What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. Influence the Influencibles®. Get the response you want with Storz radio.

© 1965 Storz Broadcasting Co.
add 3 I's to your Log

and get automatic programming, logging and authenticating (only PROLOG can do it)

PROLOG uses your station log to give you any degree or combination of unattended, automatic, or manual-live operation you desire. PROLOG simply adds 3 squares (■) to the information you normally enter on the log. The entire log can be prepared on any standard typewriter, or you can use any of the auto-typing, Traffaccounting, IBM punch-card, and similar equipment in use today. PROLOG uses your established programming format; nothing changes unless you want to change it. That’s PROLOG: simple and flexible!


*LTV Continental Electronics
A DIVISION OF LING-TEMCO-VOUGHT, INC.*
n deck

Though pricing structure of baseball Game-of-the-Week on NBC-TV has yet to be established, NBC sources report that some 20 advertisers have indicated interest in sponsorship. Among them: Liggett & Myers, Philip Morris, Bristol-Myers, Colgate-Palmolive, Texaco, Joseph Schlitz, Falstaff Brewing, American Airlines and Allstate Insurance. NBC-TV paid $6 million for Game-of-the-Week rights per year in overall $30.6 million package for World Series, all-star games and weekly games over three-year period (Broadcasting, Oct. 25). Pricing of games to advertisers is awaiting completion of schedule, including possible night games and station clearances, within week.

Code's the limit

Charter member of National Association of Broadcasters radio code may be first station penalized by FCC in its case-by-case drive on commercialization. In report to be considered by commission this week, staff recommends one-year renewal for station (and FM affiliate); says renewal application reportedly shows station exceeded own proposed limits on commercials in 31.4% of 70 hours checked and went over NAB code limit by 11.8%. Staff reportedly expresses concern not only about overage but about station's representations that excesses are minimal and that code is observed.

Staff, which got go-ahead last summer to resume querying renewal applicants on commercial policies, is also reporting on 13 other stations, including one TV. One AM-FM combination has already received renewal; staff recommends full-term renewals for remainder. However, in case of one station whose policy statement apparently defies hard analysis, staff recommends letter stating commission assumes licensee doesn't mean what appears to be proposal to broadcast seven minutes of commercials per quarter hour.

Longer lead-in

CBS-TV has begun enforcing 72-hour deadline for changes in commercial schedules for broadcast. In past, it has allowed changes up to date of broadcast, now will allow them less than 72 hours in advance only if they are required for legal reasons. To change commercial from black-and-white to color, advertiser must alert network one week in advance. Tightening up is attributed to need for time in accurately translating and feeding coded sheets to computer that controls commercial scheduling, partly to insure compliance with commercial standards.

Boomerang?

Flap over broadcast of Notre Dame games by wndu-TV South Bend—prohibited by National Collegiate Athletic Association because some CATV's picked up game last month (see page 73), may kick back in NCAA's teeth. That's view of Washington lawyers, who see antitrust grounds implications in blackout. Only professional football is antitrust-exempt through legislation. There's similar feeling on Capitol Hill, which already has become involved in NCAA's battle with Amateur Athletic Union on jurisdiction in Olympics.

Almost like TV

Big vote of confidence in radio comes Dec. 3 in Miami when Storer Broadcasting Co. formally begins operation from its new $1 million radio-only facility on Biscayne Boulevard for WQBS-AM-FM. Participating in event in addition to state and city officials will be planeload (about 75) of agency and advertiser executives from New York.

At liberty

Shortly to be announced will be resignation of Lewis Shollenberger as executive director of Radio Liberty, headquartered in Munich. He'll return to U. S. this month after two years as head of agency transmitting to Iron Curtain countries from various European points. Mr. Shollenberger, formerly with CBS and ABC News in Washington, intends to return to capital and will announce his plans later.

Work for lawyers

American Society of Composers, Authors and Publishers, which was required some months ago to turn over mass of unspecified ASCAP financial and other data to All-Industry TV Stations Music License Committee in current music-rate litigation, is in mood to put shoe on other foot. It's seeking access to data in files of all-industry committee and possible records of at least some of 365 stations committee represents, and reportedly is prepared to go to court for it if necessary. Observers speculate that TV rate litigation, already almost four years old but largely inactive in recent months, could be protracted even more indefinitely if ASCAP tactics succeed.

TV for Fact

Bristol-Myers Co., New York, will support its national introduction of new fluoride toothpaste, Fact, with heavy TV barrage in early 1966. Multi-million dollar campaign will be heaviest in TV (network and spot). This is Bristol-Myers's entry in fluorides, which have American Dental Association endorsement—announced on Oct. 1 for Fact. Other ADA-endorsed fluoride toothpastes are Procter & Gamble's Crest and Colgate-Palmolive's Cue. Agency for Fact is Grey Advertising, New York.

New delegate

FCC Commissioner James J. Wadsworth, who has eight years of diplomatic experience at United Nations behind him, will represent commission on U.S. team that renegotiates regional agreement with Mexico on use of AM radio band. Five-year pact currently in effect expires June 9, 1965. Staff work at commission is already underway.

Commissioner Rosel H. Hyde, who normally represents FCC in international negotiations, is being excused from Mexican assignment because of gruelling two months he is putting in as delegate to plenipotentiary conference of International Telecommunications Union in Switzerland.

Access comment

While debate goes on between news media and bar associations over fair trial-free press issue, Senator Sam Ervin's (D-N. C.) Constitutional Rights Subcommittee has been quietly soliciting views of 50 attorneys general of states. Final report will be issued by subcommittee along with report on S. 290, introduced by Senator Wayne Morse (D-Ore.), forbidding court officials and attorneys to make statements to news media that might endanger defendant's right to fair trial.
"Did you see BONANZA last night?"
"Have you seen 2's Color News, Weather and Sports?"
"You bet!"
"There's a great movie on CHANNEL 2 tonight!"

Overlooking a giant oil refinery, Tulsa glitters in the dusk.

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 and first run movies are just two of the reasons more homes are swinging to KVOO-TV.
WEEK IN BRIEF

Like poker players, networks are dealing themselves new shows in attempt to win ratings pot. Latest national Nielsen shows CBS and NBC in first-place deadlock. ABC stays in third place. See . . .

THERE'LL BE CHANGES . . . 27

Although average number of viewers has increased slightly from 1964, TVQ study shows enthusiasm is lacking this season. Variety, suspense-mystery and documentaries gain in audience interest. See . . .

INTEREST LOWER . . . 29

Agencies that have been skittish about dipping their toe in color pool are told to open their eyes and dive right in. Color spots cost more, but have lower CPM and higher retention value, 4A meeting is told. See . . .

LONG LOOK AT COLOR . . . 34

FCC is put to test on interim TV ownership rules. WGN Inc. says commission should let it purchase KCTO(TV) Denver without hearing since public will benefit from sale. See . . .

WAIVER SOUGHT . . . 58

SDX committee report on freedom of information finds comfort in closeness of Supreme Court vote in Estes case, but laments that where there was policy before, there is now weight of law. See . . .

EXAMINES ACCESS . . . 68

FTC's Sweeney tells agencies they've had three months to digest meaning of FTC statement on advertising claims. Says FCC and FTC will work together and that agencies will be held just as responsible as advertiser. See . . .

BLOWS THE WHISTLE . . . 36

FCC's backlog report to Congress shows commission underestimated effect its AM birth control policy would have. It expected 221 applications in last fiscal year and received 428. See . . .

FCC'S PILL FAILS . . . 54

ETV is back in spotlight. Magnuson wants full-scale hearing on where it has been and where it is going; expects FCC and HEW to take part. Carnegie Foundation planning own ETV study. See . . .

ETV: PAST AND FUTURE . . . 55

With first four conferences behind them and prospects of large crowds still to come, members of NAB's fall conference troupe are getting set for next round. Second pro-CATV spokesman added to show. See . . .

INTERMISSION TIME . . . 62

FCC wants to talk with NCAA and see if two groups can solve impasse over clearing Notre Dame games for WNDU-TV. Hartke calls CATV's pirates and says hearing on subject may be in order. See . . .

ANYBODY'S BALL . . . 73

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BROADCASTING, November 1, 1965
WHAT IS THE MEASURE OF A BROADCASTING STATION?

Dispatching a news team to a trouble spot half way around the world for a local story is one measure.

Newsman Paul Kuntz and photographer Bob Dwyer, shown above just prior to departure for Vietnam, are there today reporting on the activities of men and women from Connecticut and Massachusetts.

One reason they are there is to inform the WTIC television and radio audience that local people are involved in a war. Some seem to think it's a small war but there's no such thing as a small war when you're involved.

The color films and radio tapes Kuntz and Dwyer send back to WTIC television and radio tell the story of the boy down the road who is fighting the war.

Not just his war. But ours!

WTIC TV3-AM-FM

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.
WTIC AM-FM is represented by the Henry L. Christal Company
Legal squad on field in football squabble

Lawyers representing four community television systems and WNDU-TV South Bend, Ind., met Friday (Oct. 29) for three hours in attempt to overcome impasse resulting from prohibition by National Collegiate Athletic Association against South Bend station carrying Notre Dame football game (see page 73).

Although attitude of CATV lawyers was that onus is on NCAA, group explored various alternatives. It plans to meet again, possibly this week.

One move will be to have CATV clients survey subscribers to determine exactly how many watched Northwestern-Notre Dame game Oct. 23.

Premise is that although total number of subscribers to three of CATV systems involved is 7,000 actual number watching the game may have been only half—bolstering FCC’s implications that NCAA is short-changing 162,000 homes in WNDU-TV’s area because minimal number of homes outside NCAA-determined coverage may see game.

Attending Washington meeting were E. Stratford Smith, representing Peru and Wabash CATV systems; Jack Matthews, Lafayette and Logansport systems; William A. Koplovitz and Frederick A. Walton, representing WNDU-TV.

Finger at NCAA. Along same lines, Senator Vance Hartke (D-Ind.) sent telegram Friday to Asa Bushnell, president of NCAA, declaring that association is “penalizing wrong parties.”

Meanwhile, Robert H. Beischweng, president of Jerrold Corp., Philadelphia, owner of Lafayette and Logansport systems, issued statement Friday in which he emphasized that CATV is “simply” antenna service and added: “We have no right to alter or delete any broadcasts of any TV stations.”

Seven Arts goes network TV

In its initial activity in network program area, Seven Arts Television has sold one-hour color special, The Nutcracker to CBS-TV for showing as Christmas attraction on Dec. 21 (7:30-8:30 p.m.).

Sale of program, co-produced by Seven Arts and Bavaria Studios, Munich, is being announced jointly today (Nov. 1) by W. Robert Rich, Seven Arts executive vice president, and John Schneider, CBS-TV president. Ballet special features international cast of performers and marks Seven Arts entry into network programming from its base of syndication features and series to stations.

2 for 1 stock split is proposed by Storer

Two-for-one split in common and Class B common stock and increase in authorized common stock has been proposed by board of Storer Broadcasting Co. Stockholders meeting Dec. 13 is scheduled to vote on action which would increase company’s authorized common stock from 3.6 million shares to 6 million.

There were 1,292,294 shares common and 771,206 Class B outstanding as of Oct. 28.

George B. Storer Sr., board chairman, said proposal will not affect Dec. 9 quarterly dividend payment of 50 cents per share on common and 25 cents per share on Class B common stock to be paid to stockholders of record Nov. 18.

When split goes into effect dividend would become 25 cents and 12½ cents respectively.

Storer Broadcasting, which acquired 87½% of Northeast Airlines last July in $25 million transaction, owns WJAX-TV Detroit, WJW-AM-TV Cleveland, WITI-TV Milwaukee, WAGA-TV Atlanta, WHN New York, WIBG Philadelphia, WGBS Miami, KGBS Los Angeles, WSVP-AM-TV Toledo, Ohio, and group of CATV systems.

How now, NAB Code? asks Renault agency

NAB Code Authority, which publicly disapproved Renault’s TV campaign on West Coast as “disparaging” Volkswagen because TV spots showed Renault as “running circles around the next car in its class” visually while claim was made orally, has been asked whether it intends to take similar action against current TV campaigns of Gillette and Rambler.

Marvin S. Cantz, president, Tilds & Cantz, Los Angeles, agency for Renault distributor Autowest Inc., which placed ads objected to by Howard Bell, director of NAB Code Authority Broad- casting, Sept. 13, 6), has written Frank Morris, manager of Code’s western office, asking about position of code on “these less-than-factual comparisons with competing brands being made by both Gillette and Rambler in their TV advertising.”

Noting that Mr. Bell has stated “the NAB Code allows advertisers to name their competition, ‘providing they stick to the facts’,” Mr. Cantz said: “We fail to find anything factual in Gillette’s reference to competitive brands in which they manage to win the ‘man test.’ Nor does Rambler advertising on TV and radio offer anything factual in its comparisons with Chevelle, Mustang, Impala, Galaxie or Monza...”

Sears to ABC-TV for toy

Sears Roebuck & Co., Chicago, major newspaper advertiser which in past few years has intermittently tested spot TV, is reported placing heavy participation buy on seven ABC-TV shows starting Nov. 11. Aim is to sell James Bond road racing set for Christmas in cooperation with Gilbert Toy Co., through Friend-Reiss Advertising, New York. Network buy is described as “exploration.” Recent TV testing has been handled by North Advertising, Chicago.
operated by Ohio State, Miami and Bowling Green universities, and would give higher-learning institutions "unique facility for instruction, research and experimentation in electronic communication."

Officers elected at meeting: Reggie Martin, WSPD Toledo, president; Collis Young, WCOL Columbus, first vice president, and Allan Land, WHIZ-TV Zanesville, second vice president.

Calls for early hearing on equal time proposals

Senator Hugh Scott (R-Pa.) has called for "prompt hearings next year" on his bill "to induce broadcasters to grant more free time on the air to candidates."

In letter mailed last Saturday (Oct. 30) to Senator John O. Pastore (D-R.I.), chairman of Communications Subcommittee, Pennsylvanian called radio and TV "as essential to candidates today as the soapbox on the street corner in years gone by." Senator Scott is ranking minority member of communications unit.

Bill (S 1287) would amend Section 315 of Communications Act by removing from equal time privilege candidates whose parties received less than 10% of total vote in previous election. It also would require broadcasters to charge candidates not more than two-thirds their usual rate for time if station granted no free time to candidates. (Broadcasting, March 1).

Black Hills Video files second suit against FCC

Black Hills Video Corp. has taken court appeal from FCC order attaching conditions to renewal of licenses for microwave stations serving four commonly owned community antenna television systems.

Appeal was filed Friday (Oct. 29) in U. S. Court of Appeals in Washington same day commission adopted order granting, in part, Black Hills' request for stay of conditions.

Commission modified slightly carriage and duplication requirements in response to request for reconsideration (Broadcasting, Oct. 4).

But Black Hills, in court appeal, said conditions were "unlawfully and unreasonably imposed by the commission" and will cause microwave carrier and related CATV's "serious economic losses." Black Hills also said commission decision violated procedural due process.

Commission's conditions to become effective Nov. 1. But stay extends to miss suit.

Suit was filed by WQCB-AM-FM Red Lion, Pa., following FCC inquiries to station on its alleged failure to permit Democratic National Committee to respond to attacks on Democratic candidates during 1964 presidential campaign.

As part of civil suit, WQCB asked for $5 million damages from Democratic National Committee for alleged harassment.

TV sales already surpass 1964

Paced by strong sales in color as well as in black-and-white receivers, dollar sales of RCA Victor Home Instruments in first nine month of this year have exceeded record volume of 1964, according to announcement being made today (Nov. 1).

Raymond W. Saxon, vice president and general manager of Instruments Division, voiced belief that renewed demand for black-and-white TV sets and sharp interest in color receivers will send total TV unit sales for industry over 10 million mark this year.

WFM(FM) going commercial

WFM(FM) Chicago, Zenith-owned pioneer FM station which for almost 25 years has been mostly non-commercial although on commercial channel, is going to become a little bit more commercial.

Zenith President Joseph S. Wright announced Friday (Oct. 29) that "select group of advertisers" will be allowed to use facilities. He also said plans are now complete to make WFM "the most advanced stereo FM operation in the country."

Jules Herbuveaux, NBC vice president and general manager of network's WMAQ-AM-FM-TV Chicago until his retirement in 1962, was named general manager of WFM(FM).

Movies in first, second place

Unusual turn in 30-market Nielsen average ratings for sixth week in new season was reported Friday (Oct. 29): Two motion pictures—Stalag 17 on NBC-TV (telecast Oct. 23) and Ocean's 11 on CBS-TV (Oct. 21)—took first and second places, respectively.

NBC-TV led in 30-market report for Oct. 18-24, 7:30-11 p.m. EDT, with ratings, according to network sources, showing NBC with 19.2, CBS 18.0 and ABC 16.9. NBC's movie had 29.7, CBS 27.3.

Second national Nielsen report for new season had CBS and NBC in tie for lead (see page 27).
On June 3, 1875, Alexander Graham Bell first transmitted recognizable voice sounds on this ingenious instrument. It employed a tightly stretched membrane, called "goldbeater's skin," which was sensitive to sound waves.

90 years of telephone progress toward better, faster service!

This year, 1965, the area-by-area introduction of fast, convenient Touch-Tone® phoning is well under way. Modern push buttons speed calling and open up many new uses for your phone. For example: you may be able to shop by phone just by touching buttons to identify the merchandise you want—or pay bills through your bank the same way.

The 90 years between these two models have seen literally thousands of telephone designs developed. And behind them all has been a relentless search for new methods and materials that would carry the human voice farther, faster, more clearly—and as free from trouble as humanly possible. That's why your telephone and your telephone service will always keep changing—for the better.
Discusses the importance of advertising in the broadcasting industry and mentions the Illinois-Indiana CATV Association. The text also includes information about the California-Oregon border market and quotes from various individuals about the broadcasting industry.

**More selling opportunities for you on the West Coast**

**CAL-ORE TRIO TELEVISION STATIONS**

**EUREKA-Ch. 3 MEFORD-Ch. 5 KLAMATH FALLS-Ch. 2**

A $848,985,000 EBI market on the California-Oregon border reached only from within

THE CAL-ORE TRIO

Adam Young Inc.

New York, Chicago, Atlanta, Boston, Dallas, Detroit, Los Angeles, St. Louis, San Francisco

Delta Chi, professional journalistic society. Biltmore hotel, Los Angeles.


Nov. 11–12—Annual fall meeting of Oregon Association of Broadcasters. Benson hotel, Portland.


Nov. 14–17—Annual meeting of the Association of National Advertisers, High-lights, giving speakers and subject matter: Norman H. Strouse, chairman, J. Walter Thompson, and Thomas B. McCabe Jr., VP-marketing, Scott Paper Co., on current state of advertising. William Bernbach, president of Doyle Dane Bernbach, Roland P. Campbell, director of creative services, General Foods, and Dean Robert Schulze Brown University, on development and impact of creativity, with case presentations by Roger Belin, director of marketing communications, Westinghouse Electric Corp., Richard Dingfelder, VP-marketing services, Scott Paper Co., and Donald Buckley, VP and creative director of Foote, Cone & Belding. William B. Cash, VP and general manager of operations, United Biscuit Co., Samuel Thurman, VP-advertising, Lever Bros., Thomas C. Dillon, president, BBDO and Bob Elder, marketing consultant.


Nov. 15—Meeting of the Association of Broadcast Executives of Texas. Guest speaker is Chester H. Lauck, executive assistant of Continental Oil Co. Marlriot hotel, Dallas.

Nov. 15—Deadline for comments on proposed FCC rulemaking looking toward expansion of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

Nov. 15—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 300-foot antenna limitation.

Nov. 15–16—Organizational meeting for proposed Illinois-Indiana CATV Association. Hotel Wolford, Danville, Ill.


**OPEN MIKE**

**Informative and to the point**

Editor: Your magazine contains more pertinent, up-to-date information on broadcasting industry news than anything I have read. I believe it will be a lift to our people in advertising.

I hope my Monday Memo will help some people believe that good music is indeed good business.—J. S. Spaulding, executive assistant, Southern California Gas Co., Los Angeles.

(Mr. Spaulding's Monday Memo. 'After 25 years, good music is still good business, which appeared in the Oct. 11 issue, described Southern California Gas Co.'s sponsorship of the classical evening concert radio program in Los Angeles.)

**Not an ugly American**

Editor: I have been with Fulton Lewis Jr. 18 years and read many letters from his admirers, but somehow the enclosed letter from "just a man in the street" in Lahore, Pakistan, is one of the greatest tributes... I feel it should be shared with others in the broadcasting industry—Cleo Glinnopoulos, secretary to Fulton Lewis Jr., Washington.

The letter, in part...

Truthful Mr. Lewis: I have learned of your (broadcast) comments on the Kashmiri dispute from local newspapers. I salute your wisdom and courage.

This is the age of political expediency. The words 'truth and justice' are losing their meanings. You are no doubt a crusader because, according to our Holy Prophet Mohammed, the greatest crusade on earth is to call a spade a spade when society is hostile to truth and justice. Your comments especially "How is it possible for us to be neutral? Are we saying the merits of the case are equal on both sides?" bowed my head in admiration.

I am a simple citizen of Pakistan but I can guess that if persons like you were at the helm of affairs, Pakistan would not have slipped from the American bloc...—One Pakistani.

**Old hat to them**

Editor: The C&W report was especially enjoyable because Dave (Stone) Pinkston began 100% C&W programming on KNAV Lubbock, Tex. In 1953, KPEP San Angelo, Tex., signed on in 1954, programming C&W 100%. The Dave Stone group also includes KZIP Amarillo, Tex., and KPIK Colorado Springs.

It's nice to see so many others learning what we have known for a decade.
The Paul Revere House was probably built in the 1670's, and is the oldest home in Boston. Paul Revere lived here from 1770 to 1800. 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
If you want a large and loyal audience and if you like those trips to the bank, there is nothing like a wide awake C&W radio station. —Bill Nicholson, general manager, KEEP San Angelo, Tex.

C&W continues to please

Editor: Congratulations on your coverage of the new country music sound in the Oct. 18 issue.

As consultants to radio stations programming the new country sound, our firm is proud to have designed the format for WJZ Newark, N. J., and WWVA Wheeling, W. Va.

After some 20 years association with all facets of country music, we are most pleased to see our field finally getting the recognition it deserves.


Editor: Please send five copies of the Country & Western Special Report.

P.S. WVOC went all country & western, Sept. 1 and already we have noticed a tremendous difference in our audience. We were running only two hours a day of country & western, and almost all of our advertisers wanted in that segment, which was of course impossible. We feel this has been a good move for us. —Burdeet Price, vice president, WVOC Battle Creek, Mich.

Editor: Please send 510 reprints of your Country and Western report.—Glen M. George, general manager, KCKN-AM-FM Kansas City, Kan.

Editor: Please send us 100 reprints of your Country & Western Special Report.

This report was one of the finest on country-western that I have ever seen.

In the quote attributed to me, . . . KAYO was a top-40 station for "four" years and not "forty" years [as reported].—John R. DiMeo, general manager, KAYO Seattle.

Editor: Please send me 500 reprints of the Country & Western Special Report.—Donald I. Tucker, station manager, WTCR Ashland, Ky.

Editor: . . . Please forward 24 reprints of the C&W report.—Irvin B. Hill, vice president, WCMS-AM-FM, Norfolk, Va.

Editor: Please send 100 copies of your Country & Western Special Report.—Albert R. Webb, WPAY East Syracuse, N. Y.

[Reprints of the Oct. 18 Country & Western Special Report are available at 20 cents each, 25 cents each in quantities of 100 to 500, 29 cents each in quantities of 500 to 1000. Address requests to BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036.]

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Join these top quality stations that have followed NBC’s lead prior to our first general announcement!

- WNBC-TV, New York
- WMAQ-TV, Chicago
- WKYC-TV, Cleveland
- KNBC-TV, Los Angeles
- KPRC-TV, Houston
- KGO-TV, San Francisco
- WRC-TV, Washington
- WTTV, Indianapolis
- WCSH-TV, Portland
- KBTV, Denver
- WFLA-TV, Tampa
- WOW-TV, Omaha
- WTIC-TV, Hartford
- WHEN-TV, Syracuse
- WBRE-TV, Wilkes-Barre
- WKZO-TV, Kalamazoo
- WNEM-TV, Bay City
- KPHO-TV, Phoenix

For full information on syndication’s newest and most exciting movie offer, call or write: E. Jonny Graff, Vice-President for Television.

Joseph E. Levine
Embassy Pictures Corp./Television
1301 Avenue of the Americas - New York, N.Y. 10019 - (212) 956-6157
How Gulf ran up its banner to see if the West would salute

If you've sweated through one opening night, imagine a thousand of them. That's how some of us at Gulf Oil Corp. felt when we converted our subsidiary, the Wilshire Oil Co. of California, over to the Gulf banner on Oct. 1.

On this date 1,000 service stations that were Wilshire stations the night before suddenly appeared as Gulf stations. How did we do this? The honest answer is: with a great deal of difficulty.

Months of planning preceded the Oct. 1 opening date. And all of this behind-the-scenes activity had but one purpose—to bring the Gulf name before the western public with dramatic suddenness. I think we succeeded in this respect. Hours before the target date, work crews moved swiftly from station to station to uncover and reveal Gulf identification that had been installed and then concealed.

With the uncovering of Gulf identification, the orange and blue Gulf marketing trademark appeared on service stations in the Far West for the first time in the company's 64-year history, and Gulf became a coast-to-coast marketer.

Worst Kept Secret • Although we did try to keep the exact date of our conversion under our hats, there were times when we felt we were the proprietors of the worst kept secret in the industry. More than a few service station operators reported that customers, in the past few months, often asked, "When is Gulf coming West?"

And on the subject of secrecy, we found it was difficult to fly four helicopters carrying large Gulf signs over a small community without someone finding out about it. This came about because our advertising agency, Young & Rubicam, planned an advertising campaign showing helicopters carrying the signs to emphasize our slogan for this conversion, "Gulf Comes West."

Although the agency staged the filming of one of the television commercials at a quiet location near Riverside, Calif., an alert reporter spotted the action, but obligingly held off until Sept. 15 before breaking his story.

In conjunction with this advertising campaign, we are flying sign-carrying helicopters over our principal western marketing areas to further familiarize residents with the Gulf name.

A Host of Details • Our feeling is that this conversion was one of the largest operations of its type attempted in the industry. And what impressed us most was the vast amount of detail involved in making the changeover.

Early in July a step-by-step plan was drawn to cover every phase of the physical conversion of the stations. Every contingency was considered and every move plotted in advance—from redesigning pole signs to drilling small diameter holes for mounting company identification at the stations.

At times the logistics of the conversion reminded us of those of a large-scale military operation. Yet such a comprehensive plan was necessary because of the vast amounts of material and manhours that had to be coordinated to bring about an orderly transition from Wilshire to Gulf. It was simply a matter of paying attention to details—large and small.

Some of the details included designing premasked, double decals for station pumps with the Wilshire imprint on the outer layer. At the time of the changeover, the first layer was peeled back to reveal Gulf identification. To keep our large Gulf pole signs concealed until G-Day, we designed special "slip covers" with the Wilshire imprint. These were used to cover the new Gulf pole signs until the changeover.

And Still More • To add a few random facts and figures, it took more than 1,000 gallons of paint to refurbish the stations. More than 6,000 pumps had to be sandblasted and repainted. And 13,100 decals and 8,646 ad panels were applied to these same pumps. For sign installation alone, 20 contractors with branch offices in 28 cities in the Wilshire marketing area were used.

There were other major projects to be planned and coordinated—indoctrination meetings for more than 600 employees, for example. To welcome Wilshire dealers into the Gulf family, we brought more than 1,000 of them from a five-state area to Los Angeles for an all-day program. And there was a multi-media advertising campaign to be planned covering radio, television, newspapers, and outdoor signs.

Why Now? • In view of the tremendous amount of work involved in this conversion over the past few months, I suppose the logical question is: Why did Gulf choose this moment for converting Wilshire to Gulf?

First of all, even though Gulf is an international company, it has remained essentially a domestic company. Our major effort has been to expand our American position and we must look forward to the day when we will market our products in every state in the nation.

The West is an area Gulf cannot afford to ignore since it is the fastest growing gasoline market in the world. More than 500 million gallons of gasoline are pumped each month in California alone.

In addition to the size and tremendous potential of this market there were other considerations. With the conversion from Wilshire to Gulf our national advertising now has meaning in the West. This is especially true of our sponsorship of NBC News specials which are carried coast-to-coast.

Former Wilshire customers now can take advantage of our arrangement with Holiday Inns, whereby service stations may be charged to the Gulf travel card. Another consideration involves the thousands of tourists who travel to the West each day. Many of them are from parts of the United States where Gulf is well-known. Hopefully, these tourists will patronize our Gulf stations in the West.

C. G. Mueller is vice president of Gulf Oil's western marketing region, responsible for marketing activities in California, Washington, Oregon, Arizona, Nevada, Utah and Idaho, now that Gulf has come West. Mr. Mueller joined Gulf in 1946 as a merchandising representative in Kentucky, then advanced through a series of marketing and sales posts until becoming sales manager for Gulf in Los Angeles in 1962. Later that year he was appointed VP of marketing of Wilshire Oil Co., a Gulf subsidiary.
There'll be some changes made

 Nielsen finds audience smaller than a year ago; nationals report CBS, NBC tied, ABC lagging, but all three plan to drop some shows, shuffle others

Advertisers, agencies and the networks got their first real fix on the 1965-66 television season last week, and it left no doubt that there are several schedule weaknesses that need altering.

There were indications that the process, already started but far from limited mostly to shuffling programs around, was about to get under way in earnest, with more outright cancellations—as well as more schedule changes—to follow those already announced.

Speculation that there would be substantial further overhauling was buttressed by two independent reports indicating that audience interest in the schedule in general this year is below par.

Audience Off • A special analysis for Broadcasting by the TVQ service showed viewers find the 1965-66 schedule a trifle less appealing than last year's (see page 29), and figures prepared for Broadcasting by the Nielsen company indicated nighttime audiences during the second week of the new season were smaller—by more than 1.3 million in the average minute—than at the comparable time in last season's introductory period (see page 28).

If traditional seasonal patterns prevail, the average program rating by January will be about 20% higher than in September, but it seemed clear that networks would try to do all possible to speed and increase this seasonal build-up by stimulating greater interest in the programs themselves.

The new view of the season was provided in the second national ratings report, issued Monday (Oct. 25) by the A. C. Nielsen Co. It indicated that what had been expected to be a close three-network race had turned into a neck-and-neck contest between CBS & NBC with ABC third.

To knowledgeable agency sources it also indicated that NBC and CBS, although tied for the lead, are not much more likely to stand pat with their present schedules than ABC is.

The report, covering the 7:30-11 p.m. EDT period for Sept. 27 through Oct. 10, gave CBS and NBC an average rating of 18.6 to ABC's 17.0. The first report, for the two-week period from the opening of the season on Sept. 13, had shown NBC with 18.7, CBS 17.9 and ABC 17.0 (Broadcasting, Oct. 18).

Agency sources tended to regard the new report as the most meaningful to date, partly because it covered a period when viewing habits may have begun to settle down after the initial shopping-around period, partly because in tandem with the first national report it could be searched for trend indicators.

Cancellations • Within days of the arrival of the new report two new cancellations had been announced. NBC confirmed that The Sammy Davis Show would replace Convoy in the Friday 8:30-9:30 period effective Jan. 7. ABC announced a parlay in which The Baron, a mystery adventure, would go into the Thursday 10-11 p.m. slot, effective Jan. 20, while Long Hot Summer

Wall Street prices follow ratings pattern

Wall Street predictions about the effect of new-season program ratings on the prices of network stocks appeared last week to be close to the mark.

The only significant price drop in this group, since the new season opened, has been in ABC which had run up to 68¾, its high for the year, prior to the new-program introduction, and which had fallen to 55 last week (Oct. 29).

Nielsen's second national assessment of this fall's network program strengths, reported last Monday, put CBS-TV and NBC-TV in a tie with ratings averages of 18.6 each and ABC-TV behind with 17.0.

Before the season opened, security analysts had reasoned that ABC-TV, with greater earnings leverage, made its parent ABC the most attractive network stock from a speculative point of view. They also said, however, that it was the most vulnerable to price fluctuation since it had clearly moved up to its high position on speculation about the new season programing (Broadcasting, Sept. 13).

CBS, which stood at 39 before the season began, closed at 37¾ Thursday. NBC's parent, RCA, which is drawing considerable attention on the market as a manufacturer of color TV sets, has gained to 45¾. RCA's price prior to new season programing was 39¾ (Sept. 10).
What’s reaction to ’65 TV programs? A drop in audience

What effect does simultaneous three-network introduction of new fall programming, backed by unprecedented audience promotion by all three networks, have on the size of the TV audience?

The answer to that question was still not clear last week. But one thing was clear: At comparable periods—the first full week after the new-season introductions had been completed—nighttime audiences this year were smaller than a year ago.

An analysis prepared for Broadcasting by the A. C. Nielsen Co. shows that the number of viewers watching television in the average nighttime minute during the week ended last Sept. 26 dipped to 30,666,000 down from 32,033,400 in the week ended Oct. 11, 1964, the second week of the 1964-65 season. The 1965 average was a drop of 1,367,400 from the 1964 figure.

The 1964 homes figures were calculated on a base of 52.6 million TV households in the U. S., the 1965 figures on a base of 53.8 million homes. This year all three networks introduced their new programs during the week of Sept. 13; last year the introductions were spread over two or three weeks. Thus in each case the period covered in this study is the first full week after the introductions had been completed, or virtually completed.

Authorities could not explain the decline. Normally, they said, viewing runs higher in October than in September, which could account for at least part of the drop. But September 1964 was a period of pre-emptions for political telecasts, which traditionally register lower ratings than regular programs. Authorities concluded it is still too early to determine whether the trend will continue or reverse itself—or has already done so.

Following is a compilation of the percentages and, in parentheses, the number of homes using television during the average nighttime minute (7:30-11 p.m.) during the comparable 1964-65 and 1965-66 new-season introductory periods:

<table>
<thead>
<tr>
<th>Week ending</th>
<th>September 29, 1965</th>
<th>October 11, 1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>57.5% (30,935,000)</td>
<td>60.5% (31,823,000)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>58.0% (31,204,000)</td>
<td>60.9% (32,033,400)</td>
</tr>
<tr>
<td>Wednesday</td>
<td>55.4% (28,805,200)</td>
<td>59.7% (31,402,400)</td>
</tr>
<tr>
<td>Thursday</td>
<td>56.4% (30,343,200)</td>
<td>61.0% (32,086,000)</td>
</tr>
<tr>
<td>Friday</td>
<td>55.9% (30,074,200)</td>
<td>61.9% (30,455,400)</td>
</tr>
<tr>
<td>Saturday</td>
<td>56.5% (30,397,000)</td>
<td>61.6% (32,401,600)</td>
</tr>
<tr>
<td>Sunday</td>
<td>59.4% (31,957,200)</td>
<td>64.8% (34,084,800)</td>
</tr>
<tr>
<td>Weekly Average</td>
<td>57% (30,666,000)</td>
<td>60.9% (32,033,400)</td>
</tr>
</tbody>
</table>

first, 13 in the second. Two new shows made last week’s top 10: NBC’s Get Smart ranked fifth with a 24.2 rating and ABC’s Shenandoah was tied with CBS’s Dick Van Dyke Show for ninth with a 23.4.

New to the top 40 last week were an Andy Griffith special, Wild Wild West, the Thursday Night Movies and My Favorite Martian, all on CBS, and Combat and Sunday Night Movies, both on ABC. Their arrivals dislodged the following shows that had made the first report’s top 40: My Three Sons on CBS; Dean Martin Show, Please Don’t Eat the Daisies and I Spy, all on NBC and all new this season; Walt Disney, also on NBC, and Peyton Place I on ABC.

Last Place • At the bottom level of last week’s Nielsen—below the number 80 level and all earning less than a 15.0 rating—were several shows that are being either shifted or replaced. Among them: Rawhide (CBS), Long Hot Summer (ABC), Amos Burke (ABC), Ozzie and Harriet (ABC), Trials of O’Brien (CBS), Convoy (NBC), Slattery’s People (CBS), Shindig I (ABC), and lowest rated of all weekly entertainment series, Shindig II (ABC).

Others whose futures have been a matter of speculation, all with sub-15 ratings, included Mona McCluskey, Mr. Roberts, Hank and Camp Runamuck, all on NBC; Donna Reed Show, Jimmy Dean Show, Ben Casey and The King Family, all on ABC, and The Steve Lawrence Show on CBS.

Agencies tended to withhold judgment on the likely outcome of the new season, but one major agency was an exception. In a report to its clients the agency said CBS had shown marked improvement in the second national Nielsen and predicted it “will continue to gain.”

This agency, which thought audience patterns are now “fairly firm,” ventured that CBS would gradually “become the dominant network, followed closely by NBC,” and that ABC “will become more distant third, with many scheduling problems.”

This agency based its predictions on the strength of CBS’s carry-over programs, which it said was aided by “excellent” scheduling. It held that ABC, on the other hand, has problems with several hold-over shows and reflects weakness in the “critical” 7-11 period.

The agency’s report also reflected current opinion that the increased number of motion pictures on the networks—eight hours a week—introduces a higher degree of weekly variation in rating levels, dependent upon the strength of each individual movie. The agency noted that NBC had proved strong thus far in its four weekly hours of movies and speculated that NBC would improve its Friday-night ratings—but not enough, according to this agency’s analysis, to stem CBS’s audience-building.

Night-by-Night • Others offered analyses of the new ratings and what they may portend for existing programs. On a night-by-night, hour-by-hour basis, the consensus seemed to be as follows:

Sunday—no one network show appears to be in trouble, though What’s My Line? on CBS at 10:30-11 p.m. is running points behind its opposition (ABC’s movie and NBC’s The Wackiest Ship in the Army). By half-hour wins, CBS takes the night by a nose (CBS 3, NBC 2, ABC 2).

Monday—CBS’s Steve Lawrence and ABC’s Ben Casey, both in the 10-11 p.m. period, are far behind NBC’s Run for Your Life and would seem to be due for eventual replacement this season. Dr. Kildare I in NBC’s 8:30-9 p.m. period is sagging. CBS takes the night in half-hour wins (CBS 4, NBC 2, ABC 1).

Tuesday—NBC’s Kildare II, though not as far down in the ratings as Kildare I, is suffering. CBS’s Rawhide has ratings trouble and is being replaced by Dak Sart. CBS has a slight edge in half-hour period wins that night (CBS 3, NBC 2, ABC 2).

Wednesday—a poor night for ABC in the ratings, showing Ozzie and Harriet rated low (it will shift to a new time period later this season) and Pat Duke suffering from the Ozzie lead-in. ABC’s Amos Burke, Secret Agent at

28 (LEAD STORY)

BROADCASTING, November 1, 1965
10-11 p.m. has lost the period and is more than three points behind NBC’s I Spy and CBS’s Danny Kaye Show, which are close in the ratings. Amos Burke will be dropped from the schedule. NBC has Wednesday by a whisker (NBC 4 half hour wins, CBS 3, ABC 0).

Thursday—NBC and CBS are fighting this night out and as of the second Nielsen report CBS has the edge in half-hour wins. ABC’s Shindig I at 7:30 followed by Donna Reed Show are low in the ratings and O.K. Crackerby!, which follows, is also showing the strain. Shindig is going off this season. Bewitched on ABC is still strong in the 9-9:30 period. ABC’s The Long Hot Summer in the 10-11 period has ratings trouble, and is well in third place behind NBC’s Dean Martin Show which has been falling in the ratings. Summer is being moved later in the season. NBC’s problem show that night is Mona McCluskey, a poor third at 9:30-10. CBS’s night: 4 half-hour wins to NBC’s 2 and ABC’s 1.

Friday—this night belongs to CBS except for NBC’s 10-11 p.m. The Man from U.N.C.L.E. But, aside from U.N.C.L.E., this is NBC’s worst night of the week. Several casualties—potential or already tapped for replacement—appear as a result: NBC’s Convoy has already been designated for replacement in January at 8:30-9:30 and its Camp Runamuck, which leads off the night at 7:30-8, is a poor third in its time period. U.N.C.L.E. is touting its opposition in the 10-11 period CBS’s Slattery’s People, a poor third at that hour, is being replaced by Trials of O’Brien in early December, ABC’s show in the period is Jimmy Dean. By half-hour wins, CBS has 5, NBC 2 and ABC 0.

Saturday—ABC’s schedule appears to be holding up well. ABC is dropping Shindig II and moving Otis and Hattie in at 7:30 and The King Family at 8 also is weak. CBS’s O’Brien, limping in the ratings, is being shifted and its spot in the 8:30-9:30 period occupied by Secret Agent, a British import, in early December. The Loner on CBS at 9:30-10 is a poor third in its time period and its future conjectural. NBC is out front in half-hour period wins: NBC 3, CBS 2, ABC 1.

Nielsen—Top 40
Sept. 29-Oct. 10

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show (Network)</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bonanza (NBC)</td>
<td>29.7</td>
</tr>
<tr>
<td>2</td>
<td>Andy Griffith Special* (CBS)</td>
<td>27.4</td>
</tr>
<tr>
<td>3</td>
<td>Gomez Pyle U.S.M.C. (CBS)</td>
<td>26.0</td>
</tr>
<tr>
<td>4</td>
<td>Andy Griffith (CBS)</td>
<td>24.5</td>
</tr>
<tr>
<td>5</td>
<td>Get Smart* (NBC)</td>
<td>24.2</td>
</tr>
<tr>
<td>6</td>
<td>Bewitched (ABC)</td>
<td>24.0</td>
</tr>
<tr>
<td>7</td>
<td>Red Skelton (CBS)</td>
<td>23.9</td>
</tr>
<tr>
<td>8</td>
<td>I Spy (CBS)</td>
<td>23.6</td>
</tr>
<tr>
<td>9</td>
<td>Dick Van Dyke (CBS)</td>
<td>23.4</td>
</tr>
<tr>
<td>10</td>
<td>Shenandoah* (ABC)</td>
<td>23.4</td>
</tr>
<tr>
<td>11</td>
<td>Beverly Hillbillies (CBS)</td>
<td>23.1</td>
</tr>
<tr>
<td>12</td>
<td>Gunsmoke</td>
<td>22.7</td>
</tr>
<tr>
<td>13</td>
<td>Green Acres* (CBS)</td>
<td>22.6</td>
</tr>
<tr>
<td>14</td>
<td>Hogan’s Heroes* (CBS)</td>
<td>22.6</td>
</tr>
<tr>
<td>15</td>
<td>Man From U.N.C.L.E. (NBC)</td>
<td>22.5</td>
</tr>
<tr>
<td>16</td>
<td>Ed Sullivan (CBS)</td>
<td>22.3</td>
</tr>
<tr>
<td>17</td>
<td>Virginian (NBC)</td>
<td>21.6</td>
</tr>
<tr>
<td>18</td>
<td>Daniel Boone (NBC)</td>
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</tr>
<tr>
<td>19</td>
<td>Thursday Night Movie* (CBS)</td>
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</tr>
<tr>
<td>20</td>
<td>Lawrence Welk (ABC)</td>
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<tr>
<td>21</td>
<td>The Munsters (CBS)</td>
<td>20.9</td>
</tr>
<tr>
<td>22</td>
<td>F Troop* (ABC)</td>
<td>20.8</td>
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<td>23</td>
<td>My Three Sons (CBS)</td>
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<td>24</td>
<td>Gilligans Island (CBS)</td>
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<td>25</td>
<td>Flipper (NBC)</td>
<td>20.6</td>
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<tr>
<td>26</td>
<td>I Dream of Jeannie* (NBC)</td>
<td>20.6</td>
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<tr>
<td>27</td>
<td>FBI Story* (ABC)</td>
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<td>28</td>
<td>My Favorite Martian (CBS)</td>
<td>19.9</td>
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<td>29</td>
<td>Combat (ABC)</td>
<td>19.8</td>
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<td>30</td>
<td>Fugitive (ABC)</td>
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<td>31</td>
<td>Hazel (CBS)</td>
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</tr>
<tr>
<td>32</td>
<td>Petticoat Junction (CBS)</td>
<td>19.7</td>
</tr>
<tr>
<td>33</td>
<td>Wild Wild West* (CBS)</td>
<td>19.7</td>
</tr>
<tr>
<td>34</td>
<td>Run For Your Life (NBC)</td>
<td>19.6</td>
</tr>
<tr>
<td>35</td>
<td>Jesse James* (ABC)</td>
<td>19.6</td>
</tr>
<tr>
<td>36</td>
<td>Laredo* (NBC)</td>
<td>19.5</td>
</tr>
<tr>
<td>37</td>
<td>Smothers Brothers* (CBS)</td>
<td>19.3</td>
</tr>
<tr>
<td>38</td>
<td>Saturday Night Movie (NBC)</td>
<td>19.3</td>
</tr>
<tr>
<td>39</td>
<td>Mclales Navy (ABC)</td>
<td>19.3</td>
</tr>
<tr>
<td>40</td>
<td>Peyton Place II (ABC)</td>
<td>19.1</td>
</tr>
<tr>
<td>41</td>
<td>Sunday Movie (ABC)</td>
<td>19.1</td>
</tr>
</tbody>
</table>

*New Show.

TV interest lower than ’64

TVQ finds nighttime shows average point less than a year ago

Viewers are finding the 1965-66 nighttime network television schedule a shade less appealing than last year’s. In terms of popularity, this year’s new programs are running slightly ahead of the average for all nighttime shows, thanks mainly to the enthusiasm of younger viewers. But neither the younger audience’s enthusiasm nor new-show popularity in general is quite up to 1964-65 levels. These conclusions are drawn from a special analysis prepared for Broadcasting by the TVQ service of the Home Testing Institute, market research organization, of Manhasset, N.Y. TVQ measures the “basic appeal” of TV shows by nationwide surveying, with the TVQ score representing the proportion of people who, having said they are familiar with a program, also say it is “one of my favorites.” On the basis of interviewing during the Oct. 9-19 period, TVQ found that this fall’s nighttime programs have an average score of 27—down one point from last year and the year before, two points from the two years before that (see table, page 30).

Category Score * The TVQ scores for practically all program categories are also down from last year—adventure, comedy, drama, musical, movies, quiz-panel and western. Four of these, however, had TVQ scores that still were above the 27 average for evening programs as a whole: adventure (29), comedy (28), movies (32) and western (27).

Among categories showing higher TVQ scores this fall, news and documentary programs registered the biggest gain—from a 22 score a year ago to 25 this season. Suspense-mystery went from 28 to 30, and variety from 24 to 25.

Although they still rank above average, network movies have dropped dramatically in the TVQ ratings over the past few years and the slide continued in the 1965-66 report.

In 1961, when only one network movie was offered each week, it averaged a 44 score, highest category of all, and the following year it went to 45. In 1963, when a second movie was introduced, the category slipped to a 43 score. Last year, with a third movie added, it dropped to 35 and in the current report, with four network movies available each week, it dropped farther to 32.

While the average evening show scored a 27, the average new show scored a 28, down two points from the new shows of 1964-65 but three points above those of 1963-64.

Enthusiasm for the new shows was highest—as has traditionally been the case—in the age groups from 6 to 12 years and from 12 to 18. The 6-12 age group gave the new programs an average 52 score, compared with a 37 a year ago and a 43 in 1963-64.

The 12-17 age group rated this year’s new offerings on a par with last year’s, scoring both at 43, the highest ranking in this age group in at least five years.

In the 18-35 age group the new programs had an average score of 26, up two points from last year and unequalled in this age classification since 1961-62, when the average was 27.

Slip * Among 35-to-50-year-old viewers the average new-program score slipped from 21 last year to 18 this season, the lowest point in five years. In the 50-and-over group the new-show average remained at 17, the same as last year’s and seven points below the 24 score reported for 1961-62’s new shows.

Last year NBC-TV’s Man From Uncle was the only new show in the suspense-mystery category and its TVQ score was 29; this year there are four new entries in this classification and their average is down to 27, although they showed gains in the 35-50 and
50- and over age groups.

Westerns appear to have a re-vival. There were no new entries in this category last year but in the current season there are five newcomers and their average score is 29 as against a 27 average for the two western newcomers two years ago. Most of this gain appears to be in the 12-18 and 18-35 age groups.

In the current TVQ report NBC's Bonanza ranks first with a score of 50; NBC's Get Smart with a 39 is the top-ranking new show, and CBS's Steve Lawrence Show with a 10 is on the bottom of the new entries (See lists, this page).

**NBC again reports color boosts ratings**

NBC released last week the results of a new study showing—again—that color significantly magnifies a program's ratings wherever the program can be seen in color.

This not only is true of NBC-TV color programs but also of the color offerings of CBS-TV and ABC-TV. But it's more true of NBC-TV color, according to the NBC report.

The figures showed that the ratings of NBC's color programs were 77% higher in color homes than in black- 

and-white homes, while CBS's color programs enjoyed an 18% rating advantage in color homes and ABC's a 26% advantage.

In periods when all three networks were carrying color programs simultaneonsly, the report said, NBC had a 74% rating advantage in color homes while CBS and ABC had color-home rating advantages of 9% and 6% respectively.

NBC authorities attributed NBC's larger advantages to its "head start" in color. Its emphasis on color over the years, plus its virtually all-color nighttime schedule this year, "has created an orientation to NBC affiliates, who obviously are broadcasting the most satisfying and most popular color as far as the over 4 million color TV homes are concerned," the report asserted.

Boost to Viewing. Television usage in color TV homes was said to be 27% greater than in black-and-white homes.

The new study was done by Trendex in 26 cities over a four-week period at the start of the current season and encompassed some 200,000 telephone interviews. Color penetration in the 26 cities was estimated at 8%. The study was bought by NBC and ABC. "CBS," said the report, "has steadfastly refused to buy another color TV study, presumably hiding themselves and their advertisers from knowing how large an audience their color TV programs have in color TV homes." NBC noted that the Trendex study showed NBC's rating advantage in color homes to be close to the approximately 80% level indicated by an Ameri-
Do you recognize these men?
Over 400,000 affluent consumers in and near Dayton do.

Tom Frawley (left) and Don Wayne report the local news at 6:00 on WHIO-TV, followed by weather, sports and business news before Huntley and Brinkley take over at 6:30. If you want the Dayton market (over $4 billion in annual disposable income) you need WHIO-TV.
actual Research Bureau study several months ago (BROADCASTING, March 1). Despite substantial entries into color programming by CBS and ABC since then, CBS is currently programming more than 50% of its prime-time schedule in color, ABC about 35% and NBC about 96%.

"NBC," according to that network's analysis of the Trendex data, "still enjoys nearly as much audience per minute in color TV homes as its two competitors combined. For every 100 color TV homes viewing network TV, 46 are viewing NBC; 27 each are viewing the other two networks."

Color Appeal - The report also showed that all of the 10 highest-rated programs in color homes were NBC color programs. NBC also had 16 of the top 20 and 24 of the top 40 during the four-week study, the report continued. No color programs appear in the bottom 20 in the ratings in color homes.

"At the 5 million color-TV set level, which will be achieved in a month or so," NBC's report continued, "the average NBC color show will be adding 700,000 homes due to being in color. This is irrespective of color competition. The average CBS and ABC color program adds about 200,000 homes due to being in color."

Using the term "gray" to refer to homes equipped only for black-and-white reception and to programs shown in black and white, the report continued:

"While color commercials may stand out in black-and-white programs, there are very few color TV homes viewing gray programs on CBS and ABC, so that these commercials simply are not viewed in color. The only gray programs with a significant color TV audience are on NBC, again because of NBC's color content."

Programers unmoved by Celler comments

Program producers and syndicators were still reluctant last week to take a public stand on the FCC's proposal to limit network control of nighttime programming, despite the contention of Representative Emanuel Celler (D-N.Y.) that the FCC plan doesn't go far enough (BROADCASTING, Oct. 25).

Representative Celler has not drafted any new legislation that would go further than the commission's proposed rulemaking, but one of his spokesmen said: "Chairman Celler rarely says that there is a need for any legislation unless he is planning on writing a bill of his own."

But the congressman has no plans for any hearing on the matter, the spokesman said.

One executive of a leading network program supplier said he has had "a number of conversations" with other production company officials and he knows of no companies that are fighting the 50-50 proposal or want to fight against it.

"The attitude is that we have to keep working with the networks," he said, "and there is no inclination to antagonize them. This proposal may be implemented some day or may not get off the ground at all. Much as some producers may not like the current setup, there doesn't seem to be much of an alternative. There are some but not enough advertisers willing to get involved in network programming, and we still need network financing."

He felt that even if the FCC rule is adopted, networks probably would retain the best prime-time slots, 8:10 p.m., and offer 7:30-8 p.m. and 10-11 p.m. to other sources. He said he personally would not be favorably disposed toward producing for the 7:30-8 p.m. period. He thought Congressmen Celler's proposal to bar the networks from producing any prime-time entertainment programs makes sense for producers.

"Basically, I guess, we'd like to see the status quo retained or have the networks get out of producing prime time completely," he ventured.

An official at another large production company said his organization "has not spent any time concerning itself with the FCC proposal." He voiced the view that "this whole thing will die out and nothing will come of it." He regarded Congressman Celler's proposal as equally "unrealistic and impractical."

AAA the commission is moving into the enforcement stage in its program to keep broadcasters from using deceptive ratings claims (see page 36).

The commission, which is continuing to refer complaints about ratings abuses to the FTC, said it would consider whether a licensee is observing the FTC guidelines in determining whether he is operating in the public interest.

There was no official explanation of why the commission, which is supposed to maintain "liaison" with the FCC on the ratings matter, took so long to publicize the guidelines. One official indicated it had merely got shunted aside by the press of other business.

New feature added to TVQ's reports

An added dimension is being supplied to TVQ subscribers to facilitate the relating of "Q" scores to quantitative ratings of programs as published by A.C. Nielsen Co., the American Research Bureau and others.

TVQ is announcing today (Nov. 1) the furnishing of a set of 22 conversion tables regularly with its program popularity reports permitting users to find the average popularity rating of shows categorized by program types.

Of the 22 tables, 11 are for evening programs and 11 for weekday daytime shows. In each of these two overall categories, tables cover individuals by age and sex, and each table in turn is broken into individual program types.

As explained by TVQ, a division of Home Testing Institute, Manhasset, N.Y., a subscriber can look up a program's TVQ score for the specific audience group in which he's interested and then turn to the appropriate table in the "conversion book" under the proper program classification.

In essence, TVQ officials said, the new dimension permits the user to measure the impact of a program after having determined the cost-per-thousand-on the basis of quantitative ratings.

TVQ periodically measures the appeal of TV programs to each family member. Subscribers include two of the three TV networks, five major television producers, three top national advertising agencies and 15 advertising agencies which TVQ says, are responsible for about 70% of all network TV billing.
BEELINE® COUNTRY . . .
AWFULLY BIG
IN SHIPPING

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

From Sacramento's $55 million port the products of California's Sacramento Valley are shipped around the world... one more reason why people in this prime agricultural area have over $3 billion to spend.

You reach these people effectively when you put your message on Beeline Radio KFBK. KFBK is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source: Sales Management's 1965 Copyrighted Survey
A long look at color by 4A's

Ad agency executives study techniques and trends in the big new reality in television advertising, are told they can't afford not to use it

Color took number one ranking among the “new realities in television advertising” last week as some 300 leading advertising agency executives examined techniques and trends in TV commercials.

Producing commercials in color is more costly and more troublesome, they were told, but advertisers can’t afford to stay out of color any longer because it’s also “worth the extra money and trouble in terms of greater selling impact—not next month or next year, but right now, in the fall of 1965.”

This advice came from Gordon Webber, vice president and director of broadcast commercial production for Benton & Bowles, at the television session of the annual eastern conference of the American Association of Advertising Agencies, held Tuesday and Wednesday (Oct. 26-27) in New York.

Big Brother Too • Another new reality in television advertising that was made clear at the session was continued government watchfulness, a development less new than color TV but apparently no less certain.

In a speech that seemed to combine firmness with a conciliatory approach, Charles A. Sweeny, director of the Federal Trade Commission’s bureau of deceptive practices, left no doubt that the FTC staff is concerned with unfair or deceptive practices not only in the use of props and mock-ups but also when they involve “people, lighting, camera lenses and angles and many other items.” He also indicated that agencies should be held accountable along with their clients in most cases when false advertising is involved.

But he also made clear that advertisers and agencies as well as the FTC staff had benefitted from the knowledge of production problems and techniques gained by FTC attorney Edward F. Downs on a week-long tour of agencies and production houses arranged by the AAAA two months ago (Broadcasting, Aug. 30).

He also stressed the willingness of the FTC staff to work with individual agencies and advertisers on specific questions and emphasized the importance of “a simple person-to-person understanding” between them and the FTC.

Aside from the television session, TV was in evidence throughout the two-day meeting, with commercials—many of them in color—exhibited to illustrate techniques, problem solutions and campaign strategies. TV even got into a session on print advertising, when a newspaper representative noted that TV and magazines are currently better equipped “to supply the quality of color reproduction required by today’s advertisers.”

In his speech at the TV meeting Benton & Bowles’s Mr. Webber, who is chairman of the AAAA subcommittee on commercial production, called flatly for “everyone in television advertising” to “join the color revolution.”

Based on his own and other agencies’ experience, Mr. Webber offered a set of guidelines for color commercial production (see page 40).

Color, he said, adds 20% to 35% to the cost of black-and-white commercial production and also extends the completion time by two weeks to five weeks.

Why Color • But, he said, “there are at least three good reasons why a client can’t afford not to get into the production of color commercials immediately.” His reasons:

1. With the set penetration this fall at between 8% and 9%, the advertiser on a color show opposite a black-and-white show will enjoy a rating advantage of approximately 78%. Opposite another color show, the advantage would decline to about 45%. While it is possible to run a black-and-white commercial on a color show, it doesn’t make much sense because from the five million or so color viewers you can expect a pretty sharp dropoff in interest in a black-and-white message on a color show.

2. Even taking into account the extra cost of producing color commercials, the cost efficiency of a color program is more favorable to an advertiser than a black-and-white program. The higher rating of color shows results in a more favorable cost-per-thousand homes reached. For a roughly 20-rated program, for instance, the cost-per-thousand for a black-and-white

Other speakers at the AAAA meeting were (l to r): Wally Ross of American TV Commercials Festival; Alfred J. Miranda III, of Campbell-Ewald; Don Trevor, Doyle Dane Bernbach; Robert Tunison, Lee Burnett Co.
For the new season so far, NBC reigns as the No. 1 network.
The second National Nielsen report, for the two weeks ending October 10—plus audience estimates of non-commercial coverage of Pope Paul VI's visit*—shows the NBC Television Network continuing to lead in evening audience.

And the most recent Nielsen MNA report, for the week ending October 17, shows NBC with the biggest nighttime audience for the fifth consecutive week—winning four of the seven nights, and more half-hours than any other network.

Over the entire first month, the NBC Television Network had:

- The biggest average nighttime audience.
- The No. 1 entertainment program—"Bonanza."
- The No. 1 news program—"The Huntley-Brinkley Report."
- The No. 1 sports program—"The World Series."
- 200,000 more homes-per-minute than the second network.
- The biggest audience increase over last season.

And, NBC had the biggest audience for a news event—"The Papal Visit."*

NBC TELEVISION NETWORK

Based on NTI Sept. 11 & Oct. 1, 1965. Nighttime Network Average Audience estimates 7:30-11 PM EDT.

MNA week ending Oct. 17, 1965, time period averages 7:30-11 PM EDT. Subject to qualifications available on request.

*"Papal Visit" estimates based on National Arbitron and NBC Research estimates of periods of common network coverage of that event.
DATEBOOK

A calendar of important meetings and events in the field of communications. Illustrates first or revised listing.

OCTOBER
• Oct. 31-Nov. 3—41st annual convention of the National Association of Educational Broadcasters. Featured speaker is Stewart L. Udall, secretary of the interior. Also speaking are Honorable Karan Cleveland, U.S. ambassador to NATO, Wilbur J. Cohen, undersecretary of Health, Education and Welfare, and Fred Harrington, president of the University of Wisconsin, Sheraton-Park hotel, Washington, D.C.
• Oct. 31-Nov. 3—American Association of Advertising Agencies western region convention, Del Monte Lodge, Pebble Beach, Calif.
• Oct. 31-Nov. 5—Annual technical conference and equipment exhibit, Society of Motion Picture & Television Engineers. Reports will be submitted on color TV in Europe, new UHF transmitter design, cable distribution of UHF signals, research work on quadrature distortion correction, vertical interval testing and monitoring, automatic video switch- ing, quality control procedures. Queen Elizabeth hotel, Montreal.

NOVEMBER
• Nov. 1—Deadline changed to Dec. 3 for comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 76 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna illumination.
• Nov. 1—Deadline for comments on FCC inquiry into question of who besides international common carriers is an authorized user of satellite systems under Communications Satellite Act of 1962. Former deadline was Oct. 1.
• Nov. 1-5—Annual fall meeting of Washington State Association of Broadcasters. Speakers include Sam Zaia, vice president of Tidy House, Omaha; Hugh Brundage, news director, KMPC Los Angeles; Black Angus motor hotel, Kennewick.
• Nov. 1-5—For seminar on corporate executives presented by Institute of Marketing Communications at Center for Continuing Education, University of Chicago. Marion Harper Jr., president and board chairman of The Interpublic Group, will be keynote speaker. University of Chicago.
• Nov. 5—Georgia Association of Broadcasters logging conference on new FCC program logs. Americana hotel, Atlanta.
• Nov. 6—Third Annual Canadian Radio Commercials Festival, under auspices of the Canadian Broadcast Executives Society, Toronto. Royal York hotel, Toronto.
• Nov. 6—Fourth annual FM Radio Day and multiplex conference of Georgia Association of Broadcasters. Speakers include Abe Voron, WQAL-FM Philadelphia, chairman of National Association of FM Broadcasters; James Schulte, president, Quality Inc., New York; Martin Hollinger, assistant vice president and media director, Burke Dowling Adams, Atlanta; Harold Cassens, FCC, Americana motor hotel, Atlanta.
• Nov. 8—Annual fall meeting, Oklahoma-Kansas CATV Association. Frederick E. Ford, president of the National Community Television Association, will be the featured speaker. Holiday Inn, Oklahoma City.
• Nov. 5—H-R Television, H-R Representatives annual promotion seminar. Shoreham hotel, Washington.
• Nov. 5—National Association of Broadcasters President Vincent Wasiwsky will be featured speaker at the International Radio & Television Society’s annual luncheon, Waldorf-Astoria, New York.
• Nov. 6-7—North Carolina Associated Press Broadcasters fall conference at Asheville, WEEB Southern Pines, president, presiding. Speakers include Sam Ragan, executive editor, News and Observer, Raleigh; The Times, and Chick Carney, chief meteorologist, Carolinas Weather Reporting Center. Broadcast news styles and techniques workshop will be featured. College Inn Lodge, Raleigh.
• Nov. 6-7—Annual fall meeting of Maryland-Delaware Broadcasters Association, Washingtonian Country Club, Gaithersburg, Md.
• Nov. 6—All-day seminar for advertising and promotion directors of Cornish Broadcasting Corp. stations. DuPont suite, Washington Hilton hotel, Washington.
• Nov. 6-7—Missouri Associated Press Radio- TV Association meeting. Muehlebach hotel, Kansas City.
• Nov. 6-7—Wisconsin Associated Press Radio-TV Association meeting, Milwaukee.
• Nov. 7-10—Convention of Broadcast Promotion Association. Shoreham hotel, Washington (see story this issue).
• Nov. 7—Annual community breakfast of Chicago VTA (Catholic Agency for Television and Advertising) will be held following mass at St. Patrick’s cathedral. Newman F. McEvoy, senior vice president of Cunningham & Walsh, will be chairman. Waldorf-Astoria hotel, New York.
• Nov. 8—North Central CATV Association meeting, National Community Television Association President Frederick W. Ford will speak at afternoon session. Capp Towers Motor hotel, Minneapolis.
• Nov. 8-9—Edward Petry & Co. promotion seminar conducted by Robert L. Hutton Jr., vice president for television promotion and William H. Steese, vice president for radio promotion. Featured speaker will be Al Mainini, vice president and TV group sales manager, Petry Co. Shoreham hotel, Washington.
• Nov. 8—Deadline for reply comments on FCC’s notice of inquiry to determine if stereophonic sound transmissions could also be used in TV broadcasting.
• Nov. 16-19—Annual fall convention of the National Association of Black Broadcasters at the Sheraton-Chicago hotel, Chicago.
• Nov. 18-19—Annual fall convention of National Association of Broadcasters fall regional meetings: American Broadcasters Association, American Society of Broadcasters, National Association of Broadcasters.

NAB CONFERENCE SCHEDULE

Dates and places for the balance of National Association of Broadcasters fall regional meetings:

Nov. 11-12—Sheraton-Chicago, Chicago.
Nov. 18-19—Brown Palace, Denver.
Nov. 18-19—Davenport hotel, Spokane, Wash.
Nov. 22-23—Westward Ho hotel, Phoenix.

BROADCASTING, November 1, 1965
program is $3.72; for color, $3.49.

"3. There is evidence, too, that your commercials get noted and remembered better when they're in color. A Crosley study found that color commercials were 34% better remembered than black-and-white, and 69% more persuasive in their ability to make the viewer want to buy the product. In the same study, the average number of people who could remember one or more copy points was 59% higher for color commercials. In another study, NBC reports a 67% advantage for color commercials."

To these Mr. Webber added a fourth reason for getting into color now: There's "an awful lot to learn about a new and complex medium, and the sooner [you] start learning, the better."

His own agency, he said, produced one color commercial last year, but has already produced hundreds this year and before the year is out "virtually every one of our clients with products in national distribution will be in color."

He noted that "this giant leap into the new medium is going on all over town, in every segment of the industry."

Color production at film studios has increased from 30% to 80% in the last 12 months, he said.

**Why Go Abroad?**  
*Don Trevor, vice president and director of radio-TV commercial production for Doyle Dane Bernbach, had some advice for agencies going abroad to shoot commercials. "The product and problem must demand it," he said, but when that is the case you will turn out a better commercial abroad.*

"But you will find some specific production problems," he cautioned. "The main problem is this: It is difficult to make a foreign film producer understand that shooting a commercial is a very serious business—that you have high standards and will go to a great deal of effort to achieve those standards . . ."

"There is a widespread belief in the United States that shooting is cheaper overseas. That you will have to work less. That you will have no language problems because everyone in Europe speaks English. All of this is not so. You will work harder and longer and you will need a translator.

"It is advisable to work with local people as much as possible. I have found that the best way for me is to take an American cameraman from New York, a man you know and respect, a man who has been exposed to advertising film-making. But use, whenever possible, local film crews and, if they are not available, a local unit manager or someone who could substitute for him.

"In Colombia, for instance, we used a travel agent who knew nothing about motion pictures but knew how to get things done, such as who to bribe and who not to bribe. A person like this is indispensable . . . ."

More reality and less make-believe, less talk and more natural sounds, less impersonal and more distinctive and compelling voices, better musical scoring and less sing-songy jingles, more simplicity and greater clarity of concept—these were among the hallmarks of "the new look, sound and sense of today's commercials" as described by a trio of speakers.

The speakers: Alfred J. Miranda III, vice president and eastern director of radio-TV for Campbell-Ewald; Robert Tunison, vice president in charge of commercial production for Leo Burnett Co., and Jack A. Sidebotham, senior vice president for art and broadcast commercial production for C. J. LaRoche & Co.

**Commercials Americanized**  
*Wallace A. Ross, director of the American TV Commercials Festival, showed a selection of foreign commercials and reported that "one sad development of the increasingly international marketplace is that somehow along the way national characteristics have . . . faded away." Now, he said, there is "more of that all-American sell in foreign commercials and less of that wildly-entertaining-but-who-sponsored-it flavor that was so stunning way back when."

American advertisers, he said, have four certain advantages over Europeans: more money for commercials, longer commercial lengths, commercials interspersed in programing rather than

**Getting together prior to the television session at the AAAA's eastern region meeting (l to r): William E. Holden and Gordon Webber, both of Benton & Bowles, and Jack Sidebotham, of C. J. LaRoche & Co.**
grouped, and commercial availabilitys adequate for saturation campaigns.

William E. Holden, senior vice president of Benton & Bowles, presided over the TV session, held Wednesday morn-
ing.

The opening day of the conference was devoted almost entirely to short case histories relating the origin of the
"big idea" in 10 notably successful advertising campaigns, most of them heavy in television.

Donald E. Booth of Ted Bates & Co., describing a Chase Manhattan Bank campaign, attributed much of its
success to concentration on TV.

"Previously," he said, "Chase had used a smorgasbord—everything but painted rocks. Bates's media philosophy
is put all your eggs in one medium—massive frequency at the lowest cost per thousand—spot television."

Robert Noel of Leo Burnett Co., reporting on Green Giant Foods' move into television, suggested this formula
as the "big idea" for that company's use of TV: "Try to create a strong personality for the brand, and sell the
individual items for their specific appeals within [that] framework."

Richard Bowman of Norman, Craig & Kummel, demonstrated the effectiveness of the Ajax white knight commer-
cial with film clips from five different television programs in which the white knight idea had been the subject of
a skit or joke. This feedback effect was witnessed in the programs of Danny Kaye, Jack Benny, Jack Paar, Jackie
Gleason and Steve Allen.

Research: Several speakers suggested that commercial effectiveness often cannot be determined by research.
Mr. Bowman said the white knight is not a product of research.

Similarly, William Bernbach, Doyle Dane Bernbach president, said the success of his agency's campaign for Avis
Rent-a-Car, in which the theme is "We're only number two, we try harder," was not born out by early research.

John Avrett of Foote, Cone & Belding explained how micro-photography had been used in FC&B's campaign for
Contac (Menley & James) to create a soft sell TV commercial series demonstrating the delayed action of Contac's
"tiny time pills."

Chester Bowley of McCann-Erickson told how Westinghouse "makes love to consumers" through a series of televi-
sion commercials that are related in their approach but deal with a wide variety of the corporation's products.
He screened several of the 60 different TV commercials Westinghouse has produced in the last 18 months, among
them ones for light bulbs that he said "did not research well, but sold a hell of a lot of light bulbs."

Others speaking at the "big idea" session were Dermott McCarthy of Young & Rubicam, who explained the
"Go Go Goodyear" campaign; Anthony C. Chevins of Cunningham & Walsh, on the Yellow Pages campaign;
John Burke of Compton Advertising on Schick blades' "15 Barbers" campaign, and James J. Jordan Jr., of
BBDO on the Schafer beer: "When you're having more than one" theme.

In a fiscal control session Michael J. Manning, financial vice president of C. J. LaRoche & Co., told how his
agency discovered that though it was making money on its overall operation, it was losing money on eight accounts,
and how, by instituting a fee system of compensation and following firm cost-accounting procedures, all accounts
were put on a profitable basis.

Sweeney blows his whistle

Agencies to be accountable for falsities and stations
for misuse of ratings

One of the top federal policemen of advertising practices told advertising agencies last week that the government
will hold them jointly responsible with clients for advertising which they know, or have reason to believe, is false or
misleading.

He also reported that the Federal Trade Commission is moving into the enforcement stage in its program to
keep broadcasters from using deceptive claims about their audience coverage.

Charles A. Sweeney, director of the FTC's bureau of deceptive practices, speaking to an American Association
of Advertising Agencies session (see page 34), said he had no simple rule for determining when an agency should
be brought to account for participation in a misleading campaign. But he held no sympathy for one which might
make ignorance of the commission's advertising guides.

Citing a situation where an agency might take a client's product claims and then exaggerate or distort them,
Mr. Sweeney asserted that the agency downgrades the value of its own service if it then pleads innocence on the ground
that its client approved the copy. This, he suggested, is tantamount to admitting the client to be better qualified in the
area where the agency claims expertise.

Mr. Sweeney said: "It should be clear that when the agency has any direct financial interest in the sale of a product
it shares responsibility for the advertising."

He acknowledged that the nature of the product advertised may influence the "standard of responsibility" imposed
on the agency. For example, he said, the agency advertising tac hammer may not be held to the same high
standard as the one promoting drug preparations.

Rating Tactics: The FTC bureau chief, recalling the FTC's rules govern-
ing the use of rating materials in station advertising (Broadcasting, July 12), said the trade has now had three
months to digest the announcement and discuss its meaning with the FTC staff.

The FTC notice last July warned broadcasters they would be responsible for the validity of the audience claims
they make which are based on information supplied by rating services.

Mr. Sweeney said: "We intend to concen-
trate on any broadcasters who may have ignored this warning." The FTC, he went on, will continue in close
liaison with the FCC staff in this ef-
fort: "You are likely to be hearing more
on this subject before long."

Agency Blame: A principal test ap-
plied by the FTC staff in determining
whether an agency will be named as a
respondent in a false advertising case is
whether the agency "has acted respons-
able," according to Mr. Sweeney.

He pointed to the Supreme Court's decision this year in the Colgate "sand-
paper" case as a broad guideline to
agencies in the use of demonstrations
and said interpretation of these guides
would come from the FTC and possibly
the courts.

The FTC, Mr. Sweeney said, has been asked what it looks for when it reviews television commercials. It's not only
interested in deceptive use of on-camera ads but in the "fact" being used as part of a promotional campaign. The FTC,
the agency, is also looking for "un-
fair or deceptive use of people, lighting,
camera lenses and angles and many
other items which you are more familiar than I."

In a further review of what the com-
misssion may consider improper use of
demonstrations he said: "If a fact can be
illustrated visually it should be pre-
vented in a literally truthful manner.
whether the 'fact' be one of action,
color, size or any other characteristic."

Following the same problem further,
Mr. Sweeney said the basis of the FTC's
position is that a material difference
exists in the influence on a consumer
"between what the advertiser says he
thinks his product will do, and ob-
jective proof of his product claim."

For this reason he held that tele-
vision advertising offering visual proof of a
product claim ought to show "the ac-
tual literal truth, not a mock-up of what the advertiser may honestly think

38 [BROADCAST ADVERTISING]

BROADCASTING, November 1, 1965
or are they alive with actualities?

The UPI Audio Network offers more hours of service than any other voice news service. It is the only one which delivers its own billboards by teleprinter. It provides more stories from more datelines and far more actualities than any other audio service.

If your station does not have an audio service or does not enjoy the advantages of UPI Audio, it will pay you to get the facts about this service from UPI Audio, 220 East 42nd Street, New York, N.Y. 10017.
NBC color committee to advise agencies, advertisers

NBC announced today (Nov. 1) a 16-man committee of network experts in color television, who in addition to maintaining NBC's color production and transmission standards, will make themselves available to advertisers, agencies and TV producers.

William H. Trevarthen, NBC-TV vice president, operations and engineering, is chairman of the group which will be split into two units, one centered in New York and the other in Burbank, Calif., to provide services on both coasts.

A joint announcement of details by Walter D. Scott, executive vice president of the NBC-TV network, and by Raymond W. Welpott, executive vice president of NBC Owned Stations, said the committee would be available to consult on the use of color TV in such areas as live production, films and slides, TV tape, camera technique, studio lighting and scenic elements. The units: In New York (sub chairmen) James L. Wilson, director, staff engineering, and Charles E. Corcoran, director, TV network operations; (films, slides, kinescopes) Edward Bertero, project engineer; Vernon J. Duke, senior project engineer, and Howard Eitelbach, manager, film operations; (video tape) Robert Daniels, manager, video tape operations; (camera techniques and studio lighting) Albert Protzman, technical coordinator; (scenic elements) Clifford Stiegelbauer, manager of design, art and scenic services.

In Burbank (sub chairmen) Richard C. Welsch, director of West Coast production and business affairs, and John R. Kennedy, manager of technical operations, acting as alternate; (films and slides) Alex Quiroga and Edward Ancona, color coordinators, and Kenneth Erhardt, supervisor of TV film operations; (video tape) Frank Gaskins, manager of video tape, film and kine operations; (camera techniques and studio lighting) Clair E. McCoy, supervisor, studio technical operations; and (scenic elements) Milton Altman, manager, design and creative operations.

In's-and-out's of color TV ads

B&B's Webber lists guidelines for better tint commercials

Guidelines for production of better color television commercials were offered by Gordon Webber, vice president of Benton & Bowles and chairman of the American Association of Advertising Agencies' subcommittee on commercial production, at the AAAA eastern annual conference in New York last week (see page 34).

They are based, he said, on the experiences of a number of agencies. Although he regarded them as "only a beginning in this process of learning" about color, he thought they "may be helpful to anyone in copy, art, production, media or account work who has anything to do with the planning, creating, producing and scheduling of color commercials." Here are Mr. Webber's guidelines:

1. One of the most important things to remember is that color film—in its exposure, its developing and printing— is far less flexible than black-and-white film.

"Say, for instance, we are shooting a girl's hair outdoors in natural sunlight, for a shampoo commercial. Hair shot in the forenoon will not match hair shot in the afternoon. The morning footage will be near the blue end of the spectrum, the afternoon hair will verge toward the red end of the spectrum. And, unlike black-and-white film, you cannot depend on correcting these subtle shades of color in the printing.

"Unlike black-and-white film, in which an underexposed scene can be printed up in density, color should have an original correct exposure, or else you are in trouble. This means, in production terms, that certain critical subjects such as hair, skin tones and packages, when shot on location, should be shot at approximately the same time of day . . ."

2. It takes longer to produce an acceptable color print of a commercial—from two to three weeks longer—on the average. And, right now, until new lab facilities are completed, sometimes longer than that. So a word of advice to clients and account people—and everyone who makes up production schedules or sets air dates: You must allow for an extra margin of time with color.

3. Don't get carried away with the use of color. There should be a reason for color—a creative or advertising reason, preferably. Anesthetic reason, certainly.

"Avoid strong, vivid, oversaturated colors. The use of pastel or muted colors will generally give you more control in printing and better reproduction on the television system. The use of white, and only one or two colors, can sometimes be more effective
"Nothing is too high for a man to reach, but he must climb with care and confidence."

Hans Christian Andersen

Here is sound advice from a man best remembered for fairy tales. The Griffin-Leake management urges CARE in every operating phase at its stations, as a valid basis for deserving confidence.
Look at this for one minute.
If you do, you will not be alone. In the average evening minute the CBS Television Network is the focal point of 10 million American families.

Everyone in advertising knows network television is big. Everyone knows it has impact—with sight, sound, motion, and now color, too. Everyone knows that national advertisers rely on it more than any other medium. What more is there to say? Only this:

The latest nationwide Nielsen report shows that CBS wins the biggest audience during more half hours than the other two networks combined. It attracts the biggest average audience on more nights of the week than the other two networks combined. It presents more of the Top Five, Ten, Twenty, and Thirty nighttime programs than the other two networks combined.

In short, if you want your product to make a lasting impression, look at network television. Above all, look at The CBS Television Network.
usually have quite simply black- and- white they would photograph we cereals, before clients' packages. Before you experimental color shooting of your cial values in lighting. For cial-in color and black- and white it's monochrome print color balance hence the majority of the audience heavily that produces the better than print density and contrast. "7. Earlier this year, when the 16mm air prints. This is another reason to avoid dark, heavily saturated colors and to style your commercials so as to obtain softer, lighter color tones.

"6. Don’t forget that for some years hence the majority of the audience will be seeing your commercials in black- and-white. This means you must use color balance that will produce a good monochrome print as well as a good color print.

"To make sure you have done this, it's a good idea to check your finished film on system . . . To really check it out, you should go through these steps: a) transmit your color print on black-and-white system to black-and-white set; b) transmit color print on color system to black-and-white and color set. It is also a good idea to check your 16mm reduction print on both color and black-and-white systems . . .

"7. When shooting a color commercial—in studio or on location—strive for consistency of background and lighting. Sharp differences in color values in backgrounds can give a jarring, fragmented look to the commercial when it is edited—and this can’t be easily balanced in the printing, as it can in black-and-white.

"8. Color correction of packages. Before you go into full production of color commercials, it’s wise to do some experimental color shooting of your clients’ packages.

"Earlier this year, when the color stampede was merely a ball of dust on the horizon, we conducted a color exploratory for the full line of Post cereals, before we had produced a commercial. As a result of that shooting, we color corrected the details of several of the packages for two reasons: so they would photograph better in color, and more important, so that the grey values would register better on the black-and-white system.

"9. Finally, a word about screen testing. You can screen test in color quite simply and fast, by using 16mm Kodachrome 2 reversal stock. The colors are quite true and you can usually have a reversal print back in 24 hours."

NAB’s Bell asks increased code fees

Increased financial support for the expanded activity of the National Association of Broadcasters radio and television codes was urged last week by Howard H. Bell, code director, who called the need "overdue."

Mr. Bell told the Missouri Broadcasters Association meeting in Jefferson City Friday (Oct. 29) that since taking over his post two years ago he has felt "the industry should pay more for its self-regulatory activity." He said a report and recommendations to increase fees will be submitted to the NAB joint board at its January meeting and that "any proposal would be an equitable fee system that would not put a burden on any type of station." However, any increase would not be effective before April 1, 1966.

He said the "growing respect, influence and support" advertisers and agencies are placing in the code "has come about not because of what we merely say . . . but because of what the codes themselves have done."

Mr. Bell noted that the code operation has been considerably altered over the past few years as the need for a "more vigorous and active program of code administration and activities" has turned up. He said there have been improved monitoring and enforcement procedures, broader activity in commercial review and clearance in both radio and TV and an informational program that has provided a steady flow of materials to code stations.

Clyne-Maxon gets Lanvin, Nate accounts

Lanvin-Charles of the Ritz Inc., New York, has appointed Clyne-Maxon Inc., New York, to handle advertising for its Lanvin and Jean Nate cosmetics lines, effective immediately. The accounts were previously handled, respectively, by Foote, Cone & Belding and by Zlowe Corp., both New York. Billings for both lines are estimated at $3 million, with approximately $1.5 million in spot TV. Lucor Corp., a division of Lanvin-Charles, has named Rockmore, Garfield & Schaub Inc., New York to replace J. R. Flanagan Inc., New York, as agency for its Bain de Soleil sun lotion. Billings were not disclosed.

Business briefly . .

Dunn & McCarthy, Auburn, N. Y., heretofore user of print media almost exclusively, has purchased schedule of announcements on CBS Radio's Arthur
What million-plus market (experiencing one of the nation’s largest building booms) just completed

America’s first major railroad station in 10 years?

MILWAUKEE. A vast metropolitan market consisting of almost a-million-and-a-half affluent people.
Big and growing bigger. Prosperous.

Nineteenth in retail sales. Nineteenth in furniture and appliance sales.*
Are you overlooking this rich metropolitan area? Chances are your competitors aren’t.
The quickest, most effective way to cultivate your share of this fertile million-plus market is to tell your story on WTMJ-TV. Still number one in Milwaukee for adult viewers and advertisers.

*Sales Management, June 10, 1965.

MILWAUKEE RESPONDS TO WTMJ-TV
CHANNEL 9
THE MILWAUKEE JOURNAL STATION
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles
Godfrey Time for 26 weeks, starting Feb. 28, 1966. Mr. Godfrey also has been selected as exclusive radio spokesman for company's new line of Enna Jetticks shoes. Agency: Altman, Stoller, Chalk Advertising, New York.

Campbell Soup Co., Camden, N. J., through BBDO, New York, in a special holiday campaign promoting the use of Campbell's Tomato Soup, will use participations on 13 prime time and daytime programs on all three networks, along with spot TV and spot radio in major markets from mid-November to New Year's day.

Firestone Tire and Rubber Co., Akron, Ohio, will sponsor Big Three Golf series of special matches featuring Jack Nicklaus, Arnold Palmer and Gary Player, in color on ABC-TV on Sundays, Feb. 20, March 6, March 20 and April 3 (4-5 p.m. EST each day). Firestone was reported to have placed advertising direct.

Quaker City Chocolate & Confectionery Co., Philadelphia, through Helitzer, Waring & Wayne, New York, will begin next Monday (Nov. 8) six-month spot TV campaign in 12 major markets for its Good and Plenty candy.

Papermate Co., through Foote, Cone & Belding, Chicago, in a major drive for gift pens at Christmas, plans heavy spot TV push starting mid-November on stations in 70 markets plus network buys, Spot is nearly double last year's effort.

Bernard S. Pinus Co., Philadelphia, for its Yankee Maid meat products, has appointed Wermen and Schorr, Philadelphia, to handle the largest ad campaign in company's history that will include commercials on WCAU-AM-TV, KYW-AM-TV, WIP and WIBG, all Philadelphia.

The make-believe world's realistic faith in TV

Ten leading advertisers in the toy and game industry last year invested $30,097,600 in TV, 52% more than in 1963. Announcing a breakdown of the 1964 total, Television Bureau of Advertising said $19,350,000 was spent in spot and $10,747,000 went for network.

TVB listed four major changes prompted by TV which have affected the toy and game business during the last 15 years:

Toy sales have been boosted to a year-round business. Before TV, sales and advertising centered mostly in November and December.

Brand names are now easily recognizable. Previously, consumers were unaware of specific names.

In print campaigns the selling messages were addressed to parents. Now TV allows children as well as parents to take note.

Within 15 years the business has more than doubled its sales and is now regarded as mass-marketing instead of being oriented to seasonal sales.

Toys' top three TV advertisers in 1964 were Mattel, Deluxe Reading and Marx. Mattel was first with a TV budget totaling $7,484,60, of which $5,172,800 was in network. TVB said Deluxe Reading placed its entire 1964 consumer budget of $4,921,280 into TV. For 1965, its budget is projected at close to $8 million. Marx spent $3,178,630 last year.

The A. C. Gilbert Co., whose total TV budget in 1964 of $120,000 was in spot, will be on network—participations in the Beatles cartoon show on ABC-TV on Saturdays—and at the same time adding spot schedules in 30 major markets. (One of its $35 toys, the James Bond 007 Auto Racer set, will be sponsored by Sears, Roebuck on 22 announcements on ABC-TV beginning Nov. 11.)

Two companies not included on the list were also indicated to be active in TV. The Macon Toy Co., which began marketing this year, has sponsored its Sticky Fingers ball game in 20 markets for three months. The other firm, Silly Putty, which emphasizes spot TV campaigns, this fall is planning network TV sponsorship.

The top 10 television toy advertisers

<table>
<thead>
<tr>
<th>Company</th>
<th>Network</th>
<th>Spot</th>
<th>Total</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mattel</td>
<td>$7,172,800</td>
<td>$2,211,840</td>
<td>$9,384,640</td>
<td>+40</td>
</tr>
<tr>
<td>Deluxe Reading</td>
<td>4,447,400</td>
<td>998,290</td>
<td>5,445,690</td>
<td></td>
</tr>
<tr>
<td>Marx</td>
<td>2,634,100</td>
<td>2,287,180</td>
<td>4,921,280</td>
<td>+123</td>
</tr>
<tr>
<td>Ideal</td>
<td>1,315,700</td>
<td>894,400</td>
<td>2,210,100</td>
<td></td>
</tr>
<tr>
<td>Remco</td>
<td>1,385,800</td>
<td>1,791,830</td>
<td>3,177,630</td>
<td>+25</td>
</tr>
<tr>
<td>Kenner</td>
<td>1,177,000</td>
<td>1,364,470</td>
<td>2,541,470</td>
<td></td>
</tr>
<tr>
<td>Milton Bradley</td>
<td>882,800</td>
<td>1,091,040</td>
<td>1,973,840</td>
<td></td>
</tr>
<tr>
<td>American Character</td>
<td>2,531,450</td>
<td>2,531,450</td>
<td>5,062,900</td>
<td>+28</td>
</tr>
<tr>
<td>Hasbro</td>
<td>120,500</td>
<td>871,600</td>
<td>992,100</td>
<td></td>
</tr>
<tr>
<td>Kenner</td>
<td>478,000</td>
<td>938,270</td>
<td>1,417,300</td>
<td>+50</td>
</tr>
<tr>
<td>Milton Bradley</td>
<td>375,200</td>
<td>571,390</td>
<td>946,590</td>
<td></td>
</tr>
<tr>
<td>American Character</td>
<td>580,900</td>
<td>527,700</td>
<td>1,108,600</td>
<td>+142</td>
</tr>
<tr>
<td>Hasbro</td>
<td>190,200</td>
<td>308,190</td>
<td>498,380</td>
<td></td>
</tr>
<tr>
<td>American Character</td>
<td>209,400</td>
<td>429,620</td>
<td>639,020</td>
<td>+114</td>
</tr>
<tr>
<td>Hasbro</td>
<td>158,400</td>
<td>140,580</td>
<td>298,980</td>
<td></td>
</tr>
<tr>
<td>Hasbro</td>
<td>85,000</td>
<td>163,900</td>
<td>248,900</td>
<td>+32</td>
</tr>
<tr>
<td>Hasbro</td>
<td>32,500</td>
<td>155,720</td>
<td>188,220</td>
<td></td>
</tr>
</tbody>
</table>

Company          | Network | Spot  | Total   | % Change |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A. C. Gilbert</td>
<td>263,600</td>
<td>220,430</td>
<td>484,030</td>
<td></td>
</tr>
</tbody>
</table>

*Sources: Network TV (TVB/LNA-BAR) net time and program costs. Spot TV (TVB/Rorabaugh) gross time costs.

Toys and games—Total television investments by year*  
(1959-1964)

<table>
<thead>
<tr>
<th>Year</th>
<th>Network TV</th>
<th>Spot TV</th>
<th>Total</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1959</td>
<td>$678,873</td>
<td>$2,619,000</td>
<td>$3,497,873</td>
<td></td>
</tr>
<tr>
<td>1960</td>
<td>1,676,764</td>
<td>4,530,000</td>
<td>6,206,764</td>
<td>+77</td>
</tr>
<tr>
<td>1961</td>
<td>4,529,559</td>
<td>10,805,000</td>
<td>15,334,559</td>
<td>+147</td>
</tr>
<tr>
<td>1962</td>
<td>9,342,052</td>
<td>12,317,000</td>
<td>21,659,052</td>
<td>+41</td>
</tr>
<tr>
<td>1963</td>
<td>9,465,400</td>
<td>10,355,000</td>
<td>20,820,400</td>
<td>+8</td>
</tr>
<tr>
<td>1964</td>
<td>10,747,600</td>
<td>19,350,000</td>
<td>30,097,600</td>
<td>+52</td>
</tr>
</tbody>
</table>

*Sources: Network TV (TVB/LNA-BAR) gross time costs for 1959-62; Spot TV (TVB/Rorabaugh) gross time costs only.
Mental presence is one of the least explored subjects in media research. Yet it's one of the most fundamental for advertisers.

So we addressed ourselves to it. 17,214 phone calls and 2,416 lengthy personal interviews later, we have a massive new quantitative study of audience attention and other qualitative differences in radio listening.

You should see it.

You'll find that attention, commercial believability, editorial character and related factors differ widely and consistently—*depending on station type.*

Full attention by listeners can vary by more than 100 per cent.*

Even the credibility of commercials differs greatly from station to station.

This new CBS Radio study is titled MIKE AND MIKE 1965. It is an in-depth analysis of radio in 7 major cities. But the findings apply broadly in almost any market.

It is must reading for everyone involved in time-buying decisions.

Ask us for a copy, today.

---

*Based on Motivation Analysis, Inc. estimates, subject to qualifications which the CBS Owned radio stations will supply on request.

THE CBS OWNED RADIO STATIONS
WCBS New York, WBBM Chicago, WCAU Philadelphia,
WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco.
Represented by CBS Radio Spot Sales.
Radio best medium
to sell message center

Gresh & Kramer Inc., Philadelphia, last April discovered that newspapers didn't sell its client’s product. The agency then geared its campaign exclusively to radio, and has since realized that medium’s potential for “mass advertising,” according to B. K. Kramer, president and managing director.

C&K now places one-minute radio spots in 12 markets across the United States for the RSVP Secretary, a 24-hour electronic message center hooked to private or business telephones. The device, retailing at $595, is manufactured by RSVP Manufacturing Inc., Culver City, Calif., a subsidiary of Teledyne Inc.

The agency’s campaign budgets, which are gauged by percentage of sales, range from $2,500-3,000 in New York to close to $4,000 in the Los Angeles market.

Mr. Kramer last week indicated plans for additional radio spots in Florida, North and South Carolina, Georgia, Pennsylvania, New Jersey and through New England. By next spring, he said, television would enter into the campaign.

Klynn cites need for initial ad impact

The first six seconds of a 60-second TV commercial are the most important part, because if they don’t grab the attention of the viewer the rest of the commercial won’t have a chance of doing its job of selling. That point was made by Herbert Klynn, president of Format Productions, producer of live and animated filmed commercials and program material for both TV and theatrical motion pictures, speaking at a dinner meeting of the Western States Advertising Agencies Association, last Monday (Oct. 25) in Hollywood.

Mr. Klynn called the present day television commercial a classic example of the need for simplicity in communication. “Here,” he said, “the agency and the producer are faced with the common problem of creating an effective sales tool that, if designed properly, will have the impact and attention-getting value to interest the consumer and in turn achieve economic success for the client through extensive sales.

“It is common knowledge that if this is to be accomplished in a 60-second commercial it must be done within the first six seconds of the presentation. It is therefore vitally important that the clearest and simplest statement be made within its limited time.”

The prime function of the creative process is to communicate, whether for entertainment or commercial purposes, Mr. Klynn said. As his organization experimented with new visual techniques needed to solve specific problems, he reported, it found a growing need for what he called a “visual common denominator.” “We found the answer to this need by the introduction and the extensive use of symbolism,” he stated.

“Fortunately,” he noted, “we were not the first to develop this awareness of symbolism. The masters in contemporary art had already been experimenting with the abstraction of their subjects. . . . Symbolism allows us to get to the heart of the statement to be made.”

Sindlinger outlines new measurements

A presentation to agency executives on media measurement services provided by Sindlinger & Co., Norwood, Pa., was made in New York last week. Emphasized was the Sindlinger concept of “Media Mix” and an explanation and demonstration of the firm’s “WATS” method of instantaneous interviewing.

In the WATS system, which features interviewing on long-distance phone lines from five central locations, interviews can be monitored at any time from any telephone thus providing an immediate control of the data collecting process. The system was used in a special nationwide Sindlinger survey in late July conducted for the New York Times on the after effect of a President Johnson news conference broadcast on the Vietnam situation (Broadcasting, Aug. 2).

TV’s evolution traced by B&B’s Kanner

The growth of television as an advertising, entertainment and news medium was traced by Bern Kanner, vice president in charge of media for Benton & Bowles, in a talk Friday (Oct. 29) before the American Management Association.

Mr. Kanner told the AMA’s “Design for Better Business” conference in New York that as an advertising force, TV has enabled companies investing in the medium to “taste success” with speed, with corporate-wide implications and with benefit to a wide variety of products and services.

“Television’s unique ability to sell effectively to an audience of many millions of people, constantly, day after day, has significantly and drastically shortened the time between the conception of a new product or service and initial sales results,” Mr. Kanner asserted.

He cited the striking sales advances made by S. C. Johnson and Son (Pledge furniture polish),Ralston Purina (Purina Dog Chow) and Ford Motor Co. (the Mustang) almost immediately following the use of TV by these companies. He noted, too, that while TV accelerates acceptance of a product, it also can hasten failure, and explained: “The same communication tools that helped to make Mustang an instant success quickly pointed out that the Edsel was a failure.”

Turning to the programing aspects of TV, he pointed out that the very qualities that typify the medium’s success in advertising have proved troublesome in the entertainment areas. He referred to “the speed of acceptance or rejection of new programs” by TV viewers.

TV’s concern for large audiences has not impeded its development as a “formidable news medium,” he observed. Mr. Kanner said TV is “an integral part of the making of the news.”
Introducing the Ampex AG-350 with solid state electronics.

This new recorder guarantees even greater reliability than its predecessor—the famous 350 Series. Here’s reliability you can count on for continuous programming over long periods. Reliability you need for a major broadcast or recording assignment that may represent thousands of dollars in talent and studio set up. Reliability you must have for the “one chance” recording of a hot news event.

The AG-350 offers the ideal combination of all-new, 100% solid state electronics (evolved from years of Ampex transistor research for reliable Aerospace recorders) and the famous 350 Series Transport.

New features for greater operating convenience: overhead electronics in an all-new, functional console design; automatic equalization switching with change of speed; wide head gate opening for ease in editing, threading, cleaning heads; new, simplified control panel and switches; new ferrite erase heads for better erasure.

The Ampex AG-350 is available in console, portable, or unmounted versions; mono or stereo; record/reproduce or reproduce only; single or two channel; 33½-7½, or 7½-15 ips speed.

Mail the coupon for your free copy of our new illustrated brochure #1706 which contains a complete description and specifications of the new AG-350 Series. And if you’d like descriptive literature on Ampex spot programming recorders, portable recorders, mastering recorders, high-speed duplicators, mixers, tape and accessories, just check the box on our coupon.
You're only 
HALF-COVERED 
in Nebraska... 
if you don't use 
KOLN-TV/KGIN-TV!

Don't let the BIG one get away

When you set out to catch the Nebraska TV audience, better make sure your schedule includes Lincoln-Land, 78th largest market in the U.S., based on the average number of homes per quarter hour delivered by all stations in the market.

Lincoln-Land is a big fish in a mighty important pond. The map below proves it. Here's where people watch KOLN-TV/KGIN-TV.

If you want more facts, drop Avery-Knodel a line. KOLN-TV/KGIN-TV is the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

The Nielsen Stations
KOLN-TV/KGIN-TV

CHANNEL 10 - 316,000 WATTS
1000 FT. TOWER
KGIN-TV
CHANNEL 13 - 316,000 WATTS
1046 FT. TOWER

COVERS LINCOLN-LAND - NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

FINANCIAL REPORTS

ABC earnings break all time record
37% gain in first 9 months, 3d quarter up 29%

ABC Inc. last week told stockholders it enjoyed the most profitable nine months in its history. Earnings from operations were up 37% during the nine-month accounting period.

ABC does not report gross revenues until its year-end statement. Leonard Goldenson, ABC Inc. president, said early-season TV network audience measurements indicate "good" public acceptance of ABC programs and that on the basis of these measurements the network "is expected to maintain a strong competitive position."

He noted advertising expenditures in television are at an all-time high and said indications are that they will continue to grow with color television serving as a stimulant.

Nine months ended Sept. 30:

1965 1964
Earned per share (net) $2.44 $1.77
Operating earnings (pre tax) 20,500,000 16,022,000
Federal income tax 9,860,000 8,000,000
Net earnings 11,540,000 8,022,000

P-K-L class B stock converted to class A

Rearrangement of stockholdings in Papert, Koenig, Lois Inc., New York advertising agency, through conversions from class B to class A stock were reported last week by the American Stock Exchange. Papert, Koenig, Lois is a publicly held agency.

New holdings: Julian Koenig, president, new total, 108,523 class A shares; George Lois, vice president, 122,149; Robert David, vice president, 15,299; Norman Grulich, executive vice president, 55,746 (plus indirect holdings of 360); Roger Weil, assistant secretary, 12,705; Frederick Papert, chairman, 116,128 (plus 10,000 as trustee).

Meredith Publishing earnings up 34%

Meredith Publishing Co., in figures released for the quarter ended Sept. 30, revealed an increase of 34% in earnings per share compared with the same quarter of 1964 and an increase of 37% in net earnings compared with 1964.

Three months ended Sept. 30:

1965 1964
Net earnings per share of common stock $1.84 $1.37
Revenues 26,040,137 22,959,502
Costs and expenses 21,546,098 19,041,601
Net earnings 4,494,039 3,917,901

Chris Craft up 35% in nine-month report

Consolidated net earnings of Chris-Craft Industries Inc. (owner of three TV stations) for the nine months ended Sept. 30 showed an increase of 35% over the first nine months of 1964, with sales up 9%.

John G. Bannister, Chris-Craft's president, announced that the company's television, boat and automotive divisions all reported increased sales.
SEC's report of transactions

The Securities & Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its
Official Summary for September 1965 (all common stock unless otherwise indicated):

Allied Artists Pictures Inc.—Emanuel L. Wolf acquired 100 shares 5½% convertible preferred, giving total of 195 shares.

ABC—Robert L. Hufnies Jr. acquired 800 shares, giving total of 1,888.

AVCO Corp.—Richard W. Yantis sold 5,000 shares leaving total of 6,400 plus 58,113 beneficially held for Merida Ltd.

CBS—Michael Burke exercised option to acquire 2,594 shares giving total of 6,417; Richard S. Salant exercised option to acquire 3,733 shares giving total of 13,180.

Cawieles Communications Inc.—Palmer K. Leiberman sold 600 shares leaving him 338,855 plus 12,500 held beneficially in trust; John J. Weinberg holding 800 shares personally, acquired 2,692 shares and sold 2,130 leaving 732 on beneficially held trading account of Goldman Sachs.

& Co.

National General Corp.—Lloyd Drexler holding 11,856 shares personally, sold 2,600 shares beneficially held for Northern Illinois Steel leaving 9,256 in account; Nathan Kates bought 800 shares giving total of 3,654; Eugene V. Klein bought 2,500 shares giving total of 291,147 plus 18,618 beneficially held in partnership and 3,150 beneficially held in foundation; Seymour F. Simon bought 100 shares giving total of 1,104 plus 104 beneficially held for wife and 2,321 beneficially held for L. & S Associates.

National Telefilm Associates Inc.—Louis A. Blan acquired 10,000 shares giving him total of 38,200.

Screen Gems Inc.—Donald S. Stratem acquired 100 shares giving total of 1,197 plus 12,087 beneficially held in trusts.

Storer Broadcasting Co.—Following exercised stock option to acquire additional shares: Lionel F. Baxier, 2,000 giving total of 2,000; Wendell B. Campbell, 300 giving total of 1,785; Abiah A. Church, 500 giving total of 1,300 plus 88 beneficially held for holding company; John J. Kelly, 1,000 giving total of 2,000; Stanton P. Ketter, 4,000 giving total of 14,857 plus 200 beneficially held for wife as trustee; Ewald Koekritz, 1,000 giving total of 1,250; John E. McCoy, 1,000 giving total of 11,300 plus 1,550 beneficially held in trust; Francis W. Sullivan, 300 giving total of 700 plus 2,500 beneficially held for companies.

and profits, while losses from oil operations had been minimized and were expected to be eliminated by the year's end.


Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.51</td>
<td>$1.12</td>
</tr>
<tr>
<td>Sales</td>
<td>58,636,419</td>
<td>51,214,177</td>
</tr>
<tr>
<td>Income tax provision</td>
<td>2,010,000</td>
<td>1,510,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>2,357,612</td>
<td>1,678,593</td>
</tr>
</tbody>
</table>

Standard Kollman has profit for 9 months

Standard Kollman Industries Inc. (TV tuner manufacturer) reported that the company manufactures 80% of color television tuners used by set makers who do not use their own tuners.

John B. Huarisa, president, said in a report to stockholders for the nine months of this year that 3.5 million tuners have been sold in the domestic and world market.

Mr. Huarisa said a new UHF tuner (the American model) has been engineered and priced to compete with foreign-made tuners, particularly those produced in Japan, Formosa and Hong Kong.

Nine months ended Sept. 30:

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<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings (loss) per share</td>
<td>$1.05</td>
<td>(90.58)</td>
</tr>
<tr>
<td>Net sales</td>
<td>68,753,825</td>
<td>58,363,856</td>
</tr>
<tr>
<td>Net income (loss) before tax</td>
<td>3,922,992</td>
<td>2,058,044</td>
</tr>
<tr>
<td>Net income (loss) for the period</td>
<td>2,376,900</td>
<td>1,313,610</td>
</tr>
</tbody>
</table>

BROADCASTING, November 1, 1965

Chicago radio stations show steady growth

Radio revenues for Chicago area stations continue to improve this year and it is expected that WGN there will once again top the list with a 1965 gross of more than $6.2 million, according to a study of the market last week by James Smith, advertising writer of the Chicago Tribune.

He predicted Chicago radio revenues will hit $26.5 million in 1965, up slightly from the more than $25.3 million reported for 1964 by the FCC a fortnight ago (BROADCASTING, Oct. 25).

He noted several stations are involved in format changes and these moves always appear to depress earnings for a short period until the new ratings picture is settled.

Mr. Smith estimated that WIND Chicago's gross this year will exceed $5.2 million,up from about $4.9 million last year. He said WLS will rank third with revenues falling between $3.5 million and $3.75 million, up from less than $3 million last year. WBBM should continue at about $3 million, he reported, while WCFL will continue at about $2 million.

He predicted WMAQ's 1965 income will total $2.3 million, "down somewhat from 1964" and noting trade reports that "a major change in the station's format is being considered." WJIR, which went country and western earlier this year, will gross $1.5 million this year, he said.
AM birth control: FCC's pill fails

Despite tough rule to slow medium's growth, there are 342 new AM applications stacked up

The continuing boom in AM radio, which was reflected in the financial figures released by the FCC two weeks ago, is continuing to lure would-be broadcasters into the AM field at a rate to leave the commission breathless, and catch it unprepared.

The commission's tough new AM allocation rules, based on a go-no-go policy that excludes applications providing for stations that would cause or receive any interference, were designed to slow down the growth of AM. Critics of the policy, in fact, called it "birth control." (Broadcasting, July 6, 1964).

But broadcasters eager to get a slice of the $732 million inelmon shared by AM operators last year (Broadcasting, Oct. 25) have surprised the commission with the ingenuity they have shown in designing applications that could meet the new standards.

According to the latest FCC figures 342 applications for new AM stations alone were pending before the commission as of Sept. 30. These include 67 applications in hearing as well as applications tendered but not yet accepted for filing.

Backlog Problem This kind of bulk is having its effect on the commission's backlog problem. The latest report to Congress on this subject shows 286 applications for new AM stations or for major changes in existing facilities as of Aug. 31. Another nine were in hearing. Of the 286, the report indicates 144 were filed after Aug. 13, 1964, the effective date of the new rules. In a backlog report reflecting conditions shortly before that cut-off date, 235 applications for new stations or for major changes were listed.

Backlog reports include only those applications on file three months or more and exclude applications tendered but not yet officially "accepted for filing." Officials report that because of the growing volume of processing work coupled with a shortage of engineers needed to process the applications, four months pass before an application is examined for the first time. Currently,

Harris 'happy to have served the industry'

With the adjournment of the first session of the 89th Congress Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, took one more step toward assuming the robes of a federal judge. He has been nominated by the President and confirmed by the Senate and will take his place on the bench for the eastern and western districts of Arkansas sometime next spring (Broadcasting, Aug. 2).

Chairman Harris, in a Broadcasting interview, said that the broadcasting industry "has a firm legislative background and the achievements and the new developments of the industry are amazing. I was happy to have served the industry and to help cure some of its ills—it is a great industry and can and does perform a needed public service to a great number of people."

On specific legislative issues, Representative Harris said that the need to correct the community antenna television - broadcaster problem is great, and that he is very much disappointed that the 89th Congress did not solve the problem of CATV in its first session.

On other points, he said:

- "The problems of CATV will remain unsolvable as long as the FCC persists in its attitude that it already has the authority to regulate the cable systems. The problem is now becoming one for the courts. Briefs have been filed regarding the FCC's actions on CATV with the U. S. Court of Appeals in St. Louis by Midwest Video Inc. and Black Hills Video and I understand the court has solicited views from the National Community Television Association, the National Association of Broadcasters and other interested parties. There was a time when the problem might have been solved by legislation, but that is rapidly passing away" (Broadcasting, Oct. 25).

- "There have been proposals to repeal Section 315 of the Communications Act before and they have failed. I would suppose that any such measure introduced in the second session would receive little chance of passage."

- "This Congress has not been very effective in broadcast legislation. The last Congress (88th, 1963-64) had quite a field of legislation and a program designed to help the communications industry. New questions always arise, for example, the FCC's jurisdiction over CATV. And I think the Commerce Committee pointed up problems as a result of the commission's actions on programming and on multiple ownership in the top 50 markets. And I feel that both will ultimately be resolved to the satisfaction of the industry. Frankly, I feel that there was very little need for new legislation except for the CATV matter. There is a great need for legislation in this area and it's been neglected."

For the future, "the judge" said that he would not predict the actions to be taken by the Congress in the broadcast field. He said that he would turn over the chairmanship's gavel to ranking member, Harley O. Staggers (D-W. Va.), as soon as he found out when he would make the shift to the gavel of the bench, probably in late March or early April (Closed Circuit, Oct. 4).
ETV: how bright is its past and future

Magnuson may start full-scale Hill probe;
Carnegie considering commission to undertake review

Two major inquiries into the status of educational television in the U.S. today, and its potential for tomorrow, appear to be getting underway. One may very well be a full-scale congressional hearing; the other may be a study by one of the oldest and most respected foundations in the country.

The congressional inquiry was virtually promised last week by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. In a long, detailed critique of educational television published in the Congressional Record Oct. 27, Senator Magnuson found many things in ETV to applaud, but he also found some things that were still in question.

The senator, who was the sponsor in 1962 of a bill establishing federal grants to states on a matching basis for educational television, stated that it was his intention to have a “full examination” of ETV “in the very near future,” with the Department of Health, Education and Welfare and the FCC being asked to submit views and recommendations.

Among the most significant elements of his review was reference to the need for a national ETV network.

Still in the planning stage is a study being considered by the staff of the Carnegie Corp., New York.

Although the study has not yet been approved by the foundation’s board, an active pre-project scrutiny has been underway for some months. Under consideration, it has been learned, is the establishment of a blue-ribbon commission to undertake a probe that may run as long as 18 months. The cost would be underwritten by the corporation, with contributions from other foundations, notably the Ford Foundation which has been the major angel for ETV in the U.S.

Although details of just what the composition of the study commission might be are not certain at this time—and presumably won’t be until after the Carnegie board acts—it is known that some thinking runs toward a small group, which would include a top-ranking educator, a commercial broadcaster, an industrialist and others.

The Carnegie Corp., founded in 1911 with a bequest from steelmaker Andrew Carnegie, has assets of over $300 million and spent over $12 million in grants to colleges and universities, professional and educational organizations in 1964. Its purpose is “the advancement of knowledge and understanding” among the peoples of the United States and parts of the British Commonwealth. Its primary interests have been in education and public and international affairs. Acting president is Alan Pifer; chairman of the corporation’s board is Morris Hadley, New York attorney of the firm of Milbank, Tweed, Hadley & McCloy.

Magnuson Report — In his discussion of ETV, which ran five columns of small type in the Record, Senator Magnuson made these points:

* One of the key problems of American education today is the lack of efficiency in using various teaching techniques to overcome the current and apparently continuing teacher shortage. One means of increasing efficiency in education is through new and better means of distribution of educational material to the student; by far the “most potent” method would be television.

* There are today about 100 ETV stations on the air, with about 30 more expected by the end of 1966. There are also about 800 closed-circuit TV systems used by schools and colleges, with the expectation of double that number in five years.

* In the past seven years, the Department of Health, Education and Welfare has obligated more than $8 million for experimentation in the use of TV in education (under the National Defense Education Act). More than 100 applications have been granted under the Educational Television Facilities Act. This law provides for
matching federal grants to states for the development of new stations and the expansions of existing ones. Since the first grants were made in 1963, over $12 million has been expended. The Act expires in 1967.

Three fundamental needs in ETV persist: financing, station growth and expansion in networking, and better programing facilities. Referring to financing, Senator Magnuson said: "This is not to propose federal support for all of educational television, but it is to suggest that we examine the areas in which the federal government can assist, as we have assisted in elementary, secondary and higher education, vocational rehabilitation and other specialized fields."

NAB group to restudy building proposals

The building committee of the National Association of Broadcasters will probably meet before the end of November to study architectural plans for a new building on the two plots the NAB owns in Washington.

At the last meeting in Atlanta, the committee decided to take a closer look at the type of building that would be placed on the present 7,000-square-foot site, and an adjoining 6,900-square-foot site. Still undetermined are the actual size of the building, square footage, number of floors, cost and design.

The architectural firm that has been doing the preliminary survey is now working on a variety of plans for the two-plot location. Based on a cost of $20 to $25 a square foot, the building could run from $1.5 million to $3 million, depending on size.

The committee's report will be presented to the NAB joint board at its January meeting in Palm Beach, Fla.

Madison TV takes tiff with Nielsen to FTC

Wisc-TV Madison, Wis., filed a second request with the Federal Trade Commission last week asking for a cease and desist order—this time against A. C. Nielsen Co.

The petition was similar to the one filed by Wisc-TV two weeks ago charging that American Research Bureau intends to combine the ratings of WXOW-TV Madison with those of its commonly owned WAOW-TV Wausau, Wis.

Both ARB and Nielsen, Wisc-TV alleged, have a policy of combining the audience measurements of satellite stations with their parent stations if the satellite duplicates the parent station at least 80% of the time. WXOW-TV initiates its own programing on at least 50% of its schedule, Wisc-TV said.

And furthermore, Wisc-TV maintained, Wausau is more than 100 miles from Madison and should not be counted as part of the Madison market.

In its latest filing, Wisc-TV called attention to a 1962 cease and desist order issued by the FTC against Pulse Inc. which prohibited Pulse from combining the audiences of two or more stations not serving the same areas with those of single stations in the same market.

Broadcast Bureau backs review board on KWK

The Broadcast Bureau last week told the FCC that it opposed applications for review from seven applicants for interim authority to operate on facilities to become vacant when KWK St. Louis goes off the air on Nov. 30.

The license of KWK was revoked in May 1963 for misconduct in connection with the broadcast of two treasure hunt contests in 1960.

All seven applications for interim authority were turned down by the FCC review board in September (BROADCASTING, Sept. 20). The review board said that there was no compelling need for the service which would override the prejudicial effect a grant to any of the applicants would have on the outcome of the contest for permanent authority. The principals of all seven are involved in application for permanent operation.

The Broadcast Bureau said the review board decision is soundly reasoned and reflects the careful application of present law and commission precedent.

ABC-TV affiliate board to meet in Mexico City

ABC-TV and the board of governors of the ABC-TV Affiliates Association will meet Nov. 8-11 in Mexico City at the El Presidente hotel. ABC-owned TV stations also will hold a meeting at the same hotel.

Herbert Cahan, WJZ-TV Baltimore, heads the board of governors. Other members are Martin Umansky, KAKE-TV Wichita, Kan.; Ben West, KOCO-TV Oklahoma City; Robert Doubleday, KATV-TV Little Rock, Ark.; Burt Ladow, KTVK-TV Phoenix; Robert Wiegand, WTVN-TV Columbus, Ohio; Leslie Norins, KEYT-TV Santa Barbara, Calif.; Joseph Brechner, WFTV-TV Orlando, Fla., and Joseph Hladky, KCNO-TV Cedar Rapids, Iowa.

A large group of ABC-TV executives will attend, headed by Leonard H. Goldenson, president of ABC Inc.; Thomas W. Moore, president of ABC-TV, and Simon B. Siegel, executive vice president of ABC Inc.

Blackburn recuperating

James W. Blackburn of Blackburn & Co., Washington station brokers, is recuperating from a mild heart attack on Oct. 23. He is now at Alexandria hospital, 709 Duke Street, Alexandria, Va., but expects to return home in little over a week.

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Ownership rule waiver sought

WGN Inc. asks FCC to grant 3d VHF in big market without hearing

The FCC was formally faced last week with its first request for a waiver of its interim policy barring the expansion of multiple-station owners in the top-50 markets.

The request was filed by WGN Inc. in connection with its application to purchase KCTO (tv) (ch.2) Denver from J. Elroy McCaw for $3.5 million (BROADCASTING, Sept. 6).

The interim policy, which is to remain in effect pending the conclusion of a rulemaking aimed at setting new limits on ownership in the major markets, prohibits broadcasters with two VHF stations in the top 50 markets from acquiring a third in those markets without a hearing except in unusual circumstances. (BROADCASTING, June 28).

The policy applies to the proposed purchase because WGN Inc. already owns WGN-TV Chicago, in the third market, and is under common ownership with WPIX (tv) New York, in the first; and Denver is considered the 45th market. Other WGN Inc.-related stations are WON, WPIX-FM and KDAL-AM-TV Duluth, Minn.

But the policy provides for exceptions in cases where an affirmative showing can be made that the public interest would be served by a grant. And WGN Inc. said last week its proposed purchase presents such a case.

It said it has the resources and broadcasting experience to provide the kind of programing service which would make KCTO, an independent station, a more effective competitor of the three network-affiliated VHF stations in Denver.

"This is an especially persuasive reason why the requested assignment should be granted without a hearing," WGN Inc. said.

Furthermore, it said the purchase would not affect the degree of local ownership and would not create a concentration of control of mass media, which the commission's policy is designed to block. WGN Inc. noted that it owns no other mass medium in Denver and that its related top-50 market stations, both unaffiliated, are located across the continent, in Chicago and New York.

But each of Denver's three other television stations - KOA-TV, owned by Metropolitan Television Co., KLZ-TV, owned by Time-Life Broadcast Inc., and KTV (tv) owned by Mullins Broadcasting Co. - is affiliated with an AM in Denver, WGN Inc., noted. It added that Metropolitan owns a satellite station in Pueblo, that Time-Life owns television stations in four other markets and that Mullins has applied for the approval of transfer to it of KARK-AM-FM-TV Little Rock, Ark.

Furthermore, WGN Inc., said there would be no need for a request for waiver if the commission, in determining the top 50 markets, had used total homes or television households in the market rather than net weekly circulation as a standard.

WGN Inc. said Denver ranks as the 56 market in total homes and in television households. And in terms of net weekly circulation, WON Inc. said, Denver (382,700) exceeds the 51st market, San Diego, by "a mere 49,000."

FCC to study AT&T's rates

The cost and quality of common carrier service provided networks would be affected if the FCC adopts staff recommendations aimed at making Western Union more competitive with AT&T.

One aspect of the recommendations, proposing a general inquiry into the lawfulness of the rates charged by AT&T and the associated Bell System companies for interstate and foreign communications service, was adopted by the commission last week.

The recommendations, by the commission's Common Carrier Bureau, were filed in connection with a three-year-old inquiry into domestic telegraph rates that was instigated by Western Union, which is continuing to lose ground to AT&T.

The staff's major recommendation is that Western Union become the sole carrier of record message service. The staff says the commission should do everything possible to require AT&T to sell its teletypewriter service (TWX) to Western Union.

But one staff recommendation is aimed at fostering competition between Western Union and AT&T in television program-transmission service. The staff said the commission should adopt a position favoring the elimination of interconnection restrictions that prevent Western Union from competing effectively with AT&T in providing private-line services.

Such a position would reverse a stand the commission took in 1952 when it refused a Western Union request to order AT&T to permit interconnection that would enable the telegraph company to expand its video transmission service. The commission at that time said the Western Union proposal was not definite enough.

Commission officials note that, in addition to aiding Western Union, the competition envisaged could be expected to provide the networks with the kind of benefits - including lower rates and better service - that competition is traditionally thought to produce.

On the other hand there is a possibility that the rate study initiated by the commission could result in higher costs for television.

The study followed the filing of an AT&T cost study in seven categories of service, which the commission had requested, and which showed wide variations in earnings among services (BROADCASTING, Sept. 13). A miscellaneous category, which included television and radio service, was said to return a profit on net investment of 0.99%. Telpak was shown to earn 0.3%. Message telephone service and wire area telephone service, on the other hand, showed returns respectively, of 10% and 10.2% on a total day basis.

The staff, in recommending the overall inquiry into AT&T rates said the telephone company's figures tended "to confirm the long-standing complaint of Western Union" that Bell underprices those record services in which it competes with Western Union.

The television service, in view of its relative unimportance in the overall scheme of AT&T services, does not loom large in the commission's thinking in connection with the rate probe. But officials acknowledge that one outcome of the inquiry could be a reduction in some rates and a boost in those found to be low, including those for television-transmission service.

Outlet Co. opposes CATV

The Outlet Co., Providence, R.I., which owns radio and TV stations in that city and in Orlando, Fla., as well as a department store in Providence, has asked the Rhode Island Public Utilities Commission to declare that community antenna TV systems are public utilities.

In a petition filed with the state utilities commission, the company, which has been battling against CATV franchises in various communities in and around Providence, charged that CATV's were monopolies and should be regulated by the state. The pleading also argues that cities and towns in Rhode Island have no authority to grant CATV permits.

The state public utilities administrator, Frank Nunes, said he is studying the petition and might call for a public hearing.

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Intermission time on NAB tour
Changes planned for Act 2 as second spokesman for CATV is added to panel

With four regional conferences out of the way, the National Association of Broadcasters took a recess last week before beginning the second half of the annual fall road show Nov. 11-12 in Chicago, where a crowd of more than 350 is expected.

During the break NAB announced that Representative Walter Rogers (D-Tex.), chairman of the communications subcommittee of the House Commerce Committee, and Representative Robert B. Duncan (D-Ore.) would be luncheon speakers at the final two conferences. Mr. Duncan will appear at the Nov. 18-19 conference in Spokane, Wash., and Mr. Rogers at the Nov. 22-23 wind-up session in Phoenix.

The Phoenix meeting now boasts two of the most influential government leaders in broadcasting: Representative Rogers, and FCC Chairman E. William Henry.

Another change in the conference agenda will be the addition of a second spokesman for community antenna television interests on the NAB panel. During the first half the panel was made up of Douglas Anello, NAB general counsel; William Carlisle, NAB vice-president for station services; a broadcaster who is in general agreement with the NAB position on CATV, and a CATV spokesman. It’s been felt that the panel has been weighted too heavily in favor of the NAB position, so there will be two CATV proponents at the remaining four sessions.

In Chicago, Dwight Martin, WDSU-TV New Orleans and chairman of NAB’s Future of Broadcasting Committee, will represent NAB’s view; John Hurlbut, WWMC Mount Carmel, Ill., and Frank Thompson, Rochester Video Inc., Rochester, Minn., will take the CATV side.

In Denver, Arch Madsen, KSL-AM-FM-TV Salt Lake City, will go against Bill Daniels, Denver CATV broker, and Bruce Merrill, KIVA-TV Yuma, Ariz., and president of Ameco Inc., Phoenix.

The Spokane participants are John Murphy, Crosley Broadcasting Corp., Cincinnati for NAB; Norman Boggs, Golden West Communications, Los Angeles, and Charles E. Clements, Tele-Vue Systems, Seattle, for CATV.

In Phoenix, Willard Walbridge, KTKR-TV Houston, will take the NAB side. CATV proponents will be Arlo Woolery, KSUN Bisbee, Ariz., and a CATV operator in the state, and a still to be named participant.

As the conferences went into their break, 1,066 broadcasters had already seen the four day-and-a-half shows. The attendance for the Oct. 25-26 Boston conference was 308.

At that session, Representative Terrell H. Macdonald (D-Mass.) called for greater public access to information from government sources and said he hoped a bill which he had introduced to establish a federal public records law would be acted on favorably early next year.

If such legislation is enacted, he said, “the principle that an informed electorate requires the fullest possible public access to government information . . . will for the first time be spelled out in law guaranteeing the people’s right to know the facts of government.”

The congressman hit at “misguided governmental secrecy” but said “increased resourcefulness and initiative of the news gathering agencies” is needed to break more news from the executive departments.

Since Congress “shies away from departmental press agency” and has a “pinch-penny policy when it comes to providing sufficient appropriations for a comprehensive informational job,” he said, the media should be assisting the federal agencies “in obtaining the funds and assistance necessary to do even a modestly adequate informational job.”

Wasilewski seeks more participation in NAB

A look at the aims of the National Association of Broadcasters and a call for broadcasters to volunteer to take part in NAB councils was given to Ohio broadcasters last week by NAB President Vincent Wasilewski.

Speaking to the Ohio Association of Broadcasters’ fall convention in Columbus last Friday (Oct. 29), the NAB president said the association “should not be regarded solely as an instrument to bring immediate economic gain to its members. And the decision to belong should not be predicated on that narrow consideration.”

During its 43 years, he said, NAB’s three “major and unchanging objectives” have been to preserve the industry’s vital freedoms; to foster development of a broadcasting system that serves all the people, and to assure diversified, private ownership of broadcasting.

These aims are consistent with other long-range goals, but all of these objectives require membership participa-
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tion. A member "should not merely sit back and expect returns on his dues—either long-range, short-range, concrete or abstract—because he will get the most out of the NAB if he regards that application blank as an opportunity not only to receive but to give. NAB policy is the product of the experience, the philosophies and the beliefs of broadcasters, and every member can contribute," he said.

WBOY-TV sale approved again

The FCC last week approved the sale of wboy-tv Clarksburg, W. Va., from Rust Craft Broadcasting Co. to Fortnightly Corp. for $950,000.

After a previous grant of the assign- ment the U. S. Court of Appeals in Washington had vacated the action and ordered a hearing on the question of joint ownership of the TV station and community antenna TV system in Clarksburg. Fortnightly at that time owned CATV's in Clarksburg and Fairmont, W. Va.

The case was taken to the court of appeals by the Citizens TV Protest Committee and the Clarksburg Publishing Co., which expressed their concern over the elimination of competition which would result from the joint ownership of the TV station and the CATV system.

The commission denied their request that a hearing be held on the proposed sale since Fortnightly subsequently sold its CATV's in Clarksburg and Fairmont to Jack Kent Cooke Inc. The FCC said that elimination of the problem of common ownership removed the only significant objection to the assignment.

WGOK fined $500

The FCC last week fined wgoq Mobile, Ala., $500 for failure to file time-broker contracts with the commis sion. The action was taken after con sideration of the licensee's reply to the notice of apparent liability for that sum (Broadcasting, June 7).

In that notice the FCC had also admonished the station for what it described as "possible payola practices." Last week the commission said it ac cepted the procedures proposed by wgoq to guard against possible abuses, but added that the operations of the station would be continually examined to determine whether the procedures were being effectively carried out.

CBS options CATV

As has option to buy minority interest
in San Francisco cable system

CBS Inc., which has opposed govern ment pre-emption of control over all wire television while fighting against uncontrolled community antenna TV operation on the copyright front, may become the first network television op erator to hold ownership in a U. S. CATV system.

Last week CBS reported it had en tered into an agreement to acquire an option to buy a minority interest in a 1,750 subscriber cable system in San Francisco. The purchase would be subject to approval of the San Francisco commission of corporations and also hinges on resolution of CBS's copyright suit against the CATV-operating Teleprompter Corp.

CBS's interest in the San Francisco system would come about as a result of its connection with Canadian Wirevision, through which it holds minority interests in CATV properties in Van couver and Victoria, B. C. Sydney Welsh, head of Canadian Wirevision, is also president of Vandyke Investments, a company which has purchased majority interest in Television Signal Corp., the San Francisco system. Vandy ke has acquired 60% of the nonexclusive franchise. It paid $169,000 for 28 1/2% of the system to antenna operator Bill Daniels, who retains 10%, and $186,000 to M. L. Iacopi, president of Television Signal, for 31 1/2% interest. Daniels & Associates acted as broker.

Vandyke has given CBS the option to purchase minority interest in the system. It's reported that Vandyke is ready to invest $500,000 to expand property.

Merle S. Jones, president of CBS Television Stations Division, said the San Francisco antenna carries only signals of the stations licensed in San Francisco. He said he expects the system would pick up the signal of ksan-tv, a UHF channel currently dark in the market, when it comes on the air. Metromedia recently acquired an option to purchase ksan-tv (Broadcasting, Oct. 25).

CBS has sought to establish that CATV operators are bound by the pre sent copyright law to obtain permission from owners of television programing before carrying such programing over their wires. In a suit filed against the Teleprompter Corp. in the U. S. southern district court in New York last December, CBS said once copyright is established it would grant CATV sys tems the authority to use its programs if those systems "are the only means by which satisfactory television service will be available."

In such cases, CBS said, it would not want to increase the cost to the CATV subscriber and therefore would charge a system "only a normal fee to cover administration costs." Should the suit be decided in CBS's favor, it says it will proceed to obtain all necessary assets in operating the San Francisco system. It did not say whether it would exercise the option to buy into the CATV should it lose the Teleprompter suit.

Mr. Jones said CBS is not currently seeking further investment opportunities in CATV in this country.

Court denies
Orlando TV petition

The U. S. Supreme Court last week turned down a request by wftv(tv) Orlando, Fla., for review of an appeals court ruling last March sending the 10-year-old channel 9 case back to the FCC for a new hearing with new applications.

In a short order, the Supreme Court denied the petition for review filed by Mid-Florida Television Corp., licensee of the channel 9 station.

Refusal by the Supreme Court means that the FCC must hold new hearings, with new applicants. This was the gist of the D. C. Circuit Court of Appeals' decision earlier this year (Broadcast ing, March 8). The D. C. court held that reaffirmation of the FCC's 1957 grant to Mid-Florida, made in 1964, was based on a "stale" record.

The commission's 1964 action was appealed to the circuit court by worz Orlando, the losing applicant. Worz also opposed Mid-Florida's appeal to the Supreme Court.

The Orlando case is one of the ex parte cases involving allegations of im proper contacts with the late FCC com missioner Richard A. Mack. The charges were made before a House commerce subcommittee, and resulted in a second hearing before the FCC. The commission held then that neither WFTV nor Worz was disqualified to be a licensee.

Joseph L. Brehmer, president of the station, expressed confidence that, in a comparative hearing, Mid-Florida would "again be determined the proper
organization to operate channel 9 in Central Florida."

He noted that the company and its principals were found to be "free of any misconduct in securing" the original grant.

And since it has been on the air, he said, the station has won "numerous national awards" for its public service programing.

Cord case stretches to Washington

Repercussions of an increasingly involved and bitter court fight being waged in Los Angeles were felt in Washington last week in a request that the FCC strip E. L. Cord of the license for KCRL(TV) Reno.

The request was filed with the commission by Lyndol L. Young, who has represented Calvin J. Smith in a suit seeking $6 million from Mr. Cord and who is now a co-plaintiff in the court case.

The case grew out of Mr. Smith's contention that Mr. Cord reneged on an agreement to share the profits from the sale of KFAC Los Angeles. Mr. Smith was president and general manager of the station, owned by Mr. Cord, from 1934 until its sale to Cleveland Broadcasting Co. in 1962. Mr. Cord denies the existence of such an agreement.

Mr. Young's request that the license for KCRL be revoked is based largely on charges against Mr. Cord made by Judge Thurmond Clarke, of the federal district court in Los Angeles, who had been presiding at the trial of the suit, in an affidavit filed with the U. S. Court of Appeals for the Ninth Circuit, in San Francisco.

Judge Clarke, in his affidavit, "adjudged" Mr. Cord and his three attorneys "guilty of criminal contempt" of his court.

The affidavit itself was the result of one of several unusual twists the case has taken. The appeals court last year, acting on an appeal by Mr. Cord, held Mr. Young disqualified to represent Mr. Smith and in addition, ordered the suit transferred from Judge Clarke's court to another.

The appeals court held Mr. Young to be disqualified because he had represented Mr. Cord at the time the alleged agreement with Mr. Smith was made. In ordering the case transferred to another trial court, the appeals court expressed criticism of Judge Clarke for permitting Mr. Young to indulge in "every conceivable kind of invective" against Mr. Cord, his attorneys and witnesses.

Mr. Smith, in his suit, alleged that...
Mr. Cord owes him $3 million as a result of the sale of the Los Angeles station and asks another $3 million for exemplary damages.

Mr. Young entered the case as co-plaintiff in May. He and Mr. Smith have filed affidavits stating that the assignment of half of Mr. Smith’s claim had been agreed to orally in October 1963 and in writing on Feb. 21, 1964, before the suit was filed, in March.

$5 million in sales approved by FCC

Station ownership transfers, aggregating almost $5 million, were approved by the FCC last week. Among them was the $3.5 million sale of KVTV (TV) Sioux City, Iowa, to Forward of Iowa Inc.

Among stations sales reported last week, subject to FCC approval, was the $1 million transfer of WMBE Miami to Susquehanna Broadcasting Co. In an unusual coincidence, the sale of three FM stations was also announced last week (see CHANGING HANDS, this page).

KVTV, on channel 9 and with a CBS-TV affiliation, was bought by Peoples Broadcasting Corp. in 1957 for $3 million. Peoples is a subsidiary of Nationwide Mutual Insurance Co., and owns WRFD-AM-FM Columbus and WGAR-AM-FM Cleveland, Ohio; and WHAM-AM-TV Knoxville, Tenn., which it bought early this year for $6.8 million.

Forward of Iowa is owned by Wisconsin Valley Television Corp., which owns WMTV (TV) Madison and WSUA-AM-FM-TV Wausau, both Wisconsin.

Wisconsin Valley is owned by five Wisconsin newspapers: Wausau Record-Herald, Wisconsin Rapids Tribune, Marshfield News Herald, Rhinelander News and Merrill Herald. Charles Lemke is an individual stockholder with 27% interest. The Wisconsin Rapids Tribune owns KFRA-AM-FM in that city.

Sale of KIOA Des Moines, Iowa, was also approved last week. It was sold by Gilbert C. Swanson and George A. Bolas and others to the Mid America group for $620,000 plus $31,000 brokerage fees and $60,000 agreement not to compete. The Mid America group is principally owned by Len and Burrell Small of the Kankakee (Ill.) Journal. The Smalls also own WKRN Kankakee, WQUA Moline, WLRN-AM-TV Peoria, WRVR Rockford, all Illinois, and WIRE Indianapolis. The Swango group retains KEOO Albuquerque, N.M.; KLEO Wichita, Kan., and KRMG-AM-FM Tulsa, Okla. FCC Chairman E. William Henry and Commissioner Kenneth A. Cox abstained; Commissioner Robert T. Bridge dissented. KIOA broadcasts on 940 kc with 10 kw daytime and 5 kw nighttime.

Also approved by the FCC last week were:

- WKEE-AM-FM Huntington, W. Va.: Sold by Wayne W. Geyer to Reeves Broadcasting Corp. for $475,000. Reeves owns WTV-TN-TW Charleston, S. C., and with AM-FM Baltimore. WKEE is a 5 kw daytime on 800 kc. WKEE-FM is on 100.5 mc with 53 kw.

- WKKC-AM-FM Abilene, Tex.: Sold by W. P. Wright and others to Steve Gose for $400,000. Mr. Gose owns KNOTO (FM) Wichita Falls, Tex. WKKC is on 1340 kc with 1 kw day and 250 w night. WKKC-FM operates on 105.1 mc with 49 kw.

- WSPB-AM-FM Sarasota, Fla.: Sold by John Morgan Davis and Roger W. Clipp to Worth Kramer for $250,000 plus $50,000 agreement not to compete. Mr. Kramer is former president of the Goodwill Stations. Mr. Clipp is vice president and general manager of Triangle Publications radio and TV division. WSPB operates on 1450 kc with 1 kw daytime and 250 w nighttime. WSPB-FM is on 106.3 mc with 860 w.

**Changing hands**

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

- WMBE Miami: Sold by E. D. Rivers Sr., to Susquehanna Broadcasting Co. for a sum reported to be in the neighborhood of $1 million. Susquehanna Broadcasting, whose president and principal stockholder with family is Louis J. Appell Jr., owns WSBA-AM-FM-TV York, WARM Wilkes-Barre-Scranton, both Pennsylvania; WGBB Freeport-Hempstead, N. Y.; WJAI Akron-Canton, Ohio; WICP Providence, R. I. WMBE operates on 1140 kc with 10 kw day and 5 kw night.

- KS5S Colorado Springs: Sold by J. D. Hill to Northwest Publications Inc. for reported $250,000. Northwest Publications is part of the Ridder newspaper group, which also owns WDSM-AM-TV Duluth, Minn. (Superior, Wis.); KSDN Aberdeen, S. D., and has a 26.5% interest in WCCO-AM-TV Minneapolis-St. Paul. KS5S operates on 740 kc with 1 kw days and 250 w nights.

- WJL Wheeling, W. Va.: Sold by Glenn A. and Kenneth H. Forney to William A. Kendrick and Walter G. Broadhurst for $195,000. Mr. Kendrick is a Clarion, Pa., merchant; Mr. Broadhurst

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**Outstanding Values in Radio-TV Properties**

1 kw with fulltime stereo fm; possible 2-station market. $160,000. Terms available on this outstanding operation.

5 kw daytimer, single station market. Powerful facility with excellent physical assets and real estate. Early sign-on. Contact our Atlanta office for details.

Good am daytimer with fulltime fm. Billing over $100,000. Will pay its own way. 29% down and balance over six years. For details contact our Chicago office.

**SUNNY SOUTH**

- $160,000

**SUNNY SOUTH**

- $85,000

**ROCKY MOUNTAIN AREA**

- $135,000

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66 (THE MEDIA)
burst is the former manager of WWCH.

- **WABX(FM) Detroit:** Sold by Panax Corp. to Howard Grafman and associates for $100,000. Panax Corp. is the former Mid-State Broadcasting group headed by John P. McGoff. Mr. Grafman owns KSHE(FM) Crestwood-St. Louis and KMAP(FM) Dallas. WABX, founded in 1960, operates on 99.5 mc with 36 kw. Broker: Hamilton-Landis & Associates.

- **KFMO(FM) Lincoln, Neb.:** Sold by Herbert Burton to S. L. Agnew for $80,000. Mr. Agnew is a Chicago area businessman. Station was founded in 1958 and operates on 95.3 mc with 1 kw. Broker: Blackburn & Co.

- **WBOX Bogalusa, La.:** Sold by Ralph Blumberg to W. D. Womack for $70,000 (Broadcasting, Oct. 11). Mr. Womack of Venice, La., is an oil field service operator. Mr. Blumberg has been the object of a boycott because of his stand on integration (Broadcasting, March 22 et seq.). WBOX is a 1 kw daytimer on 920 kc.

- **WQOC(FM) Midland, Mich.:** Sold by Panax Corp. to Ned S. Arbary and group for $55,000. Panax Corp. is the former Mid-States Broadcasting Group headed by John P. McGoff. WQOC began broadcasting in 1961 and is on 99.7 mc with 40 kw. Broker: Hamilton-Landis & Associates.

- **KVT(TV) Sioux City, Iowa:** Sold by Peoples Broadcasting Corp. to Forward of Iowa Inc. for $3.5 million (see page 66).

- **KHOA Des Moines, Iowa:** Sold by Swanco Broadcasting Inc. to Mid America group for total of $711,000 (see page 66).

- **WKKE-AM-FM Huntington, W. Va.:** Sold by Wayne W. Geyer and associates to Reeves Broadcasting Corp. for $475,000 (see page 66).

- **KWKC-AM-FM Abilene, Tex.:** Sold by W. P. Wright and associates to Steve Goss for $400,000 (see page 66).

- **WSBP-AM-FM Sarasota, Fla.:** Sold by John Morgan Davis and Roger W. Clipp and group to Worth Kramer for total of $275,000 (see page 66).

**Community Television**

- Abilene, Tex.: TV Cable Service of Abilene Inc. sold by C. E. Tabor and associates to TeleSystems Corp., Glen- side, Pa. (group CATV owner) for over $1 million. Abilene CATV brings Dallas and Fort Worth TV stations as well as local KRLC-TV in Abilene to its 3,000 subscribers. It also carries weather and FM signals. System includes Sweetwater, Tex., area as well as Dyess Air Force Base.

**L.A. delays hearing on CATV jurisdiction**

A proposal that the city of Los Angeles take jurisdiction over community antenna television systems as public utilities will be heard Nov. 2 by the city’s Board of Public Utilities and Transportation. The hearing, scheduled for Oct. 19, was postponed at the request of attorneys representing CATV interests.

A report, signed by Robert W. Rus- sel, chief engineer and general manager, recommends that the city council by or- dinance declare CATV to be a public utility. Noting that a bill to put CATV systems under the jurisdiction of the state public utility commission had not passed during the last session of the state legislature, the report says that no action can be expected until 1967. Meanwhile, it notes, the FCC has as- serted jurisdiction over community ant-enna television.

Los Angeles already has the right to franchise CATV systems under an amendment to the government code enacted in 1963.

**Florida referendum approves CATV**

Citizens of Bartow, Fla. (pop. 15,000) have voted 601 to 573 to au- thorize their city council to issue an ex-clusive franchise for a community an-tenna television system.

Last May the city council voted to issue a franchise to Jerrold Electronics Corp. (group CATV owner), but re-considered and decided to hold a refer-endum. Jerrold proposed to pay the city 5% of the gross revenues for the first five years; 6% thereafter. It planned to bring in TV signals from Tampa-St. Petersburg, Orlando and Daytona Beach, all Florida, and to charge a $25 installation fee and $5 monthly. Other applicant was Universal Cablevision Inc., Cocoa Beach, Fla.
SDX examines access to news

Annual FOI report reviews Impact of Estes case and White House policies

The Supreme Court's ruling last June reversing the conviction of Billie Sol Estes was the "severest blow yet" to the battle of broadcasters and photographers seeking to overturn judicial Canon 35 prohibiting their coverage in the courtroom (Broadcasting, June 14).

This is the conclusion of the Sigma Delta Chi Committee for the Advancement of Freedom of Information in its annual report set for release today (Nov. 1). The committee describes the Estes case ruling as the most significant event in the freedom of information field for broadcasters during 1965, noting that otherwise "it was a fairly quiet year" for radio-TV in this respect.

"Local incidents were fairly rare and Washington activity affecting broadcast news was fairly static," the report states.

With respect to the Estes case, the report observes that although the court's decision was split 5 to 4 the "effect of the ruling was not. And hopes to permit even limited photographic or televised coverage of court trials were sent reeling. No longer is it a judicial canon blocking such coverage, but now a Supreme Court pronouncement."

The committee report also concludes that the Estes ruling has tended to discourage serious study of the potentials of TV in the courtroom and further describes it as "the most serious blow ever to attempts by journalists to modify the impact of the 28-year old Canon 35." Optimists, however, "saw a ray of hope in the narrowness of the vote" by the court, it adds.

"The debate may indeed continue for a long time," the report says, "but in practical terms access to the courts for cameras and microphones may have been snuffed out for an equally long time. The setback goes completely back to 1937 when press behavior at the Lindbergh kidnap trial gave rise to the introduction of Canon 35. Indeed that canon does not carry the weight of law. Last June's ruling does."

The committee report finds that broadcast newsmen in Washington "continue to find their patch cluttered by the need for special approval to move their cameras or microphones into many areas. The momentary desires or whims of petty bureaucrats or their bosses in Congress constantly block such permission to broadcasters."

Tourists Have More Freedom - Ironically, the report points out, "ordinary tourists can film in many areas inside and outside the Capitol where television cameramen operate only with special permission. These permissions are granted freely one day, withheld the next."

The SDX committee expresses concern over increased centralization of federal information releases at the White House. But at the same time it commends President Johnson for announcing at least some of his news conferences well in advance so that reporters other than White House regulars could attend and ask well prepared questions.

Criticizing the Post Office Department's refusal to disclose the names of young men hired as summer workers, the committee cites this problem as another reason for passage of a law requiring most federal records to be open to public inspection. "Such a bill was passed by the Senate Oct. 1 for the second straight year," the committee recalls, but the administration entered its opposition to it.

"It would have given cabinet officers the widest discretion," the committee claims, "and would have put the burden on the press to prove information should be made available rather than forcing officials to prove why it should be withheld. In brief, the changes suggested by the Johnson administration would have warped the whole impact of the legislation from 'open government legislation' to 'closed government legislation'."

The SDX committee praised Sen. Edward V. Long (D-Mo.) for pushing the Senate bill to passage there and Representative John E. Moss (D-Calif.) for resisting the administration demands in the House Information Subcommittee which he heads.

Julius Frandsen, Washington manager of United Press International, was the 1965 chairman of the SDX Committee on Freedom of Information. Vice chairman were Clark Mollenhoff of the Cowles newspapers, Murray Seeger of Newsweek, William J. Small of CBS and Professor Alvin E. Austin of the University of North Dakota.

Republicans propose TV access to House

A Republican task force in the House on congressional reform last week introduced two resolutions that would allow radio-TV coverage of proceedings on the floor of the House and in the committees.

The resolutions, introduced by Representative Robert P. Ellsworth (R-Kan.), would permit live televising and audio reports of House debate and of witnesses appearing before investigating committees.

Witnesses appearing before committees and subcommittees who do not want TV cameras or radio equipment to cover their testimony would be exempt from coverage.

Representative Ellsworth would also prohibit "editorial commentary" either before, during or after the televised event. He also would not allow the debates or the testimony to be taped or filmed for political purposes.

He said: "Congress has largely cut itself off from the electronic media. Our premiere media of communications today, and this has had a harmful effect in public understanding of the Congress and its operations. Full exploitation of the electronic media by the executive branch has given much of the American public the notion that Congress is only a vague gathering of elderly ladies and gentlemen in Washington whose function, to be sure, is to enact laws—but who had better get busy and enact them if the President requests them, or else the President will figure out some way to move them into action."

According to the resolutions, the broadcasts would be governed by the speaker of the House and the minority leader, or in committee, by the chairman

New job for Aubrey?

Close associates of James T. Aubrey Jr., who was deposed earlier this year as president of the CBS-TV network, revealed last week that he is discussing several prospective positions and projects, both here and abroad. They declined to give further details. One report said that Mr. Aubrey has been talking with Joseph E. Levine, president of Embassy Pictures, regarding an association with that company, but Embassy officials in New York said they had no knowledge of this development.
Which twin has the heterodyne?

If you want to carry color programming for any distance at all you need clean color tones like those of our heterodyne "twin" in the top set above. (It is in color, in case your magazine’s monochrome.)

Lenkurt’s 75A microwave relay system will deliver color or black and white TV clear and sharp because its heterodyne repeaters are especially designed for heavy-duty long-haul routes.

Since there’s no baseband demodulation enroute, there’s less chance for degradation of signals on a long-distance hook-up.

Yet you have the capability to drop TV channels for CATV or ETV operations along the way, which greatly extends the 75A’s flexibility. It exceeds CCIR specs for noise performance, and meets both CCIR and NTSC requirements for monochrome and color television transmission. Frequency stability is held to within \( \pm 0.002\% \). And one-for-three path protection is available.

If top performance is what you’re looking for, ask us about our true blue (not to mention red and green) 75A Microwave Radio. Lenkurt Electric Co., Inc., San Carlos, California. Offices in Atlanta, Chicago, Dallas, and New York City.

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and the ranking minority member. Representative Ellsworth said that the two resolutions were drawn up so that at least one of them could be passed without having an adverse effect on the other. But he predicted that if the Congress could get the bills into action early in the second session, the resolutions would stand a 50-50 chance of being approved by the Rules Committee and a slightly better chance of passage on the House floor.

Not Partisan? * Although Representative Ellsworth drafted the resolutions with the help of the House Republican Task Force on Congressional Reform and Minority Staffing, he disclaimed any partisan label on the proposals. He said: "Many responsible members from across the aisle have contem plated this for a number of years," and he asked: "Since this will eventually come to pass sooner or later, why not do it now?"

Cleveland Joins * In introducing the measures, Representative James C. Cleveland (R-N.H.), chairman of the task force, who praised Mr. Ellsworth for making this proposal public well in advance of the next session so that all interested parties may have an opportunity to scrutinize it and present any views or suggestions they might have.

As for some of the specific provisions of the resolutions, Representatives Ellsworth and Cleveland said that the prohibition of editorial commentary would not exclude newscasters from saying what was happening, but that it would keep them from saying, for example: "The Republicans are again obstructing the passage of the needed Great Society legislation" or, "The Democrats are again ram-rod ding through legislation, without adequate debate, that could severely imperil the fundamental rights of the citizens."

Broadcasting of the sessions of Congress and its procedures is not now allowed under a ruling by the late Speaker of the House Sam Rayburn which was reaffirmed by the present speaker, John McCormack (D-Mass.). But Representative Ellsworth said that he has been assured by the speaker that if he can get the bill out of the Rules Committee with a favorable vote, it will not be opposed by Mr. McCormack.

**Papal audience**

An estimated 52.6 million TV viewers watched the arrival of Pope Paul VI to celebrate high mass during the Pontiff's Oct. 4 visit to New York. According to figures released last week by A. C. Nielsen Co., the audience reached a peak of 23.9 million households at 8:30-8:45 p.m., NYT, coincidental with the Pope's arrival at Yankee Stadium, where the mass was celebrated. The industry estimates approximately 2.2 viewers per TV household.

Nielsen also estimated that 43.3 million households, or 80.4 % of all U. S. TV households, watched some part of the Pope's coverage during the day. The average viewing time was given at 3.9 hours per household. Most of the Pope's activities were covered by all three TV networks.

**ABC cleared on Vietnam fairness question**

The variety of views that have been broadcast on the war in Vietnam has virtually removed that controversial issue from the workings of the FCC's fairness doctrine, at least as far as ABC is concerned.

The commission indicated as much last week in rejecting a complaint against the network filed by the American Friends of Vietnam Inc., New York, following the telecast of *Agony in Vietnam.*

The Friends of Vietnam filed the complaint after the network denied its request for equal time to reply to what the organization called "a highly unbalanced presentation of a complex public issue."

The commission noted that it has held in the past that broadcasters can meet their fairness doctrine obligations without presenting contrasting viewpoints on controversial issues on the same program.

The question, it said, is whether a licensee acts within "the wide discretion afforded it to make judgments in this area of broadcasting journalism." Then it added:

"On the basis of the network's comments, it appears that the licensee has afforded reasonable opportunities for the presentation of opposing views on the Vietnamese situation."

The decision was supported by five of the six commissioners present at the meeting last week. Commissioner Lee Loevinger concurred in the result.

**ARB rating study excludes papal TV**

American Research Bureau, Belts ville, Md., ratings firm, has prepared its local market tabulations for September with a supplement which excludes the three-network coverage of the visit to the United States by Pope Paul VI (Oct. 4).

The supplement is based only on the first two weeks of the Sept. 15-Oct. 5 survey period and excludes (for the week of Oct. 4) Monday prime -time half hours; Monday-Friday averages; day part summaries, and the spot buying guide.

The special tabulation contains everything found in the regular report except the Tuesday through Sunday prime -time half hours, which are unaffected by the special programing on Monday.

**Aborted space shot costly to networks**

Although the TV-radio networks abandoned plans for coverage of the Gemini-Titan 6 mission last Monday (Oct. 25) when the space flight was aborted, it cost them an estimated $1.8 million.

The networks had made extensive preparations for coverage of the mission through last Wednesday (Broadcasting, Oct. 25) but the failure of the Agena rocket to achieve orbit prompted the National Aeronautics
and Space Administration to cancel the project at 11:54 a.m. Monday, 54 minutes after Agena was launched.

CBS and ABC each presented approximately one and one-half hours of coverage, while NBC carried the space story for three hours.

On the basis of national Arbitron figures for 11 a.m.-12 noon, a period during which all three TV networks provided common coverage, NBC scored a 12.1 rating with a 49% share, as against 8.3 for CBS (34% share) and 2.0 for ABC (8% share).

On the basis of estimates provided by the three networks, combined costs of last Monday’s coverage approximated $1.8 million. This figure included production, time and unrecovered costs for commercial pre-emption.

RKO sets deal with Garden

RKO General has arranged with New York’s Madison Square Garden to telesport events on a delayed basis. First event was the Oct. 21 Tiger-Giardello fight which RKO’s wvo-tv New York presented on video tape 24 hours later. To protect its box-office, the station withheld promotion until the fight was over, and will follow the same procedure on future events.

Long disclaimer surrounds Nazi’s shows

George Lincoln Rockwell, dressed in a business suit and seated in front of a Nazi flag, appeared on wrc-tv Washington last Thursday and Friday (Oct. 28-29) in five minute paid political telecasts to promote his candidacy for governor of Virginia.

In the programs, 7:25-7:30 p.m., sponsored by the George Lincoln Rockwell Party Inc., the leader of the American Nazi party warned of a plot to use “armed and agitated black savages” in fomenting a Communist revolution in the U. S. He called on all Americans to “be prepared to stand up against this black revolution” and said part of the plot entailed turning over Washington “to these black savages through home rule.”

The programs were notable for the extended disclaimer that preceded and followed them. Wrc-tv announced that it was presenting the programs as paid telecasts in accordance with Section 315 of the Communications Act providing for equal time for all candidates and that the station was “forbidden by law” from editing or censoring Mr. Rockwell’s remarks.

Wrc-tv said all four gubernatorial candidates in Virginia had been advised of the time available on the station, that Mr. Rockwell and another candidate had purchased five-minute programs, and the other candidates had bought spots.

Mutual to consider longer newscasts

The semi-annual meeting of the Mutual Affiliates Advisory Council will be held Friday (Nov. 5) at the Continental Plaza hotel in Chicago.

Robert F. Hurleigh, MBS president, will offer a proposal that the network provide longer radio newscasts several times a day.

MAAC consists of 25 representatives elected by the network’s 505 affiliated stations in two market categories, metropolitan and nonmetropolitan.

Goldman forms own company

Harold Goldman, partner of Henry Sapperstein, in TV program production and distribution, has formed his own independent motion picture production company, Cinema Productions International. Filming of 13 features has been scheduled for its first year of operation.

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GATES NEW CARTRITAPE II

Here is the ultimate in truly professional all-transistor cartridge tape systems. Cartritape II provides uncompromising audio quality and outstanding reliability. Available in monaural or stereophonic versions, with 1, 2 or 3 cue tone functions for automatic control of external equipment.

Construction is modular with easy expansion of facilities as desired. Other features: in-line cueing, separate record and playback heads, positive cartridge indexing. Meets new NAB recording standards. For detailed information, write for brochure 113.

Monaural Record/Playback unit only 5/4” high. Available for rack or desk-top installation. System can be expanded quickly with the addition of inexpensive plug-in amplifiers.
Klan prevails in Bogalusa

Broadcaster who spoke up is forced to sell—but he takes honors with him

The victim of an advertisers' boycott allegedly inspired by the Ku Klux Klan sold his station last week, a few days after he had been given the highest award of the Radio Television News Directors Association.

In an emotional climax to the RTNDA's annual conference in St. Petersburg, Fla., on Oct. 23 Ralph Blumberg, owner of wbox Bogalusa, La., was presented with the Paul White award—and with it $1,014 that was spontaneously collected from the assembled news directors. Mr. Blumberg was honored for upholding the principle that "those in communications should be free to speak without harassment."

In presenting the award, Richard Cheverton, of WOOD-AM-FM-TV Grand Rapids, Mich., said that Mr. Blumberg's position on civil rights had reaped a 13-month harvest of "hatred, economic sanctions and violence against himself, his family and his radio station."

The Bogalusa broadcaster said Klansmen had shot up his transmitter and persuaded local advertisers to boycott kbox. The station's monthly revenue had fallen from $4,000 to $400, he said, and he was no longer financially able to hang on. A few days later he found a buyer (see page 67).

Following the presentation, the trophy bowl was passed among RTNDA delegates and when it was returned to Mr. Blumberg it contained $1,014.

RTNDA Code: As the four-day session closed, the delegates also approved a new Code of Broadcast News Ethics to replace the code that has been in effect since 1950. The new code was written in the light of new journalistic procedures and the emergence of TV as a major news medium.

The 10-article code notes that the prime responsibility of newsmen "is to provide to the public they serve a news service as accurate, full and prompt as human integrity and devotion can devise."

The articles call for newsmen:

- To inform the public in an accurate and comprehensive manner.
- To offer timely and accurate information presented in the light of relevant circumstances that give it meaning and perspective.
- To select news on the "criteria of significance, community and regional relevance, appropriate human interest, service to defined audiences. It excludes sensationalism or misleading emphasis in any form; subservience to external or 'interested' efforts to influence news selection and presentation, whether from within the broadcasting industry or from without."
- To display "humane respect for the dignity, the privacy and the well-being" of persons involved in the news.
- To govern themselves at all times "in a manner that will protect them from conflict of interest, real or apparent."
- To attempt to present all the news in the public interest "no matter what selfish, uninformed or corrupt efforts attempt to color it, withhold it or prevent its presentation."
- To recognize broadcasting's responsibility for "informed analysis, comment and editorial opinion on public events and issues."
- To conduct themselves in court "with dignity whether the court is in or out of session. They shall keep broadcast equipment as unobtrusive as possible. Where court facilities are inadequate, pool broadcasts should be arranged."
- To avoid practices that might interfere with the right of an individual to a fair trial in 'reporting matters that are or may be litigated."
- To "actively censure and seek to prevent violations of these standards and actively encourage their observance by all newsmen...."

Also decided at the conference was the selection of Los Angeles as the site of the 1968 convention, overriding the site committee's recommendation of Boston. The 1966 convention will be held in Chicago and the 1967 conference in Toronto.

Seeberg forms new music license group

Formation of a new performing rights society, disclosed by the Seeberg-Corp. last spring (Broadcasting, May 17), was formally announced by Seeberg last week.

The new organization is the Coin-Operated Phonograph Performance Society (COPPS), and the announcement said it would license its music exclusively for use in coin-operated machines. Seeberg is the biggest company in the jukebox field. The announcement said that in order to supply the music, Seeberg had become "one of the largest and busiest producers of recordings in the country," recording music under copyrights acquired by COPPS.

In all, COPPS was said to represent more than 4,000 musical copyrights, and plans to continue expanding until "eventually" it can sign artists of its own to exclusive recording contracts. The announcement said COPPS had already "taken its place beside the reigning giants" of the music licensing field, the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC. Actually, unlike COPPS, the existing organizations license their music to all sorts of users except jukeboxes, which under current law do not have to pay performance royalties.

Since efforts are being made to eliminate this so-called jukebox exemption from the copyright law, there has been speculation that—whether this is the intent or not—the existence of COPPS, with its own catalogue of copyrighted music, would put the jukebox operators in a stronger position to bargain with
existing music-licensing organizations if they ever find it necessary to do so.

COPPS plans to make its records available to jukebox operators “by a leasing arrangement rather than by outright sale.

**NBC, Universal TV in $50 million deal**

An unusual arrangement reportedly has been concluded between Universal TV (MCA) and NBC calling for a long-term commitment giving the network the TV rights to nearly 100 motion pictures and a number of specially produced feature films.

A Universal spokesman indicated last week that the size of the agreement could be assessed in the millions of dollars. One report put the figure at more than $50 million.

NBC officials refused comment, saying that they would stand with the network’s earlier announcement (BROADCASTING, Oct. 25) that it had purchased 15 features from Universal and would begin showing them in the fall of 1966. NBC also had disclosed that the network and the studio would develop a number of two-hour features produced especially for TV and expect “six or more” of these to be shown in the 1966-67 season.

But last week’s report indicated the deal went much further and actually included a group of pictures split 60-40 for network and owned-station presentation.

NBC currently is telecasting movies on two nights a week (Tuesday and Saturday nights). The purchase price of top features released by major studios to TV has been increasing and is now in the neighborhood of $450,000 to $500,000. Individual movies for owned stations, however, would command a much lower price, though reports said the five-market cost would be about $100,000 for each feature.

**Another court case on movies on television**

George Stevens, veteran producer-director of theatrical motion pictures, has gone to court in an attempt to halt any TV editing of or insertion of commercials into the broadcast of one of his most famous pictures, “A Place in the Sun.” The picture, based on Theodore Dreiser’s The American Tragedy, won six Academy Awards in 1951.

In his complaint, filed Tuesday (Oct. 26) in Los Angeles Mr. Stevens asserts that the picture was made under a 1946 contract between himself and Liberty Films which gave him the sole right “to edit, cut and score the motion picture.” This agreement was breached, he claims, when “A Place in the Sun” was licensed to NBC-TV as part of a package of the theatrical pictures from Paramount Pictures. Liberty is described in the suit as a wholly owned subsidiary of Paramount.

The complaint, filed by the Hollywood law firm of Staff, Mosk & Rudman, asks the court to issue an order enjoining the defendants from cutting, editing or scoring the film to insert commercials and from broadcasting the edited version. If the film is broadcast, Mr. Stevens asks damages of an amount to be determined at trial but not less than $1 million, plus another $1 million in exemplary damages.

Named as defendants are: NBC, Paramount Pictures Corp., Paramount Television Productions, Liberty Films, five California TV stations affiliated with NBC-TV (KERO-TV Bakerfield, KMJ-TV Fresno, KCRA-TV Sacramento, KBW-TV Salinas, KRON-TV San Francisco), other unnamed NBC-TV affiliates, advertising agencies placing commercials on the network and manufacturers whose products are advertised on NBC-TV.

The Stevens suit seems to parallel that of Otto Preminger over the broadcast of his film “Anatomy of a Murder” on ABC-TV, the New York supreme court, where Mr. Preminger instituted his action (BROADCASTING, Oct. 11) refused to halt the Oct. 16 broadcast of the film with commercials, but did order the network not to edit out any of the picture’s footage (BROADCASTING, Oct. 18).

**Griffin for Crane?**

Westinghouse Broadcasting Co. reported last week it is in negotiation with ABC-TV affiliates to replace The Les Crane Show, which is being dropped by the network on Nov. 12, with WBC’s syndicated late-night program, The Merv Griffin Show. WBC said the Griffin show already has been bought by one ABC-TV affiliate, WTWN-TV Columbus, Ohio, to fill the time period currently occupied by the Crane program. New sales on the Griffin series also include WTJ (TV) Miami and KCRA-TV Sacramento, Calif., raising the total number of markets sold to 29.

**It’s anybody’s NCAA ball**

Everyone gets into the act as WNDU-TV pickups for Notre Dame

The inability of a TV station to prevent a community antenna system from carrying its programs last week had expanded to a full-blown broadcasting-government-CATV-sports hassle involving two major group-CATV operators, a TV station, a university, the FCC, Congress and the National Collegiate Athletic Association.

WNDU-TV South Bend, Ind., which is owned by Notre Dame University, had been told by the National Collegiate Athletic Association that unless the station could stop four cable systems from picking up its Notre Dame football game telecasts, the NCAA would not extend permission allowing this coverage to be revoked. WNDU-TV tried, said the CATV’s wouldn’t accede and asked the NCAA to reconsider. The NCAA’s TV committee rejected the plea saying unless the situation was cleared up there would be no more special authorizations for Notre Dame, which has been getting them for 10 years.

However, the station also asked the FCC for help. And the commission which only last month overturned an NCAA policy for KLTV-TV Tyler, Tex., and allowed it to pick up the Texas-Oklahoma game from KRLD-TV Dallas as being in the public interest (BROADCASTING, Oct. 18) seemed ready to meet the challenge.

Although at the time of the KLTV decision the FCC said it was not to be considered as precedent or policy setting, it has opened the door for a further look at the NCAA TV committee’s policies. The FCC told William T. Hamilton, vice president and general manager of WNDU-TV, the matter is of some concern and implied no immediate answer is available. But in a letter to the NCAA committee, the FCC said it wants to meet with that group to see what, if anything, they can come up with that will not hamper stations and still allow for protection of NCAA-member schools.

On Capitol Hill, Congressional concern was expressed by Senator Vance Hartke (D-Ind.), a member of the Communications Subcommittee of the Senate Commerce Committee, who called the “pirating of the station’s signal by the cable operators ... a reprehensible action. It’s possible that we might hold
changes of some sort to determine the rights and wrongs of the issue and to try to get the NCAA to release the school to broadcast the games."

Representative John Brademas (D-Ind.) said he had received letters and petitions carrying the names of more than 1,000 constituents in the station's signal area calling for action by the FCC or Congress to overturn the NCAA's decision.

Fred Lieberman, president of Tele-Systems Corp., Glenisde, Pa., which owns two of the CATV's involved in the case, said that Indiana, called the NCAA attitude "sort of ludicrous." He said the NCAA knows that WNDU-TV has nothing to do with the CATV's, has no control over them, and asked why the station should be pressured.

Jerrell Corp., operator of the systems in Lafayette and Logansport, both Indiana, had no comment.

Seemingly at the crux of the matter is the NCAA's ruling that authorization for a pickup be limited to the school's TV area and that any extension of this signal beyond the specified limits nullifies the special permission. Although this is not worded in such a manner in the current NCAA TV plan, the new plan which was just approved by the NCAA membership 210-17, and which goes into effect next year contains an outright ban on CATV pickups, but again places the responsibility on the school and/or station.

Asa Bushnell, program director of the NCAA TV committee, said last week that when the last TV plan was adopted in 1963 the present CATV situation did not exist and now the committee feels it is impossible to police the situation without the blanket ban on CATV carriage. He said NCAA had made no attempt to deal directly with the CATV's in this case.

In a letter to Mr. Bushnell, FCC Chairman E. William Henry noted the NCAA's awareness of the "great interest and public benefit" in these special telecasts. "The commission, therefore, wholeheartedly agrees with the essential purpose ... and would urge that it be generously implemented to achieve that purpose."

Although the FCC recognizes that CATV pickups may cause problems for the NCAA, Mr. Henry said the commission feels that the TV committee should consider carefully the potentially adverse effects of any blanket cut-off of important local telecasts stemming solely from the extension of local signals by CATV systems.

He said such consideration in a case like Notre Dame's should include the fact "that the game is received by only about 7,000 CATV-wired homes in three communities, as against the 162,000 homes able to receive WNDU-TV."
signed for next year's first quarter are AT&T, Kraft Foods and Lehn & Fink Products Corp.

King gets Herman, Freddie TV shows

King Features Syndicate, New York, has secured TV rights to two new comedy-adventure shows. One, an animated cartoon series, is produced by TV Cartoons Ltd., London, with the vocal group Herman's Hermits. The other, filmed in color, will feature Freddie and the Dreamers on location in Europe.

Al Brodax, TV director, said the acquisitions were both arranged through Premier Talent Associates Inc. Herman's Hermits will include caricatures of the five vocalists with their recordings fitted to the action. The other music group, Freddie and the Dreamers, Mr. Brodax said, would appear as themselves in comedy-adventure situations filmed around London.

The animated show, Mr. Brodax indicated, could be scheduled Saturdays, either mornings or early evenings, noting that the Beatles, another King Features cartoon show, is now programmed Saturdays (10:30-11 a.m., EST) on ABC-TV.

Mr. Brodax said four cartoon specials are being planned for the Beatles show, each of one-hour or 90-minute duration. The animated specials, produced by TV Cartoons Ltd., will be scheduled for Christmas 1966 and thereafter.

Film sales...


Richard Boone (NBC Films): KXGN-TV Glendale, Mont.; WFLD-TV Chicago.


Victory At Sea (NBC Films): KXGN-TV Glendale, Mont.

Panic (NBC Films): WDEF-TV Chattanooga.

Hopalong Cassidy (NBC Films): KJEO-TV Fresno, Calif.

Astro Boy (NBC Films): KSL-TV Salt Lake City.

People Are Funny (NBC Films): KXLY-TV Spokane, Wash.

Hennesey (NBC Films): KJOM-TV

Albuquerque, N. M.; WBIR-TV Knoxville, Tenn.

Laramie (NBC Films): WREC-TV Memphis.

Famous Fantasies (NBC Films): WLBZ-TV Bangor, Me.; KARD-TV Wichita, Kan.

Flight (NBC Films): WITN-TV Washington, N. C.

The Bob Poole Show (Poole Productions): WRVA-TV Richmond, Va.; WSUN-TV St. Petersburg, Fla., and KARK-TV Little Rock.

It's a Wonderful World (Trans-Lux): KGGM-TV Albuquerque, N. M.

The Magic Room (Trans-Lux): WUFT-TV Gainesville and WJXT-TV Jacksonville, both Florida, and KAEF-TV Phoenix.

The American Civil War (Trans-Lux): KETA-TV Oklahoma City and KWSC-TV Pullman, Wash.

Judge Roy Bean (Banner Films): WBRC-TV Greenwich, S. C.; WCTV-TV Tallahassee, Fla.-Thomasville, Ga., and WBIR-TV Knoxville, Tenn.

Tzarcan Features (Banner Films): KLKB-TV Lubbock, Tex.

Dodo—The Kid From Outer Space (Embassy): WHEN-TV Syracuse, N. Y.


Sons of Hercules (Embassy): WKBV-TV Youngstown and WKEF-TV Dayton, both Ohio; WTHI-TV Terre Haute, Ind.; WCOV-TV Montgomery and WTYY-TV Dothan, both Alabama; WADM-TV Laurel-Hattiesburg, Miss.; WJTV-Columbia, S. C., and KYW-TV Philadelphia.


Radio series sales...


Carlton Fredericks (Hartwest Productions Inc.): WPN St. Petersburg, Fla.; WATV Birmingham, Ala., and WSNY Schenectady, N. Y.

Top of the Pops (Hartwest Productions Inc.): KYLT Missoula, Mont.; KNEW Spokane, KORD Pasco, and KJMA Yakima, all Washington; WRTT Milwau-kee, and KCAP Helena, Mont.

Earle Nightingale Program (Nightin- gale-Conant): 3AW Melbourne, Australia; CHEM Calgary, Alberta; CHET Prince Rupert, B. C.; KHAK Cedar Rapids, Iowa; KXRA Alexandria, Minn., and KATL Miles City, Mont.

Jimmie Fidler Hollywood News (Jimmie Fidler): KINO Winslow, KALF Mesa, both Arizona, and KONE Reno.

Program notes...

Kelly special • NBC-TV plans a special in color for the 1966-67 season with Gene Kelly as star, producer and director. The one-hour show will combine live action with animation to recreate the fairy tale of "Jack and the Giant Slayer" scheduled for next March.

Media Brokers • Consultants

California 6 AM's priced from $125,000 to $600,000. 1 FM at $67,500.

Arizona Terms available.

Hogan-Feldmann, Inc.

4404 Riverside Drive, Burbank, California 91505

Area Code 213 849-3201
Beanstalk.” Bill Hanna and Joe Barbera will produce the animated sequences.

Coming specials: Three new one-hour specials NBC will colorcast this season were announced last week. A Nov. 28 (Sunday, 9-10 p.m. EST) special, The Julie Andrews Show, will feature, in addition to Miss Andrews, Gene Kelly and the New Christy Minstrels. Scheduled for later this season are: Humor in Politics, narrated by Jack Paar, and an as yet untitled program on the recent international tour of the Broadway musical “Hello Dolly” with Mary Martin.

Boston Pops too: Seven Arts Television will produce 13 one-hour color specials spotlighting the Boston Pops Orchestra aimed for network showing during the 1966-67 season. Seven Arts has produced and distributed to stations 26 one-hour black-and-white programs featuring the Boston Symphony Orchestra.

Space special: “Footsteps on the Moon,” the second in a series of six one-hour Man in Space TV specials produced by Seven Arts Television, will be syndicated in November. “Gemini,” the first program in the series, was released earlier this year, and has been sold in 27 markets.

Relocation: Olas Corp., Gates Mills, Ohio, will relocate its headquarters to 2800 Euclid Ave., Cleveland, because of rapid growth and addition of new staff members, according to Robert S. Buchanan, president. Olas produces and syndicates the one-hour color-taped TV adventure series Of Lands and Seas.

New package: A feature film package, Variety 9, has been put into TV distribution by Richard G. Yates Film Sales, New York. The nine films in the package are: "Face of Terror," "Cry of the Bewitched," "Hard Road Home," "Den of Doom," "Arms Against the Law," "Blood Feud," "Wolves of the Deep," "Desert War" and "The Hunt." Comedy writers: Universal TV has signed George Balzer, Hal Goldman and Al Gordon, writers from the Jack Benny staff, to develop a new comedy series. In radio and TV, Mr. Balzer’s association with Jack Benny has been for 23 years, while Messrs. Goldman and Gordon each have a 17-year association.

'Tis the season: With the Christmas season fast approaching, Mennonite Broadcasts Inc., Harrisonburg, Va., is offering a special radio Christmas package. Included in the package are: a five minute daily special, 11 carols sung by the Mennonite Hour Singers, and 40 spots devoted to the significance of Christmas.

Travel film: Association Films Inc., New York, is distributing a 14½-minute, 16mm color film, Arizona, available on free-loan to TV stations, colleges, travel agents and adult organizations. Presented as a public service by American Airlines Inc., the film describes panoramic views of the southwestern state’s natural wonders and scenic attractions.

EQUIPMENT & ENGINEERING

Groundwork laid for NAB engineers’ meet

Preliminary plans for the 1966 NAB Broadcast Engineering Conference held in conjunction with the National Association of Broadcasters annual convention were made last week as the BEC committee met in Washington. Subcommittees were named to secure luncheon speakers and suggest a recipient for the annual engineering award. The conference and convention will be held in Chicago, March 27-30.


Stereo sound system for TV described

A stereo sound system that is "compatible" with the present television system was described last week before the National Electronics Conference in Chicago. Both TV transmitter and receiver must be modified slightly before it will work with present equipment.

Some 25,000 engineers attended the NEC which continues to expand deeper into nonradio and TV electronic fields such as military and space.

The stereo-audio concept for TV was explained in a paper by F. T. Thompson and J. E. Lanbright, engineers with the Westinghouse Research Laboratories, Pittsburgh. They said the new TV audio system is multiplex, similar to the present FM stereo method, and would work with both monochrome and color TV.

They said the new system differs from FM stereo largely in the choice of a different subcarrier frequency and the method of subcarrier synchronization. A new subcarrier of 31.5 mc is synchronized at the receiver by the available 15.75 mc horizontal synchronizing pulses, it was noted.

"The problem of interference between the subcarrier and sweep harmonics is eliminated since they are identically synchronized and therefore locked together in phase," the paper said.

Advantages claimed for the stereo
system include: (1) it provides two channels of high fidelity audio to accompany the video telecast; (2) it provides excellent separation which extends over the 15 kc bandwidth; (3) the system is fully compatible with standard color and black-and-white TV systems; (4) the system does not require a pilot carrier and this eliminates visual and audible interference problems, and (5) the system "is simple, efficient, economical and provides a better signal to noise ratio than the conventional F.M. broadcast band system."

N.Y. archdiocese buys RCA gear for ETV

RCA last week announced that it has been chosen by the Roman Catholic archdiocese of New York to design and install one of the largest educational television complexes in this country. The system, which will operate in the 2,500 mc band, would cover a 10-county area in New York state and could encompass 400 elementary and secondary schools. Program origination will be at a TV center to be built in Yonkers, N. Y., and transmissions will be made from seven points in the archdiocese.

Frank M. Folsom, chairman of the executive committee of RCA, said the company will supply equipment for 3,000 classrooms, including color and black-and-white receivers.

FCC asked to explain who can use satellites

The FCC was urged again last week to allow people other than the international common carriers to deal directly with Comsat for the use of leased channels. The request was contained in comments filed by the Associated Press, Dow Jones & Co., Aeronautical Radio Inc. and Air Transport Association of America on the question of who, besides the international common carriers, is an authorized user of the satellite systems. Under the Communications Satellite Act, Comsat was ordered to deal only with established international carriers and "other authorized users.

AP said it had need for a full-period, voice grade channel between the U. S. and Europe for the transmission of textual and pictorial news material. The news service said that both as a matter of law and as a matter of public policy it should be authorized to lease channels directly from Comsat.

Dow Jones told the commission that it should permit free access to the satellite by all interested users to enable the broadest and most efficient development of satellite communications.

The company said that the service offerings of some of the common carriers were relatively inflexible and that some users would be prevented from using the satellite system if they had to go through the carriers.

MGM Telestudios adds color gear from fair

MGM Telestudios, New York, expects to have eight color television cameras in operation shortly after a purchase of RCA equipment announced last week.

MGM is buying four color-TV tape recorders and four color-TV cameras from RCA, equipment which had been installed at RCA's pavilion at the New York World's Fair. Last year MGM bought equipment used by RCA during the fair's opening season: a color mobile unit, three color cameras and another vehicle outfitted for taping color programs.

Technicolor opens TV processing plant

Technicolor Corp. last Monday (Oct. 25) opened a new film processing facility at Universal City, Calif., a 60,000-square-foot plant to be devoted entirely to the processing of films for television. The new plant will operate on a round-the-clock, five-day-a-week schedule. It has facilities to handle the processing of all TV shows now being filmed in Hollywood, the company claims.

The new film laboratory, said to be the first built exclusively for TV film processing, marks Technicolor's entry into the TV film processing field. The move was prompted, a company spokesman said, by demands from TV film producers desiring the kind of color reproduction they have been getting from Technicolor for their theatrical pictures for 50 years, plus the vastly increased volume of color programming on the TV networks this season.

NAB group to study engineering management

Broadcasters from 23 states and Venezuela will take part in the National Association of Broadcasters first Engineering/Management Seminar at Purdue University, Lafayette, Ind., Nov. 29 to Dec. 3.

George W. Bartlett, NAB vice presi-
BPA set to invade D.C.

Four-day agenda to analyze nuts and bolts of promotion;

FCC's Lee, Monday panel to offer government insights

About 500 promotion men are expected in Washington next week for the 10th annual seminar of the Broadcasters' Promotion Association, Nov. 7-10 at the Shoreham hotel.

FCC Commissioner Robert E. Lee will speak at the keynote luncheon Monday (Nov. 7). Lou Hazam, producer of documentaries for NBC-TV, will address the awards luncheon Tuesday (Nov. 8).

The informal Sunday agenda calls for a special four-hour BPA tour of Washington at $2 per person. That evening has been set aside for network meetings.


Tuesday's agenda includes a morning business meeting and three afternoon panels: "Radio Promotion—on the Air Art Form," "Color TV Promotion" and "Outsiders Look at Us!" A reception by the trade press and a banquet will be held that evening.

Five panels set for the closing Wednesday morning meeting are: "Will the New Research Help Radio," "TV by the Numbers," "The Computerized Rep, Agency and Station," "Community Antennas—Promotion Asset or Liability?" and "How to Reach the Timebuyer.

In addition to the usual display of ads and promotions used in print media, merchandising and special events promotion, the 1965 seminar will feature a Big Idea Exchange where projectors and tape recorders will be set up to run off sample TV and radio spots. Exhibits in all these categories are being sought by the BPA committee.

For the Ladies • Heywood Meeks, WMAL-TV Washington, general chairman of the 1965 seminar committee, said the BPA wives aren't being overlooked. On Monday they can visit the embassies of Morocco and Iran and tour Mount Vernon. The Tuesday schedule starts with a special tour of the White House, visit to the Smithsonian Institution and Capitol, and a fashion show at a department store.


Drumbeats . . .

Help for VISTA • KABC-TV Los Angeles has been commended for its donation of a 20-second and 60-second commercial for VISTA by Sargent Shriver, director of the Office of Economic Opportunity. The station absorbed all the costs of production, including time, facilities and talent, of the films which describe VISTA and ask people to join the organization.

Contest within a contest • The magic number was 268,769 but for Sam Taricone, media supervisor at Needham, Harper & Steers, New York, the number 269,333 was just as good. The latter figure is the number of pieces of mail he guessed would be sent to WFTV(TV) Orlando, Fla., during its recent contest, the former figure is the actual number. Shown above, with his prize of a television set are (l to r): Joseph L. Brechner, president of WFTV; Mr. Taricone; and Jim Theiss, vice president of Blair Television, WFTV's rep.

Mayors' awards • Entries are now being accepted by the U.S. Conference of Mayors and Broadcast Pioneers for the third annual Mayors' awards. The awards are given to stations for their nonnetwork public service programs. Entries, which must be submitted by Feb. 1, 1966, should be sent to the Mayors' Awards Committee, Broadcast Pioneers, 589 Fifth Avenue, New York 10017.

Electronics award • Dr. William G. Shepherd, vice president of academic administration at the University of Minnesota and internationally known in electronic sciences and engineering research for 30 years, has received the 1965 Award of Merit from the National Electronics Conference. The award was presented in Chicago.

Fight against leukemia • For his work to aid children suffering from leukemia Ralph W. Beaudin, president of WLS-AM-FM Chicago, has been named St. Jude Man of the Year by Danny Thomas. Mr. Thomas, president of Aiding Leukemia Stricken American Children and founder of St. Jude children's hospital, presented the award in Chicago.

Kiwanis award • Ward L. Quaal, president of WGN Inc., has been presented a gold medal by Kiwanis International. The medal, the first presented by Kiwanis International to a member of the communications industry, was given in recognition of his and WGN-AM-TV Chicago's service to the community in cooperation with the Kiwanis group.

Paperback premiums • Radio stations which carry Here's Heloise series will be able to offer the program's sponsors premiums in the form of paperback books with sponsor and station identification. King Features Syndicate, distributor of the series, has mailed sample copies of the book "Heloise's Kitchen Hints," to more than 400 stations. King Features also reported it would make the offer to stations on "Heloise's 1966 Diary Appointment Calendar."
Sounds—and sights—music week in Nashville

It's a sideshow, carnival, July 4th picnic, political convention and handshaking record-plugging derby all rolled into one. That's what country music week looks and sounds like in Nashville.

Although more than 3,700 disk jockeys, songwriters, musicians, record pluggers, instrument sellers and others registered for the 40th birthday celebration of WSM's Grand Ole Opry Oct. 21-23, there were many kindred events held during the week by other groups.

The Country Music Association elected new officers (BROADCASTING, Oct. 25), and inducted Ernest Tubb, the Texas troubadour, into C&W Hall of Fame as its sixth member. Broadcast Music Inc. held its annual awards dinner and used the occasion to introduce its new president, Robert B. Sour. Columbia Records opened a new recording studio.

But the reason that most persons came to Nashville was to take part in the Opry party.

The lobby of the Andrew Jackson hotel (upper right) looked continually like it does here. Posters were everywhere: hanging from railings, taped to walls, posts and even people.

Those who came to hear Opry stars performing live in the 68-year-old Ryman Auditorium were not disappointed. There was a two-and-a-half hour Opry Spectacular, with virtually every Opry performer taking stage for 8 or 16 bars of a hit song. One of the few non-singing moments Friday morning came when John H. DeWitt Jr., president of WSM Inc. (lower right), made a few remarks.

That afternoon more than 200 attended a panel discussion of the FCC's new radio renewal form and program log. The youngest student of the form was Lana Jo Eager, 7, from whose Lancaster, Ohio, who attended with her mother (lower left).

After that it was nothing but music, eating and drinking. Decca, United Artists and Capitol Records held cocktail parties; Columbia held a box lunch; RCA had a breakfast; Musicor Records and Pamper Music held dances; Mercury and Starday Records opened the doors of recording sessions.

On Friday night, the show began at 6:15 p.m. as the weekly National Life & Accident Insurance Co. TV show was taped. Among the stars were the Willis Brothers (left center). Then it was live radio from 7-10:30 p.m. for the regular Friday night Opry.

Saturday night the four-and-a-half hour Opry was pushed back to start at 6 p.m. and ran for six hours until midnight. By that time the pews in Ryman, which was once a revival hall, were hard indeed but the enthusiasm of the audience never wavered. The Saturday night show featured old time Opry members like Cousin Jody (upper left) a toothless, steel guitar wizard with an attractive blond bass player, and newer stars like Norma Jean (lower center), who sang while the host for that half-hour, Porter Wagoner, raised his hands to cue applause.

No artist sings on the Opry without being interrupted by applause, usually several times during a number. Whether the song is well known or not, the ap-
Lights go on for station publicity

Now with the help of a special news cruiser a station can carry its advertising promotion or public service messages where ever it wants to go.

The unit is the Visual News Cruiser, manufactured by Time O Matic Inc., Danville, Ill. A small truck supports the oval-shaped device which has lights that flash on to spell out a message. The speed of the message can be adjusted including a complete stop for special emphasis.

With no moving parts, the unit has its own self-contained generator.

WIBC-AM-FM Indianapolis was the first station to order and use the cruiser. It is being distributed by Mars Merchandising Co., division of Pepper Sound Studios Inc., Memphis, Tenn.

CATV firm describes itself

Adding its own voice to the fall publicity of television’s new shows was Gulf Coast Television, based in Naples, Fla. In a special fall TV supplement of the Collier County (Fla.) News the community antenna television company ran, among others, a two page ad outlining the areas in Naples which could immediately be connected to cable-TV. The supplement featured articles on the history and use of cables for television.

New AM and FM stations recommended in Canada

New AM and FM stations have been recommended for licensing by the Canadian Department of Transport at the September meeting of the Board of Broadcast Governors at Ottawa. Satellite AM, FM and TV stations also were recommended, as were changes in facilities and ownership change.

Among new stations recommended was one at London, Ont., for Middlesex Broadcasting Ltd., with 5 kw on 1290 kc. At Melfort, Sask., Minno Walter Hooge was recommended for a license for a 10 kw station on 1420 kc. Metropolitan Broadcasting Ltd., Winnipeg, Man., was successful in its application for an AM station at Regina, Sask., with 5.9 kw on 92.1 mc. A new FM station is to be built by CKOT Tillsonburg, Ont., on 100.5 mc with 1.135 kw.

International film sales...


A Christmas Carol (Seven Arts): CFCF-TV Calgary, CJMH-TV Lethbridge, CHAT-TV Medicine Hat and CFRN-TV Edmonton, all Alberta; CFCY-TV Charlottetown, P.E.I.; CHHT-TV Halifax, N. S.; CKWS-TV Kingston, CKCO-TV Kitchener, KFCH-TV North Bay; CJJO-TV Ottawa, CHWV-TV Pembroke, CHEX-TV Peterborough, CKPR-TV Port Arthur, CKSO-TV Sudbury, CFCL-TV Timmins and CFPTV Toronto, all Ontario; CFCF-TV Montreal; CHAB-TV Moose Jaw; CFSQ-AM Saskatoon and CFJR-TV Swift Current, all Saskatchewan and CJSR-TV Winnipge, Man., all Canada.

The Legend of Jesse James (20th Century-Fox TV International): Bought by Young & Rubicam for Lipton Soups for telecasting on WAPA-TV San Juan, P. R.

Lost in Space (20th Century-Fox TV International): ABC Television Ltd., for telecasting in Great Britain.

Peyton Place (20th Century-Fox TV): Associated Rediffusion, London, and Cinevideo, Brazil.


Aboard in brief...

Mexican office: Braverman, Shaw & Associates, radio program production firm with headquarters in Santa Monica, Calif., has opened an office in Mexico City to handle the Latin-American market for the firm’s syndicated radio programs and to provide translations for use by Spanish language stations in the U.S. Miss Marty Fournier is manager of the new office, at 827 Nicolas San Juan.

Caribair appointment: Caribair, San Juan, P. R., an airline operating in the Caribbean area, has appointed Young & Rubicam, San Juan, as its advertising agency.

INTERNATIONAL

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BROADCASTING, November 1, 1965
BROADCASTING, October 25, 1965

BROADCAST ADVERTISING


Scott Reynolds, merchandising director at Bliss/Grunewald, New York, elected VP. Roy Peterson, art director at Doyle Dane Bernbach, that city, joins B/G, as art director.

Robert R. Dunaney, VP with Bearden-Thompson-Frankel, Atlanta, named account executive at Gerald Rafshoon Advertising, that city.

C. Maury Jones Jr., and Guy V. Ponthius Jr., account group heads with BBDO, New York, elected VP's.

Joseph H. Therrien, head of media department of Dancer-Fitzgerald-Sample, San Francisco, elected VP.

Pat Brouwer, timebuyer with Compton Advertising, Chicago, promoted to head timebuyer.

Carroll B. Sugar named regional account executive on American Motors account at Benton & Bowles, Los Angeles.

Helmuth (Hank) Bayer, art director and copywriter with Roche, Rickard, Henri, Hurst, Chicago, joins O'Grady-Andersen-Gray Inc., Park Ridge, Ill., as VP-creative director.

Richard Riffner, media supervisor at Wade Advertising, Chicago, promoted to media manager. Glenn Archbald, marketing supervisor at Wade, promoted to account executive.

George Mihaly, VP and account executive with Scherwin Research Corp., New York, joins Seymour Smith Associates, that city, as senior VP.

Richard Morse, account supervisor, and Sylvester Cleary, account executive at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP's.


Charles J. Fleishman, named sales manager of WJUR-AM/AM, Toledo, Ohio.


Karl G. Gierhahn, on sales staff of WISN-AM-FM Milwaukee, named sales manager.

Michael Morgan Crossfield, account executive with Rosenbush Agency, Baltimore, named director of media and market research.

Jerry Friedman, advertising manager with Hazel Bishop-Lanolin Plus, Union, N. J., joins Kenyon & Eckhard, New York, as account executive.

Charles Geoffrey, account supervisor on Bristol-Myers at Young & Rubicam, New York, transferred to Los Angeles office as account supervisor on Hunt Foods & Industries.

Jerry Mathai, with MacManus, John & Adams Inc., Los Angeles, appointed senior account executive at Richardson, Myers and Donofrio Advertising, Baltimore.

Kirk E. Beauregard, formerly head of own film production firm in Detroit, joins VPI of Illinois Inc., Chicago, as VP.

Harvey Fishbein, production/traffic manager and type director at Sproul & Associates, New York, named production and traffic manager of Helitzer, Waring & Wayne Inc., that city.

Peter G. Levathes, executive VP with Clyne Maxon, New York, joins P. Lorillard Co., that city, as VP and director of advertising. Prior to association with Clyne Maxon, Mr. Levathes was executive VP at 20th Century Fox Film Corp.

L. Richard Sullivan, formerly VP of Bozell & Jacobs, Omaha, joins Needham, Harper & Steers, Chicago, as copy supervisor. James R. O'Reilly, with Fred A. Niles Communications Center, joins NH&S as producer.


Nicolas J. Maio, merchandising manager for Air France, New York, joins Chenaute Associates, that city, as...

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What Makes ROHN CATV Towers Different?

Here Are Just A Few Reasons Why So Many CATV Owners Are Specifying ROHN Towers:

EXPERIENCE - ROHN engineers have more experience and are among the pioneers in tower construction and design.

DESIGN - ROHN towers are carefully and fully engineered to DO MORE THAN the job for which they are intended. They're proved by thousands of installations for every conceivable type job.

COMPLETENESS - The line is complete for every need. All accessories, lighting, and microwave reflectors are available from ONE reliable source. Entire job can be "turn-key" production if desired.

Write — Phone — Wire for Prompt Service

ROHN Manufacturing Co.

"World's Largest EXCLUSIVE Manufacturer of Towers; designers, engineers and installers of complete communication tower systems."

Shown above is a series of 4 special ROHN towers for a Jerrold-Taco CATV antenna installation. Towers engineered, manufactured and installed under complete ROHN supervision.
Ellis elected

Elmo Ellis (r), VP and general manager of WSB-AM-FM Atlanta, named chairman of NBC Radio Network Affiliates executive committee, succeeding Lyll Bremer (l), VP and general manager of KEF-AF-AM-FM Omaha. Robert J. Rich, VP and general manager of WSB-FM Superior, Wis., elected vice chairman, replacing Gustav Brandborg, VP and general manager of KVOO Tulsa, Okla., and Rex Preis, VP and general manager of WOI-SAN Antonio, Tex., elected secretary-treasurer, succeeding Mr. Ellis.

Meeting was held Oct. 22 in Chicago (Broadcasting, Oct. 25.)

Neal Van Ellis, program manager of WXYC-AM Cleveland, appointed station manager.

Duffy Bladon, on sales staff of KOIL San Francisco, Calif., named executive VP and general manager of KJLA Burbank, Calif., succeeding Mel Leeds, who resigns.

Tony McFadden, music director for KRFM-FM Phoenix, elected VP.

Albert J. Nesbitt, industrialist, elected board chairman of WHWY Inc. (educational stations: WHYY-TV Wilmington, Del. and WEHH-FM-TV Philadelphia).

Bob Lunquist, with NBC in Nigeria, joins NBC affiliate KCEN-TV Temple-Waco, Tex., as station manager. He succeeds Burton Bishop, who becomes VP of Channel 6 Inc., station licensee.

Robert F. Martz, operations manager of WJRM Jackson, Mich., named general manager of WJRM-AM-FM Toledo, Ohio.

William Rimmelin, commercial manager for WCWA-AM-FM Toledo, Ohio, named general manager.

Ken Kennedy, WDAY Fargo, elected president of North Dakota Broadcasters Association succeeding Paul Lange, KDOL Devils Lake. Other new officers: VP, Cal Culver, KXOM Bismarck; secretary-treasurer, Les Maupin, KLPM Minot, and director, Dale Olson, KVCV Valley City.

Joseph Butler, president and owner of WSKM Three Rivers, Mich., joins Telecable Inc., Seattle, as manager of Telecable of Cowls Win County in Longview, Wash., owned jointly by Telecable and KINN-TV Seattle.

Edwin J. Lasko, general manager of WTRC-AM-FM Elkhart and WSJT-YF Elkhart-South Bend, Ind., appointed general manager of KCGR-AM-TV Cedar Rapids, Iowa. Don E. Fuller succeeds Mr. Lasko (Broadcasting, Oct. 25.)

Daniel S. Morris, production manager at WCOL-AM-FM Columbus, Ohio, named director of operations, succeeding Stephen T. Joos (Broadcasting, Oct. 25). John Hill, air personality, replaces Mr. Morris.

Robert J. McEvilly and Frank Jett, in operations department of WIBG (TV) New York, named to newly created posts of assistant operations manager, and operations supervisor, respectively.


Programming

Art Frankel, head of West Coast legal department of Screen Gems, Hollywood, named VP and chief studio counsel of television program and production division.

Mitchell Gamson, program coordinator for ABC-TV Hollywood, named to newly created post of supervisor of live programming, West Coast. Philip Miller, with William Morris Agency, named as Mr. Gamson's assistant.

T. A. (Al) Bland, former VP and general program manager of Crosley Broadcasting Co. stations, joins National Lecture Bureau, Chicago, as head of new broadcast operations division, which plans to go into radio-TV program syndication.

Dr. Joel Netherhood, associate radio minister for Back to God Hour succeeds late Reverend Peter Eldersveld as radio minister of Christian Reformed Church, New York (Broadcasting, Oct. 25.)

Philip Dinsen, with KFMY(FM) San Diego, promoted to program director.

John Z. Csia, at KORK-TV Las Vegas, joins WLUK-TV Green Bay, Wis., as production manager.

Lawton Wilkerson, PR director for WBEE Harvey, Ill., named program director.

Mort Roberts, staff announcer with WQSR-AM-FM Manchester, N. H., named program director at WTJM East Longmeadow, Mass.

John Garry, production director of WNSR Toledo, Ohio, named program director of WTOD-AM-FM, that city.

Bill Alcine, production manager of KNTV (TV) Los Angeles, named senior producer.

Jeff Dane, commercial production manager at WTAR-TV Norfolk, Va., named creative director for station and Telewater Productions, division of WTAR-TV.

George C. Stevens, formerly VP of Transcontinent Television Corp., New York, appointed director of marketing at Theatre Network Television, that city.

Tom Whittaker, with WFBJ-AM-FM White Plains, N. Y., named music di-
Penny Riker joins WMMW Flint, Mich., as continuity and public service director.

Seymour Friedman, production manager, elected VP of Screen Gems TV program and production division, New York.

Arlen Sanders, music director of KEZY Anaheim, Calif., appointed director of program operations of WWVA Wheeling, W. Va.

NEWS

Richard Harkness, reporter with NBC News, Washington, named congressional correspondent, completing three-man team covering Capitol that also includes Sander Vanocuur and Robert McCormick.

Robert Howick, acting news director of WHK-AM-FM Cleveland, becomes news director.

George J. Hoffman, legislative correspondent for WTOL-TV Toledo, Ohio, named news director for WCWA-AM-FM Toledo.

Robin Perry, former program director-personality with WHPL Winchester, Va., appointed news director at WFDR Bath, N. Y.

George Keenen, with WJZ-TV Baltimore, joins WFBG-AM-FM-TV Altoona, Pa., as writer, producer and assistant news director.

EQUIPMENT & ENGINEERING


Richard F. Yearick, sales director of community antenna television equipment division, and Duane Crist, assistant treasurer, both with Ameco Inc., Phoenix, named VP’s.

Lon Cantor, PR director, Jerrold Electronics division, Jerrold Corp., Philadelphia, named director of advertising and PR for that division and for firm’s Harman-Kardon division.

Douglas R. Vining, manager of defense and industrial products division of Technical Appliance Corp. (TACO) Sherburne, N. Y., owned by Jerrold Corp., named manager of newly created government and industrial division of Jerrold Electronics, Philadelphia.


William F. Sailor appointed midwestern regional sales manager for Entron Inc., Columbus, Ohio.

Mr. Vining

Mr. Wright Mr. Spencer

Donald Spencer, president of Spencer-Kennedy Laboratories, Boston, named chairman and chief executive officer. Charles H. Wright, treasurer, appointed president. Mr. Wright also remains treasurer.

Andrew L. Hammerschmidt, manager of program operations with RCA Surface and Missile Radar Division, Moorstown, N. J., appointed to newly created position of manager of operations plans for Broadcast and Communications Products Division, Camden, N. J. William L. Holcomb, staff engineer with Communications Systems Division, Cambridge, Ohio, named manager of international projects of RCA’s Defense Electronic Products organization, Camden.

FANFARE

Sally Ball Ehart, formerly with National Association of Broadcasters, joins WWDC Washington, as publicity director.

James W. Keeler, assistant general manager and program manager of WGBH-FM Boston, named promotion manager of WFLN-AM-FM Philadelphia.

Mel Anderson joins WAV Seattle, as director of promotion, replacing Jack Macdonald, appointed to similar position with KGO San Francisco.

Frank D. Eddington Jr., traffic and continuity director for educational KUSD-AM-TV Vermillion, S. D., joins WNAK Yankton, S. D., as promotion manager.

Elaine Taylor, account executive with Dudley-Anderson-Yutzy, joins Monroe B. Scharff & Co., New York, as manager of product services.

David Schwartz, merchandising manager of KOCP-TV Los Angeles, in addition becomes head of press relations department.


INTERNATIONAL


Harold S. Tower, formerly senior accountant executive at WSAI Cincinnati, named general sales manager of CKLW Windsor, Ont.-Detroit.

John Sone, formerly of CJCB-TV

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Subscription rates on page 7.

BROADCASTING

1735 DeSales St., Washington, D. C. 20036

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Willard Bishop, manager of CKEN Kentville, N. S., elected president Atlantic Association of Broadcasters. George Cromwell, CHSJ-TV Saint John, N. B., elected first VP; Norris Nathanson, CJB Sydney, N. S., second VP, and Orville Pulsifer, CHNS Halifax, N. S., secretary-treasurer.

Ned B. Corrigal named production manager of CKXL Calgary, Alberta.

Elmer Hildebrand named station manager of CFAM Altona, Man., and CHSM Steinbach, Man., both southern Manitoba broadcasting stations.


ALLIED FIELDS

Richard M. Schmidt Jr., Denver attorney, named general counsel of U. S. Information Agency succeeding Stanley Plesent, who returns to private practice. Mr. Schmidt was with former kmvr (now kxen) Denver, from 1943-49. He also was legal counsel for Colorado Broadcasters Association and instructor at University of Denver.

Max L. Arons, secretary of New York local 802 of American Federation of Musicians, elected president succeeding late Alfred J. Manutti (Broadcasting, Sept. 20).

DEATHS

Maurice Moreau Jansky, 52, retired Washington attorney in communications law, died Oct. 25 of brain disease. Mr. Jansky, member of Federal Communications Bar Association, was first VP upon retirement. Surviving are his wife, Margaret, daughter, and two sons. Also surviving is brother, C. M. Jansky, consulting engineer who recently retired.

Rudolph H. Siemens, 60, administrator of laboratory liaison sales for northeastern district, RCA Industrial Tube and Semiconductor Division, died Oct. 19 of heart attack in his Newark, N. J., office. Mr. Siemens was named chief engineer of RCA International Division in 1943 and in 1948 was named manager of RCA's TV picture tube equipment sales department.

Betty Llewelyn Craddock, 39, media director of MacManus, John & Adams, Los Angeles, died Oct. 22 at Santa Monica hospital from long illness. Surviving is husband, Robert.


Mrs. Helen Conrath Smith, 51, wife of Frank M. Smith, board chairman of Capital Cities Broadcasting Co., died suddenly Oct. 27, at home in Pleasantville, N. Y., apparently of heart attack. In addition to Mr. Smith, she is survived by two children.

Hal Holman, 66, head of his own national radio-TV representative firm, Hal Holman Inc., Chicago, died in hospital, there, on Oct. 24 from complications following heart attack. Mr. Holman entered advertising in 1919. He is survived by his wife, Marie, and two children.

FOR THE RECORD

STATION AUTHORIZATIONs, APPLICATIONS

As compiled by Broadcasting, Oct. 21 through Oct. 27 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, CP—critical hours, CT—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kw—kilowatts, L—local, msc—megacycles, mod.—modification, N-night, SCA—subsidary communications authorization, SA—special authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, un.—unlimited hours, VHF—very high frequency, vis.—visual, w.—weekly, w.e.—weekly educational.

New TV stations

ACTION BY FCC

Atlanta—Rice Broadcasting Inc. Granted CP for new TV on UHF channel 46 (902-666 mc); ERP 576 kw vis., 110 kw aur. Ant. height above average terrain 1,100 ft., above ground 1,184.3 ft. P.O. address 3911 Arden Road, N.W., Atlanta. Estimated construction cost $300,000; first year operating cost $256,000; revenue to be generated from location in Eureka, trans. to S.E. Geographical coordinates 33° 45'-34" north lat., 84° 30'-04" west long. Type trans. CE 97.5, type ant. GE TV-20E. Legal counsel Cohn & Marks; consulting engineer Gauntt and Jones, both Atlanta.

Eureka, Calif.—T & R Broadcasters Inc. Channel 13 (310-316 mc); ERP 316 kw vis., 63.5 kw aur. Ant. height above average terrain 1,135 ft., above ground 1,219.5 ft. P.O. address c/o James L. Hutchens, Box 746, Alba- ny, Ore. Estimated construction cost $443,433, first year operating cost $280,000; revenue to be generated from location in Eureka, trans. to S. E. Geographical coordinates 41° 43'-30" north lat., 123° 59'-20" west long. Type trans. CE 97.5, type ant. CRTW-15A 15-5. Legal counsel Hogan, Carter & Hartson, Seattle. Consulting engineer J. B. Hatfield, Seattle. Principals James L. Hutchens (49%), Robert L. Oldright (51%). Mr. Hutchens owns 41.23% and is president of Radio Broadcasters Inc. Corvallis, Ore., licensee of KFLY-AM-FM Corvallis and applicant for FCC system. Mr. Oldright is owner of T & R Service Inc., trucking and restaurant firm. Ann. Oct. 20.

Jackson, Miss.—John M. McLeod Inc. Channel 16 (482-488 mc); ERP 73.5 kw vis., 7.1 kw aur. Ant. height above average terrain 355 ft., above ground 378 ft. P.O. address: Box 117, 990 Miller Blvd., Jackson. Estimated construction cost $386,500, first year operating cost $87,900; revenue to be generated from location both Jackson. Geographical coordinates 33° 11'-50" north lat., 90° 12'-55" west long. Type trans. RCA TV-13A, type ant. Jempare JZZ-6-0-A. Legal counsel Prince & Paul, consulting engineer Willis C. Beecher, both Washington. Owned by John M. McLeod, who is 100% owner of OKJ Jackson, 99.5% owner of WSNN Birmingham, Ala. Ann. Oct. 22.

*Lexington, Tenn.—Tennessee State Board of Education Channel 11 (189-204 mc); ERP 316 kw vis., 63 kw aur. Ant. height above average terrain 640 ft., above ground 166 ft. P.O. address c/o J. H. Warf, 100-B Cordell Hull Blvd., Nashville, 26316, Estima- ted construction cost $70,000, first year operating cost $25,000; operating funds to be supplied by state. Station located in Lexington, trans. west of

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, November 1, 1965

84
Lexington. Geographic coordinates
41° 39' N, 83° 24' W.
LGA
P. KIDRY
Tel.
General, State of Tenn.; consulting
engineer.

Yakima, Wash.—Apple Valley Broadcasting
Co.119 kW, 1.5 kW aux.
New FM stations
ACTION BY FCC
Albany, N.Y.—Regal Broadcasting Corp.
Grant applications for new FM on 103.1 channel.

APPLICATIONS
Montgomery, Ala.—WCOV Inc., 92.3 mc.

APPLICATIONS
Auburn-Oseltalka, Ala.—(BROADCASTING
Oct. 11 errued in reporting following applica-
tion, which appears here in corrected form.

New AM stations
APPLICATIONS
Principals: Edward M. Morgan Jr., 250 kW.

APPLICATIONS
Principals: John L. Allen, 500 kW.

APPLICATIONS

APPLICATIONS
KROA Des Moines, Iowa—Granted
assignment of license from Swan Broadcasting
Inc. of Iowa, owned by Gilbert C. Swan-
son and Flocine P. Swanson (each 25%),
George A. Bolas (34%), Kenneth R. Green-
wood (10%), Robert Hal (3%), William
Worthen (4%) and others, to Radio Moline
Inc. owned by Kankakee Daily Journal Co.
(70%), Burrell L. Small and Len H. Small
(each 10%), and estate of Arthur L. Beck-
man (3%). Consideration $260,000 plus $21,-
000 brokerage fee payment and $60,000 for

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(70%), Burrell L. Small and Len H. Small
(each 10%), and estate of Arthur L. Beck-
man (3%). Consideration $260,000 plus $21,-
000 brokerage fee payment and $60,000 for


WBDU-AM Grand Island, Nebraska—Granted voluntary acquisition of positive control of licensee corporation, Johny Applesseed Broadcasting Co. by Charles J. Hare (45% after, 63% before) through stock purchase from John J. Burgan (12% before, none after), and issuance of stock by licensee corporation to Charles J. Hare (72% before, 61% after). Consideration $14,900 for 39 stock shares. Action Oct. 25.

KBRD Gresham, Ore.—Granted acquisition of negative control of licensee corporation, Action Broadcasting Co., from Marion G. McKeown (20% before, none after) to John E. Grant and George O. DeWitz (each 40% before, 56% after). Consideration $6,600. Action Oct. 20.

WNET(TV) Providence, R.I.—Granted acquisition of positive control of permitted corporation, Channel 16 of Rhode Island Inc., by Harold L. Aracno (50% before, 70.5% after) through stock purchase from John J. Burgan (12% before, none after) and issuance of stock by licensee corporation to Harold L. Aracno (42% before, 60% after). Consideration $1,500,000. Action Oct. 20.

WKEE-AM-FM Huntington, W. Va.—Granted assignment of license and SCA from George Wilson to Channel 1-A Broadcasting Inc., owned by Reeves Broadcasting Co. (100% before, none after). Reeves Broadcasting is licensee of WUSB-TV Charleston, S. C., an affiliated television station. Reeves is sole owner of WTTF Inc., licensee of WTTF-FM (100% before, none after). Consideration $1,000,000. Action Oct. 21.

WAPL-AM-FM Appleton, Wis.—Granted assignment of licenses from Rogers Broadcasting Co., to Dixen Inc. (100% before, none after). Action Oct. 21.

WXMT Merrill, Wis.—Granted assignment of license from Gemini Broadcasting Co., to North-Central Broadcasting Corp., owned by Leonard H. Harms, William W. Reed, John A. Hoppe and Michael J. Fisheisky (each 25%). Consideration $118,000. Mr. Fisheisky is manager of WRID Reedsburg, Wis.; Messrs. Harms, Reed and Hoppe have no non-broadcast interests in Wisconsin. Action Oct. 21.

WNAM(FM) Neenah—Menasha, Wis.—Granted assignment of license from Avis Broadcasting Co., to NEI-FM broadcast station and SCA from WNAM to NEI-FM broadcast station and SCA from NEI-FM to Fox Cities Broadcasting Inc. Both companies owned by Allan C. Cherstfelt (40%) and Don C. Wirth (60%). Action Oct. 20.

APPLICATIONS

KHEB Heber Springs, Ark.—Seats assignment of negative control of licensee corporation, Thunderbird Broadcasting Co., to Newport Broadcasting Co. owned by Harold L. Sudbury (70.6%), Gladys Benson Sudbury (29.35%), Graham Sudbury (0.25%), Harold L. Sudbury (0.25%), and Newport Broadcasting Co., owned by Lloyd R. Burgan of Memphis, Tenn., and brother Graham Sudbury are to give sole positive control of licensee corporation to Clearmont Services Inc. (KLCN Blytheville, Ark.) and Newport Broadcasting Co., owned by Lloyd R. Burgan and KSUD West Memphis, both Arkansas). Newport is also seeking a renewal covering its license to operate in New York for expansion into the territory and for CP to improve facilities of KNBY in the New York area. Application pending. KCLN Prescott, Ark. Consideration $33,300 for property, $1,700 for CP. Action Oct. 21.

KPSI Crescent City, Calif.—Seeks assignment of license from H. Frank Walters and Wanda M. Walters to Donald E. Stamps. Mr. Stamps is at present general manager of KPOD; he will assume complete ownership of KPLO (35% before, 60% after). Consideration $3,123.60. Action Oct. 21.


WTGA Thomson, Ga.—Seeks transfer of control of licensee corporation, Radio Georgia Inc., from Sylvia D. Strickland, Georgia Inc. (now WTBH), to Grant McEwen (53%), Leslie Cooper (20%), and L. E. Shade (27%). Action Oct. 21.


WANE Fort Wayne, Ind.—Seeks assignment of license from Indiana Broadcasting Corp. to Shepard Broadcasting Corp. of Indiana, owned by John J. Shepard (99%) and H. A. Antill (1%). Action Oct. 21.

WANE Fort Wayne, Ind.—Seeks assignment of license from Indiana Broadcasting Corp. to Shepard Broadcasting Corp. of Indiana, owned by John J. Shepard (99%) and H. A. Antill (1%). Action Oct. 21.

KMRD Fort Scott, Kan.—Seeks transfer of negative control of licensee corporation, Fort Scott Broadcasting Co., from Lloyd C. McKenney (50% before, 25% after) to James Lloyd McKenney (25% before, 50% after). It is desired for purpose that half of shares be transferred in 1985 and half in 1986, thus becoming Lloyd C. McKenney's (wife of Lloyd C. McKenney) will hold temporarily 12.5% interest during 1985, in addition to her own 25%. No financial consideration involved. Action Oct. 21.

WCLU Covingston, Ky.—Seeks assignment of license from Cincinnati Broadcasting Co. to WTBH, for a license to transmit station's signal to Nash Building site. Action Oct. 21.

WGMZ(FM) Flint, Mich.—Seeks assignment of license from Metrocom, Inc., owned by Philip R. Munson (40%), William S. Graham (31.5%) and Mr. Munson is 5% stockholder of Panax Corp.; dba/ as KFZ to separate corporation. Action Oct. 21.

PROFESSIONAL CARDS

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Washington, D.C. 20564
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COMMERICAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
528 12th St., N.W.
Washington, D.C. 20001
Member APOOB

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Washington, D.C.
Telephone District 7-1205
Member APOOB

COLEMAN & ASSOCIATES
Consulting Engineers
P.O. Box 50
Riverside, Calif.
Member APOOB

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 256-6850
Washington 6, D.C.
Member APOOB

Gautney & Jones
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D.C.
Member APOOB

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
Washington 6, D.C.
Member APOOB

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklam
19 E-Quincey St. St. 2-3401
Riverside, Ill. (A Chicago suburb)
Member APOOB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
Member APOOB

GUY C. HUTCHESON
P.O. Box 808
Crestview 4-8721
1100 W. Abram
Arlington, Texas

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Member APOOB

JAMES C. GODFREY
Consulting Engineer
2501 15th St., N.W.
Washington 9, D.C.
Member APOOB

J. E. BENHAM & ASSOCIATES
Consulting Engineers
3141 Cahuenga Blvd.
Los Angeles 28, California
Member APOOB

JOHN B. HEFFELFINGER
9208 Wyoming Pt. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JOSEPH G. MURPHY
Consulting Engineers
E. 35th St., Chicago 16, Illinois
Member APOOB

K. L. MANNING
Consulting Engineer
5712 E. 2nd Ave., Denver, Colorado
Member APOOB

LEONARD R. HORN
Consulting Engineers
2501 15th St., N.W.
Washington 9, D.C.
Member APOOB

M. D. RAY
Consulting Engineer
5510 13th St., N.W.
Washington 7, D.C.
Member APOOB

WILLIAM B. CARR
CONSULTING ENGINEERS
P. O. Box 13287
Fort Worth, Texas
Member APOOB

JAMES F. LAWRENCE, JR.
FM and TV Engineering Consultant
Applications and Field Engineering
345 Colorado Blvd., Bldg. 9000
outdoor Television

JAMES F. LAWRENCE, JR.
FM and TV Engineering Consultant
Applications and Field Engineering
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outdoor Television

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FM and TV Engineering Consultant
Applications and Field Engineering
345 Colorado Blvd., Bldg. 9000
outdoor Television

RAYMOND E. ROHRER
Consulting Radio Engineers
436 Wyatt Blvd.
Washington 9, D.C.
Member APOOB

E. E. BENHAM & ASSOCIATES
Consulting Engineers
3141 Cahuenga Blvd.
Los Angeles 28, California
Member APOOB

JOHN H. MULLANEY
and ASSOCIATES
A Division of Multronics, Inc.
5712 Frederick Ave., Rockville, Md.
(Member of Multronics)
Phone: 202-347-4666
Member APOOB

THOMAS W. KIRKSEY
17 Years TV Engineering
TV CATV and Microwave
Phone 612-935-7131
Box 8068
Minneapolis, Minnesota

E. E. BENHAM & ASSOCIATES
Consulting Engineers
3141 Cahuenga Blvd.
Los Angeles 28, California
Member APOOB

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-556-4366
Member APOOB

E. E. BENHAM & ASSOCIATES
Consulting Engineers
3141 Cahuenga Blvd.
Los Angeles 28, California
Member APOOB

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
P.O. Box 4318
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
Member APOOB

N. J. LEWIS
Consulting Engineers
Applications—Field Engineering
P.O. Box 4318
Charleston, West Virginia

WILLIAM B. CARR
CONSULTING ENGINEERS
P. O. Box 13287
Fort Worth, Texas
Butler 1-1551
Member APOOB

JAMES F. LAWRENCE, JR.
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Consulting Engineers
3141 Cahuenga Blvd.
Los Angeles 28, California
Member APOOB

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To Be Seen by 100,000+ Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am-fm-tv and facsimile facilities.
*ARB Continuing Readership Study

SERVICES
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BROADCASTING, November 1, 1965

BROADCASTING MAGAZINE
1735 D St., N.W.
Washington, D.C. 20036
For availabilities
Phone: ME 8-1012
### SUMMARY OF COMMERCIAL BROADCASTING

<table>
<thead>
<tr>
<th>On Air</th>
<th>CP's</th>
<th>TOTAL APPLICATIONS</th>
<th>CP's for new stations</th>
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<tbody>
<tr>
<td>AM</td>
<td>4,012</td>
<td>65</td>
<td>364</td>
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<tr>
<td>FM</td>
<td>1,358</td>
<td>56</td>
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<td>TV-VHF</td>
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<td>TV-UHF</td>
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**AUTHORIZED TELEVISION STATIONS**

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<th>Commercial</th>
<th>VHF</th>
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<th>Total</th>
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<td>AM</td>
<td>512</td>
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<td>592</td>
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<tr>
<td>Noncommercial</td>
<td>66</td>
<td></td>
<td>128</td>
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</table>

**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, Aug. 31, 1965

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,004</td>
<td>1,334</td>
<td>561</td>
</tr>
</tbody>
</table>

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December 2, 1965, looked toward this action. On August 10, 1964, review board remanded proceeding to examiner for further hearing on "separate community" and "10 percent rule" issues.) Action Oct. 25.

**OTHER ACTIONS**

- By memorandum opinion and order, commission (1) granted application for assignment of license of WBOY-TV and auxiliaries, Clarksburg, W. Va., from Rust Craft Broadcasting Co., to Northern West Virginia Television Broadcasting Co., subject to conditions, (2) granted motion by Citizens Tele- vision Protest Committee and Clarksburg Publishing Co. to proceed with hearing of a specified proceeding, (3) remitted hearing in pending matter (June 8, 1964) and (4) denied petitions for reconsideration (June 25, 1964) and (July 9, 1964) remitted proceedings to commission for further consideration concerning common ownership of local TV and CATV systems in Clarksburg and Fairmont, W. Va. By letter dated July 13, 1965, Fortnightly advised commission that on June 29 corporation had disposed of its interests in Clarksburg and Fairmont cable systems to Jack Kent Cooke Inc. in accordance with previously executed purchase agreement. Elimination of problem of common ownership of CATV and local TV removed only singed objection to assignment. Action Oct. 27.

**Routine Roundup**

**ACTIONS BY REVIEW BOARD**

- By memorandum opinion and order in proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Co. (KMAX), Montana, and both Mont. denied latter's petition to enlarge issues as to KOFI Action Oct. 29.

- In proceeding on application of Two- head Valley News, Va., granted petition by Broadcast Bureau to extend time to Oct. 29 to file responsive pleadings to appeal by David N. Montague, as trustee of Twenty Seventy, from adverse ruling of hearing examiner. Action Oct. 26.

- By memorandum opinion and order in proceeding on AM applications of Nebraska Rural Radio Assn. (KXRN), Lexington, and Town & Farm Co. Inc. (KMMJ) Grand Island, both Neb. in Doc. 15812-3, granted (1) petition by KXRN for leave to file supplemental petition, (2) appeal by latter and reversed examiner's Aug. 5 ruling which granted petition by KMMJ for leave to amend its application to reduce ant. height from 703 ft. to 356 ft.; and (3) dismissed, KXRN's petition for stay. Member Nelson not participating; Member Kessler dissenting. Action Oct. 26.

- By memorandum opinion and order in proceeding on applications of Jacksonville Broadcasting Co. Inc. and Victor Manage- ment Co. Inc. for new FM's to operate on channel 90 at Jacksonville, Ark., respectively, granted applicants' petition for reconsideration and granted their joint petition for approval of agreement whereby licensee would sublease Jacksonville FM's $9,038 for expenses incurred in prep- aration and prosecution of their application for channel 228 in return for amendment of Jacksonville's application to specify channel 228. Member Nelson not participating. Action Oct. 25.

**ACTIONS ON MOTIONS**

**By Commission**

- Commission on Oct. 22 granted petition by Federal Communications Bar Association to extend time from Oct. 2 to Dec. 8 to file comments in matter of amendment of rules of broadcast practice and procedure relating to responses to commission inquiries and findings of misrepresentations to commission by applicants, petitioners and licensees.

- Commission on Oct. 21 further extended time from Oct. 20 to Dec. 31 for replies in matter of amendment of field strength curves for FM and TV stations.

- Commission on Oct. 21 granted petition by NBS for dates and extension dates for comments and replies in rule making portion (paragraphs 14 through 18) of a proceeding for rules and regulations concerning the reception of television signals by outdoor household equipment, constituted by a majority of the commission, or for further order pending determinations by commission on filing dates for rule making proceedings, and, on own motion, scheduled hearing for Oct. 27.

**By Chief Hearing Examiner James D. Cunningham**


- Designated Examiner David I. Kraus- haar to proceed in matters of cease and desist orders to order pend- ing for actions of: Service Electric Cable TV Inc., Bethel- dem, Pa., scheduled hearing for Nov. 12 in Bethle- hlem; further ordered, in view or allegations contained in commission's order to show cause herein, viz., suspected nondeter- mination televisions operated by Service Electric Cable TV Inc. of all stations extended to fullest extent consistent with his obligations concerning other proceedings on his docket. Action Oct. 22.

**By Hearing Examiner Basil P. Cooper**


**By Hearing Examiner Thomas H. Donahue**


- By Hearing Examiner Walther W. Guenther

- In proceeding on AM applications of Emerlad Broadcasting Corp. (KFRP), Eg- gina, and Pendleton Broadcasting Co. (KTHA, P.O. Box 150, Pendleton, Ore. and Hi- Desert Broadcasting Corp. (KDH1), Twenty- Nine Palms, Calif. in Doc. 1969-19800, granted motion by Emerald Broadcasting Corp. to take depositions of Pendleton Broadcasting Corp. and depositions shall be taken. Action Oct. 22.

- Denied motion by The Federal Broad- casting System Inc. to proceed in proceeding from Oct. 11, 15 to respond to certain pending objections in proceeding on TV channel 15 proceeding. Action Oct. 22.

**By Hearing Examiner Isadore A. Honig**

- Upon request by Voice of Dixie Inc. and its co-owners, granted motion for extension of original terminal date for filing proposed findings from Oct. 1 to Nov. 15, with hereinafter scheduled filing for replies being unaccepted for this order in proceeding on AM applica- tions of Story County Broadcasting Co. and Pendleton Broadcasting Co. for New Orleans. Action Oct. 26.

- By hearing examiner for Nevada Television Inc., for immediate ruling on its motion to continue hearing, granted motion for further order pending determinations by commission on filing dates for rule making proceedings, and, on own motion, scheduled hearing for Oct. 27 for oral argument on motion on issuance of

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*BROADCASTING, November 1, 1965*

By Hearing Examiner H. Gifford Irion
■ On own motion, scheduled further hearing for Oct. 26 to hear application of University of Illinois for a license to operate station WOI Ames, Iowa, additional hours from 6:00 a.m. to local sunrise CST with 1 kW from May 1, 1966, to Oct. 22.
■ In proceeding on AM applications of WFLI, Ft. Wayne, Ind., Lookout Mountain Broadcasting Co. (WFPL), Ala., in re, granted by WFLI Inc., for leave to amend its financial showing. Action Oct. 22.

By Hearing Examiner Jay A. Kyle
■ Pursuant to Oct. 26 prehearing conference, scheduled further hearing on petition to dismiss by WWJZ Inc. and Sanford A. Schaffitz for lack of interest in matter in light of license renewal and transfer of control of Elyria-Lorang Broadcasting Co. (WEOJ-AM), Elyria, Ohio, (1) granted petition to intervene in proceeding on WEOJ license, n. p. to party to proceeding, and (2) rescheduled Nov. 15 hearing for Feb. 1, 1967. Action Oct. 22.
■ In proceeding on applications of WTCN Television Inc. (WCTN-TV), Midwest Radio-Television Inc. (WCCO-TV) and United Television Inc. (WQUI-TV), granted joint hearing conference for Oct. 27 for petition for joint hearing on application for license to operate. Action Oct. 26.

By Hearing Examiner Forrest L. McClearning
■ Granted by motion by George A. Mayoral to dismiss application of Richland County, 144 acres, Chicago, III., Oct. 26, at location to be specified in San Juan, P. R., in proceeding on revocation of license covering application for erection of new station WKYN and WPFN(FM) San Juan and in proceeding on petition by Midwest and Twin City Broadcasting Co. for dismissal of petition for continuance of hearing to Jan. 18, 1967. Action Oct. 22.

By Hearing Examiner Charles J. Heiner Jr.
■ Granted petition by Trinity Broadcasting Co. (WTRR-TV) to dismiss its application for new TV in Fort Worth, to specify operation on Channel 40 in lieu of Channel 20, and make incidental engineering changes, closed record, and directed Trinity to file proposed findings by Oct. 29 and Nov. 5 for replies by Broadcast Bureau. Action Oct. 22.

By Hearing Examiner Herbert Shafman
■ Granted request by Southern Radio and Television Co. to cancel Nov. 1 hearing, and scheduled further prehearing conference for Nov. 8 at which time new hearing date will be set in proceeding on application for new AM in Lehigh Acres, Fla. Action Oct. 22.

By Hearing Examiner Sol Schleihanse
■ In Carson City-Reno-Las Vegas, Nev., motion for joint hearing on amendment to proceeding, granted petition by Radio Nevada for leave to amend its application by revising its financial data to meet commission's new standard for determining financial qualifications. Action Oct. 25.

By Hearing Examiner Elizabeth C. Smith
■ In proceeding on applications of Smiles of Virginia Inc. and Petersburg Broadcasting Co. for change of control point by Midwest and Twin City for reconsideration of Examiner's Oct. 5 grant of application for license to operate for continuance of hearing to Jan. 18, 1967. Action Oct. 21.

By Hearing Examiner Robert H. Karcher
■ Granted petition by Trinity Broadcasting Co. (WTRR-TV) to dismiss its application for new TV in Fort Worth, to specify operation on Channel 40 in lieu of Channel 20, and make incidental engineering changes, closed record, and directed Trinity to file proposed findings by Oct. 29 and Nov. 5 for replies by Broadcast Bureau. Action Oct. 22.

■ Rescheduled prehearing conference for Nov. 3 in matter of renewal of license of Tinker Inc. (WKKY), Richmond, Ky. Action Oct. 22.

■ Granted petition by Trinity Broadcasting Co. (WTRR-TV) to dismiss its application on KXYZ Television Inc. and Crest Broadcasting Co. for a new TV station in Houston, upon request by latter continued Oct. 26 in proceeding on application for license to operate on Channel 26 in Houston, (1) granted by motion by Commission to reschedule the prehearing conference for Nov. 4, 1966; (2) granted petition by Trinity to dismiss petition to reclassify the proposed channel as a broadcast station, and (3) granted petition to dismiss motion for leave to amend its application as to its financial qualifications. Action Oct. 22.

■ By Hearing Examiner Herbert Shafman
■ Granted request by Southern Radio and Television Co. to cancel Nov. 1 hearing, and scheduled further prehearing conference for Nov. 8 at which time new hearing date will be set in proceeding on application for new AM in Lehigh Acres, Fla. Action Oct. 22.

■ By Hearing Examiner Sol Schleihanse
■ In Carson City-Reno-Las Vegas, Nev., motion for joint hearing on amendment to proceeding, granted petition by Radio Nevada for leave to amend its application by revising its financial data to meet commission's new standard for determining financial qualifications. Action Oct. 25.


ETV fund grants

Following grants for educational television have been announced by the Department of Education and Welfare:

■ In Cleveland, Ohio, $92,571, total project cost estimated at $392,571.

By Hearing Examiner Elizabeth C. Smith
■ In proceeding on applications of Smiles of Virginia Inc. and Petersburg Broadcasting Co. for change of control point by Midwest and Twin City for reconsideration of Examiner's Oct. 5 grant of application for license to operate for continuance of hearing to Jan. 18, 1967. Action Oct. 21.

■ Rescheduled further prehearing conference for Oct. 26, time date for exchange of exhibits under financial issues will be scheduled. In proceeding on hear- ing for license to operate, fixed in proceeding on application of Superior Broadcasting Co. for on Channel 81 in Cleveland. Action Oct. 21.

■ Pursuant to agreement of parties of Oct. 18 further prehearing conference in proceeding for license to change studio, change aur. and change license in station, KIFS-TV Pekin, Ill.道路交通条件, and change aur. and change license in station, KIFS-TV Pekin, Ill.

■ By Broadcast Bureau

Action of Oct. 26


■ Following actions were granted for the following FM's: WHEB-FM Selma, Ala.; WENY-FM Elmira, N. Y. and KIPG-FM Iowa Falls, Iowa; WDFN-FM Dixon, Ill.; WENL-FM Hughson, Wash.; WKNY-FM Maywood, Ky.; WWHO-FM Salt Lake City, Utah; and WAGA-FM Atlanta, Ga.

■ Following stations were granted extensions of completion dates as shown: KSBR-BI. 88, KW-97, Archdlscope of New York, New York (Instructional, TV Fixed stations), to March 29, 1966; WSNF-FM Milwaukee, to May 16, 1966; KTFC(FM) Sioux City, Iowa, to May 1, 1966; KINN-FM Denver, to April 12, 1966; condition: WTAP-FM Parkersburg, W. Va.; WBSY-FM Hattiesburg, Miss., to April 1, 1966.

■ Actions of Oct. 25


KSFH(FM) Crestwood, Mo.—Granted license covering move of daytime ant.-trans. location (two site operation new trans. and new ant. remote control authorized; condition. Action Oct. 25.

KSEH(FM) San Antonio, Tex.—Granted license covering move of daytime ant.-trans. location (two site operation new trans. and new ant. remote control authorized; condition. Action Oct. 25.

KSEND(FM) Neenah, Wis.—Granted license covering move of daytime ant.-trans. location (two site operation new trans. and new ant. remote control authorized; condition. Action Oct. 25.

KSDR(FM) Dixon, Ill.—Granted license covering move of daytime ant.-trans. location (two site operation new trans. and new ant. remote control authorized; condition. Action Oct. 25.

KWDL(FM) Bound Brook, N. J.—Granted license covering move of daytime ant.-trans. location (two site operation new trans. and new ant. remote control authorized; condition. Action Oct. 25.

■ Following actions were granted for the following FM's: WHIT-FM Hemet, N. Y., to Dec. 31; WEFQ-FM Houston, Texas; WEMF(FM) Oklahoma City; WQX-FM Okeechobee, Fla., to Jan. 1, 1966; WCMA(FM) McAllen, Texas, to June 15, 1966; WNGO(FM) Madison, Ill., to Dec. 18; KXLS-FM Las Vegas, Nev., to April 30, 1966; KOAC-FM Norwalk, Conn., to March 30, 1966; WKFY-FM Peoria, Ill., to April 30, 1966; WBNF-FM Bellingham, Wash., to April 19, 1966; and WALM Albin, Mich., to Nov. 1, 1966.

(Continued on page 96)
Help Wanted—Management

Southern Station group needs an assistant manager for one of its stations in Southern city of about one million. Ambitious, dynamic salesman with real selling ability and administrative talent who can advance to manager after first period. Successful local sales experience in the south preferred. Opportunity and earning power unlimited for right man. Five figure remuneration plan plus incentive bonus, expense account and fringe benefits. A great opportunity for the right man who is able to furnish authentic presentation. Good performances and stability. Send complete resume and recent photo. Box L-25, BROADCASTING.

Qualified station manager needed for small Ohio daytimer. Box L-58, BROADCASTING.

Radio Sales—Cont’d

Earn $10-$15,000 per year in top midwest small market opportunity. Will train if you have broadcast experience. Protected accounts. GUARANTEE: Good rate card. Sales management opportunity. Don’t accept another position until you learn about this one. Write Box L-34, BROADCASTING.

Immediate—Two hard driving experienced salesmen for vision market. Forward complete work history, references, salary requirements. WYRC, Joliet, Illinois.

Wanted—Time salesman for upstate New York radio station. Are you now number 2 or 3 manager in your present position? Would you like to become a top salesman? Station operated by large company, many fringe benefits, opportunity for aggressive man. Prefer background and experience in other field. Write Chenor Communications Inc., Radio Station Manager, P.O. Box 301, Oneida, N. Y. Phone: area 315-833-6556.


WANTED: Salesman for number two rated station in a market of 360,000—excellent opportunity to advance with a growing chain of stations. Salary commensurate with experience, life and hospitalization insurance. Between the ages of 21 and 35. Married or single. Send resume and experience to Sales Manager, P.O. Box 3255, Albuquerque, New Mexico.

If you are interested in a fine midwest sales opportunity, call area code 317-853-1250. Guarantee $60 a month for top salesman. Must have top announcing voice and experience for four hour production work per day in addition to sales! Will be with well staffed and well equipped AM station in East. Send $25 or send tape, picture and resume to P.O. Box 1071, Jacksonville, Florida.

Experienced, ambitious, creative salesman for dynamic 50 kw property in Fort Worth. Excellent opportunity. Send resume and full details to Box 97, BROADCASTING.

Help Wanted—Announcers

Leading adult station in top Michigan market is seeking experienced announcer—dj-stong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-148, BROADCASTING.

Los Angeles metro area, good music station looking for professional personalities and News. You must sell if you have less than 5 years of experience, are not an original, and have good voice capability of handling any phase of broadcasting including sports. We are looking for top people to compete in the toughest radio market in the world. Must have first ticket, not a part-timer. An AKA station. Five day, 40 hour week. Send tape and resume. Phone references will be thoroughly checked. No tapes returned. Box K-301, BROADCASTING.

Nationally known southern radio station in high rank market looking for established talent on way up from smaller market. Authoritative voice handle middle of road sound and friendly. warm humor needed. Excellent fringe benefits await real pro. Tape, resume and picture to Box L-1, BROADCASTING.

We're looking for qualified announcers (not disc jockeys) with mature voices for a high rated limited community op-eration in a major mountain states market. Should be able to sell without shouting, deliver an authoritative newscast and operate a tight, clean board. Rush complete background, expected starting salary, references and tape...Box L-30, BROADCASTING.

Ohio metro wants clever morning man. First phone dj's, jocks. Top forty. Tape or letter. Box L-59, BROADCASTING.

Florida adult station has immediate opening for experienced professional announcer with endorsed third. Must enjoy good radio and be willing to settle in and grow in central Florida community. Send resume and full details and a recent tape in an envelope with your name on the outside. Write Box L-31, BROADCASTING.

Top station in small but growing community. Needs experienced play-by-play man who can also handle four hour board shift daily. Send tape, including sir check or play-by-play resume to Box L-30, BROADCASTING.

Leading Maryland independent has opening for AM-FM announcer and resume and full details to Box L-42, BROADCASTING.

Morning-man with class! One who can give a four-hour show listenership in a market of 60,000. Send tape. An independent can almost write his own ticket. Box L-49, BROADCASTING.

Position open for morning man with production ability. If you like a station that operates in the community interest in the midwest, you’ll like it here. Submit tape, resume & expected salary. Box L-70, BROADCASTING.

Immediate opening for play-by-play man. Coupled with news or announcing, Indiana. Send tape, resume, and work requirements. Box K-207, BROADCASTING.

Sportscaster who can also sell time needed for midwest 5 kw station. Excellent opportunity for maturing play-by-play operation. Heavy basketball schedule. Salary commensurate with your ability. Must be able to furnish character, ability, and sound broadcast references. Box L-62, BROADCASTING.

Immediate opening—morning announcer-newsman. Contact: Mrs. Georgia Crawford, KCNI, Broken Bow, Nebraska.

Announcer with first phone. $125 per week range. Contact Manager, KOKX, Keokuk, Iowa.

Top forty and good music. Will consider limited experience. Send resume and tape. KSUE, Susanville, California.

Country character dj wanted. Capable of complete voice change and ability to switch to good, strong, straight talking. Should be able to handle some servicing, sales, or commercials. Must be able to put over an impression of aggressiveness, emphasis cleverness, deemphasize just plan harmonies. Good pay for good man. Send tapes to KVYL, Holdenville, Okla.

KXGI, Fort Madison, Iowa: opening for versatile staff announcer. Opportunity to grow with the Taylor Group.

Michigan station—immediate opening for experienced announcer. Adult format. Good work, good money. Send resumes to Leo Jyba, WBCM, Bay City, Michigan.

---
TV RESEARCH DIRECTOR

Company owned and operated TV station in Large Eastern market seeking Research Director/Rating and Sales Analyst. Must have previous experience in Sales Promotion Research for broadcasting media.

Furnish complete experience resume, references with recent photo. All applications treated confidentially. Write:

Box L-81, Broadcasting

EMPLOYMENT SERVICE—(Cont’d)

SPORTS ANNOUNCER WANTED

Top rated TV news-weather-sports station in a major league baseball and football market looking for second on-the-air television sports announcer. Send picture, tape and resume to:

Box K-322, Broadcasting

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West Coast Corporation recently reorganized that can withstand rigid financial examination is offering on a non-franchise fee basis exclusive distributorships. This is a product in demand by every home owner and every business and is currently being used by such national organizations as Sears Roebuck and Co., Holiday Inn Motels and various branches of the armed forces. Product 100% guaranteed; investment from $600 to $14,000. Investment guaranteed with 100% markup. Manufacturer has proven method of distribution advertising and merchandising. A factory representative will assist you in setting up your business. For complete details and descriptive literature write:

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1550 Page Industrial Blvd.
St. Louis, Missouri 63132

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Placements within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer. E.D.’s, etc. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY
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BROADCAST PERSONNEL AGENCY

Shirlee Barish, Director

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Chicago: 645 N. Michigan Ave., Blair Bldg.
312-337-7075

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1610 Potomac Ave., Pittsburgh, Pa. 15216
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Placements within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer. E.D.’s, etc. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY
1610 Potomac Ave., Pittsburgh, Pa. 15216
Phone 412-563-3330 day or evening

RADIO STATION WANTED

preferably in Mid-West. Buyer will operate. Have $50,000 for down payment. Send outline including price, profit to:

Box L-51, Broadcasting

WANTED TO BUY—Stations

LaRue Media Brokers Inc.
654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818
TE 2-9362

**CHAPMAN COMPANY INC.

2045 PEACHTREE RD., ATLANTA, GA. 30309

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

1610 Potomac Ave., Pittsburgh, Pa. 15216
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MODERN AIR CONDITIONED SOUND PROOF 1 STORY MASONRY BUILDING ON 4.6 ACRES

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Inspection: Wednesday, November 10 from 10 to 4

SALE: Town & Country Room

Genetti’s Motel

WED., NOV. 17 at 2:30 P.M.

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AUCTION

LOUIS TRAISMAN AUCTION COMPANY

Real Estate Brokers — AUCTIONEERS

1619 Spruce St., Philadelphia, Pa. 215-567-3600
The following are activities in community antenna television reported to Broadcasting, through Oct. 27. 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.

**COMMUNITY ANTENNA FRANCHISE ACTIVITIES**

**Atwater, Calif.**—General Electric Co. (Richard Portier) has been granted a 20-year franchise. Burlingame, Calif.—Television Corp. of America, has applied for a 25-year franchise. The firm is offering the city 2% of the annual gross.

**Bloomington, Ill.**—Cablevision Inc., which operates in several Florida cities, Jerrold Electronics Corp. was a previous applicant.

**Williston, Fla.—CAVU Inc.** Williston, Fla., has been granted a franchise. The firm agreed to pay the city 2% of the gross earnings. Principals in the company are Charles Williams Jr. and Roy French.

**Zion, Ill.—Cablevision Service Inc.,** represented by J. Kenneth Baidul, has been granted a 25-year franchise. Under the proposal, the firm would receive 3% of gross.

**New Castle, Del.**—Community Television Inc., 300 Union Federal Building, Wilmington, Del., has applied for a 20-year franchise. Community Television, which would charge $14.96 for installation and $4.90, monthly, is owned equally by Steubenville (WCOJ) Co., Steubenville (WCOJ) Co., WATTI (Stamford, Ct.), Bruce Storm (Bloomington, Ind., Ayrshire) and Jack Brinson (Indianapolis stockbroker).

Portland, Ore.—Inc. Charles Elinger, president, has applied for a franchise, which would charge $8.50 for installation and $3.00 per month.

**Ashland, Ky.**—Clear View TV Corp., has been granted a 25-year franchise. Berea, Ky.—With 605 subscribers, monthly cost to be approximately $5.25 per customer, the community has secured CATV franchises in Worthinton, Flatwoods, Raceland, Richwood, Harlan, and Hazard. Harve de Grace, Md.—Cheapside Broadcast-
casting Corp. (WASA Harve de Grace), which is owned by principals in the firm are J. T. Pate and Charles Willis.

Gaylord, Mich. — American Microwave Communications Co., has applied for a non-exclusive franchise, plans have been discussed. The plan of payment has not been discussed. Each plan of payment has not been announced. Previous applicants are Gleason Brothers, W. B. Haywood, and Midwest Communications Co.

**Pittsburgh, Pa.**—Two firms have applied for a franchise. Previous applicants are WIBC(TV), a subsidiary of Telerama Corp., which Scripps-Howard Communications Inc., represented by Ronald L. Gifford, has been awarded a franchise. The firm would charge $15.00 per month for installation and $3.05 monthly service charge. The other plan would call for a straight charge of $5.65 per month.

**Smith, Neb.**—Multi-Tel Inc., Ogallala, Neb., a group owner, has applied for a franchise. The firm's proposal would not exceed $5.00 monthly service charge, and the city would receive 2% of the annual receipts. Previous applicants are Gleason Brothers, W. B. Haywood, and Midwest Communications Co.

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‘Lucky to be in a business I’m proud of’


TALK to various people about Jack Tipton, who for the past year has been chairman of the Television Bureau of Advertising, and you get a unanimity of opinion, all good.

They’re summed up in the remarks of Mary McKenna, Metromedia research chief and member of the board of TVB. She describes him as being “extremely personable . . . progressive . . . open minded . . . hard working. He’s the ideal young major station television executive.”

During his year as TVB chairman, Mr. Tipton pushed no campaigns, plugged no special policies. He was just a “damned good chairman,” declares Pete Cash, president of the TVB. His fellow board members agree. He moderated the meetings in an easy, friendly way. They describe him as “great” at finding solutions to differences that arose among members of the board, or between the board and TVB staffers.

Having served on the TVB board for four years, as secretary for two of those years, Mr. Tipton knows his board and the TVB staff.

“There are some very experienced broadcasters on that board. They are the brains. And I think Pete Cash and George Huntington [TVB vice president] and their staffs are as dedicated and well-equipped to run this type of industry bureau as any counterpart I’ve ever met,” Mr. Tipton said.

After Nov. 18 when the new chairman of TVB takes office (the membership meets Nov. 15-18 in Detroit), Mr. Tipton will become an ex ofﬁcio member of the board.

Local is Best * Mr. Tipton brought solid experience to the chairmanship of TVB. As station manager of KLZ-TV Denver for the past seven years he got to see, and like, the various sides of television. The one he is proudest of at KLZ-TV is its attitude toward local affairs.

Giving full credit to Hugh B. Terry, president of KLZ-TV, Mr. Tipton points to two long-established policies that he considers the hallmarks of good station management: local interest and local involvement.

This policy is seen in action, on the air, in the form of, for one, a weekly, half-hour, prime-time Executive Report which KLZ-TV has carried for the past 11 years. The program features interviews with the mayor, governor, city, county and state ofﬁcials.

This policy is also exemplified by the personal involvement of station personnel with local people. For instance, the station holds informal luncheons with leaders of small towns in its coverage area. In this way the station can learn about the speciﬁc needs of its listeners. “For example, we always knew the importance of our 6 a.m. weather report, especially in the winter. Then we learned that school superintendents throughout our area were relying on it to decide whether school should be opened or not during some of our blizzard weather. We now start our morning news with the weather to give the school people another 12-13 minutes leeway to decide what they want to do.”

Several years ago, KLZ-TV and its affiliates, KLZ-AM-FM Denver, wanted to ﬁnd out more about the facts behind the rating numbers. They did not want to know how many people were watching and listening, but why. A Midwest industrial research ﬁrm interviewed 1,000 people at a cost of more than $10,000. “We found out not only what we were doing right,” Mr. Tipton explains, “but more important what we were doing wrong in the eyes of our viewers and listeners.”

How He Started * When Mr. Tipton was a senior at the University of Missouri Journalism School, he spent Christmas at home trying to line up a job with an advertising agency or a newspaper. Someone suggested he see Fred C. Mueller, then sales manager of KLZ (now president and general manager of WEEK-TV Peoria, Ill.), who was a Missouri graduate.

Mr. Mueller spent two-and-a-half hours, as Mr. Tipton recalls, talking about radio. “If he hadn’t been nice enough to come downtown that Saturday afternoon, I probably never would have gone into broadcasting because I hadn’t even thought about it.”

He’s never regretted the choice. Today he says: “I’m lucky to be in a business that I’m proud of and enjoy. Every day is different. And I don’t think I’ve met anyone in our business that I didn’t like and respect.”

Up the Ladder * He joined KLZ that summer as an apprentice salesman. Six years later he was named sales manager of KLZ-TV and ﬁve years later, he was its station manager.

This man-on-the-move hustle is characteristic of Mr. Tipton. Even when he was at school he was an entrepreneur. He was advertising manager of the student newspaper, printed programs for the football games, and held the franchise for jukeboxes in fraternity houses.

Mr. Tipton served as a paratrooper in the Paciﬁc during World War II. Yet this holder of the Bronze Star and Purple Heart, who’s a general all around sportsman (6 feet 1 inch tall, 180 pounds, and an excellent skier and golfer), is still chagrined when his friends recall the time he was trying to ﬁx a neighbor’s roof TV antenna and slipped and fell, breaking both ankles.

What Mr. Tipton is proudest of, perhaps, are his four youngsters—two boys and two girls. They look like the typical American family and were chosen that way. All the children are adopted.

He’s at his best, he says, when he’s out in the mountains enjoying life with his family. At the drop of a hat he’ll show pictures of these outings, and they’re good. You see, he’s a crack photographer too.

WEEK’S PROFILE
Weaving a noose out of wire

Broadcasters who have been frantically beseeching the FCC for more and more protection against the fancied competition of community antenna television systems would be wise to heed the friendly warning of FCC Commissioner Robert T. Bartley.

Mr. Bartley, speaking at a National Association of Broadcasters regional conference in Atlanta (Broadcasting, Oct. 25), told broadcasters to let up on their demands for government regulation for CATV unless they are prepared to accept more regulation of their own business, including regulation of their rates. Mr. Bartley has been around government a long time (and is destined to be on the FCC for seven years longer, having just been reappointed). He knows from first-hand experience that the government will not give favored status to one business at the expense of another without imposing conditions on the operations of the first.

If the FCC were to decide that it was in the public interest to accord television broadcasting an immunity from the competition of wired television enterprises, it would be obliged also to demand that broadcasting deliver as much public service as its revenues could stand. It would be forced inevitably to match profits against performance, a comparison considerably more severe than the matching of promise against performance that is causing so much trouble for so many broadcasters now.

New hornet's nest

A month from now broadcasters will be doing business under new ground rules—the boldest invasion yet into their business affairs.

On Nov. 29, new rules governing billing practices by all classes of stations become effective. The same rules—except for class of service—were originally aimed at double-billing, a fraudulent practice that cannot be defended.

But the FCC, in summarily ordering a change in its AM, FM and TV rules, has made the provision applicable to all sorts of discounts, rebates and allowances. Enforcement can breed extreme and cruel punishment, extending from fines to revocation on character qualification grounds.

The manner in which the FCC invokes the rule is suspect. In 1962 the FCC issued a warning against double-billing on grounds that it constituted a scheme to defraud. Because the practice is reprehensible, only nine comments were filed, mostly questioning the FCC's jurisdiction.

But the FCC not only rejected all opposition out of hand but also broadened the rule to cover almost every type of billing practice that departs from a standard, published rate card.

There is serious question whether the FCC can assert original jurisdiction. If fraud is perpetrated through the mails (double-billing, for example) the Post Office Department can act. If there's a conviction, the FCC could then move on grounds of character. The same would hold for unfair competition cases in which the Federal Trade Commission or the Department of Justice might have jurisdiction.

What a station may charge for its time is no concern of the government unless it indulges in discriminatory practices or violates criminal statutes. Double-billing is a pernicious practice. But uniform discounts, rebates, make-goods, guaranteed costs per thousand and similar conditions constitute accepted business practices in all media.

The FCC adopted its new rule on Oct. 20, released it on Oct. 22 to become effective Nov. 29 (Broadcasting, Oct. 25). It came by unanimous vote of the five members present with one (Loevinger) expressing doubts about the commission's jurisdiction and stating he did not agree "with all the statements in the report and order." Commissioners Hyde and Lee were absent. Based on their voting records, we believe these gentlemen would not have gone along on the kind of order that issued. Moreover we have the notion that if they had been present they might have persuaded a tongue-in-cheek Judge Loevinger and at least one other member to soften this staff-contrived extra-legal crackdown.

There may be an ultimate way out of the double-billing bind through adoption of a single rate structure somewhere between the national and the local. But the only way left to combat the invasion of perfectly proper business practices is a frontal attack on legality of the new rule.

Second session

Now that the 89th Congress has loaded up the books with legislation of large consequence to the Great Society, it may be in a position to turn to more parochial matters, broadcasting for instance, that were ignored in the crush of work that Lyndon B. Johnson assigned. From the broadcasters' point of view this may be good or bad. It can be good to catch the Congress in a breathing spell if broadcasters are seeking legislation. It can be bad if Congress is looking for a broadcasting issue to stir up a headline or two.

Despite Mr. Johnson's assertion of last week that he had in mind a lot of work for the second session of this Congress which begins next January, the practical political fact is that the 89th cannot possibly be asked to take on as massive a load of major legislation next year as it disposed of in its first session. Congressmen and their staffs will have at least some discretionary time for other work.

The circumstances ought to be right for a revival of the campaign to repeal Section 315 and with it its legal basis for the FCC's fairness doctrine. We know that a good many broadcasters are convinced that no Congress will repeal Section 315. We also know that no Congress will repeal it unless broadcasters get off their lethargy and go to work.

"Congressman, we're getting complaints about your loud commercials!"