative supervisor of TV comedy. He will work on program development.

Tribute to Stevenson • A one-hour dramatic program dealing with the United Nations, which will be telecast on ABC-TV Thursday (Sept. 9, 8-9 p.m. EDT) will be dedicated to the memory of the late Adlai Stevenson. The presentation, Poppies Are Also

52 (PROGRAMMING)

BROADCASTING, September 6, 1965
Live couldn't.
Scotch® Brand Video Tape did.

Kept ice cream from melting for KAKE-TV!

Video tape makes sure the ice cream always looks its most appealing on tv. Pleases the sponsor, Steffen's Dairy. Brings in the customers. And makes the commercials less expensive to produce.

Used to be at KAKE, Wichita, the ice cream dishes were set up under the lights prior to the 10 p.m. news. But began to melt before the mid-program commercial. Adding an extra man to put the ice cream in place at the last second was considered. But going to video tape proved both more convenient and less expensive.

KAKE now tapes virtually all evening commercials by local clients in advance. Less crew is needed during the evenings. The advertiser enjoys greater control over his commercials. And the commercials themselves have live picture quality without danger of an on-the-air goof.

KAKE is among more than 200 stations throughout the country that are utilizing 3M's video tape program to show advertisers that taped commercials best show their merchandise. Stations near you are now offering a variety of helpful reference materials as well as production service. Give them a call. Or write 3M Magnetic Products, Dept. MBX-95, St. Paul, Minn. 55119.

Magnetic Products Division 3M Company

"Scotch" and the plaid design are reg. tms. of 3M Co. © 1965, 3M Co.
Film sales...

Science Fiction and Exploitable (Allied Artists TV Corp.): KQTV-TV Sacramento, Calif.; KCV-TX Montana, Mont.; WQTV-TX Oak Hill, W. Va.; WPAT-TV Roanoke, Ind., and WAPI-TV Birmingham, Ala.

Bowery Boys (Allied Artists TV Corp.): WANE-TV Ft. Wayne, Ind., and WOAY-TV Oak Hill, W. Va., and WKEF-TV Dayton, Ohio.


Thrillers 2 (American International TV): WFTV-TX Orlando, Fla., and WZTV-TX Grand Rapids, Mich., and WBNT-TV Columbus, Ohio.

Superspy Action Group (Four Star): WSPA-TV Spartanburg and WIS-TV Columbia, both South Carolina; KXTV-TX Sacramento, Calif.; WOAK-TX Rochester, N. Y.; KDJL-TX Duluth, Minn.; KOCO-TV Oklahoma City; WVTX-TX Youngstown, Ohio; WTHI-TV Terre Haute, Ind.; WWLTV-TV New Orleans; WVRV-TX Green Bay, Wis.; WBC-TV Birmingham, Ala.; KHS-TV Chico, Calif.; WSN-TX Milwaukee, and WTCN-TV Minneapolis-St. Paul.

Gypsy Rose Lee Show (Seven Arts): WLBW-TX Miami; WMTW-TV Poland Spring, Me.; WBEN-TV Buffalo, WRGB (TV) Schenectady and WHEN-TV Syracuse, all New York.

The Professionals (Seven Arts): WHO-TV Dayton, Ohio, and WJRT-TV Flint, Mich.

Auto Racing Specials (Triangle): KTLA-TX Los Angeles; KAAR-TV San Diego, and KXKM-TV Monahans-Odessa, Tex.

Century I (20th Century-Fox): WTVV-TX Steubenville, Ohio; WRCB-TV Chattanooga, Tenn.; WAOV-TV Wausau, Wis.; KWWL-TV Waterloo, Iowa, and KMNT-TV Austin, Minn.

Outer Limits (UA-TV): WTVI-TX Pittsburgh; WHFM-J-TX Youngstown, Ohio; WBMG-TV Birmingham, Ala.; WAVE-TV Louisville, Ky.; WFTV-TX Orlando, Fla.; KFV-TX Lafayette, La.; KGNS-TV Laredo and KFMD-TV Beaumont, both Texas, and KAIT-TV Jonesboro, Ark.

Radio series sales...

Womanly Art of Self Defense and Safety (Charles M. Conner Productions): KPBC Houston.

Miss America Pageant Reports (Ken Gaughran Productions): KMNS Sioux City, Iowa, and KEEK Nacogdoches, Tex.

Here's Heloise (King Features Syndicate): KORK Las Vegas; WXXO Bay City, Mich.; WWNS Statesboro, Ga.; WFAA Dallas; KPAM St. Cloud, Minn.; WHOS Decatur, Ala.; WISN Milwaukee; KRDQ Colorado Springs, Colo.; WJTN Jamestown, N. Y.; KRU Roswell N. M.; WAKR Akron, WHBC Canton, WTVN Columbus and WREO Ashtabula, all Ohio, and WHRN Herndon, Va.

Point of Law (Signal Productions): WCHE West Chester, Pa.; WLEC Sandusky, Ohio; KRVN Lexington, Neb., and WSAF Sarasota, Fla.

30 Hours of Christmas (Triangle): WEKZ Monroe, WRDR Reedsburg, WFR Wisconsin Rapids and WAPL Appleton, all Wisconsin.

NBC asks more time for 50-50 comments

NBC last week petitioned the FCC to extend again the deadline for comments on the FCC's proposal to limit network ownership and control over prime-time programming.

NBC is asking that the deadlines be postponed from Oct. 21 to Feb. 21, 1966, for comments, and from Dec. 1 to April 1, 1966, for replies.

The NBC brief states that Part II of the second interim report on inquiry in network programming practices has not yet been printed nor made available in a form that can be meaningfully reviewed or evaluated. One copy of Part II was made available for inspection at the commission's public information office on July 23.

NBC points out that Part II, which runs more than 1,000 pages, contains detailed documentation for Part I which was considered by the commission in adopting the notice of proposed rulemaking.

The major proposal in Part I is rule-making to limit to 50% network ownership and control over nonnews prime-time programming.

ABC, CBS and NBC have retained an independent research organization to study economic facts and issues relating to the notice and the rule proposed by the commission. NBC contends that more time is needed to complete the studies, review them and prepare comments.

Part II, according to NBC, contains a lengthy narrative statement by the commission staff with assertions and conclusions not previously advanced with respect to network procurement procedures as well as additional arguments in support of the proposed rule.
BUT... You Gun for the 39th Market with a WKZO-TV Campaign!

Already the 39th television market, Grand Rapids-Kalamazoo—and the Greater Western Michigan area covered by WKZO-TV—are becoming a target of even greater sales opportunity.

New plants a-building in Kalamazoo alone will add 7,200 industrial and service jobs; bring 18,585 people into the area; create an additional 5,740 households; boost personal income another $48 million! A great many other area cities could cite similar patterns.

If you want to zero in on this high-caliber, booming market, arrange to fire your heaviest salvos over WKZO-TV. Ask your Avery-Knodel gunner to give you the complete logistics.

And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

†ARB’s 1964 Television Market Analysis
FCC back in business:
the work it faces now

Coming up in the next few months: the gut issues

of CATV, group ownership, network program control

The FCC, whose offices have been all but still during a lazy, hazy August recess, was beginning to bestir itself last week. Fall was approaching and with it commission meeting agendas containing items of fundamental importance to broadcasters—and to the shape of the commission's regulatory policy itself.

None of these issues is expected to be resolved this week, at the first regular meeting following the hiatus. The agenda, will be large, but filled mainly with relatively routine items.

But in the weeks and months ahead, the commission will confront items of larger consequence: regulation of community antenna television systems, multiple ownership of broadcast stations and network ownership and control of programming.

The commission, which in April adopted rules governing microwave-fed CATV's, is prepared to adopt the same rules for nonmicrowave-served systems. The only question appears to be whether it will act with or without a specific grant of authority from Congress. The commission clearly believes it already has the authority.

New Rules: Besides the question of jurisdiction, the commission is considering a host of new rules to govern CATV to add to those it adopted in April—rules dealing with "leapfrogging" of TV signals from distant stations and with CATV program origination, among others. Comments on these matters are due Sept. 27.

Two proposed rules affecting CATV's are scheduled for discussion this week. One would put noncommon carrier microwave operators serving CATV's in a new service—Community Antenna Relay—to be administered by the Broadcast Bureau, and would require them to use microwaves in the 13,000 mc band, rather than common carrier frequencies. The other would require that at least 50% of a common carrier's service be supplied to interest other than the carrier itself (CLOSED CIRCUIT, Aug. 2).

A commission proposal to reduce the number of major-market television stations an individual or corporation may own pits the FCC squarely against the industry's wealthiest and most influential members, the multiple owners.

The proposal, which the commission says is designed to prevent concentration of economic control of television stations and to promote diversity of programming, would limit ownership in the first 50 markets to three television stations, no more than two of them VHF's.

The proposal is already in effect in the form of an interim rule.

United Groups: A Council for Tele-
vision Development, made up largely of the group owners, has been organized to oppose the proposal. The commission doesn't intend to require divestiture. But the rule, if adopted, would prevent some owners from "trading up" and would shrink the market for those owners of major-market stations interested in selling.

Deadline for comments on the pro-
posal is Oct. 1. But the group owners, who are engaged in a massive research program to support their position that group ownership of stations has served the public interest, have asked for a six-month extension.

A related issue involves the commission's proposed rulemaking and notice of inquiry concerning the broadcast ownership interests of mutual funds and others that may be in technical violations of the commission's multiple-ownership rules. Violations occur when funds own more than one 1% of two or more group owners which, together, own more stations than the rules permit a single party to own. The industry's views are now being received on that matter (see page 67).

Another major battle involves the commission's proposal to limit to 50% the amount of nonnews prime-time programming that networks may own or control. The commission argues that the proposal, if adopted, would break the "monopoly" it says the three networks now have over sources of programming material. The deadline for comments, which has already been extended four months, is Oct. 21. However, NBC last week asked for another four-month extension (see page 54).

The Pay Problem: The question of pay television is yet another hot item for the FCC. Zenith-A.V.C., which in cooperation with RKO General is conducting a test of Zenith's Phone-
vision pay-TV system over WHCT(TV) Hartford, Conn., has asked the commission to issue a rulemaking to authorize pay television on a nationwide basis (BROADCASTING, March 15)—a request which has been vigorously opposed by the nation's theater owners.

Other issues that await the commission's attention include:

Program reporting form revision. The commission, after wrestling with this task seven years, finally finished revising the program reporting form for radio (BROADCASTING, Aug. 16). But considerable work remains to be done on the form for television stations. And it's a virtual certainty the commission won't resolve the issue without a bitter debate over the extent to which it can intrude into programming.

Low-power UHF community television stations. The commission has proposed creating a new service of television stations operating with 10 kw, which would be limited in service to the communities in which they are located. Some observers doubt that such a station could survive. But CATV operators—in view of the commission's decision to permit CATV-TV cross own-
ership—are showing keen interest.

Presunrise operation by daytimers. A
rulemaking that would permit daytime radio stations to go on the air before sunrise has been outstanding since November 1962. Part of the difficulty involves treaty provisions that ban sunrise operation by any of the three regional channels, which are occupied by foreign as well as U. S. stations. However, talks aimed at resolving this problem are proceeding.

Higher power for clear channel stations. The Commission has indicated interest in permitting some or all of the stations operating on unduplicated clear channels to operate experimentally with more than the present 50 kw limit. The Commission staff is now preparing criteria that stations would be required to meet to qualify for a higher-power authorization.

Urban-suburban issue. Because of a reversal by the U. S. Court of Appeals in a case involving its allocations policy, the Commission is concerned with the adequacy of its standards for determining when an applicant for an AM station in a suburban community intends to serve that community—or the neighboring big city. An oral argument on the issue, which the Commission says is of "fundamental" importance, is scheduled for Oct. 1. Parties in three comparative hearings involving AM assignments in heavily urbanized areas—Pittsburgh, Southern California and northern New Jersey—will participate. The commission hopes the argument will help it establish criteria for defining "community" that will stand up in court (Broadcasting, July 12).

WGN Inc. buying VHF in Denver

$3.5 million purchase of KCTO(TV) from McCaw must clear new FCC policy on ownership

The sale of kcto(Tv) Denver to Won Inc. (Chicago Tribune) for $3.5 million is scheduled to be announced this week.

The purchase of the channel 2 independent in a four-station VHF market from J. Elroy McCaw, subject to FCC approval, came after two years of negotiations. It marks the second TV expansion by Won Inc. in the last five years. In 1960, Won Inc. bought Kdal-am-Tv Duluth, Minn. (Superior, Wk.) for $3.3 million.

It also marks the first challenge of the FCC's interim policy on VHF station ownership in the top 50 markets. Late in 1964 the FCC proposed a policy, which it adopted on an interim basis, prohibiting any entity already owning two VHF stations in any of the top 50 markets from acquiring a third in those markets without a hearing. The policy provides, however, for a waiver if good cause is shown for the acquisition.

Won Inc., which owns wgn-Tv in its home city of Chicago, is allied in ownership (through the McCormick-Paterson families) with independent wpix (Tv) New York, owned by the New York Daily News. Denver is considered the 47th city in the top-50 list.

Mr. McCaw has owned kcto since 1955 when he bought the then three-year old kfel-Tv from the late Eugene O'Fallon for $700,000, including $300,000 in obligations. In that same year, founders' Corp. (Richard Shaheen) exercised an option to acquire 50% interest in the Denver station by paying half of the purchase price and assuming 50% of the obligations. Four years later, however, Mr. McCaw bought back this half interest for $150,000. Until 1959, the station's call letters were ktvr(Tv).

Mr. McCaw continues to own ktvw (Tv) Tacoma-Seattle, 45% of kixi-am-Fm Seattle and 50% of kela Centralia, all Washington. He also has interests in a number of community antenna systems, including Sterling Information Services, a wired-Tv service in New York which holds one of the two authorizations by the city for CATV there.

Negotiations with Mr. McCaw were carried on by Ward Quaal, president and general manager of Won Inc. In addition to its TV station in Chicago, Wgn Inc. also owns the 50-kw clear channel wgn there (on 720 kc). Won Inc. also operates a CATV system in Houghton, Mich. Wgn-Tv, on channel 9, is independent; koa-Tv on channel 3 in Duluth is affiliated with CBS-Tv.

Other Denver stations are kbtv(Tv) on channel 9, owned by John C. Mul- lins: klz-Tv, on channel 7, owned by Time-Life Broadcast Inc.: koa-Tv, on channel 4, owned by a local group headed by William C. Grant, and educational, non-commercial krma-Tv, on channel 6.

Rochester applicants offer merger plan

Three of the 11 applicants seeking channel 13 in Rochester, N. Y., have informed the FCC of a plan to conclude the draw-out proceeding and provide the city with a full-time educational as well as a new commercial service.

A key element in the plan, as reported to the FCC last week, calls for Rochester Area Educational Television Association to withdraw from the channel 13 contest and to apply for a Rochester educational channel instead.

A second element is that the three parties have agreed to merge their applications into one, and to contribute $75,000 to RAETA for the establishment of a station on the educational channel.

The three parties, Flower City TV Corp., Genesee Valley TV Co. Inc. and Community Broadcasting Inc., also said they will invite the remaining applicants to join the merged application.

Those remaining applicants that join in the merged application would bear a proportionate part of the cost of the $75,000 contribution, as well as of other costs in prosecuting the application.

Interim Operation • The channel 13 applicants are presently providing Rochester with television service on wokr (Tv) an interim operation they have conducted jointly since 1962.

The only part of the plan completed thus far is the agreement of Flower, Genesee and Community to merge. But the three told the commission that talks with RAETA have resulted in "reasonable assurance" that the applicant would withdraw from the channel 13 contest in favor of seeking the educational outlet.

RAETA has been linked with Rochester Telecasters Inc. in a shared-time application, which won the approval or a hearing examiner in the initial decision in January 1964 (Broadcasting, Feb. 3, 1964).

However, the commission last May sent the case back to hearing for a determination of whether alternative means are available for broadcasting the kind of program RAETA proposes to carry (Broadcasting, May 17). The commission also wants a closer look at whether Rochester Telecasters Inc. on a part-time basis, could provide an effectively competitive outlet for ABC. CBS and NBC have full-time VHF affiliates in Rochester.

Additional Talks Needed • The three parties, noting that additional negotiations are required, said they were not yet seeking FCC approval of the agreement. But in proceeding with the
merged agreement, they said, they would request the contingent dismissal of the Flower and Genesee applications and would provide for their interests in amendments to the Community application.


Asheville wants string on its CATV franchise

First invitation by a city for a leaseback community antenna arrangement took place last week. The city: Asheville, N. C. The offer: solicitation of sealed bids to provide CATV service in Asheville, with this kicker—provision for the CATV system to be turned over to the city at the end of the franchise period.

The offer asking for CATV bids came from J. Weldon Weir, city manager of Asheville, who reported that the bids would be opened at 10 a.m. on Oct. 1. Conditions include a prohibition on pay TV and a requirement that the CATV franchise holder and its stockholders have no interest in the sale or repair of television sets.

The Asheville situation is the result of a two-year impasse between the city and five applicants—with the city at one time indicating it was thinking of going into the CATV business itself. The issue, dormant since last year, was jolted alive last month when a sixth applicant filed for CATV franchise, offering to pay the city 13% of gross receipts for the first five years; 15% for the next 15 years, and with the entire system to be assigned to the city at the end of 20 years. This application was filed by Robert O. Hofland of Chelmsford, Mass. Mr. Hofland, who is with Spencer-Kennedy Laboratories Inc., Boston, said he has a $1 million commitment from the Kellog Credit Corp. for the Asheville CATV installation. Kellog is a subsidiary of International Telephone & Telegraph Co.

Meeting this bid, and raising it a little, was Harold Thoms, wise-tv Asheville, one of the pending five applicants. Mr. Thoms proposed to pay the city 16% of the CATV gross for the first five years, 18% for the next 15 years, and also to donate 40% of its net profits to local charities. Mr. Thoms also proposed to assign the CATV system to the city after the 20-year period.

Other applicants, that now have the opportunity to meet these conditions, are WLOS-TV Asheville, Cosmos Broadcasting Corp., Reeves Broadcasting Co., all broadcaster-CATV groups, and National Trans Video Inc., Dallas, a group CATV owner.

Commerce committeemen slated for NAB meets

Members of Congress who have a say in legislation affecting broadcasting will be featured luncheon speakers at four of the National Association of Broadcasters fall conferences.

The speakers are Senators Peter H. Dominick (R-Colo.) and Thruston B. Morton (R-Ky.) and Representatives Samuel N. Friedel (D-Md.) and James A. Mackay (D-Ga.). All are commerce committeemen.

Senator Morton will speak at the opening conference in Louisville, Oct. 14-15; Congressman Mackay is scheduled for the second conference in Atlanta, Oct. 18-19; Representative Frie-

Fetzer, Time-Life form Michigan CATV group

Two broadcasters in Michigan have combined for community-antenna operations, it was announced last week. Fetzer Broadcasting Co. and Time-Life Broadcast Inc. have formed a Michigan corporation, Wolverine Cablevision, which will establish CATV service in the Michigan cities of Battle Creek, Albion and Marshall.

Fetzer Broadcasting owns WZKO-TV in Kalamazoo, and is a group broadcaster with other holdings in Michigan and elsewhere. Time-Life is the owner of WOOD-TV in Grand Rapids, Mich., and also owns other broadcast stations elsewhere. Each company has announced its intention of instituting CATV operations independently, as well. Fetzer is beginning a system in Kalamazoo (Broadcasting, Aug. 2), and Time-Life in Jackson, Mich. (Broadcasting, May 24).

In both Kalamazoo and Jackson, and also in the communities to be served by Wolverine Cablevision, Bell Telephone system lines will be used.

First move by Wolverine will be for Battle Creek. An application is currently being prepared seeking a franchise in that city, even though last July the city granted a non-exclusive franchise to Triad Stations Inc. (WALM Albion) which also holds non-exclusive franchises for Albion and Marshall.

Wolverine Cablevision will have five directors. Shown here are four (l to r): Carl E. Lee and John Fetzer, representing Fetzer Broadcasting, Robert Van Horn, secretary-treasurer of Fetzer Broadcasting (not a Wolverine director), and Willard Schroeder and Leonard Bridge, Time-Life Broadcast. The fifth director has not been appointed yet.
The Buffalo market is growing. The face of the city is changing. New construction, expanding facilities for business and industry, an exciting concept for a new "downtown" are under way.

This activity reflects the vitality of this community and the prosperity of its people. It represents, too, a tremendous buying potential that can best be tapped through the coverage and penetration of the market's major selling medium — WBEN-TV.

WBEN-TV pioneered television in Western New York — and has maintained leadership both in share of audience and audience loyalty. Channel 4 comes in strong and clear in 18 counties of Western New York and Northwestern Pennsylvania. It's a market that last year topped over 4.1 billions in retail sales.

**Want to go places and grow? Go on Channel 4... in going, growing Buffalo**

**National Representatives**

HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Boston • St. Louis • Atlanta

Los Angeles • San Francisco

**WBEN-TV**

Affiliated with WBEN Radio and FM
The president of the American Newspaper Publishers Association has decided that radio and television are outside the constitutional protection of freedom of the press.

That’s the opinion of Gene Robb of the Albany, N.Y., Knickerbocker News and Times-Union, president of the American Newspaper Publishers Association. His papers are owned by Hearst, which also has extensive TV and radio interests.

In a speech at Syracuse (N.Y.) University Mr. Robb quoted United Nations Ambassador Arthur Goldberg as having said, while he was still a Supreme Court justice, that newspapers “enjoy a unique constitutional status. Freedom of the press is protected by the First and 14th Amendments from abridgement. And whether it is called a preferred or fundamental right, or by some other label, a free press is indispensable to the preservation of democracy under law.”

To this Mr. Robb added: “This status—unique, preferred, fundamental—is confined to the press, the written world. Books and periodicals are included but for everyday application it is the newspaper—daily and weekly—which embodies the people’s rights to a free press. It does not include radio and TV which are licensed by the federal government and which depend on a federal license for their very right to live and exist.”

Mr. Robb did not quote the many eminent legal authorities who have held that the First Amendment does apply to broadcasting.

“All news media, including those in the electronics field, often can and should associate themselves with every best effort to keep government news unencumbered, unmanaged and unabridged,” Mr. Robb said. “But it is only the press which has been given constitutional protection of the people’s rights and, I believe, correlative responsibilities.”

Mr. Robb recognized that newspapers “can be supplanted by such government-controlled media as radio and television or by such purely commercial vehicles as shopping guides.” This can happen, he said, unless there is “greater recognition by our schools and colleges of the necessity of the American free press and a greater regular reliance on the local daily newspaper.”

Mr. Robb spoke at an annual dinner meeting of Kappa Tau Alpha, scholastic journalism fraternity. Stressing the importance of cooperation between schools and newspapers, he said that “their progress and our survival as newspapers are at stake.”

del will address the third meeting in Baltimore, Oct. 21-22, and Senator Dirksen will speak at the sixth conference in Denver, Nov. 15-16.

Speakers for the remaining four conferences in Boston, Oct. 25-26; Chicago, Nov. 11-12; Spokane, Wash., Nov. 18-19, and Phoenix, Nov. 22-23, are still to be named.

NAB radio code lists changes in membership

For the June 15 to July 15 period, 46 radio stations joined the National Association of Broadcasters radio code and 28 stations withdrew.

Additions: Kalv Alva, KBK Elko City, KBX Muskogee, KBYB Oklahoma City, KELK El Reno, KHHI Hugo, KMD Madill, KOLS Pryor Creek, KTLQ Tahlequah, OK Oklahoma City, KVIN Pauls Valley, KVYL Holdenville and KWON Bartlesville, all Oklahoma; KBMW Breckenridge and KLGY Redwood Falls, both Minnesota; KDAC Abilene, KFDA Amarillo, KRAY Amarillo and WACO Waco, all Texas; KCVL-AM-FM Rolla, KPSB Joplin and KGBX Springfield, all Missouri; KEAP Fresno and KEEN-FM San Jose, both California; KELO-FM Sioux Falls, S.D.; KLIN Lincoln, Neb.; KWIN Ashland and KWVR Enterprise, both Oregon; WBBW-AM-FM Youngstown, Ohio; WCFL Chicago; WDSU-FM New Orleans; WGMA Hollywood, Fla.; WBKB Iron River, Mich.; WLR(FM) Lebanon and WNOV-Burlington and WTRC-FM Elkhart, both Indiana; WLYR (FM) Franklin, N.J.; WMFM (FM) Madison, WTKM Hartford and WVLR (FM) Sauk City, all Wisconsin; WMIB-FM North Adams, Mass.; WBPX-FM Providence, R.I.; WRRC Spring Valley, N.Y., and WSLS Roanoke, Va.


Williams appeals

KSHO-TV denial

The FCC decision to deny a license renewal to KSHO-TV Las Vegas was appealed last week to the U.S. Court of Appeals for the District of Columbia Circuit.

Arthur Powell Williams, who would have effectively controlled the proposed licensee, filed the appeal.

The renewal application, turned down by the FCC in late July (Broadcasting, Aug. 2), was filed by Harry Wallerstein, receiver in bankruptcy for the station since 1961. The commission also dismissed two requests for assignment of license which would result in control of the station by Mr. Williams.

In his appeal Mr. Williams contended that the findings of the FCC—unauthorized transfers, failures to file reports, concealments, and misrepresentations—took place before the station had gone into receivership or were related to persons no longer connected with the station.

The brief said that the commission found no fault with the receiver’s operation of the station since 1961 and also found that ultimate transferee, Mr.
GATES

Write The Top vibrant change or has New or amplifier a 98% and hold Strong

`aye'

The mission denied renewal to be effect sion

The brief proposal of the applications that "the commission erred

posed

"the Senate

cceived

Mr. Wallerstein

"aye'

Commissioner Bartley (left) is congratulated by Senator John O. Pastore (D-RI), chairman of Commerce Committee's Communications subcommittee after confirmation of Mr. Bartley's reappointment to the commission last week.

Senate gives Bartley 'aye' for 3d term

Commissioner Robert T. Bartley of the FCC last Thursday (Sept. 2) received his ticket for a third term as the Senate confirmed his reappointment by a voice vote.

Commissioner Bartley, member of the commission since 1952, was nominated by the President Aug. 29 after serving seven weeks on an interim basis after his term expired June 30 (Broadcasting, Aug. 23).

He was unanimously endorsed by the Senate Commerce Committee Wednesday (Sept. 1), although Senator Ross Bass (D-Tenn.) raised some questions for the commission on educational television (see page 52).

The reappointed commissioner, a Democrat, is the only one to have been nominated by three different presidents and is second in longevity on the commission only to Rosel H. Hyde, a Republican.

HST and DDE • Commissioner Bartley was first appointed by President Truman in 1952, and was renamed in 1959 by President Eisenhower.

He is the only member of the commission who has actual broadcast experience, having served in executive capacities with the Yankee Network from 1939 to 1943. He was later with the National Association of Broadcasters, and was in charge of the FM department when FM Broadcasters Inc. was merged with the NAB.

Mr. Bartley had been a staff member of the commission before his 1952 appointment. From 1934 to 1937 he was

New Gates "Top Level" positively prevents FM overmodulation

Strong statement? Read what one FM broadcaster has to say: "We can run our total modulation up to 98% and hold it without overmodulating, balance change or distortion." And another: "Truly it gives a new sound . . . crystal-clear beauty . . . rich and vibrant program definition, and it makes the station sound louder and fuller."

The Top Level is for use between your limiting amplifier and FM transmitter — designed for stereo or monaural use. It is fully transistorized. Gives instantaneous action. Extremely low distortion.

Write for brochure 168 and NAB engineering paper.
director of the FCC's telegraph division.

He came to Washington in 1931, was on the staff of the House Commerce Committee, the FCC and the Securities and Exchange Commission which he joined as senior securities analyst in 1937.

Commissioner Bartley is a nephew of the late House Speaker Sam Rayburn, and served as administrative assistant to the Speaker from 1948, when he left the NAB, until 1952.

NAB stands pat on CATV policy

Executive committee also discusses loud commercials, PR program

The National Association of Broadcasters' executive committee, last week reaffirmed the NAB's stand on community antenna TV regulation, a move that reflected general membership satisfaction with the position that the FCC has the right to regulate CATV and should do so immediately.

John F. Dille Jr., Communica Group of Indiana, chairman of the committee, said they had found "no compelling reason" to ask the board to reassess the situation or NAB's position that "FCC regulation is necessary to insure the orderly growth of broadcasting."

The committee approved NAB's plan to file as amicus curiae in the Black Hills CATV case where Black Hills Video Corp. is appealing the FCC rule requiring microwave-fed CATV's to give local stations 15-day program protection. NAB will file in support of the FCC in the case which is before the Eighth U. S. Circuit Court of Appeals in St. Louis.

The National Community Television Association is filing a friend-of-the-court brief in behalf of Black Hills Video.

Other Subjects — Also discussed by the executive committee at last Tuesday's (Aug. 31) meeting in Washington were loud commercials and the proposed public-relations program.

The committee asked the TV code board to study the loud commercial problem and see what action, recommendations, or guideline can be applied to the problem.

(Howard Bell, code authority director, said Thursday that the matter would be put on the agenda of the TV code board's winter meeting. Although the subject is concerned primarily with television, he said he would probably bring it up at the radio code meeting in Washington later this month; adding that at this time he didn't know just what the code could do. The first move, he said, must be establishment of technical criteria that define "loud.")

The executive committee asked the radio public-relations committee to meet and discuss ideas for an expanded public-relations program for NAB. A plan for such a program had been presented to the combined boards at its summer meeting and sent to the radio PR committee for study. The committee's recommendations will be presented to the joint board at its January meeting.

At D. C. Session: Attending last week's meeting were Mr. Dille; Mike Shapiro, WFAA-TV Dallas, chairman of the TV board; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., vice chairman of the TV board; Jack W. Lee, WSAZ Huntington, W. Va., chairman of the radio board; Grover C. Cobb, WVOB Great Bend, Kan., vice chairman of the radio board, and Vincent Wasilewski, NAB president.

Changing hands

ANNOUNCED • The following station sales were reported last week to FCC approval.

• KCTO-TV Denver: Sold by J. Elroy McCaw to WON Inc. for $3.5 million (see page 57).

• WMET Miami: Sold by Max Tavel to Dynamic Broadcasting Co. for $1,000 plus assumption of liabilities totaling $170,000. Principals of Dynamic Broadcasting are Leonard Walk, Bernard Friedman and James H. Rich. The firm also owns WAMO-AM-FM Pittsburgh and WUFO Buffalo, N. Y. WMET operates daytime only on 1220 kc with 250 w. Broker: Blackburn & Co.

APPROVED • The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 77).

• KTSO San Antonio, Tex.: Sold by Gordon McLendon to Waterman Broadcasting Corp. owned by Bernard E. and Edith B. Waterman for $1.5 million and agreement not to compete in radio or TV for 85 months within 75 miles of San Antonio. Waterman Broadcasting owns WAAAB-AM-FM Worcester, Mass. KTSO is fulltime on 550 kc with 5 kw.

CATV SALES

• Rice Lake, Wis.: Sold by Earl Cleve- lland to WCCO-TV Minneapolis-St. Paul. Although price was not disclosed, it is estimated that the system, serving al-
San Diego U sees CATV as help not hinderer

A UHF permit in San Diego let it be known last week that community antenna television in the area isn’t going to prevent him from putting a station on the air. Indeed, CATV was regarded as an advantage.

Larry Shushan, permittee of KARA-TV (ch. 39), wrote the FCC last week in response to a story carried in Broadcasting that quoted Midwest Television Inc., as stating that, unlike the commission imposed strict regulation on CATV, the cable systems in the area would probably make it difficult, if not impossible, for the two authorized UHF stations in San Diego to go on the air. Midwest is licensee of KFMB-TV, a San Diego UHF.

Mr. Shushan, after outlining progress already made in the construction of his station, wrote, “If our equipment arrives as scheduled, we will be on the air in October of this year.”

Furthermore, he said he believes that CATV will help him by carrying the station’s programs on the cable into 15,000 homes.

The story in Broadcasting reported the results of a survey which indicated that CATV fragmented the audience in the San Diego market, which is served by three network-affiliated VHF’s. Midwest used the survey to support its comment in support of strict FCC regulation of CATV’s.

Mr. Shushan said these results merely indicate that the San Diego viewers watching Los Angeles independent stations “aren’t getting enough of what they want locally. ‘It also proves the need for a local independent station.”

most 1,700 customers, sold for $3 million. The 14-year-old Rice Lake system, one of the oldest in the Midwest, carries six channels from Minneapolis-St. Paul, from Eau Claire, Wis., and occasionally from Duluth, Minn. Customers pay about $3 a month. The system is about 120 miles from Minneapolis. WCCO-TV will take over ownership Oct. 1. This is the first CATV acquisition by Mid-West Radio-TV Inc., licensee of WCCO-TV.

- Morgan lane, W. Va.: Two systems sold by William Duff and S. Allen Phillips respectively to American Cablevision Inc. (Jack Kent Cooke) for $700,000 and merged into single system which will serve 5,000 customers with eight TV signals plus FM radio reception.

Schine sold again; this time for real

Sale of the giant hotel-movie theater-real estate empire of J. Myer Schine for $75 million was announced last week. Buyer is Realty Equities Corp., a publicly owned New York firm.

Last week’s announcement came six weeks after it was reported another group had purchased the Schine properties, which include WPTR Albany, N. Y. (50 kw fulltime on 1540 kc), and a community antenna system in Massena, N. Y.

The new buyers were reported as saying that they intend to sell off all but three of the major items of the Schine holdings, including the radio station and the CATV system.

WPTR’s application for license renewal was set for hearing by the FCC early this summer on the charge that the theater company violated provisions of an antitrust consent judgment (Broadcasting, July 5).

Toledo UHF grantees opposes microwave bid

D. H. Overmyer, permittee of WNOH-TV (ch. 24) Toledo, Ohio, has asked the FCC to deny, dismiss or withhold action on the application of Video Service Co. for microwave services to serve community antenna television systems in Findlay, Tiffin and Fostoria, all Ohio.

Video Service, a subsidiary of Cox Broadcasting Co., which owns part of the CATV system in Fostoria, seeks to relay the signal of WON-TV Chicago.

Mr. Overmyer said that communities to be served have a population in excess of 67,000 and that to grant the microwave service would “frustrate the natural policy of promoting development
of UHF and remove the value of converting to all-channel receivers."

Mr. Overmyer pointed out that all three communities fall within the WDHO-TV grade B contour, and added that the microwave would provide coverage from Chicago to a market already saturated with TV signals.

Storer Broadcasting Co., licensee of WSPD-TV Toledo, earlier had asked the commission to dismiss the Video Service application (BROADCASTING, Aug. 30).

New NAB group to stress American values

Charles Crutchfield, president of Jefferson Standard Broadcasting Co., last week was named to head a special National Association of Broadcasters committee that will look into broadcasters using their facilities and community leadership to improve the social and moral climate.

The committee, which will hold its first meeting in Washington, Thursday (Sept. 9), will seek to reverse the trend toward "a deterioration of ethical and moral standards in the United States and build a positive recognition of American values," NAB said.

Other members of the committee are: A. Louis Read, executive vice president, WDSU-AM-FM-TV New Orleans; Ward Quaal, president of WGN-AM-TV Chicago; John F. Box Jr., managing director, Balaban Stations, St. Louis; Carl E. Lee, executive vice president, WZTO-AM-TV Kalamazoo, Mich., and Harold Essex, president, WJFS-AM-FM-TV Winston-Salem, N. C.

Media reports . . .

Diversification = California Television Corp., licensee of KCRA-AM-FM-TV Sacramento, Calif., in a diversification venture, has become owner of the Broili-Parks Co., distributor of Zenith radios and receivers and record players for northern California and Nevada. CTC is owned by Mrs. E. C. Kelly, Robert E. Kelly and John S. Kelly.

WTWO signs on as new VHF in Terre Haute

Last Wednesday (Sept. 1) WTWO (TV) Terre Haute, Ind., went on the air according to schedule. The new station, popularly known as "W-2," is the product of nine years of license applications by the officers of Indiana Telecasting Corp. Serving western Indiana and eastern Illinois, the channel 2 outlet will be a primary NBC affiliate and secondary ABC affiliate.

It has facilities for network, slide and film color. Handling the controls at the opening are (l-r, standing): Robert Beall, sales manager; John T. Gelder, vice president and general manager, and J. R. Livesay, president. Seated: Bill Evans, operations manager, and Nile Hunt, chief engineer. Not shown are H. Ralph Johnston, secretary, and George O. Nichols, treasurer.
New Ampex VR-660B Videotape* recorder has Electronic Editing and the lowest price tag ever.

Now the world's first broadcast-quality portable Videotape recorder offers more for your money than ever. Exclusive Ampex Electronic Editing speeds up production, lets you insert new material for old, gives you complete control of both video and audio. You can record events from sit-ins to speed trials—play back on air directly from the 660B (it exceeds all FCC requirements for broadcast stability). You can tape up to 5 hours on a single reel of Ampex 145 Series tape; produce program material or commercials on location. Two audio channels are standard equipment. You can add music or sound effects without erasing the original track; you can mix the two as they come off tape to your system. You'd expect a higher price tag with all this, but no. The VR-660B even with Electronic Editing costs nearly $3,000 less than the old VR-660. We've extended the head warranty to 500 hours, with a spare set of heads included. Want more information? Ask your Ampex sales engineer, or write to: Ampex Corporation, Redwood City, California.
IRS weighs plea on film ruling

More latitude in methods of amortization asked by financial group and NAB

After more than a year of study and planning (Broadcasting, May 25, 1964), broadcasters have laid their case for liberalization of film amortization rules at the door of the Internal Revenue Service. IRS is studying the presentation of the Institute of Broadcasting Financial Management and National Association of Broadcasters to see if the ruling warrants reconsideration.

The controversial 1962 ruling, 6220, allows amortization only on a straight-line basis over the life of the contract. The IBFM-NAB brief asks IRS to allow amortization on the basis of "good accounting practice."

Broadcasters contend that straight-line amortization, although beneficial to some stations, is very costly to others. There are other methods, they say, that could be equitably applied since the purchase of film, its time slot on the air and its sales value can vary from station to station and rerun to rerun.

Other Methods = In addition to the straight-line method, there are two other major schedules used for amortization: accelerated and installment payment.

Under straight-line an equal amount is charged annually over the length of the contract. The accelerated method calls for steadily decreasing payments under the theory that the first run is worth more than the second run, the second more valuable than the third, etc. A third method of depreciation would be followed if the films were paid for on the installment plan.

The IBFM-NAB brief was prepared and presented to IRS by the Price Waterhouse accounting firm. Taking part in the project were Blaine Whipple, KSL-AM-FM-TV Salt Lake City; William E. Bishop, Time Inc.; Joseph K. Mikita, Westinghouse Broadcasting; Max H. Bice, KTNT-AM-FM-TV Tacoma, Seattle; Richard Stakes, WMAL-AM-FM-TV Washington, all representing IBFM; Douglas A. Anello, NAB general counsel, and William L. Walker, director of NAB's broadcast management department, and Roscoe Egger of Price Waterhouse.

Paramount reports doubled profits

Paramount Pictures Corp. management, in the midst of a battle with two insurgent members of its board of directors, last week released a second-quarter statement showing profits soaring to $1.94 a share from $0.92 per share in the comparable 1964 period.

The company offered no comment on operations during the quarter. No gross revenue figures were reported.

A week earlier Paramount brought suit in district court in New York to rid its board of Herbert Siegel, chairman of Baldwin-Montrose Chemical Co., and Ernest Martin, principal in a Broadway production company (Broadcasting, Aug. 30). Messrs. Siegel and Martin have presented a motion in New York Supreme Court to be allowed inspection of company records.

Paramount management charges the two insurgents with a conflict of interest in that Baldwin-Montrose has 70% ownership of General Artists Corp., talent agency and television program package. A hearing on Paramount's case was postponed from last Tuesday for at least two weeks.

Six months ended July 3:

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<tr>
<th>1965</th>
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<td>$3.33</td>
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*Excludes nonrecurring profit of $2.12 per share on sale of KTLA(TV) Los Angeles and another investment.

Financial group sets L.A. meeting agenda

About 200 members and guests of the Institute of Broadcasting Financial Management are expected to attend the IBFM's annual conference, Sept. 21-23 at the Hotel Continental in Los Angeles.

The guest speakers include: Charles Fries, vice president and executive production manager, Screen Gems, Hollywood, at the Tuesday, Sept. 21 luncheon; Thomas E. Carroll, special assistant to the director of planning, Book Division, Time-Life Inc., New York, at the Wednesday, Sept. 22 banquet, and Chick Hearn, air personality, KNBC(TV) Los Angeles.
Cosmos shows jump in earnings and revenues

The net earnings of Cosmos Broadcasting Corp. for the first six months of 1965 increased 50.6% over the first six months of 1964. During the same period net operating revenues increased 54%.

Cosmos Broadcasting, which acquired WJOL-TV Toledo, Ohio, in April, also owns WIS-AM-TV Columbia, S. C. and WSFA-TV Montgomery, Ala.

Prior to the Toledo acquisition Cosmos was known as Broadcasting Co. of the South. The subsidiary Cosmos Cablevision Corp. now has operating community antenna systems in Sumter and Florence, both South Carolina, and has a system under construction in North Augusta, S. C.

Six months ended June 30:

1965 1964
Earnings per share $1.53 $1.02
Net earnings 383,100 234,326
Net operating revenues 2,479,738 1,513,184
Shares outstanding 250,000 250,000

Teleprompter shows six-month increases

Teleprompter Corp.'s gross revenue for the first six months of 1965 was up 12% over the figure for the first six months of 1964. Irving B. Kahn, president of the New York firm, said the figures do not include operating results of the four New York master antenna companies which were acquired recently.

Teleprompter is one of the nation's largest multiple community antenna television owners with more than 17 systems and some 46,000 subscribers.

Six months ended June 30:

1965 1964
Earnings per share $0.35 $0.34
Net earnings 185,360 180,489
Gross income 2,507,940 2,395,218
Shares outstanding 741,300 727,609

1% rule out of phase with times

Broadcasters say FCC rule is unrealistic and will dry up financial sources; they want new categories set up

The day when the individual or small groups provided the financing for broadcasting in the United States has passed, at least so far as television is concerned. Today, it's multimillion-dollar corporations seeking profits, not control, that furnish the needed capital—and the FCC should alter its multiple-ownership rules to reflect these facts of modern economic life.

This was the burden of comments filed by broadcasters last week in the commission's notice of proposed rule-making and inquiry concerning its difficulties in applying rules in the face of the increasing number of licensee corporations whose stock is held by thousands of investors.

Principal at issue is the commission's use of 1% as a benchmark to indicate control of a corporation owned by 50 stockholders or more. Investors owning that much or more of two or more groups that, collectively, own more than the quota of stations allowed a single licensee, are in technical violation of the rules. So are the licensees involved, since the ownership interests of the stockholder are attributed to them.

Duopoly Rule — The same 1% standard has been used in applying the duopoly rule, which prohibits ownership of two stations of the same service in the same market. The commission's notice of rulemaking further suggested that duopoly rule limitation applies to "any" interests.

The 1% rule, the broadcasters said, is not only unrealistic but will dry up sources of financing needed by the industry to expand. Twenty-two licensee corporations, including some of the country's largest publicly held group owners, said in joint filing that a 1% limit would discourage institutional investors from seeking out broadcast properties for investment.

And ABC noted that financial experts have estimated that the 161 mutual funds that are members of the Investment Institute have $1 billion invested
NAB study lists daytimers' revenues

Although revenues in two market size categories showed slight decreases in dollar volume, four other classifications, in a financial survey of daytime-only stations, showed higher percentage of profit for 1964 over 1963.

The survey, conducted by the National Association of Broadcasters broadcast management department, is designed to give broadcasters a financial yardstick for comparing their operations.

Based on market size, the largest median profit, 8.3%, was found among stations in markets with less than 10,000 persons. In markets of 10,000-25,000 population the median profit was 7.2%; 25,000-100,000 showed median profit of 6.2%; 100,000-500,000 had 3.8% median profit; 500,000-1 million had 2.6% median profit, and stations in markets of over 1 million had 3.6% median profit.

A median profit of 9.5% was shown by daytime stations whose revenues were $100,000-$250,000; 8.9% by stations with revenues of $75,000-$100,000; 7.9% by stations with revenues of $50,000-$75,000, and over $200,000; 6.2% by stations with $50,000-$75,000 revenues, and 2.6% for stations with less than $50,000 in revenues.

The survey of 1964 financial data is the second daytime financial report made by NAB. The first survey was based on 448 usable returns from 1,964 stations for a 22.8% sample. The current report is based on 505 returns from 1,981 stations for a 25.4% sample. Questionnaires were sent to and the figures include stations not NAB members.

in widely traded broadcasting companies.

The broadcaster comments last week, like those of CBS filed two weeks ago (Broadcasting, Aug. 30), urged the commission to adopt a more "realistic" standard for determining control. They said the 1% standard is not needed to promote the commission's objectives of preventing concentration of control of broadcasting media and of promoting a diversity of programing service.

The broadcasters recommended new standards ranging from 5% to 25%. They noted that Congress has used figures of 10%-25% in legislation to establish "presumptions of control" of corporations.

Some, like the 22 licensees in the joint comment, would apply the liberalized standard only to institutional investors, such as investment, trust, or insurance companies, and banks. Others would apply a liberalized standard to all investors.

Proposal Endorsed • Most of those commenting endorsed the commission's proposal that the agency move against a stockholder violating the rules rather than the licensee corporation. However, they doubted if the commission could employ its cease-and-desist powers against a stockholder without a grant of authority from Congress.

The 22 licensees, whose comment reflected a year of research, said with the cost of television properties exceeding $5 million and with program production costs soaring, "the day of the individual entrepreneur or a very small group of business friends and associates is gone, insofar as is the construction or purchase and operation of a single television station is concerned."

They noted also that, in modern, widely held corporations, the "impact of ownership" is felt only where managers are owners, and that institutional investors are interested in investing in soundly managed corporations—not in influencing management.

Accordingly, they urged the commission to establish a new category of broadcast company—a "widely traded broadcast company"—and a new category of stockholders, which would be limited to institutional shareowners.

The broadcast holdings of such an investor, they said, should not be considered to determine a multiple-owner-ship rule violation unless the investor has the "ultimate power" over more than 10% of a widely held corporation's voting stock, or unless an officer or board member of the company is a representative of the institutional investor.

Exemptions • The recommendation, thus, would exempt even from the limitation of the liberalized standard such firms as brokerage houses that might hold stock for a customer who retains voting control.

The 22, however, would continue to require licensee corporations to report owners of 1% or more of their stock to the FCC. They also recommended amending the commission with statutory power to require investment companies to inform the licensee of the identity of persons for whom they are holding stock.

NBC and ABC, in their comments, cast doubt on the commission's own interpretations of its rules. NBC said 1% was intended as a minimum percentage below which the commission would not be interested. NBC pointed out that a note to the multiple-ownership rules states "only those shareholders need be considered who directly or indirectly own 1% or more of the outstanding voting stock."

And ABC said the commission's statement in the notice that the agency has "consistently refused to permit any common ownership between broadcast stations in the same service in the same city is definitely untrue." The network said "there are literally hundreds of instances where individuals . . . have acquired 100 shares or more . . . in two publicly held corporations, which own AM, FM or TV stations in the same city."

ABC's recommendations for rule changes—as well as revisions proposed by General Electric parallel those of the 22 in the joint comment. NBC suggested that the benchmark for determining actual control be 20% for
Big stock offering planned by Ameco

Ameco Inc., one of the major manufacturers of community antenna equipment, has filed a registration statement with the Securities & Exchange Commission in Washington proposing to sell 400,000 shares of common stock to the public.

The company plans to sell the $1 par value shares for an estimated $21 per share. Hornblower & Weeks-Hempill, Noyes is the principal underwriter.

Of the 400,000 shares to be placed on the market, half is being sold by Ameco through the issuance of additional stock already authorized; the other 200,000 is being sold by Bruce Merrill, president and owner of the Phoenix - based firm.

After the sale, Mr. Merrill will own personally and through trusts 66.5% of the 1.2 million shares to be outstanding.

Ameco, organized in 1952 as Antennavision Inc., became Ameco in 1962. In 1959 Mr. Merrill bought out six other stockholders to become the sole shareholder. In addition to manufacturing CATV equipment, the company also constructs CATV systems and furnishes engineering and consulting services to that industry.

The registration indicates that in 1965, 30% of Ameco's total revenues came from business with affiliated companies. These are American Cable Television Inc., which is the holding company for 20 CATV systems serving about 20,000 customers, and American Television Relay Inc., a microwave relay company which serves 26 CATV systems in five states. Both of these CATV companies are also owned by Mr. Merrill.

For the year ended June 30, Ameco reported net revenues of $9.5 million and net profits after taxes of $900,000. Of the company's $8.5 million assets as of June 30, total current assets amounted to $7.3 million; total current liabilities, $2.3 million, and long term indebtedness, $3.2 million. Retained earnings as of that date totaled $1.2 million. Backlog of orders as of June 30 was $4.6 million, the registration showed. It also reported that Mr. Merrill received in the aggregate $98,280 for the year ended June 30.

Two months ago, Mr. Merrill announced that he had arranged a $12.1 million loan from five banks and lending institutions. Of this amount, $3 million went into Ameco (Broadcasting, July 26).

Also in July, Mr. Merrill sold off five of his American Cable Television community antenna systems to LIN Broadcasting Co. for $4 million (Broadcasting, July 26).
All-color for local newsfilm

40-minute color processing enables WMAL-TV to convert all news from monochrome

The last gap in total conversion to locally originated color programing will be filled Oct. 1, when WMAL-TV Washington begins running all its locally shot newsfilm in color. The key to this move was the installation in late July of a color-film processor, the FE-30, which can deliver finished films in 40 minutes. Black-and-white processing takes about 15 minutes.

Built by Filmline Corp., Milford, Conn., to specifications set by Eastman Kodak Co., the color processor will handle 30 feet per minute. A working model, it may also be the last of its type since Filmline is now working on a much shorter, although slightly wider color unit designed for 50 feet per minute, with a running time of 20-25 minutes. The FE-30 at WMAL is 18 feet long and about three feet wide.

Robert Bell, manager of film processing at WMAL-TV, said the FE-30 had already processed 5,200 feet in test runs and was operating perfectly. The unit processes Ektachrome ME-4 film with a tungsten rating of 80 and daylight rating of 125 with filter. He said these speeds are identical to the duPont black-and-white reversal film now used by the station, so location lighting problems will be minimal.

The FE-30, which had a base price of about $25,000, cost between $30,000 and $35,000 when WMAL-TV finished putting modifications in it.

High Temperature: The key to the system, which is said to be the first designed to fit into existing TV station facilities, was the prehardener that conditions the emulsion. Since the unit runs at 100 degrees, the prehardener was needed to keep the color from running. Other units, Mr. Bell said, run at slower speeds but need temperatures of only 68 to 75 degrees.

With the FE-30 there is no need for a photographic chemist to mix chemicals. The prepackaged chemicals, created by Kodak, Mr. Bell felt, are the “big breakthrough” in creating the new high-speed process.

Before the FE-30 was installed, he said, all color processing was handled by outside plants. These firms will still get the bulk of the station’s color film to be used in documentaries, but the on-the-scene color coverage will all be processed within the shop. The station is now running 1,000 to 1,200 feet of black-and-white a day, and this figure, Mr. Bell said, is on the rise.

Fred Houwink, vice president and general manager of the station, said shooting newsfilm entirely in color will be about double the cost of black-and-white. However, he said, the technical costs are a minor item in the station’s total news budget.

Earlier Mr. Houwink had announced an $850,000 expenditure for the station’s color conversion. This includes four Norelco color cameras, a General Electric color film chain and three video-tape color conversion kits.

EIA reports set sales for six months

Sales of black-and-white TV sets by manufacturers to distributors were down 1.6% for the first six months of 1965, although production was up by almost the same percentage (1.8%) for the same period, compared to January-June of 1964.

But color TV production surged upward for the half year mark, 80% above the same period in 1964. And FM radio production continued its upward climb; with 1965’s six months up by 72.4% over 1964’s.

The figures were reported by the Electronic Industries Association last week:

<table>
<thead>
<tr>
<th>Period</th>
<th>Monochrome</th>
<th>Color</th>
<th>Total</th>
<th>Radio</th>
<th>With FM</th>
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<tr>
<td>Jan.-June 1965</td>
<td>3,388,935</td>
<td>......</td>
<td>5,112,786*</td>
<td>......</td>
<td></td>
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<tr>
<td>Jan.-June 1964</td>
<td>3,443,073</td>
<td>......</td>
<td>4,019,448</td>
<td>......</td>
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<td><strong>PRODUCTION</strong></td>
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<td>11,579,482**</td>
<td>1,410,418</td>
<td>818,255</td>
</tr>
</tbody>
</table>

*Excluding auto radio sales.
**Includes 5,043,154 auto radios compared to 4,160,047 in same period in 1964.

D.C. engineering meet to focus on CATV

Community antenna television will be a featured subject at the annual broadcast symposium held in Washington Sept. 22-25 under the sponsorship of the broadcasting group of the Institute of Electrical & Electronic Engineers.

In addition to a discussion of CATV technical standards, to be presented by consulting engineer Rodney Chipp, a panel on CATV is also scheduled. Members of the panel: James B. Sheridan, FCC Broadcast Bureau chief; George Bartlett, National Association of Broadcasters; Harold Phillips, Fidelity Cables Inc.; James Butts, KBTV(TV) Denver; Richard K. Blackburn, WHBC-
Built telephone circuit carries seen in community antenna adjustment of audio bands. One broadcast television transmission of TV pictures by wideband coaxial known since the early 1940's. Possibility of a huge expansion of community antenna systems, as well as the use of FM broadcast stations to broadcast pictures on a closed-circuit basis, is seen in a newly patented invention which is said to permit the transmission of TV pictures in the equivalent of three 10-kc radio channels, a bandwidth that's 1/150th of the 4.5 mc channel width now used in TV.

The patent (No. 3,204,026) was issued Aug. 31 by the U. S. Patent Office to George D. Doundoulakis, a New York electronics engineer, and assigned to William J. Casey, a New York attorney who is president of Sonic Vee Corp. Associated with the group is Ira Kamen, a broadcast electronics consulting engineer.

The narrow bandwidth scanning system, using the principle of velocity scanning, permits information compression so that only changes in a scene are transmitted. Since most of the scene is usually static for long intervals (e.g., a baseball game), a TV picture can thus be sent over a 30-kc band. The theory of information compression has been known since the early 1940's.

Principal use of the new system is seen in CATV; instead of expensive wideband coaxial lines, about nine telephone circuits could be used (each telephone circuit carries 3.5 kc). This might permit CATV systems to branch out in coverage from densely populated built-up residential areas to more sparsely populated rural areas.

Also seen as a potential for the new system, according to Mr. Kamen, is the transmission of TV pictures by FM broadcast stations via subcarrier sidebands. One use, envisioned by Mr. Kamen, is the transmission by FM stations of stock market quotations.

The system could also be used in other closed-circuit TV operations, as well as for intercity and intercontinental "long lines" transmission.

More rectangular color tubes planned for '66

Two Chicago set manufacturers, Motorola, Inc. and Admiral Corp., disclosed last week they are going to manufacture new 21-inch rectangular color television picture tubes and add them to their color set lines next year. Both firms have major color picture tube manufacturing plants under construction.

Motorola two years ago pioneered the rectangular color picture tube format with its 23-inch tube which now is produced by National Video Corp., Chicago. Motorola starts pilot production of its new 21-inch tube next month. It has been developed in cooperation with Owens Illinois Inc., glass manufacturer, which will make the glass available to others after Motorola's needs are met.

Admiral said its new 21-inch tube will be produced by National Video. Admiral also reported that it will begin production of its own 25-inch rectangular color tubes the middle of the month at its new color-tube plant in Chicago. The tube making facility cost nearly $18 million. Motorola's tube plant is a $10 million investment.

Other present color picture tube sizes include a 19-inch model which Admiral will put into its color portable due this fall, plus a 15-inch one which RCA is to issue in a color portable, and a 11-inch tube which is featured in General Electric's color portable. The original standard color tube, the RCA-developed 21-inch round tube, is expected to be phased out of set manufacture by 1967.

Marks quits Comsat post to take USIA position

Leonard H. Marks, who assumed directorship of the United States Information Agency on Sept. 1, has resigned as a director of the Communications Satellite Corp.

Mr. Marks, Washington communications attorney and former FCC legal executive, was one of the original Comsat incorporators appointed by the late President John F. Kennedy. He was elected a director representing public stockholders at the first stockholders meeting Oct. 15, 1962.

President Johnson nominated Mr. Marks to the USIA post last July to succeed Carl T. Rowan, who had resigned (BROADCASTING, July 19). The Senate confirmed Mr. Marks later that month.

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For Ampex Recorders!

QK-76 Adapter Permits Fast Replacement
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Now — cut costs in replacing heads on Ampex 300, 350, 400, 3000 and 3200 series professional tape recorders... eliminate "down time"! New Nortronics heads and QK-76 adapter equal Ampex original equipment performance... easily mount within the shield cups of Ampex head nests.

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Minneapolis, Minnesota 55427

BROADCASTING, September 6, 1965
Ingredients for a prepackaged station

KAMEN OFFERS PLAN FOR SMALL COMMUNITY UHF'S

The FCC's proposal to provide for a new class of low-power, community TV stations on the upper UHF channels last week received the support of a design and consulting organization that says it's ready to ease the way into broadcasting for those who want to operate a community station.

Kamen Associates of New York, in a comment filed with the commission last week, said it has a package plan that makes small U's "feasible" for small communities. It includes everything from $100,000 worth of financing to a stamp plan that Kamen associates said will encourage conversion to UHF sets.

A commission notice of rulemaking envisages the use of channels 70-83 by stations employing a maximum of 10 kw of power and an antenna of no more than 300 feet (BROADCASTING, June 14). Kamen Associates said it has prepared architectural drawings of a community station which could be operated by a single "energetic, fast-thinking young man."

GE Equipment • The plan is built around a General Electric capsule-type monitor-camera with 100 w transmitter. The cost of the GE equipment would be about $75,000, and an antenna, from Charger Electronics Systems Inc., together with associate engineering, another $25,000, according to the comment.

Kamen Associates said that it would offer the plan under a lease-buy back arrangement providing for payments of $2,500 per month for five years, after a transfer payment of $5,000. The firm's head, Ira Kamen, said the financing would be available through a New York leasing corporation.

The architectural drawings of the station would be provided by Kamen but the operator would have to arrange for its construction, as well as for financing the cost of other "irretrievable" items, such as land and furnishings. The comment estimated that $3,000 a month could pay off the cost of a community station.

Kamen said it plans to build a prototype station in an area that meets the requirements laid down in the commission rulemaking in order to demonstrate how such stations can serve local needs.

Under the trading stamp plan, as outlined in the comment, merchants in a community would distribute stamps that could be redeemed in UHF antenna installations and/or set conversions to UHF. Mr. Kamen explained that the merchants would buy the stamps from the stations, and the stations, in turn, would redeem the stamps in cash when they are turned in by the servicemen employed to convert the sets.

How does Kamen benefit from its service? Mr. Kamen said the firm has an interest in the antenna that would be used, and that it would acquire, and profit on, the GE equipment to be sold to the operators. In addition, engineering fees are figured into the monthly rate that operators would pay for the $100,000 worth of financing.

Translator Operators • The proposal for low-power community stations was greeted with far less enthusiasm by the Tri-State TV Translator Association, which also filed a comment on the matter last week.

Tri-State, which is composed of some 400 translator clubs and organizations that provide service for some 400,000 viewers in Idaho, Montana, and Wyoming, expressed doubt that, because of their low power, community stations would be able to reach out far enough to serve rural areas.

It seemed particularly concerned, however, over the potential loss of channels 70-83, which it said have been useful in translator service. It asked that if they must be used for community stations, the commission require those stations to protect co-channel translators.

Tri-State said highly directional mountain-top UHF translators have been used to beam television signals as much as 120 miles to low-power VHF translators serving small towns and viewers living in valleys and other secluded areas.

Comsat asks for plans for Pacific stations

The Communications Satellite Corp. has asked 29 manufacturers to submit proposals for communications and control equipment for two satellite communications earth stations, in Washington state and in Hawaii.

The two stations, to be established for a trans-Pacific link with Japan and other Far East nations via satellite to be placed into orbit next year, are expected to cost $6 million each, and to be completed in about 12 months. Comsat now operates an east coast earth station at Andover, Me., which is used in conjunction with the Early Bird satellite for trans-Atlantic communications.

The ground station equipment will be integrated with antenna systems to be purchased separately. Proposals are requested by Sept. 30. An architectural and engineering design contract has already been awarded for the two stations.

Nimbus pickups offered with new gear

Television broadcasters who have been anxious to show their viewers what the sky looks like over their towns are going to have that opportunity. Scientific-Atlanta Inc., Atlanta, is offering what it calls "Weather-Scope," a package of instruments that will work with the new Nimbus meteorological satellite, due to be orbited next spring.

The equipment consists of a crossed-yagi antenna, a large synchro-drive position indicator, a dual conversion superheterodyne receiver with high resolution oscilloscope and recording camera, and an RF amplifier and first local oscillator converter at the antenna pedestal. Price: $10,000.

Broadcasters will be able to tune in on the Nimbus broadcasts of cloud cover when the satellite is in the station's vicinity, photograph the video picture of the cloud cover and broad-
cast it to viewers during regular weather programs. This was done on an experimental basis last year by WSM-TV and WLAC-TV Nashville, using equipment designed by their own staffs.

Nimbus 2 will orbit at a height of 500 to 600 miles above the earth, and will complete each polar orbit in about 100 minutes. This will permit three daytime orbits to be reached on the ground with the Weather-Scope gear; Nimbus will also broadcast cloud pictures at night through the use of infrared sensors; this will require additional equipment in order to record.

Technical topics...

Light and small • RCA introduced a subminiature, lavalier dynamic microphone for TV use at the Wescon show last week. The BK-12A is the lightest and smallest microphone RCA has ever offered. It weighs under three-quarters of an ounce and is only one and one-half inches long and three-quarters of an inch in diameter. Nondirectional with a frequency response range of 60 to 18,000 cps., its optional distributor price is $95.

Shadow TV • Maryland Telecommunications Inc., Cockeysville, Md., announces production of a new low-light level TV camera, the VC-6, with four-lens turret and fully transistorized separate camera-viewfinder. VC-6 will produce over 800 horizontal TV lines at 0.3 foot candles and 500 lines at 0.04 foot candles. Optional transistorized audio circuitry is available.

GE fuel cells may power broadcast equipment

Communications here on earth may benefit from a device recently orbited with astronauts Gordon Cooper and Charles Conrad.

Remote TV cameras and radio sets may become users of new 12-watt fuel cells developed from stronger-powered devices used on the Gemini 5 flight, according to their manufacturer, General Electric Co., New York.

The fuel cells, which Dr. Arthur M. Bueche, GE vice president for research, considers “the first practical major power source to be developed since atomic energy,” operate like the Gemini 5 fuel cells of 2,000 watts, which convert chemical energy into electricity without steaming water beforehand. Equipped with a hydrogen supply, the small fuel cells absorb oxygen from the air. Their life span of up to 11 days of uninterrupted service is said to power electricity to a 70% peak efficiency, 30% better than standard turbogenerators.

Dr. Bueche indicated that the commercial market for the fuel cells would expand as more powerful units are tested and improved. Among other suggested uses for the device were remote communications equipment, radar sets, sonobuoy (transmission units from isolated ocean areas), campers supplies and outdoor units using electric supply.

Radio-TV campaign set for Patty Duke movie

An extensive tie-in promotion has been arranged between United Artists and ABC-TV and ABC Radio to back the national opening this week of UA's new motion picture “Billie,” starring Patty Duke.

One-minute and five-minute “featurettes” promoting the film and also mentioning ABC-TV's “Patty Duke Show” have been scheduled on ABC-TV's affiliated stations, while ABC Radio affiliates are broadcasting reminders of the film's local opening date and of the network's TV series.

In addition, a variety of related contests and merchandising promotions are being advanced co-operatively by UA and ABC's affiliates.

D.C. debut slated for self-regulation film

"The People vs. Dr. Buzzard," a 12½-minute film promoting self-regulation by broadcasters, will have its premiere before a VIP audience in Washington on Sept. 20.

The film, produced by Electra Films, New York, for the National Association of Broadcasters Code Authority, will be shown that evening to members of the radio code board—who are meeting Sept. 20-21—and to members of Congress, the FCC and Federal Trade Commission and other government officials. The film contains live and animated sequences.

Narrated by Bob Hope, the film, with Dr. Buzzard as the enemy of broadcasters, contains live and animated sequences in color, black-and-white and sepia tone. The film will be available for purchase or rental from the code by member stations. It is designed for on-air showing as well as screenings before industry and civic groups.

Drumbeats...

Console gift • The University of Wyoming recently received a key piece of communications laboratory equipment from KTWO-AM-TV Casper, Wyo. The $3,000 gift is a Gates “President” model solid-state audio console which will be installed for use this month.

What contest? • WEEI Boston has conducted a daily prize drawing which, as it readily admits, does not really come under the category of “contest” at all. Entrants simply sent in name, address, and phone number on a post card. Daily winners, who received transistor radios, were drawn during WEEI's three-hour morning news program A.M. Report. The mailing marathon drew 94,676 entries from all six New England States.

Nebraskan citation • Merle S. Jones, president of CBS-TV Stations Division and also a native Nebraskan, will be cited for his “international leadership in broadcasting.” This is the second such award presented to a fellow Nebraskan by the Nebraska Broadcasters Association and will be given at NAB's annual meeting, Sept. 20.

Pocket ‘Perspective’ • “Vietnam Perspective,” the CBS-TV news specials, presented in four one-hour reports (Aug. 9, 16, 23, and Sept. 6), will be converted to a Pocket Book publication of four chapters, closely related to telecasts with pictures and maps. Series included top military and diplomatic leaders. The $1 book form will have a foreword by Walter Cronkite, and preface by Harry Reasoner, both correspondents in the TV series.

Seven get CATV prizes

Blonder-Tongue Laboratories Inc., Newark, N. J., has named seven winners to its instrument contest held at the July National Community Television Association Convention in Denver. Recipients guessed the correct number of Blonder-Tongue “Stinger” pressure taps in a fish bowl.

Holmes leads U.S. to ITU Swiss meeting

The first plenipotentiary meeting of the International Telecommunications Union in six years begins at Montreux, Switzerland, Sept. 14. The meeting, which principally will be concerned with housekeeping, fiscal and other nontechnical matters, including the election of a new secretary general, is expected to run for two months. Gerald G. Gross, of the United States, is the present secretary general.

Chairman of the U.S. delegation will be Ambassador Julius C. Holmes, State Department. Vice chairmen are Rose H. Hyde, FCC commissioner, and C. W. Loeber, acting director, telecommunications division, State Department. Other members: William H. Watkins and Marion H. Woodward, FCC; Dr. Arthur A. Lebel, Peter Roberts, James Wachob and William Turpin, State Department; Nathaniel White, Department of Defense, and the following industry representatives: James P. Veatch, RCA; Edward Wepler, AT&T; Joseph Johnson, Western Union International; A. G. Bamby, ITT World Communications.

Also members of the U.S. delegation are Senators Frank J. Lausche (D-Ohio) and Hugh Scott (R-Pa.), and Representatives Oren Harris (D-Ark.) and William L. Springer (R-III.). All are members of their respective Interstate and Foreign Commerce committees, with Representative Harris the chairman of the House unit; he also has been confirmed to be a federal judge in Arkansas and is expected to resign from Congress after this session.

Domestic talent protection

Canadian talent programs on Canadian television should be the only ones permitted advertising income tax deductions for sponsors, the Association of Canadian Television and Radio Artists urged in a brief to Canada's Finance Minister Walter Gordon. ACTRA proposed that Canadian advertisers not be allowed to deduct for income tax purposes imported television programs, whether on film or live. The brief pointed out that such tax changes would encourage more use of Canadian talent, since foreign-produced shows can be imported at a fraction of the cost of a Canadian-produced show. They claimed Canadian advertisers and viewers were supporting the production of programs in other countries.

International film sales . . .

*The Addams Family, Sheena, Queen of the Jungle* (Charles Michelson): Thai-TV Bangkok.


_Man in Space* (Seven Arts TV): CBU-TW Winnipeg, cKKS-TV Brandon, and cEStV-TV Thompson, all Manitoba; cKOS-TV Yorkton, Sask. Purchased for Manitoba Telephone System, through Foster Advertising Agency, Winnipeg.

**FATES & FORTUNES**

**BROADCAST ADVERTISING**

Lawrence E. Horner, account supervisor on Norwich Pharmacal account at Compton Advertising, New York, elected VP of agency.

James Lodge, VP and creative director at LaRue and Cleveland Advertising, Detroit, joins J. Walter Thompson Co., Los Angeles, as senior copywriter.

Michael M. Minchin Jr., VP in charge of professional services at Erwin Wasey, Los Angeles, appointed general manager of that office.

Herbert A. Arnold, senior account group supervisor at Norman, Craig & Kummel Inc., New York, elected senior VP.


James K. Jurgensen, VP and account supervisor at Lilienfeld & Co., Chicago, promoted to senior VP.

Robert A. Buck, advertising manager for Pet Milk Co.'s Pet Evaporated Milk, St. Louis, promoted to VP-marketing of Milk Products division, that company.

James R. Benedict, account executive with Young & Rubicam, New York, joins Foote, Cone & Belling that city, in same capacity.

Gary Sesar, manager of sales service for central division, ABC Radio network, Chicago, appointed account executive in sales department.

Paul E. Palmer, floor director for WJAS-TV Baltimore, joins KDRA-AM-FM Pittsburgh as account executive.

Tom Reeh, formerly sales-service manager with KSLA-TV Shreveport, La., named account executive with KTAL-TV Texarkana, Tex.-Shreveport.

Louis Severine, with KDRA-AM-FM Pittsburgh, joins AM Radio Sales Co., as account executive.

Maurice A. (Bud) Umans, joins Venet Advertising Co., New York, as account executive.

James P. (Pat) McDowd, account executive with KOSB Los Angeles, named general sales manager of station.

Patricia McKemie, media director for Harris & Weinstein Associates, Atlanta, promoted to account manager.

Thomas E. Panette, art director, and James A. Holechek, account executive and publicity director, named VPs at Emery Advertising Corp., Baltimore.

Lawrence Wechsler, group marketing director, Revlon Inc., New York, named VP of marketing services.

Allan Dordick, previously operating own agency in Chicago, joins Goodman Organization, Hollywood, as a senior account executive.

Kenneth Price, account executive at Cunningham & Walsh, New York, promoted to account supervisor.

Pat Frey, media supervisor at Erwin Wasey, Los Angeles, joins Doyle Dane Bernbach Inc., that city, as media buyer.

Vincent M. Petrilli, research director of Young & Rubicam, Chicago, named VP.

William C. Schulze, account supervisor for Ketchum, MacLeod & Grove Inc., Pittsburg, elected VP.

Nelson Carter, VP, Campbell-Ewald Co., Los Angeles, resigns to join faculty of California Western University, San Diego, as teacher of marketing and advertising.

David M. Close, marketing manager-beverages, for Beech-Nut Life Savers
Corp., New York, joins Stauffer, Colwell & Bayles Inc., that city, as account supervisor on Lever Brothers account.

Alan Henry, VP and general manager of KLA-C-AM-FM Los Angeles, appointed to newly created position of director of wins New York/KYW Philadelphia all-news sales. Mr. Henry will direct sales in New York for both Westinghouse stations.

Tom C. Feldman, national sales manager for WBB Baltimore, appointed general sales manager. He takes on additional duties of local sales manager from Ralph Barron, who resigned.

Jack L. Cudd, Du Pont Co., Wilmington, Del., appointed director of advertising for Allied Van Lines Inc., Broadview, Ill.

Martin Rifkin, Heltizer, Waring & Wayne Inc., New York, rejoins Hicks & Greist Inc., that city, as operations manager.

Stan Marshall, account executive with WJBC Bloomington, Ill., named general sales manager at WPEO Peoria, Ill.

Christopher Duffy, advertising-promotion director, WCPQ-AM-FM-TV Cincinnati, joins KYW-TV Philadelphia as advertising-sales promotion manager.

John Meelan, coordinator, enterprises information for NBC press department, New York, appointed administrator, sales promotion and planning, NBC International, that city.

Donald R. Hamlin, director of merchandising services for WXYZ-AM-FM Detroit, promoted to director of sales marketing and promotion. He succeeds Martin G. Greenberg, named account executive (Broadcasting, Aug. 30).

Bevly (Toni) Robinson, sales promotion, promoted to sales promotion manager, serving as Mr. Hamlin’s assistant.

James Hill, art director at Campbell-Ewald Co., Detroit, rejoins Cunningham & Walsh, New York, in same capacity.

Richard R. Huebner, group head on Revlon and Magee carpet accounts, Grey Advertising, New York, joins Foote, Cone & Belding, that city, as art director on Clairol account.

Hal Silvermintz, designer and film director, Elektra Films, New York, named design supervisor.

Robert Berry, VP of Glenn Advertising Inc., San Antonio, Tex., moves offices to company headquarters in Dallas.

Lee Stone, Midwest division of CBS Films, Chicago, joins Official Films, that city, as Midwest sales representative.

Diana Lee Davidson, formerly media buyer and office manager of Clyne-Maxon Agency, Minneapolis, joins Knox Reeves Advertising, there, as media buyer.

Rose Safran, promotion-advertising writer for McCaff’s magazine, joins Carson/Roberts, Los Angeles, as copywriter and public relations director.

Steve Weisberg, sales representative for Simon & Mogilner Co., Birmingham, Ala., joins Bishopric-Green-Fiedlen Inc., Miami, as traffic manager.

Steve Lutzker, formerly with Chester Gore Advertising Agency, New York, named radio-TV producer, Bliss/Grunewald, same city.

MEDIA

T. R. Shearer, VP of A. C. Nielsen Co., New York, and with that firm 31 years, named product manager, Nielsen TV Services, succeeding C. G. Shaw, executive VP in charge of sales and services for Nielsen Television Index and national audience composition services, who retired.

Albert N. McGrath, with Tri-State Transportation Committee, joint project of New York, New Jersey and Connecticut, joins National Association of Broadcasters as assistant to Howard Mandel, VP for research in New York.

Heber H. Smith, VP and western division manager for John Blair & Co. from 1953 to 1964, named VP and general manager of KML Oakland, Calif., succeeding Richard Wilcox, who resigns...
to form own radio sales promotion firm. Mr. Smith has been in real estate for last 18 months.

Victor M. Knight, account executive for wxxl Indianapolis, joins wdbx Delray Beach, Fla., as executive VP and general manager.

James D. Mulla, director of research at wxyz-tv since 1959, named director of research at wabc-tv New York.

Lee Bryant, kark-am-tv Little Rock, elected president of Arkansas Broadcasters Association. Others elected: J. A. West Jr., kdms and kril(fm) el dorado, first VP; Chester Pierce, kadi Pine Bluff, second VP, and Len Carl, kacy Little Rock, secretary-treasurer.


Dr. Richard M. Uray, head of radio-TV instruction program at University of South Carolina's School of Journalism, Columbia, will become executive manager of South Carolina Broadcasters Association, effective Jan. 1, 1966. He will replace Alderman Duncan, who has held SCBA post on temporary basis.

Gordon Anderson, director of news and public affairs of Fetzer Broadcasting Co., wkzo-tv Kalamazoo, Mich., named administrator of community antenna tv that company. Mr. Anderson will remain supervisor of news and public affairs with Fred Douglas named as acting news director. Named for CATV project are James White, sales manager, and Arthur Cavelli, chief engineer of wkzo-tv, as engineer.

William F. O'Shaughnessy, national sales service director for wnew-am-fm New York, named general manager of wwox New Rochelle, N. Y.

Will I. Lewis, news director for wish-tv Indianapolis, appointed general manger of wbur(fm) Boston, and director of broadcasting for Boston University.

PROGRAMING

Bill Wheatley, program director of wboe Philadelphia, named to same position at kfwb Los Angeles. He succeeds Don French who moves to Crowell-Collier Broadcasting Co. (Licencse of kfbw, kewb Oakland-San Francisco, and kdbw St. Paul-Minneapolis) to plan and develop program ideas for all stations.

Boris D. Kaplan, executive producer at CBS-tv Hollywood, named to newly created position of director of nighttime programing.

Jim Reynolds, director of wtvj(tv) Miami, joins wjbw-tv Cleveland as producer-director.


Everett B. Wren, general manager of wolf and Northeast Radio Network, both Syracuse, N. Y., named to newly created position of production director of wmca New York.

Harry Heuston, production manager of wish-tv Indianapolis, joins wane-tv Fort Wayne, Ind., as program director.

John F. Bassett, program operations supervisor for whmh-am-fm Boston, promoted to program director, that station.

Anthony S. Ocepek, assistant advertising and promotion manager of kwy-tv Philadelphia, named advertising and promotion manager for Olas Corp., Gates Mills, Ohio.

Thomas R. Smart, production, and slide film director for Wilding Inc., Detroit, joins van praag Productions Inc., Detroit, as manager of midwestern division.

Myron B. (Bud) Weil Jr., free-lance producer of commercials and sports shows, joins Videotape Center, New York, as associate manager of estimating and scheduling. Mr. Weil replaces Joel S. Stein, appointed unit manager for ABC-tv Hollywood.

Leonard Feldman, research director for Harrington Righter and Parsons, joins Screen Gems Inc., Hollywood, as research manager.

Marvin L. Conn, named to manage administrative affairs of Closed Circuit Bingo Inc., Englewood, Colo.

Paul Cannon, air personality at wkmr Dearborn, Mich., promoted to assistant program manager.

NEWS

George R. Brown, who continues as director of news for wor-am-fm-tv New York, named director of news for all RKO General broadcasting stations. Other RKO General stations are wnic-am-fm and wrko-fm, both Boston; kjh-tv los angeles; clkw-am-fm-tv detroit-Windsor; kfc-am-fm San Francisco; wogm-am-fm Washington; whbo-am-tv Memphis.

Daniel Harker, Associated Press correspondent at Havana, appointed bureau chief at Bogota, Colombia. Isaac M. Flores, AP world services staff, succeeds Mr. Harker.

Robert W. Wilbanks, member of who-am-fm Des Moines news bureau, appointed news director of who-am-fm-tv.

Bill Ballard, sports director for wtm-tv Washington, N. C., named news director.


EQUIPMENT & ENGINEERING

J. Phil Franklin, VP and general manager of South Jersey Television Cable Co., Ventnor, N. J., appointed director of systems operations for Entron Inc., Silver Spring, Md.

Harry R. Seelen, general manager,
RCA television picture tube division, New York, named VP of division, retaining position as general manager.

Meyer Marks, chief engineer for Telemotive division of Dynascan Corp., Chicago, joins tuner division of Standard Kollsman Industries Inc., Melrose Park, Ill., in newly created post of senior advanced development engineer.

C. Frank Cordaro, formerly VP and engineering head of Rahall stations, joins WRRC Spring Valley, N. Y., as chief engineer.

James Wullman, chief engineer for WMVS(TV) and WMVT(TV), both Milwaukee noncommercials, joins WTMJ-AM-FM-TV, that city, as assistant chief engineer.

Marshall C. Lewis, manager of corporate communications for Bell & Howell, Chicago, named as director of advertising and sales promotion, that company.

FANFARE

Jack F. Gow, formerly eastern public relations manager for Tidewater Oil Co., New York, joins General Aniline & Film Corp., that city, as director of public relations.

Jerry Birdwell, promotion manager of KTLA(TV) Los Angeles, named, in addition, as publicity director.

William F. Dennis, licensing and merchandising departments, ABC Inc., New York, appointed director of merchandising in charge of ABC Merchandising Inc., that city.

Beverlee Johnson joins Beckman Associates, Albany, N. Y., as head of newly created public relations department.


Fred Wolf, disc jockey for 20 years at WXYZ-AM-FM Detroit, and sports commentator, resigns to become director of public relations and advertising services, that station.

INTERNATIONAL

Sir John Fulton, former advisor to radio and broadcasting, appointed governor and vice chairman of British Broadcasting Corp., London.

Dennis Reader, managing director of GEC Ltd., London, appointed chairman of Erwin Wasey Ltd., that city.

Keith Belben, media controller, Walter Gordon, market research manager, Brian Taylor, account manager, and Bob Walshe, head of creative group, at Colman, Prentis and Varley Ltd., London, named executive directors.

Derek L. Andrews, deputy manager of Mathers International Ltd., London, joins David Williams and Partners (Overseas) Ltd., that city, as associate director.

Harry Liebling, Rumble Crowther and Nicholas Ltd., London, division of Lonsdale-Hands Organization, appointed to the board as creative director.

H. Grant McCormick, design and field engineer, joins Hoyles, Niblock and Associates, Vancouver, B. C., as senior project engineer.

J. R. Williams; market research executive for Unlever Ltd., London, joins Mather and Crowther Ltd., that city, as research group director.

John Morley, head of promotion services at S. H. Benson Ltd., London, joins Benton and Bowles Ltd., that city, as head of merchandising services.

Peter Darwent, executive in charge of research at B&B, named associate director.

DEATHS

Russell Stewart, 56, announcer at KABC-TV Los Angeles, died Aug. 26 of cancer, at his home in North Hollywood, Calif.

William Ewing, 47, announcer at KABC-TV Los Angeles, died Aug. 27 on his return home from work.

Clifford Scholl, 37, disk jockey and jazz program director for WALK-AM-FM Patchogue, and WRIV Riverhead, both N. Y., died Aug. '21 in auto crash. He is survived by his wife, Carol, and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 26 through Sept. 1 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CR—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc.—kilocycles. kw.—kilowatts. LS—local sun set. mc.—megacycles. mod.—modification. N—night. SCA—subsidiary communications department. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w.—watts. *—educational.

New TV stations

APPLICATIONS

*Honolulu—University of Hawaii. VHF channel 11 (188-204 mc); ERP 149 kw vis., 29.3 kw aur. Ant. height above average terrain—82.78 ft. above ground 438 ft. P.O. address c/o Thomas H. Hamilton, president, 1801 University Ave., Honolulu. Estimated construction cost $220,080; first year operating cost $183,208; revenue $233,060.


Joplin, Mo.—Caldwell and Associates Inc. Seeks amendment to change channel 30 (566-572 mc) to channel 33 (584-590 mc); make changes in ant. structure; and change ant. height above average terrain to 720.46 ft.

Longview, Tex. — Radio Longview Inc. UHF channel 14 (470-476 mc); ERP 25.1 kw vis., 5.0 kw aur. Ant. height above average terrain—118.77 ft. above ground 105.5 ft. P.O. address c/o Thomas H. Hamilton, president, 1801 University Ave., Honolulu. Estimated construction cost $220,080; first year operating cost $183,208; revenue $233,060.


*Honolulu—University of Hawaii. VHF channel 11 (188-204 mc); ERP 149 kw vis., 29.3 kw aur. Ant. height above average terrain—82.78 ft. above ground 438 ft. P.O. address c/o Thomas H. Hamilton, president, 1801 University Ave., Honolulu. Estimated construction cost $220,080; first year operating cost $183,208; revenue $233,060.


*Honolulu—University of Hawaii. VHF channel 11 (188-204 mc); ERP 149 kw vis., 29.3 kw aur. Ant. height above average terrain—82.78 ft. above ground 438 ft. P.O. address c/o Thomas H. Hamilton, president, 1801 University Ave., Honolulu. Estimated construction cost $220,080; first year operating cost $183,208; revenue $233,060.


*Honolulu—University of Hawaii. VHF channel 11 (188-204 mc); ERP 149 kw vis., 29.3 kw aur. Ant. height above average terrain—82.78 ft. above ground 438 ft. P.O. address c/o Thomas H. Hamilton, president, 1801 University Ave., Honolulu. Estimated construction cost $220,080; first year operating cost $183,208; revenue $233,060.

television Corp. KAII
Mildred Bridge, son, Wash.; Studio and terrain
78
Others.

874; Mayne cost 11,800.

S. Radio Longview

New AM stations
APPLICATIONS
Louisville, Ky.—L. O. Latham, John O. Beerman and others. Radio Station
Voice of Ohio Valley, 1150 kc, 15 kw, 10 kc
Channel 285A. Estimated construction cost $57,500; first year operating cost $9,000; revenue $12,000. Principals: John O. Beerman and William H. O. Latham.


Greenville, Ohio—Treaty City Radio Inc. 1150 kc, 60 kw, D/F, address 406 Box 245, Greenfield, Ohio. Estimated construction cost $32,500; first year operating cost $14,000; revenue $25,000. Principals: Clarence E. Plessinger (40%), Louis E. Latham (20%), and Craig E. Plessinger (20%). Clarence Plessinger is in advertising and sales promotion. Ann. Aug. 24.


Madisonville, Tenn.—Monroe Broadcasters Inc. 900 ft. P. O. address Box 245. Madisonville. Estimated construction cost $32,529; first year operating cost $8,874; revenue $18,000. Principals: Ralph Wellus (18.3%), Kendrew A. White (11.6%), Bob E. Harrill (11.6%), Joe G. Bagwell (10%), William E. Howe (8.3%). William W. Slabon Jr. (6.7%), William T. Simon (5%), Gordon W. Thomas (5%) and others. All others are at Citizens Democratic, Madisonville. Ann. Sept. 7.


Existing AM stations
APPLICATIONS

Kimmel Rapid City, S. Dak.—Seeks CP to change hours of operation from D to SH 4 a.m. to 9:00 p.m. Estimated power of 500 w. 1150 kw. Ann. Aug. 26.

NEW CALL LETTERS ASSIGNED
WUPR-AM Northfield, Minn.—ZQFM-FM Morris, Minn.—Capital Broadcasting Co.

NEW FM stations
APPLICATIONS
Rillito-Witsland, Minn.—WJMS-FM Minneapolis, Minn.—WYBR-FM Arecibo, P. R.—Caribbean Broadcasting Corp.

WTVJ-FM Providence-Golden Gate Corp. Changed from WHIM-FM.

Owners changes
APPLICATIONS BY FCC

KBBL-AM-TV Yuma, Ariz.—Granted transfer of control of corporation from Desert Telecasting Inc, from Helen Noga (25%), John Noga (25%) and Patricia Crites (50%) before, none after, to John Noga (25%), John Noga (25%) and Patricia Crites (50%) before, 50% after. Consideration $10,000. Action Aug. 27.

KMYC and KRFD-FM Marysville, Calif.—Granted transfer of control of licensee corporation, California First Corp., from Kenneth W. Thompson (50%) before, none after, to Frank Oxtarant (100%) after. Consideration $10,000 in cash and $20,000 note to corporation. Ann. Aug. 27.

KTSA San Antonio, Tex.—Granted assignment of license from licensee corporation, Broadcasting Corp. owned by McLendon Corp. which is in control of Bancroft Corp., from B. R. McLendon (35%) and Dorothy M. Manning (65%), to Waterman Broadcasting Corp., which is in control of Waterman Broadcasting Corp., from Robert Waterman (10%). Consideration $1.5 million. Waterman Broadcasting Inc. WTAQ-AM-FM Worcester, Mass., and has v/a in Waterman Broadcasting Inc. on TV channel 5 in Boston. Action Aug. 26.

WHYE Roanoke, Va.—Granted acquisition of control of the corporation hereof, from Dobie and Quanz Broadcasting Corp. from Dobie L. Quanz (50%) before, none after, and Lillee C. Dove (none before, 25%) after. Lillee C. Dove (25%) after). Jointly through transfer of license to licensee corporation by Edwin L. Doyle (50%) before, none after, and Lillee C. Dove (25%) after, Consideration $13,334 note to Mr. Dove. Mr. Doyle is withdrawing from licensee corporation for reasons of health. Action Aug. 27.

APPLICATIONS


KAGR Yuba City, Calif.—Seeks assignment of license from Carpenter Broadcasting from M. A. Behr d/b as Ballard & Behr Enterprises, to R. C. Ruth and Paul McCarthy (20%) and North State Capital Land Co., from M. A. Behr d/b as Ballard & Behr Enterprises, to R. C. Ruth (25%) before and after. Consideration $5,000. Action Aug. 27.


WTN—FM Savannah, Ga.—Delta Broadcasting Inc.
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 296-6400

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member APOOB

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
St. Paul 3-0317
Washington 4, D. C.
Member APOOB

COMMERCIAL RADIO
EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D. C. 20005
Member APOOB

A. D. Ring & Associates
42 Years’ Experience in Radio Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member APOOB

Lohnes & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member APOOB

EDWARD KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member APOOB

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
George F. Skidmore
19 E. Quincy St., Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member APOOB

SILLIMAN, MOFFET & KOWALSKI
1405 C St., N.W.
Republic 7-6446
Washington 5, D. C.
Member APOOB

JAMES G. McBRIDE
CONSULTING RADIO ENGINEERS
1451 California St., N.W.
Washington 5, D. C.
Member APOOB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS
MEMBER APOOB

GUYS C. HUTCHESON
P. O. Box 808
Crestview 4-8212
1100 W. Abram
ARLINGTON, TEXAS

JOHN B. HEFFELFINGER
9208 Wyoming Pl., Hilland 4-7010
KANSAS CITY 14, MISSOURI

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member APOOB

WILLIAM B. CARR
CONSULTING ENGINEERS
P. O. Box 12287
Fort Worth, Texas
Butler 1-1551
Member APOOB

RAYMOND E. BOWSER
& Associates
Consulting Radio Engineers
436 W. Ray Bldg.
Washington 5, D. C.
Phone: 347-9061
Member APOOB

CARL E. SMITH
CONSULTING ENGINEERS
8200 Snowbird Road
Cleveland 41, Ohio
Phone: 216-556-4386
Member APOOB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
949 Colorado Blvd.—8026
Phone: (Area Code 303) 333-3562
DENVER, COLORADO
Member APOOB

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member APOOB

E. H. MARVIN
CONSULTING RADIO ENGINEERS
1036 14th St., N.W.
Washington 4, D. C.
Member APOOB

JAMES E. BENHAM
& ASSOCIATES
Consulting Engineers
219 California Ave.
Los Angeles 28, California
HO 6-3227

JOHN H. MULLANEY
and ASSOCIATES
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301-427-4664
Member APOOB

E. E. BENHAM
& ASSOCIATES
Consulting Engineers
3141 California Blvd.
Los Angeles 28, California
HO 6-3227

JAMES F. LAWRENCE, JR.
FM and TV Engineering Consultant
Applications and Construction
Precision Frequency Measurements
TELETRONIX ENGR. CO.
308 Monterey Rd., Pasaadena, Calif.
Phone: 213-682-2792

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
P.O. Box 4518
Phone: 342-6281
Charleston, West Virginia
Member APOOB

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hopkins Street
Lufkin, Texas
Neptune 4-4242
Neptune 4-9558

T. W. KIRKSEY
17 Years TV Engineering
TV CATV and Microwave
Phone: 612-935-7131
Box 8068
55416
Minneapolis, Minnesota

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Coldwater, Michigan—49036
Phone: 617—278-7633

JOHN H. MULLANEY
and ASSOCIATES
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301-427-4664
Member APOOB

SPOT YOUR FIRM’S NAME HERE
To Be Seen by 100,000+ Readers
Among them, the decision-making
station owners and managers,
chief engineers and technici-
ans—applicants for am, fm, tv
and facsimile facilities.
FAX: Continuing Readership Study

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
103 S. Market St.,
Los Angeles, Calif.
Phone Kansas City, Lac lede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
465 Concord Ave.,
Cambridge 20, Mass.
Phone TRawbridge 6-2810

BROADCASTING, September 6, 1965
79
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Sept. 1

ON AIR NOT ON AIR TOTAL APPLICATIONS

Lic. CP's CP's CP's for new stations
AM 4,041 44 66 484
FM 1,345 19 243 322
TV 520 47 114 217

AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, Sept. 1

VHF UHF TV
Commercial 516 167 677
Noncommercial 59 56 115

COMMERCIAL STATION SCORE
Compiled by FCC, June 30, 1965

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</table>

1 Does not include seven licensed stations off air.
2 Includes three noncommercial stations operating on commercial channels.


WBTV-AM Panama City, Fla.—Seeks transfer of control of permitted station, Bay Video Inc., from E. L. Dukate (40.63% before, 17.08%), to gest. S. Dukate (40.63% before, 41.52%), B. D. Dukate (4.87% before, 18.97%) and J. H. Dukate (30.86% before, 18.97%). John O. Fore, John Thompson, William F. Joseph and James W. M.macarnara (all 5% before, none after), through sale and issuance of stock, to Martha Thompson (4.87% after), Rufus A. Davis (4.87% after), Thomas C. Wilhelm (1% after) and Small Business Assistance Corp. (Panama City, 50% after). Consent. Application. Ann. Aug. 24.


WBTV TV Panama City, Fla.—Seeks transfer of control of permitted station, Bay Video Inc., from E. L. Dukate (40.63% before, 17.08%), to gest. S. Dukate (40.63% before, 41.52%), B. D. Dukate (4.87% before, 18.97%) and J. H. Dukate (30.86% before, 18.97%). John O. Fore, John Thompson, William F. Joseph and James W. McNamara (all 5% before, none after), through sale and issuance of stock, to Martha Thompson (4.87% after), Rufus A. Davis (4.87% after), Thomas C. Wilhelm (1% after) and Small Business Assistance Corp. (Panama City, 50% after). Consent. Application. Ann. Aug. 24.

WBTV TV Panama City, Fla.—Seeks transfer of control of licensed corporation, WFAI Inc., to Robert E. Williams (50% before and after) and Scientific Management Corp. (Ill., 50% after). Consent. Application. Ann. Aug. 23.

WFO 110 San Antonio, Tex.—Seeks acquisition of controlling interest of licensee corporation, Radio Corp. from Scott Biggs (10% before, none after) to Texas Capital Corp. (100% before and after) and Jack R. Creasy (40% before, 40% after).


WBTV TV Panama City, Fla.—Seeks assignment of license from Victor Orton to WDDF Inc., owned by Mary M. Jarrard (100%). No financial consideration. Ann. Aug. 23.

WBTV TV Panama City, Fla.—Seeks transfer of control of permitted station, Bay Video Inc., from E. L. Dukate (40.63% before, 17.08%), to gest. S. Dukate (40.63% before, 41.52%), B. D. Dukate (4.87% before, 18.97%) and J. H. Dukate (30.86% before, 18.97%). John O. Fore, John Thompson, William F. Joseph and James W. McNamara (all 5% before, none after), through sale and issuance of stock, to Martha Thompson (4.87% after), Rufus A. Davis (4.87% after), Thomas C. Wilhelm (1% after) and Small Business Assistance Corp. (Panama City, 50% after). Consent. Application. Ann. Aug. 24.

Co., and Channel 10 Inc., for new TV's to operate on channel 16 in Duluth, Minn. (1) Joint request for approval of an agreement whereby Central would deposit with the FEC $9,063 in lieu of channel 16 license expenses incurred in connection with prosecution and Northland's application would be dismissed. The joint request was granted. (2) Preferred stock application - authorized 47% stock interest in Channel 10 corporation would be exchanged for Central and Northland applications; and (3) granting of hearing on application - granted. An order for further hearing was entered. An order for further hearing has been entered into. 

**BROADCAST ACTIONS**

**by Broadcast Bureau**

**Actions of Aug. 31**

- **Bay Broadcasting Co., Clearwater, Fla.** - Approved engineering data unlimited play to DA nighttime only. 
- **KWKJ-TV Fort Wayne, Ind.** - Granted mod. of license to reduce ERP to 49 kw. 
- **KGO-TV San Francisco, Calif.** - Granted mod. of license to increase ERP to 52.2 kw, and change type aur. trans. 
- **KONO-TV San Antonio, Tex.** - Granted mod. of license to reduce ERP to 65.2 kw. 
- **WJKJ-TV Fort Wayne, Ind.** - Granted mod. of license to reduce ERP to 49 kw. 
- **WKXO-TV Knoxville, Tenn.** - Granted mod. of license to reduce ERP to 15 kw, and change type aur. trans. 
- **KONB-TV Austin, Tex.** - Granted mod. of license to transfer operation to remote control. 
- **KPGU Bellingham, Wash.** - Granted CP to change daytime power on 1.0 kW to 1.5 kW. 
- **KOIN-TV Portland, Ore.** - Granted CP to change daytime power on 2.5 kW to 2.7 kW. 
- **WORC Hartford, Conn.** - Granted license of change from DA-14 to DA nighttime only. 
- **WORF-Otv Northfield, Minn.** - Granted mod. of license to operate trans. by remote control. 
- **WUAT-TV Knoxville, Tenn.** - Granted mod. of CP to change type aur. trans. 
- **WKRN Manchester, N. H.** - Granted mod. of license to transfer operation to remote control. 

**Applications of Aug. 30**

- **WQDS Portland, Ore.** - Granted mod. of license to transfer operation to remote control. 
- **KONO-TV San Antonio, Tex.** - Granted mod. of license to change aur. trans. to remote control. 
- **Broward Broadcasting Inc., Fort Lauderdale, Fla.** - Authorized extension of application to further proceedings on CP to change aur. trans. to remote control. 
- **WMAL-FM Madison, Wis.** - Granted mod. of CP to change aur. trans. to remote control. 
- **WMTV-TV Madison, Wis.** - Granted mod. of CP to change aur. trans. to remote control. 
- **WRAL-TV Raleigh, N.C.** - Granted mod. of license to transfer operation to remote control. 

**Applications of Aug. 31**

- **KTVK Phoenix, Ariz.** - Granted mod. of license to transfer operation to remote control. 
- **KJKK-KCBS-TV Bangor, Maine.** - Granted mod. of license to reduce ERP to 2 kw. 
- **KXIC-TV Des Moines, Iowa.** - Granted mod. of license to transfer operation to remote control. 
- **KTVL-Los Angeles, Calif.** - Granted mod. of license to transfer operation to remote control. 
- **KPRC-TV Houston, Texas.** - Granted mod. of license to transfer operation to remote control. 
- **KTVI-TV Kansas City, Mo.** - Granted mod. of license to transfer operation to remote control. 
- **KTVK TVK-TV Oklahoma City, Okla.** - Granted mod. of license to transfer operation to remote control. 
- **KTVF-TV Fairbanks, Alaska.** - Granted mod. of license to transfer operation to remote control. 
- **KTVN-TV Anchorage, Alaska.** - Granted mod. of license to transfer operation to remote control. 

**Applications of Sept. 1**

- **WKZV-Salt Lake City, Utah.** - Granted mod. of license to transfer operation to remote control. 
- **KTVF-TV Fairbanks, Alaska.** - Granted mod. of license to transfer operation to remote control. 
- **KTVN-TV Anchorage, Alaska.** - Granted mod. of license to transfer operation to remote control. 
- **KTVU-TV San Francisco, Calif.** - Granted mod. of license to transfer operation to remote control. 
- **KTVN-TV Anchorage, Alaska.** - Granted mod. of license to transfer operation to remote control.
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)
• SITUATIONS WANTED 25¢ per word—$2.00 minimum • HELP WANTED 30¢ per word—$2.00 minimum.
• 1955 ANNUAL RATES: 25¢ per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGEN-
CIES advertising require top billing space. (26 x rate at 100%, 32 x rate—$20.00 Display only.) 3¢ or over billed R.O.B. rate.
• All other classifications, 35¢ per word—$4.00 minimum.
• No charge for blank box number. Send replies to c/o BROADCASTING, 1733 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasters expressly relegate any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Young assistant manager, strong on sales, by midwest station, metro area of 50,000. Attractive compensation plan. Box H-181, BROADCASTING.

Experienced sales-manager leading to manage. East metropolitan suburban 8 kw day with FM. Base and incentive compensation. No hurry. Box J-4, BROADCASTING.

Hard hitting sales-station manager. West coast major market country indie. Direct selling plus requisite. Full details. Box J-74, BROADCASTING.

Exemptional opportunity for exceptional young sales manager or station manager where you can increase top billing sales, motivate experienced sales staff and administer more effective organization. One of the most remarkable stations in the country. All replies treated with confidence and honesty. Complete details to Box J-13, BROADCASTING.

Perfect position for right man looking for opportunity to grow with growing organization. Box J-81, BROADCASTING.

Managers of stations may add as much as $10,000 a year to present personal income representing Columbia School of Broadcasting—See our ad on page 87.

SALES

Baltimore—solid salesman—proven track record—management capability—multiplex group—good starting salary plus, Box H-177, BROADCASTING.

Wanted: Salesman for a quality radio station in Central Ohio. This is a good opportunity for a capable, experienced, radio salesman. $100.00 weekly guarantee. Experienced, reliable and responsible. Immediate opening. Box H-366, BROADCASTING.

Wanted: Outside Sales Organization to sell radio advertising on well-rated stations in several key growing market areas. Box H-391, BROADCASTING.

Established account list and good income for experienced sales producer who wants to work in New England. Our business is up. How's yours? Send details to Box J-18, BROADCASTING.

Twixt 12 & 20 is a very comfortable position income-wise. And you can reach it if you're sharp because we've got the product. We need you now. Why not try tomorrow? What's your price? Call Dick Vis, WLEE Radio, Richmond, Va.


Not making enough? Need $6-$6M more a year. Keep your present position and enroll in Broadcast Institute. Assists to students evenings and weekends—See our ad on page 82.

ANNOUNCERS

Play-by-play man who can double in either sales or news. Fulltime radio. . . Maximum power. Thanks 710, South West. Box H-344, BROADCASTING.

Help Wanted—Announcers

Expanding Northeastern group seeks multiple talented, experienced announcer. If you're versatile we promise to use all your talents plus a few a you didn't know you had. Send middle-of-the-road tape, resume, salary requirements, photo to Box H-351, BROADCASTING.

A Midwestern station that's a "go getter" in a single station market wants to add another versatile man to its staff. This sales position offers you an opportunity to air man, but should have an interest in all areas of station activity. If you're the man, let's get together. Box H-365, BROADCASTING.

Announcer who would like to learn sales. Top salary for announcing; commission on sales. Established dealer will consider announcer with limited experience and good potential. Station is in major market in southeast. Send audition tape, resume, training, experience and education. We'll return. This is a great opportunity. Box H-356, BROADCASTING.

New Jersey independent seeks experienced announcer–newman. Send tape & resume to Box H-381, BROADCASTING.

Rapidly growing group of independent stations in Northeastern area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Also be able to assume creative and responsible duties in program department. Produces extensive public affairs and special events programming. Middle of the road music format. Excellent salary for right man. Send complete resume, photo, aircheck in first letter. Box J-1, BROADCASTING.

Announcer just out of school or with limited experience interested in learning sales after the 1:00 pm to 3:00 pm period. Immediate opening. Box J-11, BROADCASTING.

Opening for better than average top 40 djs with first ticket to handle 7 p.m.—1 a.m. shift on progressive Wisconsin station. Excellent salary and job security for the right man. Box K-73, BROADCASTING.

Announcer with AM experience for quality eastern station. Must have pleasing air personality, polished, commercial delivery. Middle of the road music format. Excellent salary and liberal fringe benefits for right man. Box J-17, BROADCASTING.

Wanted immediately. Top disc jockey, tight production, good commercial reader. Salary open depending on ability and experience. Send photo, resume, and audition tape to Box J-23, BROADCASTING.

Southeastern Negro program station seeking experienced swinger who can motivate audience. Top salary, excellent working conditions and excellent fringe benefits. If you are looking for a unique opportunity with great growth potential, send tape and resume to Box J-26, BROADCASTING.

Fulltime kilowatt near Chicago has immediate opening for early morning man who already is strong on sports play-by-play. Must know modern and adult music, be able to motivate experienced swing team. Contact person who holds intensely loyal audience. Broadcast full schedule of football. Excellent starting salary, unsurpassed fringe benefits for top notch performer. Box J-33, BROADCASTING.

Announcers—(cont’d)

Announcer, third class phone, small eastern market. Box J-35, BROADCASTING.

Quality FM station near New York City needs experienced announcer immediately. Box J-42, BROADCASTING.

Wanted: Mid-day top 40 personality. Major market. Box J-49, BROADCASTING.

Experienced first phone announcer for Maryland daytimer needed immediately. Good salary. Box J-76, BROADCASTING.

Announcer with third phone. Pay commensurate with ability. KBRL, Freeport, Texas.

Immediate opening—Southern Minnesota regional—Straight announcer or first phone contact man for midnight shift. Send audition and resume—KSUM: Faribault, Minnesota.


Opener for enthusiastic, experienced dj. Send tape, resume to WAZY-AM-FM, Lafayette, Indiana.

Announcer 1st phone, good music station 50 miles from N.Y.C. Top pay. WBNR, Beacon, N.Y. Phone 914-851-1260.

Announcer with first ticket interested in permanent position. Prosperous, growing 15,000 population community. Full time single station. Salary commensurate with qualifications. Farm experience desirable. Dick Lindsay, WCVL, Crawfordville, Indiana.

Immediate opening for morning man capable on news, sports and announcing. Permanent position Send tape & resume WDDY, Gloucester, Virginia.

Experienced announcer. Age 28-35 for 5 kw station featuring fulltime 1600 AM. Send complete resume of experience, references, recent photographs, and taped air check to Dorothy E. Knowles, WDEA, Ellsworth, Maine.

Announcer with first phone, adult format. An opportunity to become part of one of Northeastern Ohio's fastest growing operations. Rush tape and resume to WELW, Willoughby, Ohio.

WFFG, Marathon, Florida has immediate opening for announcer with 1st class license, ideal working conditions in fabulous Florida Keys. Send tape & resume.

Where are all the good radio announcers? Need mature, experienced, morning announcer, for adult format. Permanent with minimum starting salary $100 a week. Established, progressive station in fast growing Space Center of the World. Send your resume to Mrs. Steve West, Manager WFXL, Huntsville, Alabama 35804.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st class license. Salary open. WHMC, Gaithersburg, 301-949-9400.

Announcer: Experience necessary. First phone preferred, not required. Steve Morris, WEVL, Hendersonville, N.C.

BROADCASTING, September 6, 1965
We need availability dependent upon your ability. With limited experience send complete resume. Your in. Wanted WTOR Starke, Florida. Capable. Varied Florida! N.C. WKYX, Cullman, Alabama. Format. Join one of larger market group's stations. 3 thousand watts, new station in Urbana, Illinois. Good news delivery. Bright, happy announcer with authoritative voiced. Ted Hite, Program Director, WLMD, W. Cheap, limited edition. Good time to move up! We're looking for a News Director again after another try. Every guy we hire is that good that he ends up in the big city. Are you big city material? Here's your chance to move up to a 5000 watt full time station with a heavy accent on local news. We are looking for a man who must be good at gathering, writing & delivering reports for our county. In return our well equipped station offers a good salary, post-regular-major medical life insurance, profit sharing plan and other benefits. WCOJ, Coatesville, Pa. (40 miles west of Phila.). 215-384-2100.

Production—Programing, Others

Expanding eastern station needs Assistant manager, production manager, announce-newman, combo-announcer. Staff announcing experience & opportunity for all positions plus typing ability and car. Salaries negotiable. Good management opportunity excellent. Send history and tape, preferably air-check. Box J-27, BROADCASTING.

Take charge Program director with McIntyre. Familiarize yourself with terminals, automatic talk, TV and radio. Excellent salary, paid insurance, and retirement plan for the right man. Contact Chief Engineer, VALMA-TV, Andover, S.C.

Wanted: Chief engineer, some announcing, but emphasis on engineering. Contact Dennis J. Keehn, JASO, Joplin, Missouri.

Small, clean compact operation; Daytime station has need for 1st class engineer. Some announcing required. Car needed. Send resume and requirements to: Manager, WMST, Shanendash, Penna.

First phone engineer. No experience, age, handicap, no hinderance, Light announcing. We'll teach you, if you're willing to work and learn. Immediate opening. N.J. station near Philadelphia. Need car. No booters or bookies. $100.00 minimum plus benefits. Phone 609-862-2600.


Florida adult station wants announcer who can fit in with mature, experienced professional station. Will not consider part-timer. Close to Art Ross, P.D., WTMC, Ocala, Fla.

WTOR-Torrington, Conn.—Regional—Imme- diate need for Rush tape and resume. Excellent news delivery. Production room ability a must. Immediate opening Rush tape, recent photo. Complete resume to: Bob Rehn, WTRL RADIO, Box 1060, Bradenton, Florida.

Wanted—Big voiced announcer for WYOM —The Wonderful World of Music in New Orleans and resume to Dave Wagenvoord, 614 North Rampart, New Orleans, Louisiana.

Modern fast paced disc jockey wanted by the OK Negro Group in Houston and Mem- phis. Can you do a tight fast moving, ex- citing format? Rap rhythm & blue beat show with the big beat? You must be able to communicate to a strict format with a minimum of conversation and be a good board man. Only thoroughly experienced personnel need apply. Excellent pay schedule. Immediate opening. Join one of America's oldest and best known Negro pro group and get a chance for a first class station. Immediate opening. Please send complete resume, photo and tape to: Bob, WTRL RADIO, Box 1060, Bradenton, Florida.

Executive" (column)

Wanted—announcer or announcer-salesman in one of the Southeast's most modern stations, salary $900 with new 3 kw FM, equipment installed and ready to go on the air. Station is located in small community near the beautiful Gulf of Mexico. If you're interested in being a part of a good community and news oriented station, send complete resume. Your references and pay will be checked promptly. Those with limited experiences will be considered also. Radio Station WFSR, Franklin, North Carolina.

Immediate opening for experienced top 40 professional personality. If you're good and can prove it, contact us now. Additional money if you can handle promotion function and/or sales salary dependent upon your ability. Group operation. Send tape and full particulars as to availability to Bob Michael, Manager, WJJA, Portland, Maine.

We need a morning man. The bright, experienced kind. One that can write and be in charge of copy too. Send tape and sales experience immediately to Program Director, WKID, Urbana, Illinois.

Announcer-news director for modified Rock format. Salary for immediate opening to larger market group's stations. Send tape and sales experience immediately to Program Director, WKID, Urbana, Illinois.

WKYY, Puduch, Kentucky has immediate opening for top 40 personality. Beginners considered. Aircheck, resume, photo to Ted Hite, PD.

Wanted three quality announcers for our brand new station going on the air about Oct. 1st in the Baltimore-Wash- ington radio market. If you're good and want to get ahead with a modern fully equipped station send resume, tape and photo to: W. Pierce Burgin, Program Director, WPXE Radio, Laurel, Maryland.

Excellent opportunity for a good middle-of-the-road dj strong in production work. Contact Blair Elubanks, WPAQ, Mt. Airy, N.C.

Announcer and news director for new WYOM station just around the corner from the OK Negro Group in Houston and Memphis. Must have good voice, personality, and be experienced in announcing. Complete resume and photo to be returned to: Art Ross, P.D., WTMC, Ocala, Fla.


Top Wisconsin station is seeking a reliable writer and on-the-air repeater. This is an opportunity to locate in a growing community. Excellent working conditions. Box J-16, BROADCASTING.

Newsmen with authoritative sound. Write and air radio newscasts. Opportunity to ad- vance. Leading AM-FM-TV, NBC affiliate. Mid-America. Box J-83, BROADCASTING.

Need newsmen for radio-TV. Must gather, write and report news. Must be experi- enced. Send tape and resume to Ed Huot, WTRC-WSJV-TV, Ellkurt, Indiana.

We're looking for a News Director again after another try. Every guy we hire is that good that he ends up in the big city. Are you big city material? Here's your chance to move up to a 5000 watt full time station with a heavy accent on local news. We are looking for a man who must be good at gathering, writing & de- livering reports for your county. In return our well equipped station offers a good salary, post-regular-major medical life insurance, profit sharing plan and other benefits. WCOJ, Coatesville, Pa. (40 miles west of Phila.). 215-384-2100.

Production—Programing, Others

Expanding eastern station needs Assistant manager, production manager, announcer-newman, combo-announcer. Staff announcing experience & opportunity for all positions plus typing ability and car. Salaries negotiable. Good management opportunity excellent. Send history and tape, preferably air-check. Box J-27, BROADCASTING.

Take charge Program director with McIntyre. Familiarize yourself with terminals, automatic talk, TV and radio. Excellent salary, paid insurance, and retirement plan for the right man. Contact Chief Engineer, VALMA-TV, Andover, S.C.

Wanted: Chief engineer, some announcing, but emphasis on engineering. Contact Dennis J. Keehn, JASO, Joplin, Missouri.

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First phone engineer. No experience, age, handicap, no hinderance, Light announcing. We'll teach you, if you're willing to work and learn. Immediate opening. N.J. station near Philadelphia. Need car. No booters or bookies. $100.00 minimum plus benefits. Phone 609-862-2600.

Professional broadcaster, 15 years all phases, fierce combatant. Want a $10,000 market or better? A.M. or F.M. Station. Box J-35, BROAD- CASTING.


Small market radio manager seeks new challenge! Strong on sales. Finest references. Presently earning $10,000. Box J-32, BROADCASTING.

Time to move up! General manager now in fourteenth market seeks greater chal- lenge. Box J-56, BROADCASTING.

Sales

Small market sales manager seeks major market sales challenge. 7 years with present employer. Community leader, young, crea- tive. Degree. Resume upon request. Box J-46, BROADCASTING.

Successful sales executive, fifteen years broadcasting and agency experience. Seeks sales manager post with substantial sta- tion. Box J-57, BROADCASTING.


Announcers


Major markets, if you're looking, listen here. Top 40 personality ready to move up. Box J-31, BROADCASTING.

Moving family to California, Desire perma- nent job as announcer or combo man. 3 years extensive experience. Excellent com- juncture, chief-engineer), i st phone. Box H-338, BROADCASTING.

Announcer: Available today, beginner with third tier market. Confident, hard working, good accent, limited air time. No experience. No minimum. Contact Box H-340, BROADCASTING.
Dear [Name],

Thank you for your interest in the position of announcer at Box J-8, BROADCASTING.

I am very excited about the opportunity to work in radio, which I have been passionate about since a very young age. My passion for radio stems from the values of my upbringing, as I was always drawn to the idea of creating content that connects with people.

I have a strong work ethic and am committed to producing high-quality content that resonates with my audience. I have experience in a variety of roles, including production, newsroom, and even some behind-the-scenes positions. This diverse experience has allowed me to develop a range of skills that I believe will make me a valuable addition to your team.

I am a team player and thrive in collaborative environments. I am always eager to learn and grow, and I believe that this role will provide me with the opportunity to do just that. I am confident in my ability to bring fresh ideas and perspectives to the team, and I am excited about the prospect of contributing to the success of the station.

Thank you again for considering my application. I look forward to the opportunity to discuss my qualifications further.

Sincerely,

[Your Name]
WANTED TO BUY—Equipment

UHF transmitter to 30 kw, high gain antenna, 4000 or higher tower, related equipment; all or part. Box H-333, BROADCASTING.

Major market station wishes to purchase a good used 5 kw AM transmitter. Must be complete, in working order. Prefer air cooled. State age, condition, and price. Box H-386, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microphone, cameras, audio, Electrend, 440 Columbus Ave. N.Y.C.

Co-axial cable, Helix, Stroyfлекс, Spirum, etc. Also equipment. This material at surplus prices. Write for price list. 5-W Electrical Cable Company, W. & 24th Street, Oakland, Calif. Phone 418-3527.

For sale 1 G.P.L. model TA-100A 16mm projectors, screen, projector stand, both, in good operating condition. Spare parts included in inventory. A small part, unused removed from standby service. Price ready to run as is or use as a weapon of spare parts. $50 buys pair including spare parts and lens, eye, etc., $850 complete. Jim Harris, WVEC-TV, Hampton, Virginia, 703-725-6201.

Motorola 60 watt base unit. Now operating on 166.25 mc. Wideband. Contact Chief Engineer, WCUE, Akron, Ohio.


Sterling Movies (Tele Guidex), New York City has one model 11H Transmitter, VIEF to UHF Translator, model T10, converts VHF channel 3 to UHF channel 70, output 21/2 watts, plus one (1) Benco model UPA-100 watt power amplifier. This equipment is brand new, purchased for a station expansion that was not accomplished. Plus one (1) Omni directional, 10 db gain, commercial type transmitting antenna. Asking price for all three (3) items is $5,500.00. The resale value is about $3,500.00.

Director wanted immediately. Must be completely experienced in all phases of TV production and creative! Heavy live program and VTR/remote/congenial schedule. Send complete resume, photo, military status, and salary requirements to pro. Send VTR and resume to KATC-TV, Box 2497, Lafayette, Louisiana.

Graphic artist for TV production department. Send complete resume and salary requirements first letter. John Cahill, KCRG-TV, Production, Cedar Rapids, Iowa.

Act director wanted immediately for station. Requires complete color operation. Only experienced artist in all phases needed apply. Send photo to KTAL-TV, Box 7428, Shreveport, Louisiana.

TELEVISION—Situations Wanted

Announcers

Professional broadcaster, $12,000 minimum annual guarantee. Box H-359, BROADCASTING.

Technical

Can run camera or build your station, lacking maximum power coast east outlet in 2 weeks. Call 301-383-1089.

News

All phases of news. Family man, Tops in the field. Client will market. Prefer midwest. Box J-13, BROADCASTING.

Add showmanship to your TV news—Husband and wife team with wide TV experience before and behind cameras; major market background. Will write, produce, shoot, edit, produce commercials, public affairs events, documentaries with production independant of studio. Send tape available. Box J-30, BROADCASTING.

FOR SALE—Equipment


The University of Michigan has an immediate opening for a traffic director. Applicants should be experienced in maintaining staff and operating studio equipment. Opportunity to enroll in University course with College of Free Arts and Sciences pending on education and experience. Liberal fringe benefits program. Send resumes to Chris A. Evangelides, Personnel Office, The University of Michigan, 1020 Administration Building, Ann Arbor, Michigan. An Equal Opportunity Employer.

News

Expanding news operation seeking experienced reporter-photographer. Must process and edit film and rewrite. Some airwave. We're looking for a go-getter. Send resume including salary requirements to KATC-TV, Box 2497, Lafayette, Louisiana.

Production—Programming, Others

Program manager—ETV station. Send complete details. Please reply Box J-16, BROADCASTING.

Producer-director experienced in local, live network, commercial and video tape. Must be highly creative and imaginative for duties at W.E. Birthday Engineer for 1965.

Continuity director with ability to make copy sell and follow through with all details. Southwest award winning station. Send resume, photo & samples. Box J-84, BROADCASTING.

Traffic director for NBC affiliate in fast growing market. Must know the job. Send resume, salary requirements and photo to Box J-85, BROADCASTING.

Director wanted immediately. Must be completely experienced in all phases of TV production and creative! Heavy live program and VTR/remote/congenial schedule. Send complete resume, photo, military status, and salary requirements to pro. Send VTR and resume to KATC-TV, Box 2497, Lafayette, Louisiana.

Graphic artist for TV production department. Send complete resume and salary requirements first letter. John Cahill, KCRG-TV, Production, Cedar Rapids, Iowa.

Act director wanted immediately for station. Requires complete color operation. Only experienced artist in all phases needed apply. Send photo to KTAL-TV, Box 7428, Shreveport, Louisiana.

INSTRUCTIONS


Be prepared. First class FCC license in 11 weeks. Broker’s course, free. Beginner’s class, $25. Outstanding theory and laboratory instruction. Elkins Radio License School of America, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training is now an FCC First Class License. Outstanding theory and laboratory instruction. Elkins Radio License School of New Orleans, 527 St. Charles, New Orleans, Louisiana.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, modern equipment available. G.I. approved. Elkins School of Broadcasting, 2006 Inwood Road, Dallas 59, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.


America's pioneer, 1st in announcing since 1921, National Academy of Broadcasting, 814 H St. NW, Washington 1, D.C.

REI in beautiful Sarasota by the sea has the most complete training. Shortest course, lowest tuition and the only truly guaranteed course in the nation for the First Class Telephone License. Tuition $295.00. Private rooms $10.00 per week. Classes begin Sept. 7, Oct. 12 and Nov. 18. Call or write REI, 1336 Main St., Sarasota, Florida.


Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westminster Turner. Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded messages on facilities and curriculum of both classroom and home study programs. Write for your copy today! CAREER ACADEMY, School of Famous Broadcasters, 627 E. State Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.


Sportscasters! Improve your technique and your imaging potential through sound guidance from a university broadcasting instructor and a professional sportscaster. Box J-60, BROADCASTING.

NEWSCASTER WANTED BY THE NO. 1 STATION IN THE SOUTH

Bright, alert morning Newscaster with well paced authoritative delivery. Only qualified Newscaster with an interest in job security need apply. Good pay, profit sharing and other excellent benefits await the right man. Send tape, resume to: F. Michael Franklin, News Director, WNOE, New Orleans.

Help Wanted—Technical

WANTED—ENGINEER MASSACHUSETTS STATION HAS OPENING FOR ENGINEER GREAT OPPORTUNITY WRITE:

Box J-4, BROADCASTING

Help Wanted—Production Programing & Others

GROUP BROADCASTING ASSISTANT

N.Y.C. based aggressive stations group requires services of person qualified in all phases of station operations. Must have minimum of 6-8 years diversified exp. preferable with Headquarters Group Operations. Submit resume including salary requirements in confidence to:

Box J-29, BROADCASTING

Situations Wanted—Management

STATION MANAGER Perfect Record

Desire west coast medium-small market, Knowledge all phase of radio. ACCENT ON SALES. Any format. Married, sober, radio my life. Will consider salary loss to find stable operation offering longevity. Excellent performance record. I can produce for you!

Box J-44, BROADCASTING

Announcers—Continued

Top 5 Market Radio-TV

PERSONALITY DEEJAY SPORTSCASTER

Must relocate due to station tale.

Excellent credentials:

Ratings-Awards-14 yrs. expr.

Former 50 kw-net staff.

Proven-well established audience-sponsored acceptance.

B.A., Age 34, Married, child.

Photo-resume-brochure. Write:

Box J-12, BROADCASTING

TELEVISION

Help Wanted Management

NEW CALIFORNIA CATV NEEDS

MANAGER TECHNICAL SUPERVISOR

Salaries commensurate with experience. Send resume to:

KERN CABLE COMPANY P.O. BOX 2967
BAKERSFIELD, CALIFORNIA 93301

Color TV

ENGINEER

We are interested in contacting an engineer who is highly qualified in all phases of control systems equipment. Must presently be employed in color TV and thoroughly familiar with this type equipment to insure highest quality technical operation at all times. Station is maximum power VHF located in medium-size western market. Good opportunity. Salary open and commensurate with responsibility. Full details with first letter and salary expected.

Box J-14, BROADCASTING

Radio Help Wanted News

NEWSMAN WANTED BY THE NO. 1 STATION IN THE SOUTH

Bright, alert morning Newsman with well paced authoritative delivery. Only qualified Newsman with an interest in job security need apply. Good pay, profit sharing and other excellent benefits await the right man. Send tape, resume to: F. Michael Franklin, News Director, WNOE, New Orleans.

Box J-60, BROADCASTING

TELEVISION NEWS EDITOR

KOVR-TV, Sacramento, has opening for editor to head growing news staff; prefer experience in both newspaper and radio-TV field. Writing experience necessary. Permanent position, excellent employee benefits. Apply in person or submit resume to:

Personnel Department
McCLEATHY BROADCASTING
21st & Q Streets
Sacramento, California

BROADCASTING, September 6, 1965
TOP 15 MARKET

EAST

LARGE MARKET OPENINGS

RADIO AND TV PERSONNEL ARE URGENTLY NEEDED TO FILL HUNDREDS OF OPENINGS IN THE BROADCASTING INDUSTRY.

Send resume and picture today.

NATIONWIDE BROADCAST SERVICE
925 Federal Blvd., Denver, Colorado
Phone area code 303-292-0986

STATION INQUIRIES FOR PERSONNEL INVITED.

FOR SALE—Stations

CALIFORNIA

FINE 1 KW EXCELLENT FREQUENCY DAYTIME FACILITY LOCATED IN ONE OF THE STATE'S LARGEST CITIES FOR $135,000 CASH.

QUALIFIED PURCHASERS ONLY.

CHARLES COWLING AND ASSOCIATES
P. O. Box 1496 Hollywood 28, Calif.
Phone NO. 21133

FOR SALE—Stations

NATIONWIDE BROADCAST SERVICES

ANNOUNCERS AND STUDENTS, EARN $7800 TO $15,000 ANNUALLY

Many announcers and account executives screen and enroll students in their area and earn exceptionally high income. Voice evaluation and psychological testing of abilities developed by our consulting psychologist assist you in evaluating prospective students. Columbia School of Broadcasting is a correspondence institution utilizing network-caliber instructors with fully recorded lessons and texts. 6-12 month program of study. Tape guidance. You may qualify to represent us in your area. Write for full information:

Wm. M. Reed, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard, San Francisco
(Not affiliated with CBS, Inc.)
COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 1. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

- Indicates a franchise has been granted.

**Pismo Beach, Calif.**—Central California Communications Corp., a group owner represented by Arthur Hopped. has received a 20-year, exclusive franchise. Customer charges will be $29.95 for installation and $15.85 monthly; the city will receive 3% of gross receipts.

**Holly Hill, Fla.**—By unanimous vote the city has rejected two franchise agreements concluded with Holly Hill Cable Vision and Florida Video TV Inc. The city council is now considering sealed bids submitted before 7:30 p.m. Sept. 14. Criteria for acceptance will be: a company's ability to do the job, charges to subscribers, and revenue to the city (at least 6%).

**Mount Sinai, Fla.**—Applications have been filed by Golden Triangle Cablevision Co. (Willie Burks, president); Newson-El Dorado and The Mound Dora and The Mound Dora Topical) and WLBV Inc. (WLBV Leesburg, Fla.).

**Sulphur, La.**—Gateway Equipment Co., Jacksonville, Fla., has been awarded a 20-year franchise. The city will receive 6% of the franchise's gross revenue and 7% for the next 19 years. Customer charges will not exceed $25 for installation and $8 monthly. Two unsuccessful bids were filed by Jerrold Corp. Philadelphia and General Cable Co. Daytona Beach, Fla.

**Sulphur, Tex.**—Sulphur Enterprises Inc., headed by Buford Mitchell, has been awarded a 20-year franchise. The city will receive 3% of annual gross revenue plus $1.35 annually for each consumer antenna-type pole used. A previous contender for the franchise was Al Dunn Amusement Co., West Point, Ga.

**Christopher, Ill.**—Vivian Cable Television Co., represented by John Manion Jr., has been awarded a one-year franchise (BROADCASTING, Aug. 9).

**Crystal Lake, III.**—First Illinois Cable TV (William Lively, president) has been awarded a franchise. The company offers 12 channels for a $5.10 Basic fee, plus a $1 franchise. The company would pay a 3% franchise fee to the city.

**Decatur, III.**—Three new firms have applied: Central Communications Co. (a subsidiary of Consolidated Telephone Co., Mattoon, Ill.), the Illinois Bank-Phone Co., Chicago and WYLIN Electronics and WESIL (FM) Inc. All Illinois Television Corp. (WCSC TV-Springfield, Ill.). Previous applicants are: CTAE Communications Inc., a subsidiary of The General Telephone and Electric Corp.; and Wjal Communications Co., which include Steve Bellinger, one of the owners of WOZZ and Faithauer, owner of the Faithauer Realty Corp.; Robert A. Grohne, president; William Harmon, president; Decatur Park Board, and Richard Whelan, general manager.

**General Electric Cablevision Corp.** (a subsidiary of General Electric Co.) Tele-Trend Inc., Ft. Wayne, Ind., and Macoun Cable Television Inc. Decatur (owned by James F. Kell.)

**Lincoln, Ill.**—Central Illinois Electric & Gas Co. has been granted a franchise. The company would pay the city 2% of the annual gross and provide free service to public schools. The charge to subscribers would be no more than $6 monthly for the first set and $1 for each additional set.

**Mount Dora, Fla.**—Cablevision TV Service Inc., Zelon, represented by J. Kenneth Baid, has applied for a franchise. Under the proposal, charges would be $10 for installation and $5 monthly. The firm would furnish 12 channels and possibly a third antenna or FM channel in addition.

**Creston, Iowa.**—A franchise election has been called for Sept. 7 to apply an application by Southwest Iowa Broadcasting Co. (KBIB Creston)

**Elinwood, Kan.**—Teleis Corp., Chicago, has been granted a franchise.

**Belefonte, Ky.**—Clearview TV Cable Co., Russell, Ky., has been granted a franchise (owned by William McKnight, pres.), has filed an application.

**Henderson, Ky.**—Telesis Engineering Inc., Evansville, Ill., has applied for a franchise. Local representative William F. Russell expects charges to be $15 for installation and $5 monthly; the city would receive 3% of annual gross revenue.

**Kenwood, Ky.**—Clearview TV Cable Co., William McKnight, pres., has been granted a franchise. The Russell, Ky., firm also has franchises in Waverly, Flat's Cove and Race- land, all Kentucky.

**Lake Charles, La.**—KARK-CATV Inc. (E. g. Koury, exec. v.p.) has been granted a franchise. The company offers 9 channels for a $5 monthly fee. The customer charge would be $4.95 for installation and $3.95 monthly.

**Midland, Mich.**—Panok Corp. (WQDC Midland) has applied for a franchise. Other applicants: Local Television Corp., Detroit; Michigan CATV Co., Bay City, Mich.; Central Telephone Co., Cheating, Mich.

**Hammond, Ind.**—The application of Tom Sawyer TV Cable Co., owned by the Fritts Amusement Co., has been granted a franchise. The company offers 11 channels for a $6.95 monthly fee. The customer charge would be $6.95 for installation and $4.95 monthly.

**Merrillville, Ind.**—A franchise has been granted to a community tower pickup system: WKKC FM Masston, In. —Granted franchise to change ant. trans. and type, increase ERP to 20.5 kHz, and decrease ant. ht. to 250 ft.

**Maple City, Mich.**—By unanimous vote the city has rejected two franchise agreements concluded with Midland TV Service Inc. and Northwest Television Inc. (WCTV TV-Flint, Mich.); both firms are subsidiaries of General Telephone and Electric Corp. (BROADCASTING, Aug. 25).

**New Castle, Pa.**—A franchise has been granted. The franchise will provide 12 channels, which would include the new WVIZ-TV station and additional cable televisions and stations from Akron and Youngstown, both Ohio. Detroit, London and Windsor, both Ontario, and Milwaukee. The monthly rental rates would range from $15 to $25 while monthly rates would average $30, compared to $18.75 for a single antenna.

**Batavia, N.Y.**—Applications have been filed by Bear Broadcasters Inc., owned by James R. Horvitz, president; E. G. Koury, executive vice president; Francis E. Kane, treasurer, and Carl M. Adams, secretary. Adams and Kane are respectively the presidents, vice president and treasurer of the Lorain Journal. Offices of the firm will be located at 2618 Pearl Ave., Lorain.

**Strengsville, Ohio—**Teleman Inc. is seeking a 25-year franchise. The firm would provide 12 channels, which would include Cleveland's WVIZ-TV and stations from Akron and Youngstown, both Ohio. Detroit, London and Windsor, both Ontario, and Milwaukee. The monthly installation rates would range from $15 to $50 while monthly rates would average $30. Compared to $18.75 for a single antenna.

**Missoula, Mont.**—Applications have been filed by Central Montana CATV Services Inc., Missoula, Mont., and Northern Mont. CATV Services Inc., Missoula, Mont.

**BROCKTON, Sept. 6, 1965**

BY MARSHALL S. ANTONINI

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88 (FOR THE RECORD)

BROADCASTING, September 6, 1965
Mr. David, who became Mr. Sweeney's vice president at the bureau, perhaps draws more of his approach from Mr. Sweeney than from Mr. Bunker, who was more concerned with the heavy problems of measuring radio's audience. The latter left RAB to become director of broadcast at the Foote, Cone & Belding agency.

Approach Defined — According to Mr. David, the way to promote radio is through repeated "eye-to-eye sales calls with agency or advertiser at the decision-making level." His bete noir is the "one-shot" sales presentation that is never followed up.

"You can take a great sales presentation to a company and show it to the advertising manager," he explains, "and next week you come back and the ad manager tells you it was just great. That's good, you say, and then you ask him when he's going to start his radio schedule and he tells you there's just one problem, 'our president, Charlie, doesn't believe in radio.'

"That's when you ought to be going after Charlie," says Mr. David, "and if you don't go after him your total effort may go for naught. One-shot presentations can be a waste of time."

"You've got to live with the target," is another way Mr. David likes to put it.

To support this sales philosophy, he says, a large staff of experienced salesmen is needed. Mr. David plans to recruit sales personnel out of radio's ranks and at salaries competitive with those of the industry's top salesmen. The bureau has in some cases been content to hire from other media, according to Mr. David, and at prices not comparable with those of experienced radio people. Now, he says, the bureau has either increased the average salary of its salesmen by one-third or is in the process of doing so.

Building the Membership — Where is the money coming from? Mr. David says it's got to come from the dues of an increased bureau membership. RAB currently operates on a budget of about $1 million. Its membership includes all the radio networks, about 15 representative firms and some 800 stations.

It has 45 employes now and entertains ambitions of opening offices in Chicago and on the West Coast before long.

Mr. David is intensely interested in raising the bureau membership and a concentrated effort in this direction brought 38 new members into the RAB fold in August, a record month for the bureau in recent years. That added subscription, according to Mr. David, is about equivalent to the salary of one high-priced salesman.

The new RAB president—he was given the title in August after three months as executive vice president and general manager—says the details of his contract have not yet been settled either as to term of service or pay. It's understood Mr. Bunker's salary was in the $30,000 range.

Mr. David projects a good deal of self-assurance and there is no hesitation in his description of RAB's strategy for the future.

At the core is his previously described passion for person-to-person selling, but there are other changes in emphasis to be made, he says.

The quantities of sales materials distributed to stations in the past by RAB have not always been useful, he feels. There's still a place for such matter but it should consist mainly of ammunition which the local salesman would actually want to take along with him on a sales call.

Another new departure for the bureau is its recent announcement of a division of services and personnel between small and large market stations. Mr. David, engineer of this change, thinks big-market stations have problems unlike those in smaller cities and that RAB resources may be wasted when the same personnel work across these lines.
New world notes

Wonders never cease. Two men from Houston spend eight days in space, and a man from the Federal Trade Commission spends five days on Madison Avenue. It's a ridiculous comparison, but in the field of regulation the FTC man's trek may be as unique and blaze as broad a trail as the space flight was and did in scientific achievement.

The significance of the Madison Avenue exploration should not, in truth, be taken lightly. It was the first FTC attempt in the memory of Madison Avenue old-timers, or such old-timers as are there on that generic symbol, to educate itself on so broad a scale in matters on which it undertakes to regulate. It showed an FTC willingness to learn that is as promising as it was belated.

Edward F. Downs, a key attorney in the FTC's Deceptive Practices Bureau, toured agency production departments and independent commercial studios in New York for five crowded days as the guest of the American Association of Advertising Agencies. He watched commercials being made, saw the problems that arise and how they are overcome. asked questions and was given answers. He went home obviously impressed and, as he told this publication, confident that the FTC in the future will have a clearer understanding of commercial production's problems and techniques (Broadcasting, Aug. 30).

The value of this clearer understanding could be so great as to be literally against the law. One of the factors that impressed Mr. Downs was color-correction—not only how it is accomplished but also the more basic fact that in some cases it is necessary. Yet the majority opinion of the U. S. Supreme Court in the Colgate "sandpaper case" would seem to outlaw color correction if color is an essential part of the product claim. The Supreme Court opinion was written on the assumption that the camera does not lie; Mr. Downs saw that the camera can and often does lie, and that "correction" is sometimes the only way to show the truth.

The Supreme Court ruling is of course the law of the land. It was based to a great extent on arguments advanced by the FTC, and it would be natural—but futile—to wonder whether the ruling would have been different if the FTC had sent its emissary to Madison Avenue beforehand.

The pertinent question now is what effect the FTC's clearer understanding, through Mr. Downs, will have on its future regulation of broadcast advertising. It is perhaps too much to hope that any government agency would flout a "law" that the agency itself had been instrumental in creating. In the circumstances, however, it should not be too much to hope that the commission will be more perceptive in dealing with commercial problems generally, and more liberal than literal in interpreting the Supreme Court ruling specifically.

The men from Houston may get us to the moon more quickly, but Mr. Downs' visit, if it produces that result, will speed the day when regulation becomes more realistic and more tolerable for those of us who must live with it back here on earth.

Critics please copy

August, usually a slow month, was big for news this year.

There were the record-shattering, almost-perfect eight-day Gemini 5 exploit, the terrible Watts race riots, the escalating Vietnam hostilities, appointments to high place in government by President Johnson and the stalemated steel strike negotiations—to mention a few.

Most of America's 190 million people learned about these developments first and at first hand from radio and television. President Johnson, who has developed his own news techniques, was on the air repeatedly to announce, comment, condemn or extol.

Of unusual significance was the emergence of FCC Chairman E. William Henry from his vacation at Cape Cod to commend broadcasters in Los Angeles for their coverage of the Watts riots. Mr. Henry, who has not been given to praise of broadcasters during his two-year chairmanship tenure, wrote the California broadcasters after reading the report in Broadcasting's Aug. 23 issue. Citing the performance as a "fine illustration of responsible journalism and public service broadcasting under difficult and dangerous circumstances," Mr. Henry said it shows that broadcasting "is much more than a news and information service; that it can provide avenues of communication for citizens, law enforcement agencies and others, at a time when such communication may be vital."

If there were any comments on the Watts coverage, pro or con, in newspapers or by TV-radio critics who are paid to comment, we missed them.

We did not miss this cartoon, syndicated by the Los Angeles Times:

When a cartoonist is permitted to malign a whole television season before its first show is exposed to public view, the editors who use his work are indulging deliberately in anti-broadcast propaganda.

"I've found out where that guy on our camera crew is hiding his booze!"

Drawn for Broadcasting by Sid Hix
Sell your product with the Northwest’s total color station

For more than four years, KSTP-TV has presented all local programming in full color...an extension of the pioneering policies that made it the Northwest’s first television station.

Now, for the exciting 1965-'66 season, 96% of NBC’s entire evening schedule will be seen in color, combining with many daytime shows and the total color of KSTP-TV to provide more than 3,000 hours of outstanding entertainment in living color.

Once again KSTP-TV leads the way into a new era of television and, in so doing, provides you with the most effective, most efficient way to sell your product in the vital Twin Cities market.
Putting on the Capital Cities Broadcasting uniform brings out WJR’s good points all the more.
It means we’ve added new programs and new personalities. It means we’re more complete—like broadcasting all of the Detroit Tiger baseball games throughout the Great Lakes area. Like expanding our fine arts programming. Something for everyone.
So what does it do for you?
It puts you in touch with adults in 112 counties in four states plus southwestern Ontario. It lets you make telling sales points in metro Detroit households that have an average $8,500 to spend this year (thanks to the continuing car boom). It gives you a good crack at the $6 billion retail market that’s shaping up in this area, this year.
Why not call your Henry I. Christal Co. rep? Let him tailor-make a schedule. He’ll do anything to suit you.

DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION