what Twin City TV Station delivers over
ONE MILLION MORE VIEWER HOURS
per week than its closest competitor?*

* ANSWER:
Total Weekly Hours Viewed Per Station—
1965 ARB Coverage Study

9,004,100 • WCCO TELEVISION
7,900,200 • STATION "B"
5,252,800 • STATION "C"
4,161,200 • STATION "D"

And, we always say..."Audience measurement data of all media are estimates only—subject to defects and limitations of source material and methods."

This viewer preference combined with the FIVE National News Awards, including the 1965 Radio-Television News Directors Award, indicates the professionals join Northwest viewers in recognizing WCCO Television's efforts toward excellence.

YOU CAN COUNT ON WCCO TELEVISION TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION

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The nation's largest, most experienced manufacturer/supplier of CATV equipment and services.
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A BRILLIANT ASSEMBLAGE OF
JUSTIFIABLY RENOWNED TALENT

SPENCER ALLEN
NEWS
6:00 AND 10:00 P.M.
MONDAY THRU FRIDAY
Deftly balances vital local, national and international news to present an expertly rounded view of today's myriad happenings.

CHARLOTTE PETERS
SHOW
12:30 TO 1:30 P.M.
MONDAY THRU FRIDAY
Dances lightly across a highly amusing wire from cozy comedy to celebrities to household advice, while her enchanted viewers watch enthralled.

ED MACAULEY
SPORTS
6:20 AND 10:20 P.M.
MONDAY THRU FRIDAY
Fearlessly cracks the whip over a colorful array of late-breaking sports news to thrill and edify his many fans.

SEE THIS DAZZLING DISPLAY
OF ENTERTAINMENT AND NEWS ONLY ON THE EXCITING NEW KTVI2
ST. LOUIS ABC HR
The most recent audience survey estimates, Jan./Feb. 1966 ARB Market Report, show the continuing dominance of KRLD-TV in the nation's 12th ranked television market. Monday thru Sunday, 9:00 AM to midnight, Channel 4 leads the second station in the market by 25.9% more homes per average quarter hour.

Contact your Advertising Time Sales representative to take advantage of KRLD-TV’s proven dominance.
A live one

Sleeper issue that may spring to life this week during annual convention of National Association of Broadcasters is pay TV—which was dominant topic of conventions few years ago but has lately been lost in din over CATV. Last week’s announcement of FCC rulingmaking to authorize pay TV on air and of inquiry into future of pay TV by wire (see page 100) contained at least as much prospect of change in TV system as CATV ever has.

Popular demand

Movement to draft John F. Dille Jr. for second term as joint board chairman was in high gear on eve of NAB convention. Mr. Dille, however, has remained noncommittal for both personal and business reasons, but its better than even bet he would yield to pressure. Only announced candidate so far is Jack W. Lee, vice president, Capital Cities Broadcasting (WSAZ-TV Huntington, W. Va.) incumbent radio board chairman.

Although NAB headquarters staff is precluded from electioneering, there’s ample indication that everyone, from President Vincent Waislewski down, would welcome Mr. Dille’s re-election. NAB’s eight retiring board members meet tomorrow (Tuesday) as selection committee but election of joint board chairman, plus chairman and vice chairman of radio and television boards, takes place not until June 20-24 board meetings in Washington. Joint board chairman must garner two-thirds of votes of directors present. Combined boards total 44.

More sweet than sour?

FCC Chairman E. William Henry is keeping unusually quiet on thrust of his major address before NAB luncheon in Chicago Tuesday. It’s hinted he has couple of new tricks, departing from hitherto bellicose manner. There may be more praise than criticism of broadcasters’ performances.

Rep notes

Two shifts in national station representation in offfing are: WHBF-AM-FM-TV Rock Island, Ill., to Edward Petry & Co, XTVH-TV Hutchinson-Wichita, Kan. to Avery-Knodel.

Taft hangs on

Question of NBC-TV affiliation in Kansas City, Mo., and Buffalo, N. Y., has been decided—in favor of Taft stations, which have them now. Other outlets had approached NBC about getting franchises away from WDAF-TV Kansas City and WGR-TV Buffalo (CLOSED CIRCUIT, March 7). But after seeing Taft’s presentation and considering those submitted by rivals, NBC officials decided to stand pat.

Object of affections

With station business in Los Angeles, San Francisco, Seattle and Portland up for grabs, Golden West Broadcasters is going to be belle of ball at NAB convention. Its severance from longtime station rep, AM Radio Sales (BROADCASTING, March 21) was adroitly timed. Station group has indicated that it may do its own radio selling, but it can expect to be wooed with ardor at convention by reps seeking to dissuade any such notion. There are too few opportunities left in major markets for mass control by reps to let this choice business go without one whiff of effort.

Shot down

That idea of selling exclusive package rights to Democratic national conventions to single network apparatus has gone down drain. Democratic National Committee top echelon, it’s understood, has decided to forget project suggested by Wayne Phillips, who was then public relations director until last week. Mr. Phillips has been named chief of public affairs in newly created Department of Housing and Urban Development.

Ups and downs

Never has cyclical pattern of Hollywood production been more apparent than in coming 1966-67 season. Up companies are Talent Associates, Mirisch-Rich, 20th Century-Fox TV, MGM-TV and Desilu. Production houses skidding are Warner Bros., Bing Crosby Productions, United Artists TV and Four Star TV. Screen Gems, Quinn Martin Productions and Universal just about kept positions in changing tide. Most significant repercussions from this new order is that with increased production Desilu now has chance to rescue floundering syndication operation. Although company denies it, Hollywood grapevine has Four Star up for sale or merger.

Grey’s new man

Shortly to be announced: appointment of Jerome Feniger as vice president-television director of Grey Advertising Inc., New York. For nearly five years he has been general corporate executive in charge of broadcast activities of Cowles Communications Inc. and prior to joining Cowles was vice president-radio and television director of Cunningham & Walsh.

Curtain raising?

After fruitless isolated efforts by individual U. S. companies to exchange TV programs with Soviet Union, this objective now seems attainable. Representatives of Motion Picture Export Association of America and of Soviet Union reportedly agreed during meeting of MIP-TV Program Exchange in Cannes, France, last week to start exchange of TV programs between U. S. members of MPEAA and Soviet Union film makers.

Buddy system

It’s now learned that Representative Brock Adams, new addition to House Commerce Committee (BROADCASTING, March 14), is former law partner of FCC Commissioner Kenneth H. Cox. Mr. Adams, Democrat, also is reported to be intimate of Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

New knot in wire

FCC’s next step into community antenna television regulation may be in connection with filing of telephone company tariffs for intrastate service to CATV’s. Commission staff has proposed notifying AT&T and independent telephone companies that these tariffs should be filed with commission, not states. Staff says this action would be in line with previous commission holdings that common-carrier service used for distribution of television or radio signals is interstate communication, even if service is wholly within one state. Action, if adopted by commission, would not have direct affect on rates CATV’s charge subscribers.
AN AMERICAN GIRL... AND A TALE OF LOVE IN PARIS... "IN THE FRENCH STYLE." WRITTEN FOR THE SCREEN BY IRWIN SHAW. JEAN SEBERG AND STANLEY BAKER STAR. ONE OF THE SIXTY GREAT POST-60's. THERE IS MORE OF WHAT YOU'RE LOOKING FOR WITH THE NEW SCREEN GEMS POST-60's. SCREEN GEMS
WEEK IN BRIEF

CATV and suggested fourth spot in prime-time program are two big topics of concern as broadcasters and engineers gather for 44th annual National Association of Broadcasters convention in Chicago. See . . .

COMPLEX AS EVER . . . 39

Perhaps beginning of end of CATV problem is at hand as Staggers starts House hearing on FCC’s proposed bill to give it authority over all cable systems. Many offer dissents including some committee members. See . . .

PROS AND CONS . . . 84

Broadcast Advertising Club of Chicago hears many views on CATV just before start of NAB convention. Marketing seen to suffer with systems as market boundaries will be extended and overlapped. See . . .

WINDY CITY TALKATHON . . . 92

A. C. Nielsen files $1.5 million damage suit against Rex Sparger, former Harris aide on ratings quiz; charge he tried to inflate audience sample of ‘Channing,’ but no co-defendant is named. See . . .

ACCUSES RATINGS FIXER . . . 128

ABC’s top echelon gets word on what they’ll receive if stockholders agree to merger with ITT. For most part, salaries will stay at same level but differences arise in deferred payments and stock options. See . . .

FINANCIAL OUTLOOK . . . 109

FCC proposes rules to establish off-air pay-TV system; will ask comments on possibility of allowing complete wired systems; feels free vs. pay competition will improve quality of programing. See . . .

FUTURE FORM OF PAY TV . . . 100

CBS and NBC expected to side against ABC in asking that fourth spot be withdrawn. Showdown on policy set for last Saturday in Chicago. NBC openly critical; CBS at new point in registering disapproval. See . . .

SPURN FOURTH MINUTE . . . 60

STV, on ropes since its battle with theater owners, got shot in arm with ‘substantial’ investment by Shasa Tele-casting, which will control STV. Pat Weaver resigns presidency of STV in April. See . . .

NEW LIFE BLOOD? . . . 76

Television’s top-100 spenders topped again by P&G with record $160.8 million, more than double second place Bristol-Myers. To qualify for top-100 list, advertiser had to place over $5 million on TV. See . . .

TOP SPENDERS IN ’65 . . . 50

FCC grants acquisition of WUHF(TV) Milwaukee by WKY without hearing on ground that station must be given to entity that can afford to make it competitive. Commission finds ‘compelling affirmative showing’ by WKY. See . . .

HOLE IN DIKE WIDENS . . . 80

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what is an influencible?

One of the lively ones. Intense, interested, keenly attuned. This vital market of young adults has tremendous buying power, and Storz radio reaches them. The influencibles are mostly Young Marrieds with children, so chances are they're in the market for your product or service. Concentrate on this lively, responsible audience and get sales action fast. Influence the influencibles.

STORZ

WDGY Minneapolis-St. Paul (Blair)
KXOK St. Louis (AM Sales)
WHB Kansas City (Blair)
WTIX New Orleans (Eastman)
KOMA Oklahoma City (Blair)
WQAM Miami (Blair)
Open door policy on license renewals

Federal court in Washington Friday (March 25) told FCC that representatives of “listening” audience have standing and that when they ask for hearing they should be granted one.

In one of broadest decisions affecting right of public to appear before commission in opposition to performance of broadcast station, three judges of U. S. Circuit Court for District of Columbia told FCC it should grant church group standing and should hold requested hearing against license renewal of WLBTV Jackson, Miss.

Church group was one of several protesting alleged racial policies of WLBTV. FCC last June issued one-year renewal to station on promise of future fairness on racial subjects, but denied protests standing as parties in interest. FCC said it had looked into charges and considered them in granting short-term renewal. Renewal was appealed by United Church of Christ, Togaloos, Miss., and Negro civil rights leaders.

Decision, written by Circuit Judge Warren E. Burger, finds that audience of broadcast station "with such an obvious and acute concern" should not be excluded.

"This much seems essential," Judge Burger wrote, "to insure that the holders of broadcasting licenses be responsive to the needs of the audience without which the broadcaster could not exist."

Concurring in decision were Circuit Judges Carl McGowan and Edward Allen William Tamm. Commission sources said Friday it was too early to determine next step if any.

Instant color

NBC will use new RCA color TV cameras in news studio this fall. Transistorized camera cuts long warm-up time, RCA announcement said today (March 28).

Okays tar, nicotine mentions

Federal Trade Commission reversed 10-year old ruling Friday (March 25) and said cigarette manufacturers could identify on label and in advertising nicotine or tar content of their products.

Commission said statement of tar and nicotine content must not accompany claim that product will eliminate or reduce health hazards. FTC also said that statement should be supported by "adequate records of tests."

Decision was incorporated in identical letters to cigarette manufacturers and to Robert B. Meyer, administrator of Cigarette Advertising Code.

It's understood American Cancer Society and other groups had urged move for some time.

Sparger says he rigged Bob Hope, others, too

Rex Sparger, investigator for Oren Harris in ratings probe of 1961-63, told "Oklahoma City Times" Friday (March 25) he had rigged Nielsen ratings on four network shows, Day before Nielsen had sued him for $1.5 million on charge he rigged Carol Channing special on CBS-TV (see page 128).

Mr. Sparger told "Times" he also rigged Bob Hope Christmas special from Vietnam on NBC. He refused to identify others. "I want to see if Nielsen can find out which ones they were," he was quoted by "Times" as saying.

He reportedly said he identified sample homes by trailing Nielsen field man. He assertedly said he had "considerably more" than 58 homes that Nielsen alleged were compromised.

In "Times" story Mr. Sparger was quoted as saying he fixed ratings to get material for book "which I hope will be profitable." He denied anyone paid him to send questionnaires to sample homes that had to view certain programs in order to supply answers.

Ellis to lead NAFMB

Elmo Ellis, WSB-FM Atlanta, elected chairman, National Association of FM Broadcasters, in Chicago Friday (March 25). Abe Voron, WQAL(FM) Philadelphia, chairman for past two years, elected president.

Gale McGee leaves committee

Man who sparked forthcoming Senate hearing on FCC's fairness doctrine is leaving Commerce Committee. Senator Gale McGee (D-Wyo.) is swapping committee assignments with Senator Russell B. Long (D-La.), who is leaving Foreign Relations Committee for Commerce Committee. Swap became known Friday (March 25).

Fairness doctrine hearing will continue, committee sources said, indicating that Senator John O. Pastore (D-R. I.), Communications Subcommittee chairman, is still interested.

O&M offering stock to public

Ogilvy & Mather International has filed registration statement with Securities & Exchange Commission looking toward offering of 349,883 shares of common stock to public. Proceeds will go to selling shareholders led by Chairman and Chief Executive Officer David Ogilvy who will sell 61,029 of his present 161,029 shares. Sale will leave management with 51.1% control.

Prospectus says O&M had billings of $150 million in 1965.

O&M International was formed in January 1965 through merger of Ogilvy, Benson & Mather, New York, with Mather & Crowther, London.

Stop Toledo CATV

FCC tells Buckeye

FCC has issued order aimed at requiring Buckeye Cablevision Inc., of Toledo, Ohio, to halt alleged violation of new commission CATV rules.

Commission gave Buckeye 30 days to show cause why it should not be ordered to stop importing signals of WKBW-TV (ch. 50) Detroit and WJIM-TV (ch. 10) Lansing, Mich. Order is first of its kind in connection with new CATV rules.

Commission said relay of those signals is in violation of rule requiring

CBS stock jumping again

Jump in CBS stock price from middle 40's to over 50 late last week gave rise to—and may in part have stemmed from—new rumors of big merger or acquisition deal. CBS officials solidly denied those rumors, however.

Wall Street sources thought price gain probably resulted from "wire flash" that Merrill Lynch, Pierce, Fenner & Smith sent out Thursday, adding CBS to its recommended-purchase list and projecting CBS 1966 earnings to $2.75 to $3 per share, as against $2.47 last year.

There were also reports of heavy buying of CBS stock by Manhattan Fund and Norton Simon, who once tried to capture seat on ABC board through forays into market.
WEEK'S HEADLINERS

Mr. Werner, VP, programs, NBC-TV, elected VP in charge of programs and talent for network. He retains “direct overall responsibility” for NBC-TV programming. Grant Tinker, VP, programs, West Coast, moves to New York as VP in charge of programs, reporting to Mr. Werner. Herbert S. Schlosser, VP, talent and program administration, succeeds Mr. Tinker as West Coast program VP, moving from New York to Burbank. New appointments are effective June 1. Network says Messrs. Werner and Tinker will both get raises and new five-year contracts.

Mr. Werner first joined NBC in 1951 and by 1955 had been elected VP, national programs. He left company in 1957 to join Kaiser Industries as VP, later served Young & Rubicam agency as VP and director of radio and TV. He rejoined NBC in 1961 as program VP for TV network. Mr. Tinker has been with NBC since 1961, joining as general program executive. He became VP in 1962 and in following year was appointed to coast programing position. Mr. Schlosser joined NBC in 1957, became director, talent and programing administration in 1961. He's been VP since 1962.

Harvey Bennett, director of program development for ABC-TV on West Coast, will be in charge of network's West Coast programing and is expected to be elected soon as VP. Mr. Bennett will have West Coast program development and current programing activities reporting to him. Mr. Bennett became director of program development in March 1964 after two years as manager in western division. Leonard Goldberg had been in Hollywood in charge of current programing before he was named VP in charge of programing for ABC-TV (Broadcasting, March 7).

Bernard Weitzman, in charge of business affairs for Desilu Productions Inc., named VP and general manager of Desilu Sales Inc. Desilu Sales is wholly owned distribution subsidiary of DPI. Mr. Weitzman will continue to handle business affairs for parent company. He joined Desilu in 1954 as administrative assistant to executive VP and was promoted to director of business affairs. He then was named VP in charge of department. Mr. Weitzman replaces Richard W. Dinsmore, whose resignation was announced earlier (Broadcasting, March 21) after four-year span as head of distribution subsidiary.

John R. Vrba, sales manager of Media Agencies Clients publications, Los Angeles, appointed general sales manager of Mullins Broadcasting-owned KBBW-TV Denver. He replaces Robert Brown, appointed VP and general manager of KARK-TV Little Rock, recently purchased by Mullins Broadcasting. Mr. Vrba formerly was president of Fourth Network, programing organization, and sales manager of KTTV-TV Los Angeles. He assumes his new duties April 1.

Ralph F. Glazer, former national radio sales manager of Westinghouse Broadcasting Co., New York, elected VP of Broadcast Communications Group Inc., radio division. Mr. Glazer was appointed division's general sales manager earlier this year (Broadcasting, Feb. 7). James Richards, account executive, Blair Radio, New York, joins BCG as eastern sales manager.

Henry S. White, executive VP of Westhampton Films, New York, appointed executive VP of Allied Artists TV in what was said to be expansion in TV activities beyond sale of feature films. Allied TV is expected to become active in co-producing features primarily for TV. Mr. White earlier had been national sales manager for Screen Gems and associate director of networks programing and director of business affairs for CBS-TV. James C. Stern continues as VP and general sales manager for Allied Artists TV.

Samuel H. Northcross leaves MCA Inc., New York, where he was VP in charge of eastern operations for about one year, to rejoin Foote, Cone & Belding on May 1 as VP and national director of broadcast. He replaces Edmund C. Bunker who has resigned to join Inter-public as senior VP (Broadcasting, March 14). Mr. Northcross also becomes member of plans board and has responsibility for agency relationships with Radio-TV networks.

Douglas S. Cramer, former VP, program development, ABC-TV, named program development VP of 20th Century-Fox TV. Mr. Cramer left network earlier this month in wake of general shakeup of programing department (Broadcasting, March 7). Previously he had been with Ogilvy, Benson & Mather as broadcast supervisor and with Procter & Gamble as program supervisor.

For other personnel changes of the week see FATES & FORTUNES

CATV's to obtain commission permission, in hearing, before importing signals beyond their Grade B contour into top 100 markets. Toledo is 26th market.

Buckeye, which is jointly owned by Cox Broadcasting Corp. and Toledo Blade, began serving customers March 16, day before new rules were published in Federal Register. But, commission said, top-100 market rule was effective for systems beginning service after Feb. 15.

Buckeye on Friday filed pleadings in which it contends commission lacks authority over off-air system without new legislative authority. Pleadings also attack legality of "retroactive" rule.

Buckeye, its principal owners and Ohio Bell Telephone Co. are cited in antitrust suit filed in federal court in Cleveland. Edward Lamb Enterprises Inc. and CATV Inc., Toledo-based companies, are seeking $68,639,825, charging that defendants conspired to prevent them from entering CATV business in Toledo.
YOUR STATION may be the one to send its own goodwill ambassador around the world to tell everybody about AMERICA and about your hometown...

and

UA PAYS THE WAY!

here's how -
Hi! You know my show—the family comedy series that's been on the network for the past three years—Well, now you can have it in syndication, on your own channel—exclusive in your city. And that's not all...

...How about you and your viewers getting into the most lavish station contest ever turned loose by a program distributor? It's timely! It's patriotic!

"I'LL TELL THE WORLD...!"

"If I Could Tell People in Other Countries about AMERICA and about MY CITY, Here's What I'd say..."

...your viewers complete this statement in 10 words or less, to compete for one of the fine local prizes. Your First-Place Winner becomes eligible for one of the superb National Prizes—all provided by UA-TV...

Turn page for details of the attractive and valuable prize:
United Artists Television is conducting this nationwide contest for stations carrying "THE PATTY DUKE SHOW" after September 15, 1966, and is making it available to these stations on an exclusive basis in their markets.
26,000 miles and 26 weeks of intensive promotion for your Station, your City, your Country.

Look at the array of magnificent prizes YOU will award in your city and UA-TV will give to National winners:

FIRST NATIONAL PRIZE . . . A GRAND TOUR OF THE WORLD FOR TWO
BY AIR LONDON! PARIS! NEW DELHI! HONG KONG! TOKYO! 3 Glorious Weeks

and these other valuable prizes...

A DUPLICATE PRIZE FOR YOUR STATION. If your local First Prize winner takes one of the National Prizes, UA-TV gives the same trip for two or the same merchandise

... and UA-TV provides this "PRIZE PACKAGE" for you to give in your viewing area!

Get all the details at our Hospitality Suite,
505 Conrad Hilton Hotel, Chicago — March 27-30.

No matter who takes the prizes, YOUR STATION'S THE WINNER
A calendar of important meetings and events in the field of communications.

MARCH
March 29—Annual membership breakfast meeting of TV Stations Inc. Sheraton-Blackstone hotel, Chicago.
March 30—Broadcasting and sales promotion conference program sponsored by the Premium Advertising Association of America, Midwest.
March 31—Southern area conference of the National Association of Educational Broadcasters. Holiday Inn, Rivermont, Memphis.
March 31-April 2—Texas CATV Association annual convention. Marriott motor hotel, Dallas.

APRIL
April 1—Deadline for comments on FCC's proposed rulemaking limiting to three, not more than two of them VHF's an individual or corporation can have interest in or own in one or more of top 50 TV markets.
April 1—Deadline for submitting entries for the 1966 Gavel Awards for outstanding contributions to public understanding of the American legal and judicial systems sponsored by the American Bar Association. Send entries to American Bar Association, committee on Gavel Awards, 1150 East 60th Street, Chicago 60637.
April 1-2—Region three conference of Sigma Delta Chi, professional journalistic society, Birmingham, Ala.
April 3-5—National Conference on Instructional Broadcasting sponsored by the instructional division of the National Association of Educational Broadcasters. University of California, Santa Barbara.
April 13—Workshop on advertiser-agency financial relationships sponsored by Association of Broadcasters. Program chairman will be Frank J. Harvey, manager of advertising controls, General Foods Corp. Plaza hotel, New York.
April 14-25—64th Milan Fair Trade Fair, including the annual spring meeting of MIFED, the International Film, TV film and Documentary market, Milan, Italy.
April 15—Deadline for comments on FCC's proposed rulemaking to limit three, not more than two of them VHF's an individual or corporation can have interest in or own in one or more of top 50 TV markets.
April 15—Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.
April 18-19—Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.
April 18-23—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Toddman of Goodson and Toddman Productions, and Thomas Moore, president of ABC-TV, Statler Plaza hotel, Boston.
April 20—Spring meeting of the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.
April 20—Annual meeting of stockholders of General Telephone & Electronics Corp. Veterans Memorial Coliseum, Marion, Ohio.
April 21—Annual meeting of stockholders of Time Inc. Prudential Building, Chicago.
April 22-23—Spring meeting of the Mid-America CATV Association, Prom-Sheraton Motor Inn, Kansas City, Mo.
April 21-23—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters, Salem and Lodge, Gleneden Beach.
April 22—Annual meeting of stockholders of General Telephone & Electronics Corp. Veterans Memorial Coliseum, Marion, Ohio.
April 22—Region four conference of Sigma Delta Chi, professional journalistic society, New York, N. Y.
April 22—Region five conference of Sigma Delta Chi, professional journalistic society, Kentucky Dam Village State Park, Gilbertsville, Ky.
April 22-30—8th Golden Rose of Montreux festival, the international contest for light-entertainment television programs sponsored by the Swiss Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.
April 23-24—Annual spring meeting of Louisiana Association of Broadcasters. Chateau Charles, Lake Charles.
April 24-25—Annual spring convention of Texas Association of Broadcasters. Speak-
GREATEST IN THE NATION!

WCCO RADIO'S

54.6% share of audience

SETS NATIONAL RECORD

*TOP ACCEPTANCE! The new Mediastat Reports reconfirm the traditional leadership of WCCO Radio — both nationally and locally. WCCO's 54.6% share of audience is by far the largest reported for any station in all the markets measured by Media Statistics. The 54.6% also means WCCO Radio delivers more listeners per average half-hour than all other Minneapolis-St. Paul stations combined! (6:00 AM - 12:00 Midnight, 7 days a week) And this is only half the story...

Sources: Audience data based on Mediastat estimates, total survey area. Oct.-Nov. WCCO-Land market area based on latest Nielsen Coverage Service estimates. All data subject to qualifications which WCCO Radio will supply on request.
WCCO RADIO'S 1,253,000 listeners per week makes Minneapolis-St. Paul the nation's No. 4 radio market

When you rank the nation's top radio markets according to the weekly circulation of the leading station in each market, Minneapolis-St. Paul is fourth. That's because WCCO Radio's total weekly audience of 1,253,000 persons is exceeded only by stations in New York, Chicago and Los Angeles. This tremendous total amounts to nearly one million more listeners a week than any other Twin Cities station. And it's solid proof that WCCO Radio has the power — the reach — and the acceptance to produce flag-waving results for you in the big, rich WCCO-Land market.
ers include Douglas A. Anello, general counsel, National Association of Broadcasters. Fairways hotel, McAllen.

April 24-25—Ameco Management Institute sponsored by Ameco Inc., in cooperation with Arizona State University. Purpose is to give experienced CATV managers and owners an opportunity to explore the economic factors with which they can expect to deal during the next several years, with attendance limited to 20 students. Camelback Inn, Phoenix.


April 25-28—Sixth annual TV-Newsfilm Workshop sponsored by the National Press Photographers Association, the University of Oklahoma and the Department of Defense. University of Oklahoma, Norman. Information and registration forms are available from Ned Rockman, Motion Picture Department, University of Oklahoma, Norman.


April 28-29—Spring convention of the North Central region of the National Community Television Association, Wagon Wheel Inn, Rockton, Ill.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Speakers include Senator John Stennis (D-Miss.) Broadwater Beach hotel, Biloxi.

April 29—Deadline for comments on the FCC's proposed rulemaking to set aside channels 76 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 76 through 85 for the exclusive use of translators. Former deadline was March 26.


April 29-30—Spring regional conference of regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

April 29-May 2—Annual meeting of the American Association of Advertising Agencies. Participants include Milton C. Mumford, chairman of the board and president, Lever Brothers Co.; Harry Harding, corporate executive of Time Inc.; Dr. James L. Goddard, commissioner of food and drugs, Food and Drug Administration; Robert Manning, editor-in-chief of The Atlantic; John W. Chancellor, director of Voice of America; and Charles H. Brower, chairman of the board of BBDO, Mountain Shadows and Camelback Inn, Scottsdale, Ariz.


MAY

May 1-5—9th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers

BROADCASTING, March 28, 1966
George Stephens, KCMO Radio and Television Director of Agriculture, is the new president of the National Association of Farm Broadcasters, the 3rd Meredith man to serve as president. More recently, Stephens was chosen as one of seventeen American agricultural specialists to accompany Secretary of Agriculture Orville L. Freeman on his history-making trip to Vietnam.

These honors are consistent with the KCMO and Meredith Bunch record of leadership.

George Stephens is one of the nation's most respected farm broadcaster authorities. An agriculture graduate from Kansas State, former teacher of Vocational Agriculture and a County Agent in Kansas, George brings knowledge and stature into sharp focus 6 days every week to the thousands engaged in Mid-America's rich agricultural industry.

We’re proud to have him as a top banana at the KCMO Stations.
Who buys my

☐ 18 to 34? ☐ 35 to 49? ☐ 50 +?

We'll give you three guesses and 2-to-1 you're wrong—unless you've been doing some pretty substantial research like Peters, Griffin, Woodward's research director, Dr. Thayer, who knows who buys your toiletries and drugs.

Peters, Griffin
New York, Chicago, Detroit, Philadelphia, Atlanta
He can tell you a lot about supermarket shoppers: how old they are, how much each age group spends, and how important these three age groups are on 7 product categories in this area.

Don't make a check mark at left (or another media decision) until you've checked with Dr. John Thayer at Peters, Griffin, Woodward in New York. Call 212-826-6000. Or use the coupon at right.

Peters, Griffin, Woodward, Inc.
277 Park Avenue, New York, N.Y. 10017.

Dear Dr. Thayer: Who does buy more?

Name ___________________________Title ___________________________

Company __________________________

Address __________________________

City________________________State__________Zip_____________
MEMORANDUM

To: JOURNALISTS
From: Radio Free Europe
Re: Reporting Award

Radio Free Europe announces a REPORTING AWARD for outstanding coverage of East Europe during the calendar year 1966. A $500 award and plaque will be given in each of the following categories:

- RADIO AND TELEVISION
- NEWSPAPERS, WIRE SERVICES
- MAGAZINES

There are no subject restrictions on coverage given to one or all of the following countries – Poland, Hungary, Czechoslovakia, Rumania and Bulgaria.

Judges will be:
Edward W. Barrett, Dean
Columbia University
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John C. Campbell, Senior Research Fellow at the Council of Foreign Relations, New York
John Richardson, Jr., President
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For REPORTING AWARD information and rules, please write:

REPORTING AWARD
Public Affairs Division
Free Europe, Inc.
Two Park Avenue
New York, N.Y. 10016

include Senator George Murphy (R-Calif.). Sheraton Park hotel, Washington.
May 2—Deadline for reply comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.
May 2-4 — 51st annual conference of the Association of Canadian Advertisers. Royal York hotel, Toronto.
May 6—Canadian Film Awards Presentation, sponsored by the Association of Motion Picture Producers and Laboratories of Canada. Further information can be obtained from the association at 1762 Carling Avenue, Ottawa 13, Queen Elizabeth hotel, Montreal.
May 6-7—Spring regional conference (regions six and seven) of Sigma Delta Chi, professional journalistic society (meeting jointly and in conjunction with annual SDX distinguished service awards banquet). Des Moines, Iowa.
May 7—Meeting of the Oklahoma AP Broadcasters. Oklahoma City.
May 7-8—Annual meeting of Kansas Associated Press Radio-TV Association. Kansas City, Mo.
May 8—Annual Catholic Communications Convention in Montreal, sponsored by the National Catholic Broadcasters Association and the National Catholic Welfare Conference. Speakers include FCC Commissioners Ken- neth A. Cox, Fairmont hotel, San Francisco.
May 12—Annual spring managers meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J.
May 12-14—Annual spring meeting and election of officers of Montana Broadcasters Association, Missoula.
May 15-17—Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. Speaker include Vincent T. Wasilewski, president of National Association of Broadcasters. The Inn, Buck Hill Falls.
May 16—New deadline for reply comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 86% of all nonnews programming between 6 p.m. and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit TV stations from domestic syndication and foreign sales of independently produced programs. Former deadline was March 31.
May 16-20—Seminar on measuring TV audience including in-depth study of TV ratings and their use, sponsored by University of Nebraska Center for Continuing Education, university campus, Lincoln.

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FOR QUALITY PROGRAMMING IT'S
AMERICAN INTERNATIONAL TELEVISION, INC.
WITH THREE NEW PACKAGES OF MAJOR FILM ENTERTAINMENT

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(IN ASSOCIATION WITH THE LANDAU-UNGER CO.)
Twenty distinguished motion pictures combining the most exciting award-winning talents in the entertainment industry today...
Marcello Mastroianni, Dirk Bogarde, Rod Steiger, Henry Fonda, Katherine Hepburn, Vittorio Gassman, Alain Delon, Claudia Cardinale, Jason Robards, Jr., Catherine Deneuve, Federico Fellini, David Friedkin, Joseph Losey, Jacques Demy, Sidney Lumet, Archibald MacLeish, Luchino Visconti, Terrence Young

DOMINANT 10
Fast-paced action—exciting stories—top drawing names
David Niven, Ben Gazzarra, Vincent Price, Sean Connery, Gary Merrill, James Mason, Lilli Palmer—
the ingredients for 'MUST' television viewing and 'top' ratings

AMAZING ADVENTURES 1967
From tales of suspense and science fiction to the rock 'n roll swingers;
from secret agent adventures to the jungles of lost worlds;
all this in twenty-six rip-roaring action films in color
"Deserved all the hurrahs and the impressive honors it has received!" Bosley Crowther, N.Y. Times

"On of the year's 10 best American films in this year."

The Pawnbroker is "The most incisive American film this year."

"A MOST MOVING AND HEARTENING FILM. It is inconceivable that anybody could fail to be touched and exalted."

Bosley Crowther, N.Y. Times

"SMASHING! An intense compelling film and a devastating account."

Bosley Crowther, N.Y. Times

LA DOLCE VITA • THE PAWNBROKER • ROCCO
• THE UMBRELLAS OF CHERBOURG • THE ELE
• THE SANDS OF BEERSHEBA • LONG DAYS J
• THE FOOL KILLERS • ROPE AROUND THE NI
• THE THREE SISTERS • THE SERVANT • THE GI
"AN EXTRAORDINARY ACHIEVEMENT... distinguished by realistic photography, magnificently authentic performances. Scorsese is a master story teller!"

Cue

"The anatomy of corruption in brilliant detail."
Judith Crist, N.Y. Herald Tribune

"A film of internal brilliance. Perhaps the most exciting picture Orson Welles has made."
Time Magazine

"The 10 best film of the year!"

E. Crowther, N.Y. Times

E. Weller, N.Y. Times

C. Cook, World Telegram & Sun

HIS BROTHERS • THE SWINDLE • THE TRIAL OF ROOSEVELT • STORY KING AND COUNTRY • IN THE SHADE • LIFE UPSIDE DOWN • 90 DEGREES IN THE SHADE • THE SECRET AGENTS • GIRL IN ROOM 13 • I SPY, YOU SPY
Please visit Stanley E. Dudelson in A1-TV's hospitality suite at the Conrad Hilton Suites 528A-530A.

AMAZING ADVENTURES 1967

APACHE FURY (COLOR)
ATRAGON (COLOR)
BLACK SABBATH (COLOR)
CURSE OF THE SWAMP CREATURE (COLOR)
DEATH PAYS IN DOLLARS (COLOR)
THE EYE CREATURES (COLOR)
FROM ISTANBUL, ORDERS TO KILL (COLOR)
GO GO MANIA (COLOR)
The Hunt (COLOR)
HUNTER-OF-THE-UNKNOWN (COLOR)
LOST WORLD OF SINBAD (COLOR)
MASTER OF THE WORLD (COLOR)
MMM 83 (COLOR)

DOMINANT 10

COMMANDO (B & W)
CONQUERED CITY (B & W)
DESERT WAR (B & W)
KILLERS ARE CHALLENGED (COLOR)
LAST MAN ON EARTH (B & W)

and forthcoming

REAL LIFE ADVENTURES
ALL COLOR DOCUMENTARIES

DEVIL'S BLAST
THE GREAT SECRET
HEADHUNTERS OF THE AMAZONS

SAVAGE ORIENT
WITCH DOCTOR IN TAILS

HOLIDAY STORY BOOK OF FABLES

BREMERTOWN MUSICIANS
CINDERELLA
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SLEEPING BEAUTY
SNOW WHITE
THE SEVEN DWARFS TO THE RESCUE

50 FAVORITE FILMS    A1-TV in association with the LANDAU-UNGER CO.

HOME OF THE BRAVE
THE CHAMPION
CHEERS FOR MISS BISHOP

DEVIL AND MISS JONES
AND 45 OTHER MEMORABLE HITS.

AMERICAN INTERNATIONAL TELEVISION Inc
165 West 46th Street • New York, N.Y. 10036 • Circle 5-3035
Wants agency man's 'Memo'


Phone number tie-ins

EDITOR: Many stations have come up with a rather interesting twist to get listeners and viewers to remember their broadcast frequencies.

For example, ABC in New York has changed its telephone number from the somewhat insignificant SU 7-5000 to LT 1-7777. They broadcast on channel 7 in New York and are on 770 kc on the radio dials.

WCTC-AM-FM in New Brunswick, N. J., uses Charter 7-1450. They are at 1450 kc on the dial. The only drawback here, of course, is for the FM listener.

At Rutgers University, also in New Brunswick, the campus radio station has changed its number to KI 5-6800. Their dial position is 680.

Perhaps it may be interesting to ask stations to drop a line to the "action center" if they follow this path of telephone promotion. I think the results may be somewhat surprising.—William J. Liss, Manager-audio/visual media, Trans World Airlines, New York.

Who's to blame?

EDITOR: Jack Jones [of Mattel] in his March 14 "Monday Memo" on TV's impact on the toy industry, mentions "the cynical young." If they have become that way the toy industry and TV can only blame themselves. They have too often fallen into the trap of over-glomorizing and, in some instances, falsification. No wonder it's harder than it used to be to convince a once-gullible audience.

Trick photography, phony back-grounds and every other sleazy method you can think of has been used extensively.

Among my own four children the reaction to certain toys has become: "Oh, it's probably no good—they advertise it on TV."

Even children cannot be fooled forever by cars that look two feet long on the TV screen and turn out to be six inches; by dinosaurs that appear at least as large as a child and turn out to be eight inches high; by dolls that...
Who helped national advertisers get greater sales impact at the local level?

Blair Special Projects, of course.

(Just one more reason why agencies listen when Blair talks television.)
A national advertiser can find himself an outsider when he tries to compete at the local level.

But Blair Television’s Special Projects Division has developed a plan for national advertisers to achieve hometown appeal, and retain national prestige in their marketing areas.

We call it the Blair “Community Impact” Plan. It is built around the sponsorship of local Specials that involve the advertiser in the community’s affairs. Experience shows that a planned schedule of these programs in a market produces effectively for the advertiser.

Example: One national food manufacturer was having trouble penetrating a particular market. Through Special Projects, he sponsored a series of locally-produced specials. Customer association of the brand with community activities dramatically increased 258%. Results—this national product became a hometown product in the eyes of those customers.

In this new age of television, Blair’s personalized services, through its outstanding staff of sales specialists, produce results for today’s advertisers, agencies, and stations.

You are invited to contact Harold Pingree, Director of Special Projects. He’ll prepare the “Community Impact” Plan to your specific needs.
Richard De Haan, teacher, feels the desperate spiritual needs of people in today's world, and is convinced that there was never a time when the challenge to go forward with the clear teaching of God's Word was more imperative.

Every radio home a potential classroom for "Telling the story of Jesus"

From small beginnings in 1938 to over 600 radio stations today, Radio Bible Class has gained world-wide acceptance as the outstanding program of spiritual instruction for living in today's demanding society.

Founded by the late Dr. M. R. DeHaan, this unique, weekly thirty minute program has become a MUST in many thousands of homes each week around the globe.

Richard DeHaan, teacher, feels the desperate spiritual needs of people in today's world, and is convinced that there was never a time when the challenge to go forward with the clear teaching of God's Word was more imperative.

Not only in blackouts

EDITOR: Seems as though people think that the only place a radio station and a portable radio can be valuable is in the Northeast during a power blackout. Not so. We had a major blizzard in this area [March 3-5] and worked a couple of hundred extra man hours getting out information to many rural people who were without power, telephone and other comforts while 70-mile-per-hour winds blew snow into 8 to 15 foot drifts. Some communities were cut off from all contact except through amateur radio and our services.

Maybe our blizzards don't effect as many people as blackouts in the Northeast, but they happen a heck of a lot more often; and a radio station and a transistor radio come in pretty handy when they do hit.—Wil Huett, program director, KCSR Chadron, Neb.

Boys' Club story

EDITOR: I would like to thank you and your magazine for your generosity in running our full-page "He's No Puzzle" "advertisement" in the March 14 issue of Broadcasting.

The genuine willingness of your fine publication to help us tell the Boys' Clubs story to the industry you so capably represent was indeed most gratifying.

Again, on behalf of myself and our more than 700,000 Boys' Clubs of America members across the country . . . Thank you.—John M. Gleason, national director, Boys' Clubs of America, New York.

News wire experiences

EDITOR: We would be interested in hearing from college educational FM stations as to ways and means they employ to secure and finance news wire services. We'd like to hear experiences, difficulties, special arrangements such stations might have had, as well as assessment of the service value.

Interested persons or stations should write directly to me.—William M. Brady, radio coordinator WUSF-FM, University of South Florida, Tampa.
IF YOU'VE GOT THE MONEY, HONEY, WE'VE GOT THE TIME.

WIL, AM-FM, ST. LOUIS • K-BOX, AM-FM, DALLAS

The Balaban Stations—In Tempo With The Times/John F. Box, Jr., Managing Director/Sold Nationally By Robert E. Eastman & Company, Inc.
As the world gets smaller, ATV gets bigger. In just 10 short years jets have put Bangkok around the corner, London between meals. In that same time ATV has grown to include subsidiaries in almost every related form of the entertainment field; reaching 83 countries as showcases for ATV productions. In the United States, ATV-ITC has marked an entertainment breakthrough with British-originated product now constituting an important segment of prime time programming on the three networks. How's that for entertaining the world?
Television's influence on marketing—'fantastic'

There are four general areas where television has had a marked influence on marketing. They are: mass merchandising, speed and effectiveness of communication, revised geographical marketing patterns and the changed media mix.

What do we mean by mass merchandising? Let's define it as selling a mass of goods to a mass of people. One might argue that we have had mass merchandising in the U.S. since the coming of the production line and the advent of the department store. This is true to a certain degree. But the progress of this aspect of marketing in the 50 years preceding commercial television was turtle-like compared to its giant strides commencing with TV.

Nowadays selling has largely been replaced by pre-selling. Self-service outlets did not happen as the result of a thought from a fertile brain. They happened because it was no longer necessary to man a retail outlet with salesmen. Products could be and were pre-sold to a point where salesmen seemed almost more of a hindrance than a help. Magazines, billboards and newspapers have been in existence for many years. But until the coming of broadcast, and especially television, effective pre-selling was marginal.

Retail Revolution • In 1952 there were 16,500 supermarkets in the U.S. accounting for 5% of the total outlets and doing 43.8% of the business. Incidentally, there are no reliable figures prior to 1952.

By 1964 the number of outlets had nearly doubled and in that year accounted for 13.5% of the total outlets and did 70% of the food business. The expanding economy meant that the total dollar volume of sales for all supermarkets tripled in this period. At the same time small retail grocery outlets were rapidly disappearing.

I will not take time to show you what has happened in the hard- and soft-goods industry. You are all familiar with Gem, Korvette and Sav-Mart. Even the used car lots have stopped selling. Go pick it out yourself. You're pre-sold and advertising did it.

New Products Scramble • In the interrelated sense, television has made all this possible, or even necessary, with its power to communicate fast and effectively. And this is the second point of influence on marketing. To highlight this, it would be well to consider new products and the broadcast industry.

Before the days of television it was very difficult to test market a product simply because media were not immediately enough or effective enough to get any fast results. Or any real strong feel for a test product's potential in a reasonable period of time.

But, since television, countless new products have been introduced every year by the marketing giants—Procter & Gamble, Lever Brothers, Colgate-Palmolive, and the Generals—Mills, Motors, Electric, Foods, Tire, Telephone, Time, Dynamics.

One study shows that over 5,000 new food items were introduced in 1963 alone. Of these, however, only 1,800 were accepted for sale by retail food outlets and only 500 survived in the market place for more than a year.

A determining factor in the success of those new products was the TV weight behind their introduction. Chain store buyers and committees will not stock a brand that is not well advertised. And well advertised means pre-sold on TV.

Today's homemakers are young. One half of all consumers in the U.S. are under 28 and soon the average will be 25. These young people have always shopped in supermarkets. They have grown up in an age where 6,000-8,000 items are ready and waiting on the shelf. These consumers are not only young, they are sophisticated. But whether they know it or not, they are pre-sold. Television did it.

TV Base for 'Clusters' • The third major influence of broadcasting on marketing has been dramatized geographically. Retail and wholesale patterns of distribution have changed since the coming of television. My own experience with Falstaff is not at all singular. Ten years ago Falstaff had 515 distributors or wholesalers for its product. Each one of these distributors was treated separately and individually. Nearly every one had media originating in his market and the boundaries of his market were small.

The Falstaff media advertising program was already heavy in network televised live sports. In 1956 Falstaff sponsored Game of the Week baseball. That was also the first year of sponsorship for NFL football. It was obvious that a market redefinition was required.

So we went to work on a system that grouped or clustered a number of distributors into an area of common interest. This interest was media coverage and television formed its base.

TV Tops Media Mix • The final point in the influence of TV on marketing is the changed media mix. This is a change that media actually imposed upon itself.

It is evident that more and more advertisers have turned to television as their basic medium. As a result, availability of TV has become tighter and tighter. Increased competition from the creative standpoint also has mushroomed. You not only have to buy the best but create the best.

In the area of salesmanship, whether it is introducing new products or pre-selling an established item, television has proved to be the greatest selling force ever known. I venture to state that no major national marketing strategy in the U.S. would dare to overlook it.

Born in St. Louis in 1924, George P. Holtmann joined Falstaff in 1941. He attended St. Louis University at night, receiving his bachelor of science and commerce degree in 1946. In 1947 he was named advertising manager for the company's central sales division and since has served successively as media and copy coordinator and assistant advertising director. He became advertising director in 1960 and was elected a vice president of the firm in 1964. The accompanying article is a condensation of his talk March 10 before a broadcast seminar in St. Louis sponsored by station representatives.
This Goodyear Tire is approximately 10 feet high. Weighs nearly 1½ tons. Retails for more than $10,000. It was made in Kansas at Goodyear's Topeka plant, second largest of the 75 Goodyear installations. The Goodyear plant area, including warehouse, covers 44 acres, employs 2150 people. Their payroll and purchases add more than $20 million annually to the Kansas economy.

So, if you think of Kansas as just wheat, cattle and "corn as high as an elephant's eye"—look again. You'll find BIG WHEEL industrial operations all over the place.

To be a BIG WHEEL in Kansas concentrate on WIBW air media. This is a combination with the power to get the job done. WIBW RADIO covers 69 Kansas counties, dominates in 45 of them. WIBW-TV gives you dominant day and night coverage in 38 counties. In no other way can you cover so much of Kansas—sc well. Ask Avery-Knodel.
Put the words in someone else's mouth for a change

ENTER ABC Films
FLASH GORDON
and BUCK ROGERS
CAPTION CONTEST!

WHAT DO YOU WIN?
1st, 2nd and 3rd place prizes awarded to best entries. Judging will be completely biased with bonus points going to those contestants who can be most beneficial to ABC Films.
IT'S THIS EASY...

Just fill in the empty balloons with your own humorous or appropriate copy. Then proceed directly to the ABC Films suite. All entries will be accepted and become automatically eligible for the grand prizes.
St. Louis’ emotional attachment to KSD-TV is unique ... for it has matured and strengthened since that day 18 years ago, when channel 5 became the first television station in St. Louis. Today KSD-TV is still first in the hearts of St. Louisans*.

St. Louis Post-Dispatch Television / represented nationally by John Blair-TV

*Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans. Write for details.
1966 NAB issues complex as ever

CATV and fourth spot only two of many problems facing biggest convention; record exhibits, many side meetings draw special interest groups

An industry continually beset with problems, some of its own making, some created by outside interests, moves into Chicago this week to take an introspective look at a few of them.

Among the more pressing issues are community antenna television and a fourth spot in prime-time network programs.

More than 4,200 broadcasters and engineers will be attending the National Association of Broadcasters 44th annual convention. Many will come to attend the myriad of special-interest group meetings where their own problems are discussed and possible solutions are hammered out. Because many of these problems are particular to specialized organizations, they traditionally do not appear on the formal NAB agenda.

These side sessions, which began two days prior to the convention and will end a day after, have been encouraged by NAB as a means of attracting a greater attendance at the convention and to reduce the number of trips necessary for the average broadcaster.

This week NAB expects about 6,000 people to be on hand to take part in some form of convention or related meeting activity. Some 2,000 of these will man exhibits and hospitality suites.

In the past decade the convention has more than doubled in size from every angle. For example, the 1957 convention held 10 years ago in Chicago had 44 equipment exhibitors paying $53,597 for space. This week 115 exhibitors will pay approximately $175,000 for space. The 1957 convention attracted 2,448 delegates. That could be doubled this week. In 1957 there were 11 special-interest groups and trade associations that scheduled meetings at convention time. This year there are more than 20.

CATV will again dominate much of the talk in the Conrad Hilton. Although it will be more corridor conversation in the Hilton, it will no doubt be a major item of business at the Sheraton-Blackstone across the street. There the Association of Maximum Service Telecasters, the trade association advocating the hardest line on CATV regulation, is holding its annual meeting.

Both NAB and AMST have lost some members due to their CATV stands. Since virtually all AMST members also belong to NAB, a position taken by AMST automatically reflects an opinion that will be expressed in NAB councils.

This was evidenced at the NAB

The largest National Association of Broadcasters convention on record opens in Chicago this week and more than 4,200 broadcasters and engineers are expected to take part. The registrants to the 44th annual convention will find three days of meetings, 50,000 square feet of equipment exhibits, 50 film and tape syndicators and hundreds of hospitality suites waiting for them. Shown (l-r) are five men who played major roles in preparing for this year's convention: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and Grover C. Cobb, KVGB Great Bend, Kan., vice chairman of the NAB television and radio boards, respectively, and convention co-chairmen; Everett E. Revercomb, NAB secretary-treasurer and convention manager; Mike Shapiro, WFAA-TV Dallas, and Jack W. Lee, WSAZ Huntington, W. Va., chairmen of the TV and radio boards, respectively.
board meetings in Florida where the hard-line AMST position was pushed. The television board at its concluding meeting at that time came exceedingly close to adopting the AMST line. But an 11th hour compromise among the warring parties on the TV board produced the NAB's modified stand.

Network Meetings • The networks traditionally use the convention to meet with their affiliates. This year ABC-TV officials were geared for battle at their TV affiliates session Saturday (March 26) and some of the affiliates' guns were loaded for bear.

Many of the affiliates are up in arms because the network added a fourth spot to the twice-weekly episodes of Batman and because they have heard that ABC-TV is considering expanding the concept to other shows in the 7:30-8 p.m. slots.

Westinghouse Broadcasting has loudly opposed the policy from the time it was instituted at the beginning of the network's second season, and two weeks ago Herb Cahan, of Westinghouse's WJZ-TV Baltimore, resigned as chairman of the affiliates board to lead the floor fight against the extra prime-time spot (Broadcasting, March 21).

ABC-TV violated neither its own commercial standards nor the NAB code authority's when it added the spot blaming higher production costs. At the same time it chopped off a minute of other material considered as commercial. The actual amount of time used for commercial purposes was constant. Many broadcasters fear the fourth spot idea will find its way into other prime-time areas and on other networks as well.

It's also an area the station reps are worried about, since opening the time for network business, they say, usually means a transfer of money otherwise designated for spot.

What About CBS? • On Sunday (March 27), CBS-TV affiliates were to meet to discuss the new affiliates' contracts with the network. There was little doubt that here too the fourth spot would be discussed. The affiliates want to know point-blank: Is CBS-TV planning such a move? If so, how does the network justify the action?

At NBC-TV the new network bosses will have a little more time to study the situation before they formally meet with the affiliates and have to answer the same questions. Although the NBC-TV affiliates are sure to discuss it informally, the affiliates meeting isn't scheduled until May.

These are two of the major industry problems at the convention. The NAB, which is expecting a record official attendance of more than 4,200 has problems of its own.

A bright area for the broadcasters will be the lower lobbies of the Hilton.
ers, who foot a major part of the convention bill, aren’t interested in such a plan. They want everything kept together, if possible (CLOSED CIRCUIT, March 21).

The sale of exhibit space, Mr. Revercomb noted, “is the most important part of our convention revenues. We can only forecast that the show will continue to grow in size and importance.” He also noted that the 1965 increase in space rates from $3.15 per square foot to $3.50 was the first such raise in 10 years. Since there were no objections to the increase, he feels step increases could be effected over the next few years “to a point where charges could be double the present cost for exhibit space.”

Beyond that there is an awareness among the staff of what could happen if the exhibit space continues to grow uncontrolled. In a few years it could push the convention right out into the street. There are those who recall the Institute of Electrical and Electronics Engineers annual show which got so big that the exhibits had to be moved to the Coliseum in New York.

The suggestion that there be two conventions annually, or possibly separate radio and television conventions has been termed by Mr. Revercomb “not desirable from our standpoint.” He doubted if the exhibitors would support more than one convention.

Another comparatively new facet is the increasing number of CATV operators among broadcasters and the resultant increased interest CATV manufacturers are taking in NAB shows. There is some expectation that within a year or two there will be nonconvention meetings of CATV operators.

All of these add to the space problem. NAB can expand its tent only so far to include all these individuals, groups, associations and organizations. Some members think that perhaps the time has come to once again study the feasibility of a federation where broadcasting’s many diversified interests can be brought together—and controlled centrally.

ON TAP AT THE CONVENTION

Official agenda for the 44th annual National Association of Broadcasters convention, March 27-30, at the Conrad Hilton hotel, Chicago, follows. Also listed are unofficial and related meetings and activities. All events take place in the Conrad Hilton unless otherwise noted.

Registration • Sunday, March 27—8 a.m.-6 p.m. Monday, March 28—8 a.m.-6 p.m. Tuesday, March 29—9 a.m.-5 p.m. Wednesday, March 30—9 a.m.-5 p.m. Lower Lobby.

Exhibit Hours • Sunday, March 27—10 a.m.-7 p.m. Monday, March 28—9 a.m.-9 p.m. Tuesday, March 29—9 a.m.-7 p.m. Wednesday, March 30—9 a.m.-5 p.m. Continental Room, and North, East and West Exhibit Halls.

SUNDAY, March 27

All day—Bill Gavin radio program conference. Sheraton-Chicago.

8:30 a.m.—Association of Maximum Service Telecasters continental breakfast. Bel Air Room.

9 a.m.-4 p.m.—Association for Professional Broadcasting Education membership meeting. Williford A.

9:30 a.m.—Association of Maximum Service Telecasters membership meeting. Beverly Room.

9:30 a.m.—National Association of FM Broadcasters presentation on classical programming. Waldorf Room.

10 a.m.—First annual National Association of Broadcasters convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Lower Chapel, St. Mary’s Church, Wabash and 9th Streets.

10:30 a.m.—National Association of FM Broadcasters automation seminar. Waldorf Room.

12 noon.—Daytime Broadcasters Association membership meeting. Williford C.

12 noon-2 p.m.—Association for Professional Broadcasting Education reception and luncheon. Grand Ballroom Assembly.

1 p.m.—Association of Maximum Service Telecasters board luncheon and meeting. Bel Air Room.

1 p.m.—Association on Broadcasting Standards membership meeting. Speakers will be Gerald C. Gross, Telecommunications Consultants International Inc. Beverly Room.

1:30 p.m.—ABC Radio Affiliates business meeting. Williford B.

NAB FM Day Program • 2:30-5 p.m., Waldorf Room.


Remarks: Commissioner Robert E. Lee, FCC.


[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Waldorf Room beginning at 9:30 a.m. Sunday, March 27.]
ON TAP AT THE CONVENTION, continued

2:30 p.m.—Society of Broadcast Engineers membership meeting. Williford C.

Television Assembly * 3:15-5 p.m. Crystal Ballroom, Sheraton-Blackstone.


3:30 p.m.—CBS-TV Affiliates meeting (private) to discuss new affiliation contract forms with CBS-TV network officials. Studio 1, WBBM-TV, 630 North McClurg Court.

4 p.m.—Television Film Exhibit annual reception. International Ballroom.

4 p.m.—Clear-Channel Broadcasting Service membership meeting. Lower Tower.

6 p.m.—NBC Radio and TV Affiliates reception. Gold Room, Pick-Congress.

7:30—NBC Radio and TV Affiliates dinner. Great Hall, Pick-Congress.

6 p.m.—ABC Radio Affiliates reception (black tie). Grand Ballroom, Drake hotel.

6:30 p.m.—CBS-TV Affiliates reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

8 p.m.—ABC Radio Affiliates dinner and dance (black tie). Gold Coast Room, Drake hotel.

MONDAY, March 28

8 a.m.—TV Stations Inc. annual membership breakfast meeting. Mayfair Room, Sheraton-Blackstone.

8:30 a.m.—Mark Century breakfast and programing seminar. Upper Tower.

General Assembly (Management and Engineering Conferences) * 10:30 a.m.-12 noon. Grand Ballroom.


Presentation of NAB Distinguished Service Award to Sol Taishoff, editor and publisher of Broadcasting and Television magazines, by Vincent Wasilewski, NAB president. Address, Mr. Taishoff.

Management Conference Luncheon * 12:30-2 p.m., International Ballroom.


Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. Address, Vincent Wasilewski, NAB president.

Television Assembly * 2:30-5 p.m. Great Hall, Pick-Congress.


The Electronics of Color: John Wentworth, RCA, Camden, N. J.


Radio Assembly * 2:30-5:30 p.m. Grand Ballroom.


5 p.m.—Recording Industry Promotion Association reception. Conrad Hilton.

TUESDAY, March 29

7:30-8:45 a.m.—United Press International first annual breakfast meeting. International Ballroom.

8 a.m.—Society of Television Pioneers annual breakfast. Lower Tower.

Radio Assembly * 9:30 a.m.-12 noon, Grand Ballroom.

Presiding, Grover C. Cobb, KVOB Great Bend, Kan., 1966 convention co-chairman, vice chairman of NAB radio board.

Annual Radio Advertising Bureau Presentation: Miles David, president, and Robert Alter, executive vice president.

The New Sound of Radio Commercials: Moderator,

CONTINUED ON PAGE 44
Cover
San Francisco-Oakland better with KTVU

32 counties in Northern California and Western Nevada! That's the coverage of KTVU—more counties* than any other San Francisco Bay Area television station. It's KTVU's unduplicated programming and superior channel position that result in the widest coverage of the country's number seven television market. And it's one more reason KTVU is the Nation's LEADING Independent Television Station.

KTVU 2
SAN FRANCISCO-OAKLAND
Represented by H&R Television

*AR/BB coverage study

All-Radio Methodology Study Committee Report: Dr. Morris Gottlieb, vice president, Audits and Surveys, New York, and other members of ARMS committee.

Management Conference Luncheon * 12:30-2 p.m., International Ballroom.

Presiding, Grover Cobb, KVOB Great Bend, Kan., 1966 convention co-chairman. Invocation, Rabbi Ben Zion C. Kaganoff, president of Chicago Board of Rabbis.

Introduction of the Speaker, Vincent Wasilewski, NAB president. Address: The Honorable E. William Henry, FCC chairman.

No Afternoon Sessions (There is no program in this period so that delegates may visit the exhibits and hospitality quarters.)

3 p.m.—All-Industry Television Stations Music Licensing Committee meeting. Beverly Room.

5 p.m.—Harvard Business Seminar smoker. Bel Air Room.

Broadcast Pioneers Banquet * 7:30 p.m., International Ballroom.

WEDNESDAY, March 30

NAB Labor Clinic * 8:30-9:45 a.m., Williford Room. [Closed Session. Admission to this session will be by special tickets. Tickets may be picked up by managerial personnel of member stations and networks at the credentials desk in the Lower Lobby.]

Moderator, William L. Walker, NAB director of broadcast management. Panelists: Frederick D. Custer, KPOL Los Angeles; Kenneth H. James, KEYV(TV) Omaha; Manning Slater, KRAK Sacramento, Calif.; Tony Moe, WKOW-AM-TV Madison, Wis., and Mark E. Georgeou, NAB labor counsel.

Television Assembly * 10 a.m.-12 noon, Waldorf Room.

Presiding, Mike Shapiro, WFAA-TV Dallas, chairman of NAB TV board. **NAB TV Board Elections.**

A Report from the Television Information Office: Introduction, Willard E. Walbridge, KTWR-TV Houston, chairman of TIO committee. Remarks, Roy Danish, director of TIO.


TV Board Election Results.

Management Conference Luncheon * 12:30-2 p.m., International Ballroom.


Introduction of the Speaker, John F. Dille Jr., Communiciana Group of Indiana, chairman of NAB board of directors. Address, General Maxwell D. Taylor, U.S.A. (Ret.).

General Assembly (Management and Engineering Conferences) * 2:30-5 p.m., Grand Ballroom.

Presiding, John F. Dille Jr., Communiciana Group of Indiana, chairman of NAB board of directors.


THURSDAY, March 31

9 a.m.-5 p.m.—Visual Electronics Corp. post NAB seminar. Tower Suite.

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies and Continental Room of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 24 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

EXHIBITORS

<table>
<thead>
<tr>
<th>Addressograph-Multigraph Corp.</th>
<th>Space 238-W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance Industries</td>
<td>Space 421-N</td>
</tr>
<tr>
<td>Abilcon Optical Co.</td>
<td>Space 251-W</td>
</tr>
<tr>
<td>Afford Manufacturing Co.</td>
<td>Space 208-W</td>
</tr>
<tr>
<td>Altec Lansing Corp.</td>
<td>Space 206-W</td>
</tr>
</tbody>
</table>

Ameco Inc. .................................. Space 312-C
American Electronic Laboratories Inc. .......... Space 313-C
American Pamcor Inc. .......................... Space 111-E
Ampex Corp. .................................. Space 109-E
Andrew Corp. .................................. Space 244-W
Arriflex Corp. of America ...................... Space 318-C
Audio Devices Inc. ........................... Space 232-W
Automatic Tape Control ....................... Space 201-W
Ball Brothers Research Corp. ................. Space 214-W
Bauer Electronics Corp. ........................ Space 222-W
Beckman & Whitley Inc. ........................ Space 401-N
Borg-Warner Corp. ............................. Space 217-W
Boston Insulated Wire & Cable ................ Space 240-W
Broadcast Electronics Inc. .................... Space 303-C
CBS Laboratories ............................. Space 236-W
CCA Electronics Corp. ........................ Space 237-W
Century Lighting Inc. ........................ Space 118-E
Chrono-Log Corp. .............................. Space 102-E

Cleveland Electronics Inc. ............................ Space 115-E
Cohu Electronics Inc. .......................... Space 311-C
Collins Radio Co. ............................. Space 209-W
ColorTran Industries .......................... Space 117-E
Conrac Division, Gianelli ............................ Space 107-E
Continental Electronics Manufacturing Co. .......................... Space 200-W
Cummins Engine Co. ............................ Space 227-W
Dage-Bell Corp. ................................ Space 308-C
Dresser-Ideo Co. ............................... Space 205-W
Dynair Electronics Inc. ........................ Space 111-W
Eastman Kodak Co. ............................. Space 231-W
Electronics, Missiles & Communications Inc. .......................... Space 323-C
Etron Inc. .................................... Space 320-C
Fairchild Recording Equipment .................. Space 314-C
Filmline Corp. ................................. Space 118-E
Fort Worth Tower Co. ........................... Space 315-E
Gates Radio Co. ............................... Space 221-W
General Electric .............................. Space 102-E
Grass Valley Group Inc. ........................ Space 109-E
Hancock Teletcontrol Corp. ..................... Space 403-N
Harwald Co. ................................... Space 225-W
Hewlett-Packard .............................. Space 418-N

BROADCASTING, March 28, 1966
We take pride in announcing a major breakthrough in evaluating cumulative national radio audiences.

The results of this project, representing three years of developmental research, will be presented throughout the United States starting April 1, 1966.
A record number of engineers are expected to attend the 20th annual Broadcast Engineering Conference, which runs concurrently with the NAB convention. For three days the engineers will hear speeches, panels and technical papers. Four panel sessions: Emergency Broadcasting System, color cameras, radio automation and the FCC technical panel highlight the agenda. Thomas Howard (I), Jefferson Standard Broadcasting Co., Charlotte, N. C., is chairman of the Engineering Conference Committee, and George W. Bartlett (I), NAB vice president for engineering is the conference manager.

Grass Valley Group Inc. Essex Inn
Hancock Telecontrol Corp. 1436A
Jerrold Electronics Corp. 2024
Kaiser-Cox Corp. Essex Inn
Delta Kline Iron & Steel Co. 1324
Lenkurt Electric Co. Essex Inn
MVR Corp. 1119
MCA Inc. 940A
McMartin Industries Inc. 119A
Lenkurt Electronics Corp. 119A
3M 1124A
MVR Corp. 1384A

**NAB CONVENTION OFFICES**

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)

- **Registration Desk**- Lower Lobby
  - Room 1: Donald Pearce, assistant treasurer

**NAB STAFF OFFICES**

- **Radio** - Room 2
  - Sherrill Taylor, vice president
- **Station services** - Room 2
  - William Carlisle, vice president

**Broadcast management** - Room 4
- William L. Walker, director
- Government Affairs - Room 2
  - Paul Constock, vice president

- **Legal** - Room 2
  - Douglas A. Anello, general counsel

**Research** - Room 2
- Howard Mandel, vice president

- **Code Authority** - Room 4
  - Howard H. Bell, director
  - Charles M. Stone, manager radio code
  - Jerome G. Lansner, manager TV code, Washington

**State association liaison** - Room 4
- Alwin King, director

**EQUIPMENT HOSPITALITY SUITES**

(See also Equipment Exhibitors)
- Albion Optical Co. - Room 4
  - 823A
  - Ameco Inc. - Room 4
  - 1200

**American Electronic Laboratories Inc.** - Room 4
  - 834A
  - American Pamcor Inc. - Room 4
  - 1240A
  - AT&T - 2106A-09A
  - Ampex Corp. - 605A

**Automatic Tape Control Inc.** - Room 4
  - 1724
  - Beckman & Whiteley Inc. - 685A
  - Collins Radio Co. - 1924

**Continental Electronics Manufacturing Co.** - 719A
  - Delta Electronics Inc. - 1038A
  - Dresser-Ideo Co. - 1038A
  - Dynair Electronics Inc. - 836A
  - Fort Worth Tower Co. - 823
  - Gates Radio Corp. - 1405A-1404A
  - General Electric - Room 113-E

- North Imperial Suite

**PROGRAM SERVICES**

- ABC Films - 2319-2316
- Allied Artists TV Corp. - 521A-523A
- American International Television - 528A-530A
- C. B. Gable & Associates - Room 2022A
  - Unassigned Broadcast Sales Inc. - Room 1434A
  - Buena Vista Distribution Co. (Walt Disney) - 1140A

- Cardinal Programs - Executive House
  - Room 1
  - 2225

- **Comet Film Distributors** - 509A
- **Commercial Recording Corp.** - 1300
  - Desilu Sales Inc. - 557-560
  - Embassy Pictures Corp. - 1534A
  - Executives Radio Service - Room 152A-153B
  - Four Star International - 503A-504A
  - Sandy Frank Program Sales Inc. - 2022A-23A
  - Grand Ole Opry - Room 2022A-23A

BROADCASTING, March 28, 1968
QUICK, DRAW!

There’s more...
QUICK DRAW McCRAW, SNOOPER and AUGIE DOGGIE by Hanna-Barbera, are now available in full color for local stations. 135 seven-minute cartoons (45 each)—ideal as a half-hour show (we'll supply the bridges) or as a cartoon feature in any of your own shows. For the quickest draw in town call PL 1-4432.

SCREEN GEMS, 711 Fifth Ave., New York 10022

SEE QUICK DRAW IN PERSON IN SUITE 535A, CONRAD HILTON HOTEL.
BPI well represented

Broadcasting and Television magazines have 21 representatives in Chicago to cover the 44th annual National Association of Broadcasters convention, engineering conference and related events. The editorial and advertising representatives of Broadcasting Publications Inc. are holding open house during the convention in Suite 706A of the Conrad Hilton. A separate newsroom is covering convention activities.


Representing Television are: Albert Kroeber, Frank Chizzini and Bob Moran.

Broadcasting's April post-convention issue will report in full on events during the convention and at the many additional meetings, not a formal part of the NAB agenda.

In the April 11 post-convention issue, Broadcasting will publish a complete report, with pictures, on the new equipment shown at the convention.

Paul H. Raymer Co.  Executive House
RKO General National Sales   Continental Plaza
Savall/Gates           Essex Inn
Stone Representatives Inc.   806 A
Storer Television Sales   Executive House
Sh-B 3812

STATION REPRESENTATIVES

ABC-TV Spot Sales   Continental Plaza
Advertising Time Sales Inc. 560A
AM Radio Sales Co. Water Tower Inn
Avery-Knowell    Sh-B
806 A
Host Baskett & Co. Essex Inn
Elisabeth Beckjorden Continental Plaza
Charter Broadcasting Co.
Network Unassigned
John Blair & Co. Blair TV, Blair Radio Sh-B
Broadcast Communications
Groves/Television   Continental Plaza
Broadcast Time Sales   Water Tower Inn
CBS Radio Spot Sales  1823A
CBS-TV National Sales   Drake Hotel
Hartung Chisholm Co. 906 A
Roger Coleman Inc. Croydon Hotel
Robert E. Eastman & Co.  Executive House 3411
FM Group Sales Unassigned
Gill-Pena Heck & Co. 1009A
Herbert E. Groshin & Co. Ascot
Harrington, Righer & Parsons Sh-B 708 09:10
George P. Hollenberg Co. 1600
Hal Holman Co. 2423A
Barnes Houghton Howard & Co.
H.R. Representatives Continental Plaza
The Katz Agency   Executive House
Jack Masla & Co. Executive House
McCain-Guild Co. Executive House
H.R. 3111
The Messker Co. 1700
Metro Radio Sales   Continental Plaza
Mid-Week Time Sales Executive House
Mid week TV Sales Unassigned
National TV Sales Inc. Executive House
NBC Spot Sales Unassigned
Peters, Griffin
Woodward Sh-B 705
Edward Petry &Co. 1400
Vic Unassigned
Wolper Television
Prestige Representation   Executive House
Organization Unassigned
Executive House

KEYSTONE BROADCASTING SYSTEM  806
Market 1 Network (QXR)  Essex Inn 1501
Mutual Broadcasting System  1606 A-04A
NBC Radio  Sh-B
NBC Unassigned
Sports Network Inc. Pick-Congress

RESEARCH ORGANIZATIONS

American Research Bureau 605
Broadcast Advertisers
Reports Knickerbocker Hotel
McGraw-Hill Inc. 2140 A
A. C. Nielsen Co. 1000
The Pulse Inc. 2320
Sindlinger & Co. Unassigned

MISCELLANEOUS

Advertising Age  906 A
Advertising News of New York Unassigned
Associated Press Sh-B Sheraton Room
Blizzard 2519A
Broadcast Engineering 1306 A
Broadcasting Magazine 706 A
Broadcast Management/Engineering 1106 A
Leon Burnett 1500
Media/Scope 1334 A
NABFMB 839
Printer's Ink 1334 A
Promotional Services Inc. 1501
Radio Advertising Bureau 1706 A
Radio-Television Daily 906 A
Recording Industry Promotion Association Unassigned
Society of Broadcast Engineers 1275 A
Softness Group Water Tower Inn
Sponsor 2406
Shannon Rate & Data Service 905 A
Telefilm Magazine Unassigned
Television Age 1106
Television Bureau of Advertising 1605 A
Television Information Office 706 A
Television Digest 1706
Television Magazine 706 A
TV Stations Inc. 1924 A
Timebuyer Magazine 2340
United Press International 1406
Variety 886 A

ALSO IN CHICAGO ...

Other firms at the NAB convention that were not included in last week's listing of exhibitors and hospitality suites are:

DANIELS & ASSOCIATES
Flying Carpet Motel, Suite unassigned
Personnel: Bill Daniels.

EXECUTIVE RADIO SERVICE
Hotel unassigned
Personnel: James M. Boerst, James A. Boerst.

WILT GUNZENDORFER AND ASSOCIATES
Conrad Hilton, Suite unassigned
Personnel: Wilt Gunzendorfer.

MGM-TV
Conrad Hilton, Suite 1905 A
(corrected suite number)

NIGHTINGALE-CONANT
Essex Inn, Suite unassigned
Personnel: Bob Oliver, Don Reasor, Dorothy Will, Linda Conant and John Graham.
Procter & Gamble Co. retained its franchise in 1965 as TV's leading advertiser by investing over $160.8 million in network and spot. P&G was up $12.1 million from the 1964 level, outspending its nearest contender (Bristol-Myers Co.) by more than two to one. B-M's expenditures reached more than $76.5 million, representing a $15 million increase over 1964.

The new highs for the advertisers were in a top-100 TV advertiser list for 1965 reported today (March 28) by the Television Bureau of Advertising.

TVB said a $5-million-plus investment in TV qualified an advertiser for the list last year, though one advertiser, for the advertisers' list for 1965.
More people get their news from John Aspinwall than from any other man in broadcasting.

The names of Cronkite, Smith, Huntley and Brinkley would top anybody’s poll of the average radio and TV listener’s favorite newsmen. The name of John Aspinwall would draw a complete blank from anyone outside the broadcasting industry.

Yet, the insiders know that any time of day in any part of the country a good share of the news being broadcast anywhere on the dial probably originated within fifty feet of John Aspinwall’s desk.

Aspinwall is Broadcast News Editor of the Associated Press. He’s the top newsmen in a news department with no equal in broadcasting: no equal in manpower (the full facilities of AP are available to the Broadcast News Service); no equal in volume (every day 70,000 words a day go out over the broadcast wire, including 22 hourly news summaries of five and ten minutes); and no equal in variety (member stations receive dozens of feature scripts daily, ranging from news analysis to household hints).

Supplying the nation’s stations with a continuous flow of news tailored to the needs of broadcasters is a 24-hour-a-day, 365-day-a-year job. It’s also a job subject to a split-second schedule that would give the shakes to Grand Central Station’s chief dispatcher.

Our “chief dispatcher” and his staff seem to thrive on it. So, apparently, do stations. Since John Aspinwall took over in 1952, the AP Broadcasting News Service’s listening audience has grown from 1200 stations to today’s 2780 members. That’s big news, and Aspinwall is one of the big reasons.

The Associated Press
THE PRESTIGE SERVICE
the Andrew Jergens Co., with $5,008,-
30, was 101st.
Three other companies showing box-
car increases over their 1964 levels: Colgate-Palmolive, up $12 million;
PepsiCo, up $10.1 million and Quaker Oats, up $7.6 million.

TVB said four companies that joined
the toppers for the first time were
American Can Co. (which doubled its
yearly TV investment), AT&T, U. S.
Rubber Co. and the Firestone Tire &
Rubber Co.

The Leaders • Bristol-Myers and
General Foods Corp. jockeyed for the
second and third ranking in the list.
General Foods, which was the second
biggest spot advertiser in 1965 (see
page 54), spent substantially less than
Bristol-Myers in network. B-M
consequently outranked GF.

Colgate-Palmolive, which has reduced
its TV spending currently because of
a strike in its manufacturing plants,
was next with $71.1 million. Its rival,
Lever Brothers, was fifth with $57.6
million.

The network figures represent net
time and program billings; spot figures
are for gross time costs. Leading Na-
tional Advertisers-Broadcast Adver-
tisers Reports compiled the network
estimates, and N. C. Rorabaugh Co. the
spot totals.

Harper calls brain
drain serious problem

Brain hunting is the name of the
game that should seriously involve the
"less capable nations" of the globe,
according to Marion Harper Jr.
Mr. Harper, president and chairman
of the board of the Interpublic Group
of Companies Inc., New York, told a
luncheon audience in New York last
week that the trained mind today is
"perhaps the primary economic asset of
any country." He warned that the "less
capable" countries are losing their
brightest people to other countries.

Addressing the 49th annual meeting
of the International Executives Associa-
tion, Mr. Harper said that the U. S.
and the Soviet Union are attracting
first-class scientific and managerial tal-
ent from most of the other countries
in the world.

He suggested an "international brain
bank" might be patterned on the Inter-
national Monetary Fund to correct the
imbalance of the brain drain.

He urged European countries victim
to the brain scarcity to expand their
research and development functions so
brains will find satisfying outlets for
their energies. If they do not, Mr.
Harper cautioned, the economic levels
of such nations will fall and, from this
country's point of view, the U.S. will
be left with brain-depleted allies.

Goodrich takes 'Big Guy'

B. F. Goodrich Co., Akron, Ohio,
is sponsoring an ABC news special, The
Big Guy (tracing the hopes and dis-
illusions of two young heavy-
weight boxers punching for recognition),
on ABC-TV, April 15, 9-10 p.m. Agen-
cies are BBDO, New York, and Gris-
wold-Eshelman Co., Cleveland. The
film was produced for ABC News by
Robert Drew Associates (James Lips-
comb, producer-narrator).

Manischewitz is back in the saddle again

The B. Manischewitz Co., New-
ark, N. J., "Jewish cowboy" radio
campaign that's been mounted again
in New York this pre-Passover sea-
son has won its spurs in TV and
may ride West by next fall.

The advertiser sells Jewish-style
foods with its cowhand in whimsical,
off-beat commercials pointing up an
association of good foods and young
people. There are some 100 food items
on the Manischewitz counter.

Authentic • Manischewitz uses the
real McCoy in the commercials, ac-
cording to Kane, Light, Gladney,
New York, the advertising agency.
He's Harold Stern, who with his
father operates a 1,300-acre ranch in
Centerville, Tex., where they breed
Angus cattle and raise Appaloosa
horses. Mr. Stern is heard on the
radio commercials and for the first
time this year, he's also being seen
on TV.

The agency indicated last week
that the food company plans to use
TV in large metropolitan areas in
various top markets starting in Sep-
tember and aiming for an extension
of the foods appeal to nonethnic
groups. Both radio and TV will move
out of its insular area of New York
introducing new as well as estab-
lished products in the line.

The heavy promotion each spring
in New York takes advantage
of the heightened appeal and use
of the foods during the Passover
season. In the New York area alone,
the advertiser plans 1,000 radio an-
nouncements plus 150 TV spots.

Israeli ranch music • This season
Manischewitz, following up a suc-
cessful giveaway last year of an auto-
graphed picture of Harold Stern, is
tying in a free offer of a record
that features its cowboy and "Israeli
ranch type music." Aided by news-
paper promotion, the radio campaign
already has sparked 30,000 requests
—three times the number of record-
ings initially ordered by the agency.

The TV commercial spoofs the
traditional western tough guy, played
by Mr. Stern, who in one sequence
is shown making a dramatic entrance
into an oldtime western barroom
and pointing to the bar, gesturing "I'll
take 'em all"—a line of Mani-
Schewitz products. The commercial
was filmed "on location" in Texas
by Keitz & Hendon, Dallas, under
the supervision of Norman Gladney,
executive vice president of the agen-
cy, who also created and wrote the
script.
Did something happen to spot TV?

Reps say many stations show first-quarter slump and blame new network flexibility; networks pooh-pooh the idea and point to station prosperity

National spot television, nursing the bruises of a slow start in 1966 business, is looking around to see what hit it and wondering seriously whether its new ailments are just temporary—or chronic. Major station representatives, acknowledging that many of their stations are showing a first-quarter slump, are ready to blame new network competition as the prime cause of their discomfort. But advertisers point an accusing finger at rising costs of spot itself, relative to network TV and other media.

Agency and media officials questioned by BROADCASTING last week seemed to feel that spot television is not as efficient as it used to be. Contributing to spot's softening, they say, are constant rate increases, inadequate product protection, poor servicing by reps, slow accommodation of requests for make-goods. In short, they said they are finding spot "harder to get along with," while network TV, magazines and other media are making satisfactory accommodations.

* * * *

AT NTS, NOT A SLUMP BUT A JUMP!
UP 21%

In the first quarter of 1966, NTS actively represented 11 stations. Nine of them have been on the air for several years. Two of them debuted last Fall.

Let's consider the 9 TV stations represented this year by NTS but last year by other reps. THE AGGREGATE NATIONAL SPOT BILLING FOR THESE 9 STATIONS IS UP 21%!

If your station is up more than 21%
our congratulations to your rep!

National Television Sales, Inc.
New York, Chicago, Atlanta, Dallas,
Los Angeles, San Francisco
Oliver Treyz, President
1,309 spot-TV buyers in ’65

It took $.19 million
to make top-100 list;
food category is biggest

The top-10 spot-TV advertisers in the country spent over $16 million each last year, seven invested more than $20 million, and Procter & Gamble, the leading spot investor, placed over $75 million in the medium.

In all, 1,309 advertisers contributed to spot TV’s estimated $1,075,500,000 in 1965, according to the Television Bureau of Advertising. The bureau’s report, issued last week, listed 184 advertisers with spot investments of more than $1 million and 44 with more than $5 million.

Spot TV’s biggest product category last year was food and grocery products, with spot time billings rising from $250.7 million in 1961 to $264.1 million or a gain of 5.3%, according to TVB. Also included in the bureau’s spot data are brand-by-brand investments of advertisers, and an analysis of activity by day parts and length of commercial.

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>$265,721,000</td>
<td>25.1</td>
</tr>
<tr>
<td>Early evening</td>
<td>248,918,000</td>
<td>23.1</td>
</tr>
<tr>
<td>Night</td>
<td>249,756,000</td>
<td>23.5</td>
</tr>
<tr>
<td>Late night</td>
<td>207,123,000</td>
<td>19.3</td>
</tr>
<tr>
<td>Total</td>
<td>$1,075,500,000</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Length of commercial

60’s (40 sec.
or more) $730,406,000 67.9
20’s (20-30 seconds) 204,472,000 19.0
10’s (10-10 seconds) 68,926,000 6.2
Programs 73,896,000 6.9
Total $1,075,500,000 100.0

Spot television advertising investments are compiled by the N. C. Rorbaugh Company and re-leased by TVB.

1965 NATIONAL AND REGIONAL SPOT TV EXPENDITURES

<table>
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<tr>
<th>Top 10 Advertisers</th>
<th>1965 Expenditure</th>
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<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$75,171,080</td>
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<tr>
<td>General Foods</td>
<td>36,485,270</td>
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<tr>
<td>Colgate-Palmolive</td>
<td>31,255,010</td>
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<tr>
<td>Coca-Cola Co./Bottlers</td>
<td>27,711,210</td>
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<td>Lg. Brothers</td>
<td>27,611,730</td>
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<td>Bristol-Myers</td>
<td>23,656,480</td>
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<tr>
<td>William Wrigley Jr.</td>
<td>20,855,140</td>
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<td>General Mills</td>
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<td>Procter Co./Bottlers</td>
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<td>R. J. Reynolds</td>
<td>13,217,020</td>
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<tr>
<td>Continental Baking</td>
<td>12,017,080</td>
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<td>Miles Laboratories</td>
<td>12,017,080</td>
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<tr>
<td>American Home Products</td>
<td>11,571,540</td>
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<tr>
<td>Alberto-Culver</td>
<td>11,050,400</td>
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<tr>
<td>Quaker Oats</td>
<td>9,631,940</td>
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<tr>
<td>Pet Milk</td>
<td>9,436,710</td>
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<tr>
<td>Mars</td>
<td>9,270,010</td>
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<tr>
<td>Ralston Purina</td>
<td>8,694,230</td>
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<td>P. Lorillard</td>
<td>8,630,070</td>
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</table>

54 (BROADCAST ADVERTISING)

Masked Rider trades horse for car

The Lone Ranger rides again. The music swells into the familiar “William Tell Overture” theme. A full-throated voice proclaims that “from out of the West comes the thundering sound of a great silver steed . . . Hi-Yo, Silver . . . away!”

But there’s a switch to this bit of nostalgia. The Lone Ranger rides this time in the employ of the Plymouth Dealers of Southern California, Arizona and Nevada. The tie-in is for the promotion of the Plymouth Fury Sliver Special automobile (the car has a special silver acrylic enamel exterior). N.W. Ayer & Son Inc., Los Angeles, agency for the Plymouth Dealers Association remembered the Lone Ranger’s “Hi-Yo, Silver” cry and decided to ride all the way with it as the theme for a massive spring sales push.

Kicking off the event is a spot saturation radio campaign beginning simultaneously with a major newspaper effort. The spots containing excerpts from the Lone Ranger radio series, will be heard on some 65 stations in Southern Nevada, Arizona and Southern California. They got underway last week and will run until May 29.

For extras, the Plymouth Dealers are offering a long-playing record album containing two complete programs from the original radio series and free Lone Ranger simulated silver bullets. There’s even a twist to the masked rider himself—its a girl, Hollywood model Pat Henry (in photo).

TV, too • The Silver Special automobile also is being promoted nationally by the Chrysler-Plymouth division of Chrysler Corp. TV spots will be seen on the Bob Hope Chrysler Theater on March 30 and April 13 and NBC-TV’s Baseball Game of the Week, April 23.

As this was going in the mass promotion, a six-week (March 20-April 30) Fury Silver Special radio campaign is being sponsored nationally and regionally by the Chrysler Corp. It includes 16 commercials a weekend on NBC’s Monitor series, 24 commercials a week on ABC news and sports programs and 51 commercials a week locally on Los Angeles radio stations.
Fargo is New York and Paris, combined!

FARGO is the largest little city in America (east of Reno, at least!). It's the Mecca of hayseed desires in the great Red River Valley—the magnet for fun, for entertainment, for most major purchases by more than 800,000 people.

Actually, you have to go all the way west to Spokane, before you hit a Metro Area with the retail sales you find in Fargo-Moorhead.

WDAY and WDAY-TV are and always have been THE stations for this whole area. Many advertisers list us among their top results-producers. Ask us (or PGW) to tell you about a very large national advertiser’s recent marketing contest, for instance, in which WDAY-TV won the grand prize, in competition with some of the greatest stations in the entire United States.

WDAY
WDAY-TV

The Know-How Stations in
FARGO, N. D.
Do-it-yourself color!

That's been the story at Channel 9, Chicago, for almost ten years. And in 1965 alone it added up to a total of more than 3,100 hours of color.

We do-it-ourselves by creating a wide variety of children's programs and family features in color, by televising sports in color, by shooting news stories in color, and by seeking and programming color films and color syndication features. That's why we say . . . WGN is color in Chicago!

And color on WGN means color for the whole family, including the kids. So this winter, just for fun, we had a do-it-yourself coloring contest for the young children and friends of our employees.

The youngsters were invited to draw color pictures of their favorite WGN-TV program or personality—
and a board of distinguished judges selected the winner, reproduced above.

The idea was to show that color—in television or anywhere—has an excitement all its own. Early in 1965 we proudly introduced the exciting "An Evening with . . . " series in color to Chicago viewers . . . and were gratified by year’s end to see it programmed in prime time periods on WABC-TV in New York, KBTV in Denver, and KING-TV in Seattle. This color bell-ringer now joins "Barn Dance" and "Big Bands"—quality WGN color programming now available to all markets via syndication.

As time goes on, WGN will be even more colorful—proudly sharing the best with other stations in the nation and in other countries.

WGN IS CHICAGO
the most respected call letters in broadcasting
Denver, Colorado, an exciting market on the move, has a new television station on Channel 2.

The former KCTO has become KWGN, a subsidiary of the WGN Continental Broadcasting Company.

Changes will include an improved signal...increased news and public affairs programming...better entertainment...and color.

As a WGN Continental group station, KWGN in Denver will adhere to the same high standards of operation and performance that have made WGN in Chicago the most respected call letters in broadcasting. The same dedication to better television and service to the community will be evidenced in Denver's new Channel 2.

Right now the people of Denver are enjoying the change. And advertisers can look forward to a much better buy than has been available in the past.

The new view on Channel 2
BROADCASTING, March 28, 1966

(ADVERTISEMENT) 59

Please refer to preceding color spread

"An Evening With..."

- Eddy Arnold
- Jean Pierre Aumont & Marisa Pavan
- The Back Porch Majority
- Xavier Cugat & Charo
- Billy Daniels
- Phyllis Diller
- Phil Ford & Mimi Hines
- Pete Fountain
- Hildegard
- Julie London
- Arthur Lyman
- Jane Morgan
- The New Christy Minstrels
- Louis Prima with Gia Maione, Sam Butera & the Witnesses
- Johnnie Ray
- Roberta Sherwood
- Sarah Vaughan
- Earl Wrightson & Lois Hunt
- Gretchen Wyler

now available in your market
color or black & videotape
20 first runs & 6 repeats

Currently delivering rave
audiences in
New York (WABC-TV)
Denver (KBTV)
Seattle (KING-TV)

For availability:
call or write Brad Eidmann

MID-AMERICA VIDEO TAPE PRODUCTIONS
2501 Bradley Place
Chicago, Illinois 60618
Telephone: 312-528-2311
TWX: 910-221-1324

84. Olin Mathieson Chemical $2,422,970
85. American Motors Dealers 2,542,210
86. P. Ballantine 2,340,920
87. Andrew Jergens 2,309,830
88. Abbott Laboratories 2,259,970
89. Hamm Brewing 2,213,050
90. Eversharp 2,184,040
91. Sears, Roebuck 2,167,630
92. National Federation of Coffee Growers of Colombia 2,146,280
93. Pearl Brewing 2,130,860
94. Foremost Dairies 2,108,320
95. Golden Grain Macaroni 2,101,130
96. Lincoln Refrining 2,081,950
97. United Air Lines 2,064,300
98. C. Schmidt & Sons 2,052,720
99. Pacific Telephone & Telegraph 2,017,350
100. Carnation 1,987,870

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION IN 1965

(Agriculture: TVB/Rorabaugh)

Agriculture $ 889,000
Feeds, meals 336,000
Miscellaneous 553,000
Ale, beer & wine 72,943,000
Beer & ale 64,968,000
Wine 7,957,000
Amusements, entertainment 3,503,000
Automotive 38,942,000
Anti-freeze 991,000
Batteries 44,000
Cars 32,187,000
Tires & tubes 4,002,000
Trucks & trailers 188,000
Miscellaneous supplies & equipment 1,154,000

Building materials, equipment, fixtures, paints 5,766,000
Fixtures, plumbing supplies 1,499,000
Paints 1,166,000
Power tools 936,000
Miscellaneous 2,222,000
Clothing, furnishings, accessories 11,181,000
Clothing 4,366,000
Footwear 4,480,000
Hosiery 1,804,000
Miscellaneous 531,000

Confections & soft drinks 113,544,000
Confections 50,967,000
drink supplies 62,577,000

Consumer services 27,544,000
Dry cleaners & laundry 5,031,000
Financial insurance 5,876,000
Medical & dental 847,000
Moving, hauling & storage 35,000
Public utilities 11,006,000
Religious, political, unions 2,147,000
Schools & colleges 634,000
Miscellaneous services 2,168,000

Cosmetics & toiletries 102,237,000
Cosmetics 10,130,000
Deodorants 7,800,000
Deplaitors 147,000
Hair tonics & shampoos 17,368,000
Hand & face creams, lotions 9,279,000
Home permanents & coloring 21,137,000
Perfumes, toilet waters, etc. 3,477,000
Razors, blades 5,781,000
Shaving creams, lotions, etc. 3,162,000
Toilet soaps 18,305,000
Miscellaneous 5,651,000

Dental products 26,999,000
Dentifrices 15,101,000
Mouthwashes 12,905,000
Miscellaneous 993,000

Drug products 76,170,000
Cold remedies 16,543,000
Headache remedies 24,165,000
Indigestion remedies 2,667,000
Laxatives 4,587,000
Vitamins 5,945,000
Weight aids 9,397,000
Miscellaneous drug products 12,103,000
Drug stores 763,000

Food & grocery products $264,145,000
Baked goods 32,659,000
Cereals 48,785,000
Coffee, tea & food drinks 43,123,000
Condiments, sauces, appetizers 19,006,000
Dairy products 20,309,000
Desserts 6,929,000
Dry foods (flour, mixes, rices, etc.) 11,641,000
Fruits, vegetables, juices 16,345,000
Macaroni, noodles, chili, etc. 6,936,000
Margarine, shortenings 8,392,000
Meat, poultry & fish 13,269,000
Soups 5,864,000
Miscellaneous foods 15,913,000
Miscellaneous frozen foods 5,415,000
Food stores 9,560,000
Garden supplies & equipment 3,659,000

Gasoline & lubricants 38,731,000
Gasoline & oil 38,217,000
Oil additives 366,000
Miscellaneous 148,000

Hotels, resorts, restaurants 2,285,000
Household cleaners, cleaners 33,494,000
Polishes, waxes 23,305,000
Cleaners, cleaners 23,305,000
Floor & furniture polishes, waxes 5,325,000
Glass cleaners 1,447,000
Home dry cleaners 1,100,000
Shoe polish 356,000
Miscellaneous cleaners 1,461,000

Household equipment—appliances 12,034,000
Household furnishings 2,442,000
Beds, mattresses, springs 1,107,000
Furniture & other furnishings 1,335,000
Household laundry products 96,953,000
Bleaches, starches 10,561,000
Packaged soaps, detergents 46,714,000
Miscellaneous 9,678,000
Household paper products 24,651,000
Cleaning tissues 3,406,000
Food wraps 5,119,000
Napkins 463,000
Toilet tissue 4,306,000
Miscellaneous 11,357,000

Household general 7,308,000
Brooms, brushes, mops 62,000
China, glassware, crockery, containers 990,000
Dishwashers, dozertizers 1,243,000
Cleansers 1,545,000
Insulators, rubber gloves 990,000
KITCHEN UTENSILS 654,000
Miscellaneous 1,529,000

Notions 753,000
19 pet products 19,489,000
Publications 2,252,000
Sporting goods, bicycles, toys 26,348,000
Bicycles & supplies 248,000
Toys & games 25,713,000
Miscellaneous 387,000

Stationery, office equipment 358,000
Television, radio, phonograph, musical instruments 3,116,000
Radio & television sets 1,293,000
Records 1,513,000
Miscellaneous 305,000

Tobacco products & supplies 48,659,000
Cigarettes 43,273,000
Cigars, pipe tobacco 4,676,000
Miscellaneous 710,000

Transportation & travel 21,813,000
Air 16,492,000
Bus 2,085,000
Rail 878,000
Miscellaneous 2,358,000

Watches, jewelry, cameras 3,970,000
Cameras, accessories, supplies 499,000
Clocks & watches 15,000
Jewelry 186,000
Pens & pencils 3,180,000
Miscellaneous 90,000

Miscellaneous 11,322,000
Trading stamps 6,521,000
Miscellaneous products 694,000
Miscellaneous stores 4,107,000

Total $1,075,500,000
Other nets spurn fourth minute

NBC-TV issues formal statement of disapproval while CBS-TV indicates opposition; ABC-TV stands fast as its affiliates organize for fight

The “battle of the fourth minute” was gaining fury last week on a scale that seemed likely to make it the liveliest issue at this week’s convention of the National Association of Broadcasters.

Opponents of ABC-TV’s selling of four, rather than the conventional three, commercial minutes in some nighttime half-hours were marshalling forces that by Thursday night included a formal statement of opposition by one other network, NBC-TV, and brought at least indirect opposition from the other, CBS-TV.

The week’s activity seemed to be entirely among opponents of the “fourth minute.” ABC-TV itself was sitting tight and officially saying nothing beyond its earlier plea to affiliates to withhold judgment until ABC officials could thrash it out with them (Broadcasting, March 14, 21).

This discussion—some opponents said it was more apt to be “a confrontation” and a few predicted it could turn into “a rebellion”—was scheduled to take place over the past weekend in Chicago, as a prelude to the NAB convention there.

The meeting was set for Saturday morning (March 26), and leaders of the opposition thought the only thing that could keep the issue from becoming a centerpiece of unofficial convention activity would be a surrender by ABC at that meeting.

Network Firm • ABC officials gave no indication that they would give up so quickly. Spokesmen have indicated, however, that they would not reach a decision to go further with the fourth-minute concept until after the convention is over.

Network officials were reported authoritatively to be planning to bring to the meeting a peace offering that they hoped would go a long way toward quieting the opposition—an offer to compromise affiliates for carrying the fourth minute. At present this minute does not draw station compensation.

Officials were also said to be working on a complete overhaul of their present compensation system.

In addition, although this did not appear to bear directly on the fourth-minute controversy, they reportedly planned to discuss the possibility—or likelihood—of extending ABC-TV’s early-evening newscast from 15 minutes to a half-hour.

ABC-TV introduced the four-minute commercial pattern last January in its two weekly episodes of Batman (Wednesday and Thursday, 7:30-8 p.m. EST). There were protests from affiliates then. But the real screaming started when the network acknowledged a few weeks ago, that it was thinking of expanding the plan to all 7:30-8 p.m. periods.

By last week, many station sales representatives were in the thick of it, contending that unless stopped the concept was almost sure to spread to other time periods and probably other networks, and urging their station clients to oppose it. Station groups and other leading broadcasters affiliated with all three networks were also moving against

Would extra spots bring networks $305 million a year?

The “erosion” that could come from expansion of commercial time from three minutes to four in nighttime network TV half-hours (see above) was described in dollar terms last week by Francis Martin Jr., president of John Blair & Co. and of Blair Television.

He offered his estimates in a memo sent to Blair station clients. He said he was not taking “an obstructionist position” but merely alerting stations to what could happen. It is up to each station, he said, to decide for itself what position it will take in the matter.

For the estimates in his memo Mr. Martin assumed the cost of a nighttime network minute to be $40,000 on all networks. On this basis, he said:

“Starting this winter, two minutes per week have been opened up [in Batman] for a total of $80,000 a week amounting, in 52 weeks, to $4,160,000.

“ABC is now considering doing this seven nights a week in the 7:30-8 p.m. period. This would change the above figures to seven minutes per week at $40,000 [a night] or $280,000 per week amounting, in 52 weeks, to $14,560,000.

Three-Network Figure • If all three networks were to do this, the total would grow to $43,680,000 per year.

“I assume that, flushed with success at finding $43 million, the networks might consider attempting to put four minutes in all half-hours between 7:30 and 11 p.m. So let’s look at it from his point of view: This would permit 49 extra minutes per week for a total, per network, of $1,960,000 per week and $101,920,000 for 52 weeks. The aggregate of the three networks would be $305,-760,000 per year! . . .

“In 1965, TVB estimates total spot revenues were $773 million. The above figure would be 40% of the 1965 estimate. If the above figure is subtracted from the 1965 estimate, it would leave a net that would be the total spot revenue level of about 1961.

“I think you will agree that this is worthy of careful consideration; and if you have any suggestions regarding a proposal or plan of action that you think practical, I would appreciate hearing from you since I would like to participate in any way that I can to try to stop what could be the most serious erosion problem in the history of spot revenue.”

Mr. Martin said afterward that the response from stations was “pretty prompt.”

“They seemed to get the point,” he added.
Casper, the Friendly Ghost is now available in color.

Ghost In Color?

Yes, A Ghost In Color!

Casper The Friendly Ghost . . . the most popular cartoon in the world! Great in black & white, better in color. 170 now available.

1330 Avenue of the Americas, N.Y. 10019  LT 1-7777

© Harvey Famous Cartoons
COMMERCIAL PREVIEW: Dandrid suits ad to model

It was somewhat like writing a story to fit a title. The creative people at Anderson-McConnell Advertising Agency, Los Angeles, knew they had an impish winning spokesman in model Sandra Lynn: now all they needed was the right commercial to cast her in.

Some months earlier Miss Lynn had appeared in a commercial produced by Anderson-McConnell for Shontex shampooing lotion. During off-camera moments she amused the film crew with mischievous antics and offbeat mugging.

More recently Hank Hamilton, Anderson-McConnell radio-TV director, was searching for a new commercial approach to another Shontex Inc. product, Dandrid. He remembered Miss Lynn’s ingratiating clowning and her ability to change appearances from the bomb to the belle of the ball on a moment’s notice. The agency built a new Dandrid commercial around the model’s talents. While her flexible facial expressions tell a graphic before-and-after story, an off-camera voice explains how Shontex Dandrid can remedy a desperate situation.

Early Audition • Radio-TV director Hamilton claims it’s the first time a commercial was ever created at the agency to fit a specific performer’s personality and talent. “There certainly was no problem of selection,” he explains. “You see, Sandra had already auditioned.”

The Dandrid commercial has just started running in the Los Angeles market. It will be on a 52-week schedule and will be backed by point-of-sale promotion, displays and special merchandising. According to early Shontex reports, a 17% increase in Dandrid sales can be traced to the start of the TV-spot campaign.

The plan, some publicly and some privately.

Adds Commercials • The big fear of opponents was that it would “over-commercialize” television, irritate viewers, dilute the value of other commercials—and almost certainly attract kingsize advertising money that otherwise would be spent in spot TV.

This last point was dramatized last week by Francis Martin Jr., president of John Blair & Co. and of Blair television, who estimated in a memo circulated to Blair-represented stations that if the concept spread to all networks and all nighttime network half-hours it could yield the networks more than $305 million a year—equal to 40% of all spot TV revenues in 1965 (see page 60).

The concept, Mr. Martin said, could snowball into “the most serious erosion problem in the history of spot revenue.”

ABC-TV’s position is that it needs the extra money to pay higher program costs, and that it has trimmed “clutter” to accommodate the extra minute without significantly shortening the program.

Just what the latest opposition by NBC-TV and CBS-TV might do to ABC-TV’s plans could not be ascertained immediately.

Informally, both of the other networks insisted all along that they have no interest in more minutes per half-hour or per hour. But last Thursday NBC came out formally against expansion, and CBS-TV authorities went further than before in registering their own disapproval.

Don Durgin, president of the NBC-TV network, told A. Louis Read of WINSU-TV New Orleans, chairman of the NBC-TV affiliates board of delegates, in a telegram sent Wednesday and made public Thursday by NBC: “We have no plans to change our present pattern of three minutes of commercials in half-hour evening programs or six commercial minutes in one-hour evening programs. We do not feel it is desirable to expand the number of commercials in such programs and hope this will not become an industry pattern at the network level.”

Open Message • He said Mr. Read was free to “use this response as you see fit” in answering questions from other NBC-TV affiliates.

In a subsequent telegram, also made public Thursday, Mr. Durgin went even further. NBC not only has no plans to offer seven minutes of commercials in one-hour programs, he said, but it has no plan to permit seven commercial positions in such programs. “as do other networks,” by accepting so-called “split 30-second announcements.”

The “split 30” technique divides one 60-second commercial into two, giving the advertiser an extra commercial posi-
Nothing's beyond your reach on Mutual Radio

You can reach over 4,000,000 listeners on Mutual! And in over half of Mutual's 500 markets, Mutual is the only national radio network voice. Let Mutual stretch your reach!
tion without an increase in commercial time.

"Indeed," Mr. Durgin said, "we have turned down network business offered under such a commercial structure. We are concerned that it could lead to a pattern of selling individual 30-second announcements or a seventh commercial minute in one-hour nighttime network programs. We do not want to contribute to the development of such pattern and hope it will not spread across the network industry."

CBS-TV officials meanwhile said flatly, in response to questions, that they not only had no intention of following ABC-TV's lead, but that they saw no need for it.

One CBS official went further and said that "it's a lousy idea and I hope nobody gets away with it."

Hard to Predict • In answer to further questions, he also said that "no one can predict what anyone may or may not do if this becomes standard practice in the business."

One group broadcaster who went on record against the plan last week was Wometco, operator of TV stations in Florida, North Carolina and Washington state. Louis Wolfson, senior vice president of the broadcast division, wired ABC-TV President Thomas W. Moore that "you can show statesmanship by withdrawing this additional commercialization for the 1966-67 season."

Mr. Wolfson commended ABC-TV for initiating the "second season" concept in introducing new shows in January. This idea "generated excitement for the medium and indicated a progressive attitude on the part of ABC management," Mr. Wolfson said.

"However," he continued, "we urge you to reconsider the position of your company with respect to the fourth commercial minute in prime-time half-hours or any extension of this concept to include hour-long programs.

"We are opposed to the appearance of increased commercialism in television. By falling to show self-restraint as an industry, we open ourselves to justified criticism."

Donald H. McGannon, president of Westinghouse Broadcasting, had similarly called upon Mr. Moore to get rid of the four-minute pattern in an earlier message that also stressed the dangers of escalation to other networks and other time periods (Broadcasting, March 21).

At the same time Herbert Cahan of Westinghouse's WJZ-TV Baltimore had stepped down as chairman of the ABC-TV Affiliates Board of Directors in order to help lead the fight against the plan. He said the board was unanimously against the concept and was organizing opposition among other affiliates, with promising results.

Station Opposition • Station reps who had contacted client stations to stir up additional opposition reported last week that they also were getting "good" reaction.

One said the opposition looked so formidable that he didn't see how ABC could go through with the plan.

Another, however, said that although he hoped the plan would be defeated, as a practical matter he thought that "in network option time, the networks are pretty much in a position to do whatever they want to do." To him, the real answer lay in "getting some relief from option time."

Some reps also felt that affiliates would face extreme problems in refusing to clear programs if the four-minute plan were extended to several nights. Other stations in the same markets would pick up the rejected network programs, in this view, while the affiliates who rejected them would find it difficult if not impossible to acquire high-quality programs to substitute.

One broadcast sales executive suggested that "the whole industry would be better off if there were a limit of two commercials per half hour."

In that case, he explained, the time would be worth higher rates, and third and fourth stations in a market would get a spill-over of business that now is concentrated on the top stations.

ABC Radio O&O's sees record

The ABC Owned Radio Stations Division expects to set a record in first-quarter sales this year with sales already 26.1% over the mark achieved in the same period in 1965.

Harold L. Neal Jr., president of the division, also described second-quarter sales as "excellent" and said the division ought to top last year's mark for that period as well.

Owned stations are: WABC New York, KQV Pittsburgh, WWJZ Detroit, WLS Chicago, KGO San Francisco and KABC Los Angeles.
Seattle Blessed with Problems?

You bet, big bustin' at the seams problems! It's a fact — this area is destined for the next great period of expansion — and it's underway NOW!

These "happy" problems affect every man, woman and child in the Pacific Northwest.

And that's KOMO-TV's problem. The kind we like best!

With the largest, most experienced News Department in the Pacific Northwest — through creative communication, documentaries and specials — Channel 4 is geared to report and interpret the problems of adjustment to growth in this burgeoning new era.
ABC Radio plans new study

Second phase of Yankelovich research to study ad affectiveness

A new study of radio advertising effectiveness will be started by the ABC Radio network this week. President Robert R. Pauley disclosed in a speech prepared for delivery at a meeting of the network's affiliates yesterday (March 27) in Chicago.

The study will be phase two of the Daniel Yankelovich advertising research project commissioned by ABC Radio. It will test radio's sales effectiveness in competition with TV and print media "in the real world." under normal listening, viewing and reading conditions.

The first phase, conducted under laboratory conditions, found radio at least equal to TV and print on all critical factors and superior to some (Broadcasting, Oct. 4, 1965).

Mr. Pauley said ABC Radio would spend more than $100,000 to underwrite the phase-two study in behalf of the entire radio industry. The pilot work, he said, will be completed this summer.

This phase will test matched advertising campaigns for various brands on radio and television and in print, using before-and-after interviews with consumers to determine the relative effectiveness of the different media.

The Criteria - Mr. Pauley said the measurements would be made in terms of three criteria: "Whether there is an increase in the saliency of the advertised brand after the message has appeared; whether there is an increase in favorable attitudes toward the brand, and whether there is an increase in buying interest."

The study will be conducted by the Yankelovich Research Organization of New York.

Mr. Pauley also planned to give the affiliates a five-year progress report on growth in business, programming, audiences and facilities.

He said ABC Radio network sales for 1966 have already reached 81% of the 1965 full-year total, and that first-quarter business is up 39% from last year's first quarter.

He said ABC Radio's gross billings in 1965 were up 13.2% from 1964, and that in 24 of the last 25 quarters, the network enjoyed billing increases over the corresponding quarters of the preceding year.

He also said that data compiled by the Radio Advertising Bureau showed that for the first three quarters of 1965 his network's billings were up 8.2% from the same period of 1964, while radio generally, without ABC's results, showed a 6.4% decrease.

Since 1961, he said, 93 new-to-radio advertisers have been signed as ABC Radio sponsors.

He praised ABC Radio's independent radio news operation and said that dollar-volume clearances for news programs have gone from 65% in 1960 to 91% now.

"Clearances for our other programs are equally impressive," he said.

The News View - Elmer W. Lower, president of ABC News, assured the affiliates that ABC Radio News would continue to operate as an independent unit of ABC News, "utilizing all the mobility the medium commands."

Radio has shown repeatedly, he said, that it is "still the fastest, most flexible news medium, and we want to preserve and capitalize on these attributes."

He reported that ABC News is developing elaborate plans for coverage of the primary campaigns and elections this spring and will look to affiliates in key areas for assistance.

Mr. Pauley told the broadcasters that in 1966 ABC Radio is less interested in increasing the number of affiliates than in continuing to improve clearances and facilities.

During the last five years, he said, ABC Radio has pioneered in network programing concepts such as Flair, dramatic shows and major sports coverage.

"We were never afraid to spend money for top sports events or for any event that we felt would enhance the prestige of ABC and the industry," he said. "We have been building an image through quality."

He said the network has also pioneered in "constructive research in behalf of the industry," introducing Sindleger & Co. to measurement of listeners and underwriting research that developed a system of silent electronic measurement of auto radio listening, in addition to its work on radio sales effectiveness done with the Yankelovich firm.

Leonard H. Goldenson, president of ABC Inc., and Harold S. Geneen, chairman and president of International Telephone & Telegraph Corp., whose companies plan to merge, were slated to attend the affiliates session. ABC top management executives also were expected to include Simon B. Siegel, executive vice president. Hart Perry, treasurer of ITT, also was scheduled to attend.

Officials expected some 400 representatives of ABC Radio affiliated stations to be on hand for the session, an annual event preceding the National Association of Broadcasters convention. ABC Radio planned a formal reception and dinner for the affiliates, probably the only black-tie event during the convention, for Sunday night at the Drake hotel.

Fax Cone hits out at critics of ads

Writers and government officials who find fault with the morality in business in general and advertising in particular were themselves criticized last week by the chairman of one of the country's leading advertising agencies, Fairfax Cone of Foote, Cone & Belding.

Mr. Cone, speaking at the Washington Ad Club on March 22, said the critics are giving the public a distorted picture of advertising in modern business. He expressed particular concern over the effect on college students.

He said that, along with reporting changes in agency personnel and accounts, newspapers print "rumors and denials and implications and imprecisions that make a fine picture of a dissolute and frantic business; and one that is bent upon destroying some of the holiest virtues of life."

He conceded that there is a certain amount of cheating in business and advertising but stressed that advertising has "self-purifying streams," the main one being the consumer's continuous purchase of items being advertised. "No amount of advertising," he said, "... can make a woman buy a product a
Any questions about:

**UPI** Color Slide Library (first for television)

**UPI** Audio Network (the Sounds of the News)

**UPI** Newsfilm (the Action of the News)

**UPI** Unifax (the Sights of the News)

**UPI** Broadcast Wire (the Depth of News)

**UPI** Audio Automation Equipment

All will be displayed and demonstrated at the N.A.B. Booth 249, West Exhibit Hall, Conrad Hilton Hotel.
second time that has failed her once. Nothing could save the Edsel automobile after 3 million people ... turned their thumbs down on it."

**Government Not Foe** • Although Mr. Cone opened his remarks by musings why "so many people in business approach Washington as an alien capital," he had strong words for those in the government who anxiously try to protect the consumer against himself. His complaint was not directed towards the vigilance of federal agencies, but towards the fact that their charges are repeated again and again, in print and in the classrooms of our colleges and universities as part of the running commentary on business in our life."

These accusations, without the modifying knowledge of the good in advertising, are part of what, Mr. Cone says, is putting advertising and business close to the bottom of university students' desirable list. And, with this attitude prevalent among students, Mr. Cone queried: "Who is going to run the $600-billion enterprise that today supports all of us, in government and out, and with the imaginations and the daring that it demands for continuing success?"

### Commercials in production...

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

**Focus Presentations Inc., 480 Park Avenue, New York 10022.**


**H & H Productions, 114 East Euclid Avenue, Tampa, Fla. 33602.**

- Southern Fruit Distributors, Orlando, Fla. (Bluebird orange juice); six 60's, six 30's for radio. Agency: Louis Benito Advertising, Tampa. Bob Ensslin, agency producer.
- Li'l General Food Stores (Florida division); four 10's, two 30's for radio. Lacey & Jordan Advertising, Tampa. Phyllis Lacey, agency producer.
- Jim Walter Homes, Tampa; one 60 for TV on film. Agency: Coast to Coast, Tampa. Charlie Bissbee, agency producer.

**Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.**

- Buick Motor Division, General Motors (Opel Kadett): one 60 for TV, color. Lin Ephraim, production manager. Agency: McCann-Erickson, Detroit. George Olden, agency producer.

**Tele-Tape Productions Inc., 234 West 44th Street, New York 10036.**

- Fraser Productions, 36 Hotaling Place, San Francisco 94111.


- H & H Productions, 114 East Euclid Avenue, Tampa, Fla. 33602.

- Farm Stores, Tampa (milk); six 60's for radio. Agency: Louis Benito Advertising, Tampa. Hank Madsen, agency producer.
- Arab Termite (termite control); one 10 for TV, animated on film. Agency: Frank Johnson Advertising, Tampa.
- Herman Sausage Co., Tampa (weiners); one 20 for TV on film. Agency: Paul Lago Co., Tampa.

- Williams & Swanton, Renton, Wash. (cars); one 60 for radio, mono and stereo. William P. Hurme, production manager. Approximate cost: $400.

- Aluminum Co. of America, Pittsburgh (Aicoa aluminum); three 60's, two 90's for TV, live on film. Frank Amy, director. Agency: Fuller & Smith & Ross, Pittsburgh. George Wyland, agency producer.
- J. M. Holloway & Co., Chicago (Black Cow and Stie Pokie slickers); two 60's for TV, live on film. Frank Amy, director. Agency: Don Kemper Advertising, Chicago. Les Randon, agency producer.

The armored car is real and so are the guards. Only the money is phony. It is all part of a "money-store" commercial for Texas Consumer Finance Corp., put on Videotape by WFAA-TV Dallas. According to Tracy-Locke Co., that city, agency for TFC, an extensive campaign will include radio and television in the three-state area served by Fort Worth-based TFC.

Shot like film and using a portable Ampex Videotape Recorder as well as an Editec editing machine, seven commercials were made with Lars Giertz as agency producer.
When Time-Life Broadcast sent its first reporter-cameraman team to Asia late in 1965, their assignment was the war in Viet Nam.

Bill Roberts, chief of our Washington bureau, and cameraman Norris Brock (pictured above) reported the war on land, sea and air—but they gave equal time to Vietnamese efforts to build for tomorrow.

The five Time-Life Broadcast station teams that follow will have covered the entire Pacific area, from Japan to Australia and into troubled India and Pakistan. 17 countries in all.

Their reports are being seen and heard on our five TV and four radio stations, in the high-rated news periods.

(Howard Caldwell, WFBM-TV Indianapolis, obtained the first TV interview granted by India's new Prime Minister, Mrs. Indira Gandhi.)

For a broadcast group dedicated to informing its audiences about the shape of the world today and tomorrow, we consider our "Project Asia" to be both a sizable obligation and a sizable opportunity.
When the news is happening in space, here's how NBC News brings it down to earth.

In any space mission, much of the real story still lies outside the immediate range of the television camera. And as America's activity in space grows more complicated, television's coverage must keep pace.

Here are some of the ways NBC News is able to convey, right in the studio, the facts and the feel of what is actually happening up there. Coverage in such detail — and in color—demands ingenuity, skill, dedication and a news team that provides the clearest understanding of the most complex events.

NBC News' full-color "Space Center," presided over by Chet Huntley, David Brinkley and Frank McGee, is the most elaborate facility ever devised for reporting and simulating space events.

NBC Global Weather, manned by meteorologist Dr. Frank Field, utilizes satellite pictures to keep viewers apprised of all relevant weather conditions.

In NBC News' life-sized model of the Gemini 8 vehicle, reporter Peter Hackes duplicates the complex maneuvers of the astronauts—down to the closest detail.
An electronic map details the orbits and positions of Gemini 8 and Agena, as well as which tracking stations are picking up signals from the capsule.

By means of precise film animation techniques, NBC News provides a close-up, astronaut’s eye-view of the distant events in space.

NBC News’ remarkable “electric train” device clarifies the orbital mechanics of rendezvous and docking by showing the exact paths taken by the two space vehicles.

For reporting the splashdown and recovery, NBC News makes use of a vast “shuffleboard” map equipped with movable markers. During the unexpected Pacific splashdown, this highly adaptable set-up played a central role in NBC News’ coverage.

That NBC News has such resources at its disposal—and uses them to make its reporting as clear as possible—is well known to viewers. One result is that NBC News consistently attracts the largest national audience to its space coverage. This fact was borne out again on March 16, when, during the period of three-network coverage of Gemini 8, more people were tuned to NBC than to any other television network.

Accurate quarter-scale models of the Gemini capsule and Agena target vehicle supply a step-by-step picture of the docking maneuvers.

*Source: National Arbitron. Period of common coverage: 10am-12noon, 5:30-6:30pm, 8-11pm, March 16, 1966. All estimates subject to qualifications available on request.
A 15-ton bulldozer, about a thousand square feet of lawn, a dozen shrubs, a mockup of a side of a home and—most important—a beautiful girl for the dual role of housewife-bulldozer driver were required for three Lestoil commercials.

The tongue-in-check script of one commercial shows the housewife, frustrated by the never-ending chore of keeping the bathroom and kitchen spotless. She then satisfies a lifelong urge to drive the bulldozer into the house. A voice-over announcer remarks:

"... Use Lestoil with new greasecutting agents. A film-backwards sequence restores the house to its previous (but presumably cleaner-than-ever) unpulverized state.

Spots were directed by Ralph Papin and produced by John Bennett of Alexander Film Co., Colorado Springs. Commercials will be used nationally in 20 major markets and will share time with Dust ‘n Wax and Jet Spray, other products of Standard Househol Products, Holyoke, Mass.

Business briefly . . .

C. Schmidt and Sons, Philadelphia brewery, through Ted Bates & Co., New York, will sponsor live color coverage of Dick Tiger-Emile Griffith middleweight championship bout in 16 eastern markets on April 25. Title bout is the seventh major sports event to be colorcast from Madison Square Garden in New York by partnership of Madison Square Garden-RKO Sports Presentations Inc.

Gold Seal Vineyards, through Gilbert Advertising Agency, both New York, today begins a seven-week spot radio promotion, thrust using one-minute commercials on about 40 radio stations in 35 cities. For the first time Gold Seal will be introduced into California, a rival wine producing state.

Pepsi-Cola bottlers of the Delaware Valley, through J. M. Korn & Son, Philadelphia, has begun a $75,000 dual TV spot and newspaper campaign for Diet Pepsi and the Pepsi no-return package in Pennsylvania, southern New Jersey and Delaware. Easter bunnies and roses will key the campaign.

Barcolene Co., Boston, through Firestone Associates, Philadelphia, is introducing its new Defend, a germ-proof fabric softener, in mid-Atlantic and New England areas with spot radio and about 450 TV spots a week. The schedule, which runs through the spring, includes TV commercials in color.

U. S. Time Corp. (Timex watches), through Warwick & Legler, both New York, will sponsor a special of taped highlights in color of the Ringling Bros. and Barnum & Bailey Circus on NBC-TV April 7, 7:30-8:30 p.m. EST.

General Food Corp.'s Post Division, White Plains, N. Y., through Foote, Cone & Belding, New York, has begun an advertising campaign for Toast'em Pop-Ups that includes network and spot television.

Carnation Co., Los Angeles, through Erwin Wasey Inc., same city, is introducing two new products on television, one via spot TV, the other on network shows. Primarily spot TV, with some radio and point of purchase, is being used in four western, two southwestern and one midwestern state to back a new low-fat yogurt line. The introduction of a new chicken flavor dog food is being supported by 94 commercials on four CBS-TV programs, To Tell the Truth, House Party, Password, and As the World Turns.

Bristol-Myers, through Young & Rubicam, both New York, has signed to sponsor ABC-TV's The Man in the Square Suits. The comedy color special is scheduled for April 22 (9-9:30 p.m. EST).

Joseph Schlitz Brewing Co., Milwaukee, will use TV spot in 70 markets and another radio spots as part of its spring campaigns; both introduce new advertising theme replacing "real gusto" campaign of the past four years. New theme centers on "most carefully brewed beer in the world" line. ABC-TV and NBC-TV also will be used. All TV spots are in color.

Wynn Oil Co., Azusa, Calif., through Erwin Wasey Inc., Los Angeles, begins a three-month national advertising campaign on three major radio networks on April 2. Object is to introduce a new oil additive product. Wynn's Charge! There will be three Charge! commercials a week on ABC Weekend News, 10 a week on CBS Dimension and News Analysis and 21 on NBC News-on-the-Hour.

Southland Corp. (7-Eleven stores), through Stanford Advertising, Dallas, bought sponsorship in NBC Radio's Monitor, Ball Bros. Inc., through Apogee Advertising, Muncie, Ind., has bought into NBC Radio's Emphasis segment.


Helms Bakers Inc., Los Angeles, through Sachs, Finley & Kaye Inc., Beverly Hills, has reached the midpoint of a two-pronged TV and radio promotion in California markets on behalf of its Helms bread product. Prompted by the success of an initial six-week campaign, the advertiser is extending its
...the one-season off-network program backed by an on-network 20 rating!

Jog your memory. Try to think of the last time you heard of a complete off-network television series that offered these three advantages...

1. Well-known property with a tremendous built-in audience.
2. Right number of half-hour episodes for once-a-week scheduling over one season.
3. Average 20 rating* during the October-April season on the network.

Haven't heard of one in a long time? Maybe never? Perhaps you're interested in knowing that NO TIME FOR SERGEANTS does have these three advantages. And that makes it kind of unique. Doesn't it?

*Nielsen Television Index: Oct '64 to Apr '65

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

You are cordially invited to visit our hospitality suite at the NAB Convention in Chicago, March 27-30—Suite 524A-526A, Conrad Hilton
efforts for another six weeks. Involved are a total of 1,050 radio and TV spots to be placed on one TV station—KTTV(TV) Los Angeles—and 16 California radio stations. Including two each in Bakersfield and Fresno, three in San Diego and nine in Los Angeles. One phase of the promotion is aimed at children, with toy premiums being offered, while a separate flight of spots is directed solely at adults.

Multiple Toymakers Division of Loral Corp., New York, is scheduling a 26-week TV campaign as part of an overall drive that's budgeted at $1.4 million and set to start in July and run through peak Christmas period. Multiple Toymakers will place its one-minute color commercials in seven children's shows on ABC-TV and also use spot TV in major markets. Some print also is in the budget. Campbell-Ewald: New York, is agency.

Agency appointments . . .

• Dante Inc. has named Norman, Craig & Kummer, both New York, to handle advertising for its line of men's toiletries and gifts. The account, which bills an estimated $1 million, was formerly with Harold Breitner & Co., New York. NC&K is preparing a special Father's Day promotion for Dante that will include a heavy use of TV and radio. Dante is a division of Shield Inc.

• Compton Advertising, New York, has been named to handle TV advertising for two New England utilities. Connecticut Light & Power Co. and Hartford Electric Light Co. have joined forces to promote their services through spot TV. The first campaign, promoting electric water heaters, began last week in Hartford and New Haven, both Connecticut. The second campaign, now being prepared, will concentrate on electric heating for homes, churches and schools. Compton also handles TV advertising for two other combinations of New England utilities: Boston Edison Co. and New England Electric System, and a group of five utilities serving Massachusetts and Connecticut.

• Book-of-the-Month Club Inc., New York, has appointed BBDO. New York, as its agency, effective Aug 1, replacing Schwab, Beatty & Porter Inc., New in New York and will create TV commercials. The budget is about $3 million, overwhelmingly in print advertising and in direct mail.

Also in advertising . . .

Unlimited • A new film company, Creativity Unlimited, has been formed in New York and will create TV commercials, industrial films and documentary projects. Gil Lash is president of Creativity Unlimited. The new organization is located at 545 Fifth Avenue. Telephone: (212) 687-6865.

New agency • Am-Ad Inc., Chicago, has been formed by George Anderson & Associates and has taken over the Chicago office of Kudner agency which it had there before merging with Tatham-Laird. Mr. Anderson had been with Kudner. Address: 410 North Michigan Avenue. Phone: (312) 527-0770. Am-Ad's principle broadcast account is William Wrigley Jr. Co.'s children's advertising.

Petry pushes for industrial radio ads

A new presentation distributed to advertising agencies last week by Edward Petry & Co., points up the value of spot radio for industrial advertisers.

Petry stresses that although the target audience in most cases was extremely narrow, such as corporation executives and highly specialized engineers, there are instances in which spot radio has been used to reach the industrialists as well as the general public.

It cites specific industrial clients that have used spot radio in the past, including Jones & Laughlin Steel Corp., International Nickel Co., Timken Roller Bearing Co., Illinois Tool Works, General Instrument Corp., Western Electric Co. and Republic Steel Corp.

Advertisers told to stress network

Worldwide advertisers using TV were urged last week by Donald W. Coyle, president of ABC International Inc., to plan network exposure rather than local or regional scheduling of their messages.

He told the 49th annual International Executives Association conference in New York last Wednesday (March 23) that overseas advertising on a network basis is likely to be more efficient and economical, and added:

"While we certainly do encourage local and regional use of television, we believe that initially the concept of networking will be the rule for multinational advertisers because it works better...centralized control with local support yields far greater dividends."

TV networks nearing sellout for fall

Network television sales in the 1966-67 nighttime schedule appeared to be moving along at a fair pace last week as CBS-TV and NBC-TV reported themselves around 80% sold for the first 13 weeks of the new season.

ABC-TV declined to put a figure on its sales level "for competitive reasons."

NBC-TV, which has sold more time in big blocks for this fall than it did last year, has seven hours of its prime-time schedule already fully sold to full-hour buyers, half-hour sponsors or alternate-half-hour sponsors.

CBS-TV's big spender. General Foods, is back in evidence even stronger than last year with full sponsorship of Jean Arthur. Andy Griffith and Gomer Pyle as well as an alternate half-hour of Green Acres.

CBS-TV's Jackie Gleason and Milton Berle's "To Tell the Truth" and "Milton Berle's Follies" are both full-hour participations, according to sources.

CBS Radio's crystal ball sees record '66

CBS Radio envisions a record sales year in 1966, with first-quarter business running 37% ahead of the same period in 1965.

This favorable prognosis was made last week by George J. Arkedis, vice president, network sales, who reported that business written for the first half of 1966 is already larger than for any six-month period since 1958. He added that with nine selling months still remaining this year. CBS Radio already has written 88% of the total sales volume recorded last year.

He attributed the upswing to an influx of advertisers new to the network and the return of former clients after varying periods of absence. Advertisers that have returned to the network this year, according to Mr. Arkedis, are Adolph's Ltd., Standard Household Products (Bon Ami), Nationwide Insurance Co. and Knox Gelatin. New accounts include Quality Court United Inc. and the State of Minnesota Department of Business Development.

Renewals have come from Campbell Soup, Kraft, Ocean Spray Cranberries, Bristol-Myers (Grove Laboratories), Mennen, Penzoil, American Express, Nestle Co., Sinclair and the Wrigley Co.
We've gone to great lengths to make your stay at the NAB more enjoyable and more profitable! You're cordially invited to make your headquarters at the CBS Films suite, Room 2325 at the Conrad Hilton—where you'll find not only the warmest hospitality in Chicago, but also the most impressive array of top-quality film programming in all television. Come by and see!
New life blood for STV?

Involved plan worked out with Shasta Telecasting could revive California pay-TV operation; but it'll be without Pat Weaver, who is resigning

Subscription Television Inc., the pay-TV operation that was ruled illegal by California voters in November 1964 and filed in bankruptcy five months later, took a surprising step last week, indicating it might be getting back on its financial feet.

STV announced a plan whereby it would acquire the assets of Shasta Telecasting—KJEO(TV) Fresno, Calif., and Shipstads & Johnson Ice Follies—in return for which Shasta would become a "substantial" stockholder of STV.

At the same time Sylvester L. (Pat) Weaver Jr., who had led STV as president through the thick of the pay-television battle with California theater interests and who had the ambitious but short-lived three-channel service in Los Angeles and San Francisco, announced his resignation without explanation.

A convoluted financing plan, which would see Shasta administering STV business after itself being acquired by STV, includes a number of contingency provisions, among them approval of the measure by which STV would come out of bankruptcy.

Observers noted that Subscription Television had lost an estimated $16 million in its ill-fated pay-TV operation and that if it is able to regroup its forces will acquire new assets, and still point toward eventual pay-TV operation, that loss could be turned into a significant asset as a tax loss carried forward.

No value was put on the Shasta assets in information revealed by STV last week, but announcement said the broadcaster would "become a substantial shareholder" of Subscription Television by purchasing stock from STV at $1 a share. The announcement went on to say that STV had made arrangements to enable it to retain the present management of Shasta to administer the business of STV.

The president and general manager of Shasta Telecasting is George C. Fleherty. He's 38% owner of the company. The other principal owner in Shasta is Carl R. McConnell with 22.6%.

Mr. Weaver's resignation from the presidency is not effective until April 30.

Who's Involved? * The whole plan seemed covered by a certain amount of mystery. The agreement was said to have been signed by Shasta and "certain of STV's principal shareholders," but these shareholders were not named. However, it was assumed they included Lear-Siegler and the Reuben H. Donnelly Co., both heavy STV backers.

It was also revealed that STV shareholders participating in the plan would buy subordinate debentures and common stock of STV to supply "initial working capital for the purpose of operation of the businesses being purchased from Shasta and to provide additional funds for the acquisition of other suitable assets."

It has been suggested that STV might have other station properties in mind. The company filed about a month ago in the District Court for the Southern U. S. District of New York an arrangement with unsecured creditors by which it would come out of bankruptcy. The deal depends on the ability of the company to get a favorable tax ruling from the Internal Revenue Service. It also hinges on STV's ability to get a number of major shareholders who decide not to participate in the refinancing to sell a major portion of their shares to Shasta and on a favorable ruling by the California Commissioner of Corporations. Of course, the station transfer would have to be approved by the FCC. KJEO is on channel 47. Fresno is an all-UHF market.

In its announcement, STV reaffirmed its intention to continue its effort toward eventual resumption of pay TV.

Official announcement of the Shasta-STV plan was made Thursday evening (March 24). The following day STV stock, traded over the counter closed at 4½ bid, 5 asked. In trading the day before it finished slightly over 5 points.

Favorable Ruling * Only two weeks earlier the California supreme court in a 6-to-1 decision had ruled the initiative measure banning pay-TV in the state had been unconstitutional (BROADCASTING, March 7). Justice Louis Burke said the ban "amounts to total censorship in advance, so far as home viewers are concerned."

Mr. Weaver could not be reached for comment on his resignation or future plans. But the former NBC president was recently announced as executive producer of CBS-TV's new Garry Moore show for the 1966-67 season.

Spanish firm opens office in New York

The Movierecord Group of Companies, a Spain-based international communications firm, recently opened its U. S. affiliate, Movierecord Inc., at 845 Third Avenue, New York. J. L. San Roman, executive vice president, will head the New York office.

Movierecord Inc. also was appointed U. S. representative for the Screen Advertising World Association (SAWA), which conducts international festivals for advertising film.

The Movierecord group controls the interests of 21 different companies in Portugal, France, Spain, Switzerland, Germany and the U. S. It owns broadcasting stations, theaters, studios, print and allied ventures.
We’ve really put together a blockbuster. Now there’s a half-hour show hosted by baseball’s most outspoken critic and friend, Bill Veeck. This is the same Bill Veeck who shocked the sports world by sending a midget to bat for the old St. Louis Browns.

Just like his famous syndicated column which appears in more than 80 newspapers, Bill’s topics will range far and wide. He’ll have guests from the world of sports, from show business, from practically every walk of life. Whatever the discussion, count on it, the fur will fly.

Bill Veeck’s fiery personality guarantees a show loaded with dynamite. Put the Bill Veeck show on now and spark new life into your ratings. For details, clip our coupon today.

YES, send me the details of Bill Veeck’s explosive new show.

Name
Company
Address
City State Phone
Send to: Jim Wood
Television, Chicago
Field Television Center,
Marina City, Chicago
Area Code 312 527-4300

WFLD-TV
The All-Time Favorite...

Starring
DUNCAN RENALDO
As the "Cisco Kid"

LEO CARRILLO
As Pancho
Now in dazzling full COLOR!

SMASHING ALL SALES RECORDS!

(Just like in the good old days!)

Already snapped up by—

WAKR-TV Akron, Ohio • KLYD-TV Bakersfield, Calif. • KTVD Dallas-Ft. Worth, Texas • KTSM-TV El Paso, Texas • KMJ-TV Fresno, Calif. • KHTV Houston, Texas • WGAL-TV Harrisburg-Lancaster-York, Pa. • KJAC-TV Johnstown-Altoona, Pa. • KLAS-TV Las Vegas, Nev. • KTTV Los Angeles, Calif. • WCCO-TV Minneapolis, Minn. • WCOV-TV Montgomery, Ala. • WDSU-TV New Orleans, La. • WNEW-TV New York, N.Y. • KGW-TV Portland, Ore. • WGAN-TV Portland, Me. • WTEV-TV Providence, R.I. • New Bedford, Mass. • KTAR-TV Phoenix, Ariz. • WREG-TV Rockford, Ill. • WHEC-TV Rochester, N.Y. • WHBF-TV Rock Island, Ill. • WNYS-TV Syracuse, N.Y. • KVOX-TV Sacramento, Calif. • WICS-TV Springfield, III. • KTVU San Francisco-Oakland, Calif. • KOVR-TV Sacramento, Calif. • KCPX-TV Salt Lake City, Utah • WTTG Washington, D.C. • WTRF-TV Wheeling, W. Va. • NEW STATION Milwaukee, Wis.

This all-time record-breaking rating leader is now ready for a brand new juvenile audience.

156 EXCITING HALF HOUR EPISODES

Available for one-run, two-run, three-run or unlimited run at a BARGAIN PRICE

WALTER SCHWIMMER, INC.
410 N. Michigan Ave., Chicago, Ill. Phone 467-5220

See "CISCO KID" and "THE SPORTS PACKAGE" at the NAB Convention

Call Howard Christensen or "The Boys" at 467-5220
The hole in the dike widens

FCC approves another TV sale in top-50 markets without hearing as WUHF(TV) goes to WKY Inc.

The FCC last week approved the sale of WUHF(TV) Milwaukee to WKY Television Systems Inc. and in the process granted the second exception in a row to its interim policy aimed at blocking the spread of multiple owners into the top markets.

The policy prescribes hearings in the case of any application for transfer or assignment that would result in a broadcaster owning more than three stations, no more than two of them VHF's, in the top-50 markets.

The purchase of WUHF, in the 23rd market, gives WKY a total of five television stations, four of them in the top 50—KXTV (ch. 11) Fort Worth-Dallas (15th market), WTVT (ch. 13) Tampa, Fla. (32d market), and WKY-TV (ch. 4) Oklahoma City (51st market). WKY also controls Houston Television Co., a permittee of KHTV (ch. 39) Houston (25th market).

The commission approved the sale in accordance with a provision in the policy permitting exceptions to the hearing requirement when applicants make a "compelling affirmative showing" that the sale would be in the public interest.

The commission early this month made its first exception to the policy in approving without a hearing the sale of KWGN(TV), formerly KCTO(TV) Denver to WGN Continental Broadcasting Co. (Broadcasting, March 7).

No hearings have been designated under the policy, which was adopted in June (Broadcasting, June 28, 1965) and which is to remain in effect pending conclusion of a rulemaking that would set identical limits on multiple ownership.

Text Not Available • The commission approved the sale by a vote of 4 to 1 but has not released the text of its order stating its reasons for granting the assignment application without a hearing.

WKY, however, made many of the arguments advanced by WGN in urging approval of its purchase of KWGN. WKY noted that WXXI not to compete for three years within 75 miles of the station's transmitter.

Commissioner Robert T. Bartley, the lone dissenter, voted for an en banc expedited hearing. Commissioner Kenneth A. Cox, who was the lone dissenter in the KWGN sale, concurred in WUHF sale on the ground that "the only chance of making the station reasonably competitive . . . lies in its transfer to an entity with substantial resources and broadcast experience."

Commissioner Conlin felt a stronger case for exception had been made in the Milwaukee case than in the KCTO proceeding. He noted that WUHF is a UHF competing with VHF's, while KWGN is a VHF. He also said it's less likely that WUHF could be sold to a nonmultiple owner than he felt was true of KWGN.

NAEB: UHF plan 'anti-educational'

The National Association of Educational Broadcasters has objected strongly to the FCC's new plan of UHF channel allocations (Broadcasting Feb. 14).

In a petition filed with the commission condemning the "anti-educational rationale" of the present plan, the NAEB called for either granting educational broadcasters the necessary reserved channels or for placing the problem before Congress.

The idea that educational broadcasters can compete for reserved channels with commercial broadcasters is false, says the NAEB, because ETV can neither work as fast or command the funds of commercial broadcasting. Thus ETV will automatically be relegated to the channels reserved for it—a number NAEB considers totally insufficient.

The entire plan is erroneously related to the potential economics of a market and its ability to support a station, NAEB maintains. While this may be the correct criterion for commercial allocations, it is actually irrelevant to ETV. It points out that a state-supported ETV system places its stations in areas where the people's need is greatest, or where the existing educational facilities can be most easily utilized. Thus local market viability is a useless basis for allocations according to NAEB.

The NAEB claims that this policy of expecting educational and commercial broadcasters to gradually fill out an "unsaturated" allocations table takes no cognizance of the scope of ETV's needs over the long run and thus defeats most of the government's measures to extend the tools of education to as many people as possible.

Lastly, the NAEB said it resented the possibility that ETV will be gradually moved into the instructional television fixed service spectrum. ITFS, it is claimed, can have relevance only in restricted classroom situations, and this broadcast area itself is becoming rapidly saturated due to new methods of computerized instruction.

Thus the NAEB petition objects to the chance it will be left with what it considers a small share of existing UHF channels, and possibly an undesirable share at that.

Group-owner-rule deadline extended

The FCC last week extended the deadline for filing comments on its proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's, in the top-50 markets (Broadcasting, June 28, 1965).

The extension of time, which was requested by the Council For Television Development, was from April 1 to Oct. 3 for comments and from May 2 to Dec. 1 for replies. The council is an organization formed last year by group owners to fight the proposed rules.

The council has retained United Research Inc. of Cambridge, Mass., to do a complete study of group-station operations. The commission said that it was granting the extension because the council had said that the United report would not be available until August and that another month or two would be needed to prepare comments using material in the report.

WNEW-TV's studios ready

WNEW New York will place its new color studios into operation in early April. It was constructed at a cost of more than $1 million, according to Lawrence P. Fraiberg, vice president and general manager of the station.

WNEW-TV will telecast 95% of its cartoon programs in color and intends to step up its production and showing of specials in color, according to Mr. Fraiberg. The color studios occupy a large portion of the first floor of the station's facilities at 205 East 67th Street, New York.

80 (The Media)

Broadcasting, March 28, 1966
For the discriminating media buyer:
a ukulele virtuoso,
a domestic affairs expert,
a youth worker.
On CBS Radio.

Take Arthur Godfrey. So many companies have, he's sold out through June. But we'll take your order for Summer and Fall.

Advertisers also single out Dear Abby, whose style of advice is in a class by itself.

And Art Linkletter's never at a loss for sponsor words. Not with attention-getting Houseparty guests like Judith (age 11) who describes school dances as "short boys with icy hands."

But if you don't like our humor, we've got news for you. World news from Walter Cronkite, Mike Wallace, Douglas Edwards. Sports news from Phil Rizzuto and Frank Gifford. And lots more.

These names are some of the reasons why CBS Radio has more advertisers than any other radio network. The fact is, we're a discriminating network with a discriminating audience for discriminating media buyers.

So give us a call: (212) 765-4321.

The CBS Radio Network
Changing hands

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

- **WDTM(FM)** Detroit: Sold by Merle Miller to the McLeodent Corp. for $350,000. This will be the seventh FM owned by the McLeodent Corp., others being **KNSU(FM)** Dallas, **KOST(FM)** Houston, **KBRL-FM** Oakland-San Francisco, **WNUS-FM** Chicago, **WYSL-FM** Buffalo, N.Y., and **KGLA(FM)** Los Angeles (application still pending before FCC). **WDTM(FM)** began operation in 1960, is on 106.7 mc with 61 kw and broadcasts from atop the Cadillac Tower building. No personnel changes are planned and the station will continue with its classical music format. Broker was Blackburn & Co.

- **WGG(FM)** Gainesville, Fla.: Sold by Radio Gainsville Inc. to University Broadcasting Corp. for $225,000. Radio Gainsville is owned by Charles W. Mackey and Richard L. Marsh, who also own **Wilz** St. Petersburg Beach, Fla. President of University Broadcasting is Robert B. Brown, who has interest in **wptc** Spartanburg, S. C. WGG operates on 1230 kc with 1 kw day and 250 w night. Broker was Chapman Co.

- **WXTS** Sheboygan, Wis.: Sold by Richard McKee to Karl Baker for $210,000. Mr. McKee formerly owned **wmuq** Berlin, N. H. Mr. Baker is president and general manager of **wtw** Tiffin, Ohio, and formerly owned **wlks** Jacksonville, Ill. WXTS operates daytime on 950 kc with 500 w. Broker was Blackburn & Co.

- **KHHI Pampa, Tex.**: Sold by Trend Broadcasting Co. to Kermit Ashby, James Hughes and associates for $100,000. President of Trend Broadcasting is W. R. McDaniel. Mr. Ashby is part owner and manager of **kvpl** Plainview, Tex., and Mr. Hughes is manager and co-owner with Mr. Ashby of **kcas** Slaton, Tex. KHHI operates fulltime on 1230 kc with 250 w. Broker was Hamilton-Landis & Associates.

- **WCJS** Morris, Ill.: Sold by Mr. and Mrs. Russell Armentrout to Grundy County Broadcasters Inc. for $105,000. The Armentrous recently sold **wzo** Princeton, Ill., for $165,000. Grundy County Broadcasters is composed of M. H. Stickwish, David Sutton, James Murray and John Mazzotti. Mr. Stickwish is president and general manager of **wtdm** Taylorville, Ill. WCJS operates daytime on 1550 kc with 250 w.

- **Korc** Mineral Wells, Tex.: Sold by Action Broadcasting Co. to Sam P. Harbison and Lon Williams for $85,000.

See You at the NAB Convention

The Blackburn men will be at the NAB Convention too! We hope you’ll plan a breather in your busy schedule and visit us at the Pick-Congress Hotel. Take the SOUTH BUILDING elevator direct to Blackburn’s suite—we’ll be looking for you.

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82 (THE MEDIA)

BROADCASTING, March 28, 1966
dent of Alumni Radio is John J. Wheeler, owner of wktv Atlantic Beach, Fla., and 50% owner of wcry Macon, Ga. Wtvy began operating in 1946, is a daytimer on 1050 kc with 1 kw. webl (FM) is not on the air and is licensed for 102.9 mc, 29 kw, with antenna height of 205 feet above average terrain.

- WJAG Norfolk, Neb.: 48% interest sold by J. H. Powell and C. A. Phelps to E. F. Huse for $200,000. Mr. Huse, presently 47.7% owner, is president of Huse Publishing Co. and has interest in kcol Fort Collins, Colo., kvis Valentine and kcsr Chadron, both Nebraska. WJAG went on the air in 1922 and operates on limited time at 780 kc with 1 kw.

New TV Stations

KHTV(TV) Houston (ch. 39) has broken ground for studio and transmitter buildings expected to be completed by next fall. The transmitter building is located at the base of a candelabra transmitting tower already being used by kpbc-tv and khou-tv and the station will house its antenna on the third corner of a 1,450-foot aerial platform. KHTV(TV) was recently granted a license modification to operate with 537 kw visual and 33.7 kw aural. The station has been silent since 1954 and was bought in October 1965 by Wky Television System Inc. Wky Television is owner of wky-am-tv Oklahoma City, kttv(tv) Dallas-Fort Worth and wtv(tv) Tampa-St. Petersburg. Its application for purchase of wuhf-tv Milwaukee, was approved by the FCC last week (see page 80).

Bob-and-Ray series pushes transistors

In support of its campaign to place "a transistor in every home," the Radio Advertising Bureau announced last week it will release to radio stations in May a series of commercials on that theme created by Bob Elliott and Ray Goulding (Bob and Ray).

Miles David, RAB president, noted that this effort is "phase two" in the association's transistor project. RAB began promoting the undertaking last November, a few days after the power failure in the Northeast.

The Bob-and-Ray commercials will be released to stations as part of RAB's overall efforts for National Radio Month in May. The commercials, according to Mr. David, embody a unified copy platform and are varied in appeal.

WCIU(TV) stockholders sue Gordon McLendon

WCIU(TV) Chicago and two of its principal stockholders, J. W. O'Connor and Howard Shapiro, filed suit last week in the U. S. district court there against broadcaster Gordon B. McLendon.

The complaint asks the court to rule invalid any contract by Mr. McLendon for purchase of one-third interest in the uhf tv station. It also asks for $250,000 in damages for statements by Mr. McLendon alluding to WCIU's financial stability.

Mr. McLendon, radio group operator whose interests include wnus-am FM Chicago, contends he has a legal contract to purchase a third interest in wciu through acquisition of new stock for $250,000. The contract, however, came about through various invalid corporate actions within wciu, the O'Connor-Shapiro group contends (Broadcasting, Feb. 21, 14).

The complaint charged that public claims by Mr. McLendon about WCIU's financial position were grossly exaggerated. It said also that "defendant has actively sought to disseminate such claims and statements through newspapers and other media."

A SALE EVERY EIGHT DAYS!

That is the average Hamilton-Lands & Associates, Inc., has maintained since last year's NAB Convention in Washington. Coincidentally, this means 44 sales with which to greet the 44th Annual Convention. They are:

KERN, Bakersfield, Calif.
KFHA, Tacoma, Wash.
KHHH, Pampa, Tex.
KJAY, Sacramento, Calif.
KJKJ, Flagstaff, Ariz.
KNET, Palestine, Tex.
KOPY, Alice, Tex.
KORC, Mineral Wells, Tex.
KOYN, Billings, Mont.
KPTL, Carson City, Nev.
KRRV, Sherman, Tex.
KSEE, Santa Maria, Calif.
KSIL, Silver City, N. Mex.
KTHS, Berryville, Ark.
KUBA, Yuba City, Calif.
KUTI, Yakima, Wash.
KVON, Napa, Calif.
KVRE, Santa Rosa, Calif.
KYND, Temple, Ariz.
KZIX, Ft. Collins, Col.

WAPA, Peoria, Ill.
WABX-FM, Detroit, Mich.
WALT, Tampa, Fla.
WARN, Fort Pierce, Fla.
WCSJ, Morris, Ill.
WDBF, Delray Beach, Fla.
WFOX, Milwaukee, Wisc.
WGMZ, Flint, Mich.
WHLL, Wheeling, W. Va.
WHON, Centerville, Ind.
WJPD, Ishpeming, Mich.
WJUD, St. Johns, Mich.
WKFR, Battle Creek, Mich.
WOMT, Manitowoc, Wisc.
WPEO, Peoria, Ill.
WQOD-FM, Midland, Mich.
WREB, Holyoke, Mass.
WZIP, Cincinnati, Ohio
WZOE, Princeton, Ill.
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Ski Safe Company —Calif.

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Advertising News Broadcasting March 28, 1966

BROADCASTING, March 28, 1966
The pros and cons of CATV

Broadcasters ask House committee for stricter regulation; cable spokesmen plug for less stringent rules; NCTA unveils its own legislative proposal

With the House Commerce Committee providing the forum—and some of the combatants—Congress last week was subjected to conflicting pleas and was offered contradictory advice on shaping national policy in the regulation of community antenna television.

The National Community Television Association through its president, Frederick W. Ford, offered a bill that would permit FCC regulation of CATV's—but is so limited a manner as to leave the cable companies considerable freedom in which to grow and operate.

The FCC, on the other hand, through Chairman E. William Henry, asked for legislation that would confirm the broad authority over all CATV's—microwave-fed or not—that the commission has asserted (BROADCASTING, March 14). The FCC-drafted bill (HR 13286) was introduced by Representative Harley O. Staggers (D-W. Va.), Commerce Committee Chairman.

Under consideration also is a bill introduced by Representative Walter Rogers (D-Tex.), chairman of the committee's Communications Subcommittee, which would prohibit the commission from regulating any CATV system (HR 12914).

Hearing Extended • Because of the number of witnesses who want to testify, Representative Staggers abandoned efforts to wind up the hearing in three days. It will resume April 5, with the commission scheduled to return for additional questioning. The National Association of Broadcasters and the Association of Maximum Service Telecasters are also scheduled for that week.

The committee last week heard CATV spokesmen urge Congress to deny the commission authority to impose tight regulation on CATV systems, and it heard broadcasters ask for additional protection from CATV's. It also heard the heads of the American and National football leagues ask that steps be taken to prevent CATV's from ignoring the television blackouts that assure their league teams of healthy box-office receipts.

By the time the hearing adjourned Thursday afternoon, committee members had a clearer idea of what Commissioner Robert T. Bartley meant when he said that trying to find the truth from among the conflicting statements of the various vested interests in the CATV controversy "is like shoveling smoke."

The committee member most hostile to the commission in the questioning was Representative Rogers, who says the commission, in asserting jurisdiction over "reception" of radio signals is exercising power it could use to censor broadcasts. "The underlying right involved here is the right of the American people to receive what goes over the air," his bill would prohibit the commission from regulating reception of radio signals.

No Censorship • Chairman Henry said the commission isn't bent on censorship but rather, on regulating CATV's. "What we're trying to do is state policy considerations, not take authority over reception," he said. He also said CATV is more than a reception service. "It is a new means of distributing TV signals."

The commission also ran into a sharp critic in the person of Representative Fred Rooney, (D-Pa.), who said that CATV's have helped, not hindered, television stations, and that the commission's rules have "stymied the growth of CATV by five years" and denied the public a choice of programming.

Chairman Henry agreed their growth had been stymied but not by five years. He also said the commission acted when it did in order to check the "explosive growth" of CATV and thereby prevent "serious disruption or erosion" of the present television system. He said the commission rules represent "a fair accommodation of the needs of both the broadcast and CATV interest in bringing service to the public."

Commissioner Bartley, who opposed the commission's order adopting CATV rules, told the committee that the fears that CATV will harm television remain to be borne out. He also said the CATV rules "look to the economic protection of television stations, rather than looking to the public's freedom to choose."

Holy FCC • However, the chairman and those who voted with him on the CATV issue had their supporters on the committee. Representative Paul Rogers (D-Fla.), alluding to the photograph of Chairman Henry as the Caped Crusader that has appeared in BROADCASTING (BROADCASTING, March 14) and other national publications, said, "Holy FCC, Batman. A wholly reasonable and equitable position on CATV."

And Representative Staggers, in opening the hearing, said that although CATV has brought television service into millions of homes that could not
Conferring during the hearing before the Commerce Committee were its chairman, Harley O. Staggers (l) and its ranking member, Walter Rogers.

The battery for the National Community Television Association (l to r): E. Stratford Smith, special counsel; NCTA President Frederick W. Ford; and Robert L'Heureux, general counsel to NCTA.

But the NCTA bill provides a rallying point for committee members disposed to support CATV's position. It would define CATV as a reception, rather than — common-carrier or broadcasting service, and would permit the commission to regulate CATV's. It would prohibit the commission from requiring a cable system to carry the signals of stations located 30 miles or more from its community and from carrying the programs of satellites or translators. The commission would also be barred from requiring a CATV to afford more than simultaneous nonduplication protection.

If enacted, the bill would scuttle the commission's regulations that require CATV's to carry, up to the limit of their channel capacity, the signals of all stations (including satellites and translators) putting a grade B signal over them, and to afford local stations same day nonduplication protection. It would also knock out the commission rule requiring new CATV's to seek commission permission, in hearings, before laying distant-station signals into the top-100 markets.

Protect UHF - The commission said its top-100 market rule is designed to protect the development of UHF's in those markets and to guard against the transformation of CATV's into wired-pay-television systems. But Mr. Ford said CATV's need UHF's by giving them the kind of extended coverage now enjoyed by VHF's.

And he sought to ease fears that CATV's will develop into wired-pay-TV systems. He said CATV's "as they exist today are unsuited to pay TV" and would have to be "substantially altered" to originate programs.

He said that CATV's would not object if the commission barred pay television by radio frequencies as well as by cable. But, he said that if broadcasters are permitted to engage in pay television, a matter being considered by the commission (see page 100), then CATV's should have that right, too.

He also opposed the provision in the commission bill that would prohibit CATV's from originating programming, except as to the extent permitted by the commission. He said CATV's are uniquely equipped to perform a local service. He also expressed the view that local origination would be an interstate activity not subject to federal regulation.

And the NCTA president, a former member and one-time chairman of the FCC, opposed proposals for bringing CATV's under Section 325(a) of the Communications Act, which requires broadcasters to obtain permission before rebroadcasting the programs of another station. The commission hasn't taken otherwise have received it, "it is important that it [CATV] conform to reasonable standards for the public good."

Utility Concept - The National Association of Railroad and Utilities Commissioners, an organization of state public utilities commissioners, has prepared a model state act for regulating CATV's as public utilities.

And NARUC, when the hearing resumes, will ask for language in any CATV bill the committee approves spelling out state and local jurisdiction over such matters as rates, charges, franchises and safety of operation and equipment and the location of distribution facilities.

Chairman Henry said that the commission and NARUC "are not too far apart" in their views on the proposed language.

Robert H. Beisswenger, president of the Jerrold Corp., gave the committee a sample of the thinking of the new generation of CATV operators who have outgrown the small, underserved markets and are seeking to enter major markets with multiple services. Jerrold, a major force in the CATV industry, owns 22 systems and manufactures CATV equipment.

Mr. Beisswenger said the public should have "full freedom" to choose its television programs, without hindrance from the FCC. And, CATV's, he said, should have freedom to provide that service. He said Jerrold supports the "philosophy" of Representative Rogers's bill, but would not oppose "reasonable and nonrestrictive governmental regulation."

He said neither broadcasters nor CATV's would be hurt if the commis-
sion's CATV regulations were lifted. If the FCC must permit in all this talk of the CATV's running the broadcasters off the air, let them bring in the financial records of the broadcasters and see how much they've been hurt," he said.

Big Load • Like several other witnesses, Mr. Beisswenger warned that the commission is taking on an "intolerable" burden in attempting to hold hearings on requests by CATV's to enter the top-100 markets. He said there are 460 systems in those markets, 119 under construction and 500 that have been awarded franchises. There are another 1,200 applications pending.

Considering that commission decisions "are quite often months and even years in the making," Mr. Beisswenger predicted that the heavy load of work that can be expected in processing requests would result in a "five-year freeze" on new CATV activity in the major markets.

A number of CATV operators complained to the committee of the inequities they see in the commission's rules. Siding with them was a broadcaster who has branched out into CATV—Frederick Gregg Jr., president of LIN Broadcasting Corp., owner of UHF station WAND(TV) Decatur, Ill.

UHF Disadvantage • He said the commission's rule requiring hearings in cases of CATV's proposing to relay distant signals into the grade A area of a station in any of the top-100 markets has the effect of barring his station from serving its entire market, which includes Champagne and Urbana and is ranked 73d. He said this would put his station at a disadvantage in competing with WClA(TV) Champagne-Urbana, the only VHF outlet in the area.

He also criticized the commission's use of the American Research Bureau market rankings. He said these were developed for an unrelated purpose— the making and selling of surveys and are inappropriate for the use that the commission is making of them.

Edward Davis, vice chairman of the Akron, Ohio city council, urged the commission to protect the city against the loss of CATV service. The city of 300,000 has one TV station, WAKR-TV. But, since Akron falls within the grade A contours of Cleveland stations, 35 miles away, the CATV now under construction could not import distant signals without going through a hearing. He said the city last year granted a franchise to Akron Telorama Inc., which has made a total commitment of some $800,000 and a cash outlay of $200,000.

The broadcasters' concern over CATV was expressed by Guy Main, executive vice president of Midwest Television Inc., licensee of WClA(TV) Champagne-Urbana and WMBD-TV Peoria, both Illinois, and KFMB-TV San Diego. He said CATV posed a threat to his stations and, in the case of San Diego, has brought in signals from Los Angeles to such an extent as to make local residents feel they live in a satellite of Los Angeles.

He said advertisers have asked him whether they can cover the San Diego market by buying time on Los Angeles stations. KFMB-TV has asked the commission to call a halt to CATV activity in San Diego (BROADCASTING, March 21). He called on Congress to enact a stronger bill than that proposed by the commission "to protect live, free television."

Representative Rooney, however, saw the CATV's in the San Diego area as a complement to regular broadcast service, and said the station's only objection is to a possible encroachment on its advertising revenues. "In short, you're against competition," he said.

Football Views • The growing problem involved in the CATV transmission of broadcasts of professional football games into areas blacked out by arrangement with the professional leagues was aired in the testimony of Commissioners Pete Rozelle of the National Football League and Joe Foss of the American Football League.

Their concern was not the fate of broadcasting, as such. As Mr. Rozelle put it: "We're only interested in football. If that's worked out, we have no further problems."

Professional football was given the right by Congress in 1961 to black out games within a 75-mile radius to preserve attractiveness at the box office. If CATV is allowed to ignore the blackout, Mr. Rozelle said, professional football teams might find themselves playing in "comparatively empty arenas" and might have to turn to closed-circuit operations as another source of revenue.

Mr. Foss suggested bringing CATV's under the rebroadcast provisions of the Communications Act as a means of solving the problem.

The committee also heard a plea that Congress exempt time-weather and news operations from any prohibition on the origination of programming by CATV's. The plea was made by Ly L. Keys, part owner and president of Telecommunication Inc., Salt Lake City, which manufactures a time-weather transmitting device for CATV's. It also makes equipment for presenting Associated Press news on a 24-hour basis on CATV's.

He said prohibition of program origination by CATV's might violate the constitutional guarantee of free speech.

The bill

NCTA wants

Alternative presented to CATV bills by Rogers and Staggers

When Representative James A. Mackay (D-Ga.) heard that the National Community Television Association had drafted its own bill for the consideration of the House Commerce Committee (see page 84), he suggested that it should be introduced as a third choice to the two bills on CATV before the committee—one by Representative Walter Rogers (D-Tex.) and one by Representative Harley O. Staggers (D-W. Va.). Representative Rogers' bill (HR-12914) would prohibit the FCC from asserting any jurisdiction over CATV; Representative Staggers' (HR-13286) is the legislation proposed by the FCC. The NCTA bill, reprinted below, would endow the FCC with authority to regulate CATV, but it drastically circumscribes that jurisdiction. Herewith the NCTA bill:

A BILL

To amend Section 3 of the Communi-
"The harder matched, the greater victory."

William Shakespeare (1564-1616) Greatest English Dramatist

Shakespeare was right; and winning today's television audience is more competitive than ever. Griffin-Leake does it with a management philosophy that makes striving for excellence the worthiest of goals.

GRIFFIN - LEAKE TV, INC.

KATV-7, LITTLE ROCK    KTUL-TV-8, TULSA    KWTV-9, OKLAHOMA CITY
Fisher repudiates NCTA interpretation

Dr. Franklin M. Fisher, author of the famous Fisher Report prepared for use by the National Association of Broadcasters to show the economic impact of community antenna TV on a television station, has formally denounced the use of his findings by the National Community Television Association to show that the systems have "no economic impact on the stations." In a letter to Representative John D. Dingell (D-Mich.), Dr. Fisher assailed NCTA for testifying during a Small Business subcommittee hearing March 8 that his findings substantiate NCTA’s position that CATV would have no adverse effect on a UHF entering a large market already served by three network affiliates. Dr. Fisher, a professor of economics at the Massachusetts Institute of Technology, told Mr. Dingell that he could not understand why NCTA "persists in attributing to me a view I do not share and findings I did not find." He asked that his dissent be printed with the NCTA statement. The Subcommittee on Regulatory and Enforcement Agencies is conducting an investigation of parts of the communications industry, as they relate to small business. It will continue its inquiry on April 7.

COMMUNITY ANTENNA TELEVISION SYSTEMS

Sec. 331. The commission shall, as the public interest, convenience or necessity requires, have authority—

(a) To issue orders, make rules and regulations, and prescribe such conditions or restrictions with respect to the technical characteristics and operation of community antenna television systems to the extent necessary to carry out the purposes of this Act with due regard to both the establishment and maintenance of broadcast services and the provision of multiple reception services; provided, however, that the commission shall have no authority:

(1) To require a community antenna television system to receive on its system the signals of a television broadcast station whose transmitter is located more than 30 miles from the main post office of the community in which the community antenna television system is located, or

(2) To require a community antenna television system to receive on its system the signals of a television broadcast station which originates fewer than ten hours per week of its own programs; or

(3) To require a community antenna television system to receive on its system the signals of a television broadcast station which duplicates in whole or in substantial part (i.e. more than 75%) the programs of another television broadcast station received by such community antenna television system; or

(4) To require a community antenna television system to delete or refrain from receiving signals carrying any program of another television broadcast station unless (i) such program is broadcast by a television broadcast station whose transmitter is located more than 30 miles from the main post office of the community in which the community antenna television system is located, and (ii) in addition duplicates simultaneously a program broadcast by a television broadcast station whose transmitter is located within 30 miles of the main post office of the community in which the antenna television system is located, and (iii) whose signal the CATV is required to receive.

(b) To make general rules exempting from regulation, in whole or in part, community antenna television systems where it is determined that such regulation is unnecessary because of the size or nature of the systems so exempted.

KNDO-TV protests its deferred license status

KNDO-TV Yakima, Wash., has filed a strong objection to the FCC's move to defer its license renewal because of a three-way contest for UHF channel 35 in Yakima.

In November 1965 KIMA-TV (ch. 29) Yakima, opposed an application by KXLY-TV Spokane, Wash., for the town's third UHF facility on the grounds that the market could not support another television without degrading public service. KIMA-TV called for an evidentiary hearing with the FCC and requested that the commission defer license renewals of KXLY-TV, KEZI-TV Eugene, Ore., also applicant for channel 35, and KNDO-TV.

The commission granted the renewals of KXLY-TV and KEZI-TV since they were not directly involved in the market, but deferred the KNDO-TV application.

KNDO-TV has objected, first, because it said the commission action was taken only on the grounds it "appears appropriate" and, second, because it never objected to the channel 35 applications at all. As a matter of fact, KNDO-TV says it has even supported the activation of a third television station in Yakima.
THE MIAMI MARKET MAY BE 19th TO SOME PEOPLE,

BUT TO SMART ADVERTISERS THE MIAMI MARKET IS 16th!

647,100 TV HOMES (Television Magazine April 1966)
144,666 ADDITIONAL TV HOMES (Based on Horwath & Harwath, Accountants to Florida Hotel Ass'n., and Florida Development Commission)
791,766 TOTAL TV HOMES

Represented by

WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA
AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

BROADCASTING, March 28, 1966
In Chicago, that

*MGM-TV invites you to leave the tigers behind ... and be treated like a king in the Lion's Den.
Here's the one you've been waiting for... A special series of first-run features designed exclusively to give smaller market stations that big market look. It's another first from MGM-TV.

GRAND PRIZES: 3 Polaroid Color-Pack Cameras. If you're a TV broadcaster, be the first from your state to visit Suite 1905A between Sunday Noon and 7 PM Monday.*

If you can MATE YOUR STATE, you'll win a prize and be eligible for the GRAND PRIZE drawing to be held Tuesday at 6 PM.

It's a contest guaranteed to put you in a happy state of mind.

*excluding the time from 7 PM Sun. to 10 AM Mon.
Will community antenna television upset TV's cost efficiency if it spreads into the bigger markets and segments viewing audiences? Two advertising representatives suggested CATV's continuing growth might do just that last week in talks prepared for the CATV seminar of the Broadcast Advertising Club of Chicago. They were Dr. Seymour Banks, vice president, Leo Burnett Co., Chicago, and Philip B. Hinerfeld, vice president and director of advertising, Pepsi-Cola Co., New York.

The all-day meeting was held Friday (March 25) to explore marketing implications of CATV as well as to provide a platform for airing of the basic viewpoints on the eve of the annual National Association of Broadcasters convention. Other participants included FCC Commissioners Kenneth A. Cox and Robert T. Bartley and Senator Vance Hartke (D-Ind.) as well as leading broadcasters and CATV representatives.

Both Dr. Banks and Mr. Hinerfeld wondered if CATV's growth, extending station coverage in some cases and duplicating it in others, might mix up the geography of present TV coverage. This could outdate the new concepts of product selling and distribution on the basis of a TV market before their advantages have been fully enjoyed, they indicated. Not all of their outlook about CATV was gloomy, however.

**Bigger Choice** Dr. Banks pointed out, based on data from the A. C. Nielsen Co., that CATV will increase current television audiences by bringing more choices to homes able normally to get only one or three stations. This benefits the advertiser, he said, because it expands geographic coverage and enlarges the audience of specific programs.

If CATV is allowed to expand into areas already served by six or more stations, set-use data "indicate there is no proportionate increase in television usage" with the extra channels made available. Thus, he said, "more stations mean further segmentation of television audiences." Dr. Banks felt "the expansion of CATV systems into markets currently well-served by VHF and UHF stations will weaken commercial television." The big question, he said, is whether CATV will "give us smaller pieces of the existing general audiences" or produce "greater and greater specificity of audience." The latter could well be desirable if the segments concentrated more good prospects than were otherwise available to an advertiser, he explained.

"We are particularly concerned that the newest stations in a market, the UHF's, will bear most of the brunt of CATV systems bringing programs from other markets," he said. "The healthy growth of UHF is important for smaller advertisers who can't afford TV now, he indicated.

**What About Pay TV** The Burnett executive also expressed concern about pay TV "which will tend to weaken people's enjoyment of or response to American commercial television, a system which, while admittedly imperfect, has proven to be of great cultural benefit and entertainment . . . and which has come as close as any other medium yet developed to match the criteria of an ideal advertising medium."

CATV could both help and hurt market testing programs, Dr. Banks said, depending on the test techniques themselves and the amount of CATV spillover or spill-in. He thought possibly CATV could greatly enhance testing if it were possible by some means to control and insert or omit commercials by various CATV household groupings.

Along this same line he envisioned some future direct mail type of selective CATV advertising in which commercials could be inserted into all channels going into pre-specified CATV homes. Thus an advertiser would no longer have to depend on any given program's ability to select the target audience, often an inefficient process at best. But Dr. Banks admitted this was purely speculative and without consideration of all the policy and technical problems involved.

**Lower Spot Efficiency** Pepsi Cola's Mr. Hinerfeld warned that community antenna TV could lessen the efficiency of spot television although he acknowledged advertisers don't know very much about the subject of cable TV yet. What the advertiser wants to know,
They helped us win the RTNDA award for editorializing.

wmca won the Radio Television News Directors Award because of our campaign for reapportionment of the N.Y. State Legislature.

But we had help. From the hip entertainers above and others like them.

These are the swingers with whom our Good Guys built the vast audience that's been involved in our campaign. New Yorkers who dig our music also dig what's going on around them.

So we thank The Beatles, The Supremes and the rest.

The Supreme Court of the United States had something to do with our success, too. The High Court decided the New York State case in wmca's favor. As a result, legislatures across the country are being reapportioned.

See what happens when you turn people on.

wmca turns people on.
Mr. Hinerfeld said, is whether the CATV carries his commercial and if so, where. But the problems don't stop there he suggested. CATV's tendency, he said is to lead to higher costs per thousand. While it extends some signals, Mr. Hinerfeld noted, it also fragments the audiences of local stations where those extended signals are being introduced. The effect, he went on, may be higher rates for the station whose signal is extended and no compensating decrease for those whose audiences has been diluted. "Does anyone ever lower rates in TV?" he asked rhetorically.

Mr. Hinerfeld said it was possible that population increases might offset this tendency to lower efficiency but he warned "there's a break-point at which rising costs and falling audiences will shift TV dollars into other media."

Mr. Hinerfeld said CATV could also result in a "crazy quilt" pattern of station coverage that might destroy the current concept of a television market as the effective coverage of the leading television station. "If CATV substantially changes coverage patterns by extending the range of signals, it will change the geography of our television markets," he continued. And the so-called practice of leap-frogging, by which systems carry distant signals to the exclusion of stations closer to their antenna customers, according to Mr. Hinerfeld, "might destroy the value of the television market concept and much of the value of spot television itself."

The Pepsi Cola executive said CATV presents fewer problems in the case of network television. Its potential effect is to reduce the coverage advantage of any one network, according to Mr. Hinerfeld.

Antennas and Ratings = The A. C. Nielsen Co. called on community antenna operators for complete information about the nature of their systems. William Wyatt, Nielsen vice president, said collection and use of system data is already important to accuracy in local-market TV research (Nielsen Station Index) and, in time, will probably be a significant factor in national sampling.

In areas where CATV is a major influence, he explained, CATV and non-CATV viewing groups must be tabulated separately. He listed these reasons:

CATV households are more likely to return survey diaries than non-CATV homes. Usually antenna subscribers have more viewing choices than non-subscribers. Within a measurement area, viewing clusters will be determined by smaller areas served by cable. CATV subscribers are presumed to be heavier viewers than their non-CATV neighbors, on the basis of their willingness to pay for antenna service.

Mr. Wyatt offered the example of an eastern television market in which one-third of the homes subscribe to one antenna system. For non-CATV homes local stations are found to have a combined share of audience of 85%, he said, but only a 50% combined share in homes, since these antenna customers do some of their viewing on outside channels.

In order to give proper weight to CATV homes in its sample Nielsen says it must know the proportion of CATV subscribers in the market, what channels are carried on available systems, and what dial positions they occupy on subscriber sets.

Mr. Wyatt suggested that CATV isn't large enough yet to significantly affect ratings results drawn from its national sample. "Less than 1% of the NTI sample households are served by CATV systems which relay different stations at different times over the same channel," he said, and this "does not peril the effort to get stable and usable measurement results."

Limited Bargaining Power = Frank Thompson, a director of the National Community Television Association and president of the Rochester Video Division of American Cablevision Co., charged that the FCC's proposal will tend to limit any chances of advertisers to get a better bargaining position in the seller's market of TV today.

"The FCC apparently believes that the need and demand for television advertising exposure is diminishing in direct proportion to the increase in population," he said. The commission in its proposed 100-top-market restrictions, he said, now would say that cities like Chicago "cannot have the use of the almost unlimited capabilities of closed circuit, coaxial cable CATV systems."

Even if the FCC's allocation plan somehow would allow seven stations in all major markets, Mr. Thompson argued, the pressure for TV exposure among advertisers would continue so great only the very largest could afford it. Seven channels will never be enough he charged, and advertisers and agencies should not only become very interested in the CATV issue but also "highly aroused."

"The CATV industry is "not opposed to proper regulation," Mr. Thompson pointed out, but "we are violently opposed to regulation by bureaucratic decree rather than by law." He felt the courts will renounce the FCC's second report and order assuming jurisdiction over CATV. This is the first time in the history of communications, he noted, that the FCC "has asserted control over broadcast reception."

One major CATV entity, Telesis Corp., has so much faith in the mutual benefit and compatibility of CATV and stations, especially UHF, that it is preparing applications for UHF construction permits in CATV markets, Richard F. Shively, Telesis president, said this move should help put an end to the unfounded fears that CATV will harmfully segment the audiences of existing stations or impede new outlets.

Actually the contrary is true, he said, and for this reason Telesis will restrict its UHF station applications to those areas where CATV is franchised. He
award winning
"RIGHTS and RESPONSIBILITIES"
programs again offered to
the nation's broadcast stations

"Rights and Responsibilities" ... A GROUP ACTION project of Taft Broadcasting Company ... is a unique and timely series of public service programs and a recent winner of the Freedoms Foundation major award in the Americana category. In five 5-minute programs the series features outstanding personalities in thought-provoking interpretations of the responsibilities suggested by the First Article of the Bill of Rights. The series has already been broadcast by more than one hundred radio and television stations from Lewiston, Maine, to Anchorage, Alaska. It has been used by a large number of high schools and universities, industrial concerns, political clubs, veterans groups, and even by a large state penitentiary. It has also gone overseas for showing to over two million servicemen and their families.

Rights and Responsibilities is still available in video or audio form without charge. We will be glad to send the details upon request.

a GROUP ACTION by
TAFT BROADCASTING COMPANY

FREEDOM OF SPEECH featuring Art Linkletter
FREEDOM OF THE PRESS featuring Bob Considine
FREEDOM OF RELIGION featuring Dr. Billy Graham
THE RIGHT TO ASSEMBLE featuring Pat Boone
called for more cooperation among CATV broadcasters in areas of both joint promotion and audience enhancement.

On A Par • Color TV is especially improved by the CATV service, Mr. Shively noted, while the system also extends any station's signal into those poor reception areas that otherwise would not watch or watch as much. As for UHF, he said, CATV puts the signal on a parity in quality with any VH station in the area. It extends the UHF signal as far as any VHF too, he added.

That CATV will allow pay TV to come through the back door "is the reddest of herrings," Mr. Shively said. The FCC's notice "made it quite clear that pay TV would be considered separately," he said, and most city ordinances franchising CATV "specifically prohibit pay TV." Further, he noted, in order to pay for programs, pay TV wouldn't need as many customers as possible. For this reason pay TV ultimately must be an off-the-air service, he said.

Broadcaster's View • Dwight W. Martin, chairman of the NAB committee on the future of television and vice president of WDSO-TV New Orleans, said it appears "that the basic philosophy evident in the latest pronouncement of the commission parallels pretty generally the thinking of the NAB" although no meetings have been held since the FCC notice. In some areas the NAB will prefer different regulation, however, he said.

Fundamentally, Mr. Martin said, the activities of a CATV system should be limited to acting "as a superior antenna, gathering and distributing to its customers those signals which are present in the air over the community to be served." He felt possibly that the FCC's proposed rule that no CATV system could bring into any of the 100 largest cities any station that wasn't placing a grade B signal or better over the city "may be a bit too restrictive." He also felt fledging stations in smaller markets have an equal if not greater need of protection from CATV as do those in the 100 major markets that appear to be of concern to the FCC.

Mr. Martin said a duplication protection "is plainly inadequate if limited to 24 hours" as the FCC proposes. This would especially be true in the case of feature films, he noted. He also emphasized the need for CATV systems to be restricted to their traditional role, "that of carriage of broadcast programs of conventional stations. CATV is not a program service." The commission's regulations should perpetuate this role, he said "and should prohibit any program originating completely and absolutely, thus allaying any fear of forming a nucleus of a closed system." Willard E. Walbridge, executive vice president and general manager, KTRK-TV Houston, contended that by seeking regulation of CATV broadcasters are not "selling our freedom birthright for a mess of protection." It only shows many feel the FCC is not always wrong, he said.

Broadcasters don't wish to wreck CATV, Mr. Walbridge said, "but we are determined that they be regulated to that minimum extent which would allow them, as a supplemental service, to fit into the orderly and established patterns of free broadcasting. To do less would be to imperil the free system and to irretrievably damage the public interest."

It is a paradox, he continued, "that our whole free system could be in jeopardy from a fee system which attracted risk capital away from us because CATV's didn't have any program expenses. They circumvented this substantial cost item on their P & L by the simple expedient of taking the programs of the free system."

Economics • Simple arithmetic tells the economic threat from CATV, Mr. Walbridge said. CATV earns $100 million a year from two million connections, he said. With a projected 25 million connections CATV would earn $2 billion a year, "matching the free industry's present revenues with less than half the number of sets we serve."

Presumably, long before this point, he held, CATV "would be bidding against us in the program market to originate their own programs." Shows and talent have a way of going to the highest bidder, he said.

The big question for the advertiser, Mr. Walbridge said, is whether he would buy spots on the station in a given town that once brought in 50,000 homes but now was 50% wired up "and your announcements were coming in on a dozen other signals from elsewhere."

After 21 years of existence, television has attained relative maturity. Interestingly enough, however, the medium is now facing challenges similar to those that motion pictures tackled some years ago, in the view of Richard A. Moore of KKO General Broadcasting.

When television entered the media market, the movie industry recoiled out of fear, he noted. The new medium was seen as a direct competitive threat to the well-being of motion pictures. The result, of course, was a cinematic iron curtain that was drawn around the status quo in Hollywood.

Mr. Moore directed his remarks to those broadcasters who are skeptical about the emergence of CATV. He called upon broadcasters to recall that "television is the great boon to the motion-picture industry which now shoots more film and employs more people than at any time in its history—thanks to the medium it feared." He implied that a mature acceptance of CATV will result in similar long-term benefits for the television industry. Mr. Moore also suggested that an anti-CATV campaign at this period of the industry's history would be futile for "certainly, it is possible that cable will have a role, either primary or supplementary and, to the extent that cable has something to contribute to the public, the public will have cable, no matter what fences any of us try to build—no matter who tries to rule it off limits as motion pictures tried to do to TV."

View From the Hill • Advertisers may hold one key to the battle over CATV, Senator Vance Hartke (D-Ind.) told the luncheon session of the CATV seminar. He said the sponsor's influence may well be crucial because "taking into consideration audience sizes and market, you will have to know about where the cable takes the shows

TV opposes Jayces translator bid

KSTF(TV) Scottsbluff, Neb., a satellite of Frontier Broadcasting Co.'s KRC-TV Cheyenne, Wyo., is finding itself in direct competition with the local Junior Chamber of Commerce.

The Jayces are applicants for a translator to rebroadcast KDOH-TV Hay Springs, Neb., whose grade B signal falls 15 miles short of Scottsbluff. But both KSTF and KDOH-TV have primary CBS affiliations and carry ABC, thus, according to KSTF, making for quite a bit of duplication over the translator.

Moreover, KSTF claims that CBS has never given direct or indirect permission for its programs to be translated into Scottsbluff and has a letter from CBS Senior Attorney A. Werner Pleus to prove it.

Therefore KSTF claims that the FCC's abandoning of its nonduplication policy for translators will be a serious threat to its well-being and requests either nonduplication protection against the Jayces or a rebroadcasting veto from CBS.

96 (THE MEDIA)
How did the NBC OWNED STATIONS get up front?
Chiefly, by knowing the right people.
In the case of NBC-OWNED WMAQ-TV, that means Chicagoans.
WMAQ-TV enjoys a great rapport with its viewers all week long, but especially on Sundays.

We're referring to one of television’s most provocative locally-produced series — the WMAQ-TV "Sunday Night Specials." What the "Sunday Night Specials" provoke is community attention — whether the subject is jazz, baseball, politics, railroading, or Humphrey Bogart's middle name. (It's "DeForest," if you must know, and one of the items in The Greater Chicagoland Tourney of Trivial Information, a recent event on this most versatile color series.)

Naturally, all five NBC Owned Television Stations can boast quality programming, virtually all in color. But no city is quite like Chicago — and no station knows how to win Chicago's attention like WMAQ-TV. Wouldn't you like some of this attention, too?

REPRESENTED BY
NBC SPOT SALES

WNBC-TV, New York / WRC-TV, Washington, D.C. / WKYC-TV, Cleveland / WMAQ-TV, Chicago / KNBC, Los Angeles
Rust Craft opposes
Cosmos CATV request

Rust Craft Greeting Cards, licensee of WRDW-TV Augusta, Ga., has filed a rebuttal to a request by Cosmos Cablevision for relief from the FCC's community antenna TV ruling that prohibits relay of distant-station signals into a top-100 market (Broadcasting March 14).

Cosmos has a CATV franchise in North Augusta, S. C. The CATV firm produced a letter from North Augusta Mayor N. F. Manley praising its efforts to bring South Carolina state news and network coverage to the community through its importation of WIS-TV, WNOK-TV and WOLO-TV from the state capital of Columbia. (WIS-TV is owned by Cosmos' parent company, Cosmos Broadcasting Corp.) But WRDW-TV also has produced letters from the mayor praising its own community service.

Moreover WRDW-TV points out that network coverage would only be duplicated. The Augusta stations already carry a reasonably full three-network schedule and the addition of the same three networks from Columbia would hardly add any new programming, according to WRDW-TV.

Cosmos claims that Augusta is "within or without the top 100 markets depending on the category used." But WRDW-TV points out that the American Research Bureau does call Augusta the 96th market and that the grade B signal of the Columbia stations does fall 20 miles short of North Augusta.

Last of all, WRDW-TV points out that the formation of a CATV system in the Augusta market would be a serious handicap to any possible growth of UHF television in that area.

Three New York dailies
merge into two papers

The long-expected consolidation plan of three New York newspapers, the Herald Tribune, the World Telegram and Sun, and the Journal-American, was announced last week. It would eliminate one afternoon paper and one Sunday paper.

Under the merger proposal, a new company would be formed to continue the Herald-Tribune as a morning paper and combine the afternoon Journal-American and World Telegram and Sun into an evening paper to be known as The World Journal. Replacing the Sunday Herald Tribune and Journal-American will be a new Sunday paper to be called the World Journal and Tribune.

The new publishing company would
In Pittsburgh where excitement's brewing, TAKE TAE

You'll like the local color. And the homes-reached record too.

WTAE CHANNEL 4
BASIC ABC - REPRESENTED BY KATZ

"Hearing William Steinberg and the Pittsburgh Symphony in Carnegie Hall last night ... strengthened my faith in them as one of America's three best teams of the kind."
be called World Journal Tribune Inc.

A notice of intention to consolidate was filed March 22 with the Department of Justice in Washington for clearance under the antitrust laws. Though no date was announced for the start of new operations, it was predicted they would begin in early April.

A joint statement from the three publishers said "the economics of the newspaper industry in New York compel this move."

The city will be left with five major daily newspapers after the consolidation is effected. In 1930 there were 12 major papers in New York.

The ownership of each of the newspapers involved in the projected merger has extensive broadcast interests. Whitney Communications Corp. (Herald Tribune) owns Corinthian Broadcast Corp., operator of KOTV(TV) Tulsa, Okla.; WISH-TV Indianapolis; WANE-AM-TV Fort Wayne, Ind.; KHOU-TV Houston, and KXTV(TV) Sacramento Calif. The Hearst Corp. (Journal-American) owns and operates WBAL-AM-FM-TV Baltimore, WINS-AM-FM-TV Milwaukee, WBYT-AM-FM and WTAE-TV Pittsburgh and WAPA San Juan.

E. W. Scripps Co. (World-Telegram and The Sun) owns Scripps-Howard Broadcasting Co. which operates WBSW(TV) Cleveland; WCPD-AM-FM-TV Cincinnati; WMC-AM-FM and WMCT(TV) Memphis; WPTV(TV) West Palm Beach, Fla. and WNOX Knoxville, Tenn.

Whitney Communications also has a two-thirds interest in the following radio stations: WMIP Mt. Kisco, WVOK-AM-FM New Rochelle and WONG Kingstown, all in New York.

The future form of pay TV

FCC proposes rules to establish over-the-air subscription television; wants comments on possibility of allowing toll TV by wire

The FCC has begun what it hopes will be the final procedural step in an 11-year journey to a decision on whether to authorize a nationwide system of pay television.

The commission last week asked for comments on proposed rules to provide for a system of over-the-air pay television. At the same time, it initiated a notice of inquiry into the possibility of pay TV by wire.

"That subscription television on a nationwide scale can be effectively integrated into a total TV system, with advantages to the viewing audiences, appears to be a reasonably sound conclusion at this point," the commission said.

It held out the hope of improved and more varied programming fare, both for pay-TV subscribers and for those relying on free television, resulting from competition between free and pay-TV.

But the commission doesn't expect the competition to be intense. Pay TV, according to the notice, isn't likely to have much of an impact on free television. But if it should become a threat, the commission makes clear that it would give prime consideration to "the preservation of conventional television service and the continued availability of good program material to the free service."

Zenith-Teco Petition • The proposed notice and inquiry, expected for the past six weeks (CLOSED CIRCUIT, Feb. 21), is the result of a petition for rulemaking filed last year by Zenith Radio Corp. and Teco Inc. (BROADCASTING, March 15, 1965). They have been conducting a test of Zenith's Phonevision pay-TV system over WCHT(TV) Hartford, Conn., since 1962.

But the pay-TV proceeding was initiated with a notice of rulemaking on Feb. 10, 1965. And the commission last week said it expects to adopt rules, if it finds that course to be in the public interest, without further rulemaking. However, it may hold an oral argument.

Even so, the commission is not moving boldly. While asserting it has the authority to establish a nationwide pay TV system, it said it would welcome congressional guidance. And the period it designated for the filing of comments and reply comments—Sept. 1 and Oct. 1—will, the commission said, give Congress time in which to act "if it so desires."

A bill, (HR 4472) to prohibit pay television was introduced in the House last year by Representative Emanuel Celler (D-N. Y.), chairman of the House Judiciary committee, and a long-time foe of pay television.

The commission concluded that subscription television is 'broadcasting' within the terms of the Communications Act, and not common carrier or some other service. It invited comments on whether commission rules and regulations, applying to free broadcasting, such as the fairness doctrine, should be applied to pay television.

The rulemaking appears to run contrary to the commission's position in seeking to prevent CATV's from developing into wired pay-television systems. However, the commission's concern with CATV is that the cable companies might use the product of free television on which to grow into pay-television systems. Pay-television stations would have to buy the product to compete with free television.

In its notice of inquiry on wired pay television, the commission asked for comments on what role the federal government should play in connection with the establishment and operation of wired pay television. The commission will also consider comments filed in a pending proceeding dealing with the question of whether CATV might become a vehicle for pay television.

Steam Gone • The pay-TV issue, once the most bitterly disputed in the broadcasting industry, appears to have lost much of its zip. The Zenith-Teco petition was opposed only by the motion-picture theater owners group, and supported only by two pay-TV companies, Teleglobe Pay-TV System Inc. and International Telemeter Corp.

This apparent lack of interest on the part of the industry was reflected in commission meetings, where discussions on the issue were described as desultory. The vote to issue the notice last week was 6 to 2.

The coolness of the emotions being displayed is apparently due to the feeling that toll TV is not the threat to free television it once was thought to be. The Hartford pay-television test, as the commission noted, provided it for the first time with information on which to base policy. It attracted less than 1% of the net-weekly circulation of the Hartford market—4,851 television homes as of June 30, 1965, out of a total of 800,000. And the commission noted that the average subscription audience at any one time was 5.5%.

From this the commission projects a potential nationwide pay-TV market consisting of 10% of the nation's TV homes, and an average subscription audience of 10% of subscribers—or 1% of the country's TV homes.

Future Not Too Bright • RKO Gen-
Does everything on your schedule beat Merv Griffin singing duets with Carol Burnett, playing games with Jayne Mansfield, or matching wits with Arthur Treacher? Is every hour filled with shows that top Mike Douglas playing polo in traffic with Zsa Zsa Gabor? Or swimming in a water tank with Louis Nye and live tigers?

Or have you got some weak spots? We'll give you Merv or Mike or both, to pep up a slow morning, a dull evening or a lazy afternoon schedule. If feature films are your weakness, we'll cure that with a new bundle from Britain called the “Carry On” series. 12 British feature films starting with the famous “Carry On Nurse” and winding up with the just as hilarious “Carry On Venus.”

Tell the truth. Is your schedule so healthy that an injection of Merv Griffin, Mike Douglas or British humor wouldn't help it? If it isn't, call us. You'll be rewarded for your honesty.

WBC PROGRAM SALES, INC.

Are all your programs better than theirs?

Let us entertain you in Suite 2500 at the Conrad Hilton Hotel, Chicago
eral Inc., which owns WCTV and holds the Phonevision franchise for the test, said it didn’t try to increase the number of subscribers at the end of the second year. But, the commission said, it’s doubtful whether RKO, even if it tried, could have achieved subscription penetration of much more than 1%.

The Hartford test has been a money loser. According to figures provided by Zenith, Teco and RKO, $2,538,000 was lost in the first three years of that test—$1,353,000 the first year, $1,367,000 the second and $18,000 the third.

Indeed, the commission felt obliged to mention that, in the event pay-television is authorized on a permanent basis, it may require a showing by pay-television applicants of their potential for sustained operation.

While describing pay television as something of a toothless tiger, as a competitor for free TV, the commission said toll TV could provide a valuable service in offering the public programing not generally available on free television. The Hartford test provided 1,500 hours yearly of movies not available on free television, sports and cultural events.

**Law firm protest letters from viewers**

The Washington law firm of Dow, Lohnes and Albertson has protested to the FCC concerning a letter sent to the commission by several Orlando, Fla., citizens requesting that Orlando’s channel 9 remain in the hands of its present owners, WFTV.

The law firm represents TV Nine Inc., one of seven applicants for the channel (Broadcasting, March 7), several of which are requesting joint interim authority for the facility until a permanent licensee can be determined by a hearing.

Dow, Lohnes and Albertson, along with another involved law firm, felt there were ex parte implications in the letter and that it “was not unimpaired” by WFTV.

The law firm said that its copy of the letter was both unsigned and undated and recalled that “this case has its genesis in ex parte contacts.” The Orlando dispute is one of several cases involving allegations of improper contacts with the late FCC Commissioner Richard A. Mack.

The commission asked for comments on this question.

The commission hasn’t reached a judgment yet, either, on one of the warnings voiced by those opposed to pay television—that it would siphon off talent and product now available on free television. However, it asked for comment on this question—and also on what measures might be taken to prevent such a development.

The commission suggested rules to limit or prevent interconnection of pay television systems, as a means of barring networking, or to prohibit a system manufacturer or franchise holder (who might hold franchises in numerous markets) from supplying pay-television programing.

Zenith and Teco, in their petition for rulemaking, suggested the problem could be met by limiting pay-television programs to “box office” type. But the commission said that raises the problem of definition. The commission also said it might be barred by the no-co-ownership provision of the Communications Act from restricting the kind of programming to be aired.

Under the proposed rules pay-television authorizations would be granted to stations on a case-by-case basis. The stations themselves would not necessarily hold the franchise for the pay-television system. But they would be required to maintain ultimate control over the subscription system operators who would pay the stations for their time.

The proposed commission rules would also ban the broadcast of commercials, and would provide for the uniform application of charges, terms and conditions of service.

**No Doubt on Commercialss**

With the exception of the rule on commercials—the commission said there is no doubt as to its decision on that—the agency asked for comment on the provisions, as well as on a number of other questions.

On some of these, the commission has reached tentative conclusions. It would not, for instance, limit the size of market in which pay television would be allowed. But it feels that there should be limitations on the amount of time a station could devote to pay television. A sliding scale keyed to the number of stations is suggested—the more stations, the more time allowed for subscription programming.

The commission also feels there should be only one technical system of pay television. If different systems were used, the commission said, different decoding apparatus would have to be provided for viewers. The commission would require stations in any service to use a single system of transmission.

The commission also asked for comment on whether pay television should be permitted over more than one station in a community and, if so, whether the stations involved should be permitted to broadcast pay-television programs simultaneously.

If the commission ultimately establishes a pay-television system, the early operations will be on independent stations, probably UHF’s, in major markets. This is indicated by the pattern of franchise grants already made for use of its system by Phonevision.


RKO owns WCTV (ch. 18) Hartford and WOR-TV (ch. 9) New York. Marshall Field owns WFLD-TV (ch. 32) Chicago. And Kaiser has a construction permit for KMTW-TV (ch. 52) Corona-Los Angeles. None of these is affiliated with networks.

**Maryland approves ETV bill after stiff fight**

The Maryland general assembly has enacted a $1 million educational television bill after resolving a month-long controversy over who should control the proposed state ETV system.

Bitter debate had flared over whether to give the state department of education jurisdiction over the funds, as the educators claimed was proper, or to appoint an independent commission to govern the system. The chairman of the house of delegates ways and means committee deplored what he said was giving the educators “the right to control the minds of millions of people.”

The state Senate wanted to place it in the hands of the board of education. The house of delegates wanted to appoint an independent commission.

In compromise form the amended bill gives control to an independent 11-man commission which includes three professional educators, among them the state superintendent of schools. And responsibility for in-school programing rests solely with the board of education.

The system will begin with the construction of studio and transmitter facilities in the metropolitan Baltimore area, financed by the present $1-million bill. The completed ETV network will comprise seven stations and is expected to cost $4.5 million. In addition, another $1 million may be needed to fully supply the state’s schools with receiving equipment.

102 (The Media)
WTMJ-TV was the first station in Milwaukee to put television in the red, blue, green, yellow, etc., etc., etc....

Since then our color programming has really been keeping advertisers in the black. WTMJ-TV has made it a habit of being first. Consider this: WTMJ-TV was first in the nation to request a commercial television license. First in Wisconsin on the air. First in Wisconsin with network programs. And first in Wisconsin with color (back in 1953). As a matter of fact, more than 97% of WTMJ-TV's programs between 5:30 p.m. and midnight are now in color. On the average, more than 150 color programs a week. That's more color than all the other Milwaukee stations carry combined. Thinking color? Then come to Milwaukee. Color-set saturation far exceeds the national average and the figure for most of the major color markets. Just remember: In Milwaukee, you get the most in color, audience, and response from Milwaukee's most colorful station—WTMJ-TV.

MILWAUKEE RESPONDS TO WTMJ-TV CHANNEL 11
THE MILWAUKEE JOURNAL STATION
NBC in Milwaukee
MILWAUKEE ALSO RESPONDS TO WTMJ RADIO

Represented by: HARRINGTON, RIGHTER & PARSONS — New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

BROADCASTING, March 28, 1966
How Cox views his role on the FCC

Ever since he joined the FCC in March 1963, Commissioner Kenneth A. Cox has been regarded by broadcasters as an activist, perhaps the most militant member of the agency. Last week the commissioner told a New York City radio audience that's the way he sees himself.

The commissioner, in participating in Part II of an interview conducted by Ed Joyce of WCBS, acknowledged that broadcasters regard him as a tough regulator.

Asked how he assesses his own role in terms of the other commissioners he said: "I think I am more inclined to seize on new problems as they come along and to feel that this is something... about which we should do something.

"I'm more inclined to take a broad construction of the statute and to say when a problem arises, I think we have authority to deal with it rather than necessarily going to Congress for a clear, additional authority."

He also admitted he is an "activist" and tends to support the views of our staff, who are also rather active.

Whatever his role on the commission, he said, he enjoys it. And he finds that broadcasters are anxious to hear his views. Frequently, he said, they say that while they don't always agree with him, "they concede there is another side to the matter. And I'm content with that."

Part I of the interview, in which the commissioner said that, if he were in the majority, the commission would be stricter on programming matters, was broadcast two weeks ago (Broadcasting, March 21).

Pierson suggests foundation for ETV

A suggestion that commercial broadcasters establish a foundation to solve the "economic plight" of noncommercial stations was to be offered Sunday (March 27) by W. Theodore Pierson of Pierson, Ball & Dowd, Washington law firm.

In an address scheduled at the Association for Professional Broadcasting Education's annual meeting in Chicago, Mr. Pierson said creation of such a foundation would show that commercial broadcasters, because of their "knowledge, standing and interest in television," are taking the lead in helping educational operators.

Such a foundation, he maintained, also could study and develop ways to safeguard against "centralized private or public control" of the nonprofit broadcasters.

Mr. Pierson was critical of those who ignore television's dual system of commercial and educational broadcasting. He noted that the "profit" broadcaster is constantly criticized for not broadcasting more of the things which the critic thinks the people should receive but which, in huge numbers, the people refuse to receive." Commercial broadcasters, he said, must be concerned with the programs that "a substantial portion of the public will voluntarily receive. . . ."

He said it was time that as much effort be expended on helping ETV's survive without profits as is now spent on "coercing" the commercial operators "to become less profitable."

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EQUIPMENT & ENGINEERING

Engineers meet in New York

Color TV, auto radio and aerospace in spotlight at 5-day IEEE convention

A more dramatic move of integrated circuits into commercial use, particularly in radio and TV, was indicated last week at the Institute of Electrical and Electronic Engineers' 1966 international convention in New York.

An estimated 60,000 engineers representing more than 40 countries were attracted to New York's Hilton hotel, where 80 technical sessions encompassing 350 papers were held over five days, and to the nearby Coliseum where some 1,250 exhibit units spread over four floors were open to the public for four days.

The latest products on exhibit included integrated circuits, laser devices, "rare earth" phosphors for TV picture tubes and zig-zag antennas. But most products shown were small essential components such as transformers and semiconductors. A majority of the firms at the IEEE stressed the importance of technological capability in such diverse fields as color TV, the auto radio and aerospace.

IC Chaos - RCA displayed four new microelectric silicon chips ($1.25 each) that eventually will be used in FM sound systems. An RCA spokesman said some of the integrated circuits now available can be adapted to both radio and TV use. Two weeks before IEEE's convention, RCA had announced a 12-inch black-and-white TV receiver equipped with separate units within its sound system that replace vacuum tubes and transistors.

Three TV manufacturers - Motorola Inc., Westinghouse Electric Corp. and Sylvania Electric Products - were reported to be experimenting with linear circuits in TV sets. Some reports indicated these units are still "too sophisticated" or "too costly," but one Westinghouse official said his company is negotiating an arrangement to supply units to TV manufacturers.

Two other exhibitors, Texas Instruments Inc., Dallas, and Fairchild Camera and Instrument Corp., Mountain View, Calif., were mentioned as potential IC suppliers for TV manufacturers.

New Products - RCA demonstrated three of its newest rectangular color picture tube sizes: 25-inch, 19-inch and 15-inch. RCA also showed a radar transistor-multiplier engineered specifically for Apollo's lunar excursion module, a ceramic-metal photo-multiplier tube used for radiation detection in space exploration, and a measurement device for atmospheric weather information. For the military field, RCA had a new 10-inch scan conversion tube for aircraft translation of radar data to TV signals. Overlay transistors were also exhibited for community antenna television operations.

Sony Corp. of America, New York, exhibited its video color demonstrator for still pictures recorded from a 101/2-inch flexible disk (Broadcasting, March 28, 1966).

New Ampex color VTR

Ampex Corp., Redwood City, Calif., last week announced a new high-band color video tape recorder, the VR-1200, priced at $62,500. It is fully transistorized and more compact than the company's VR-2000, according to Ampex, which noted that the latter is priced at $100,000.

Ampex said the new recorder is designed for medium to small TV stations seeking "superior color recording capability," and is being offered also with a line of accessories, and is available for April delivery. The new recorder is being shown at its National Association of Broadcasters exhibit.
Follow The Leader
Is Fun . . . If
You’re The Leader

- - - And we’ve always been leaders!

WSBT is Indiana's oldest commercial station . . . WSBT-TV is America's oldest UHF station, the most powerful television station in Indiana or Michigan. Indiana's first color program came from WSBT-TV, and WSBT-TV is first with local color. But time alone doesn't guarantee continued leadership. That comes from knowing and serving your area. That's why WSBT-TV was first to telecast a local stage play of two hours duration . . . and why the first Explorer Post in the nation dedicated to training boys in broadcasting was sponsored by the WSBT stations. And that's why, in these parts, leadership and dominance are one. Like we said . . . it's fun to be a leader.
Big year ahead for

RCA color-camera sales

RCA expects its manufacturing and sales schedule this year to call for more than 600 color-TV cameras produced and delivered. The equipment represents a value in excess of $40 million, according to Charles H. Collodge, vice president and general manager of RCA's Broadcast and Communications Product Division.

Samples of the gear are being shown at the National Association of Broadcasters engineering exhibit in Chicago where RCA is emphasizing various color cameras, including its new TK-43 that uses a 10-to-1 external zoom lens and is scheduled for commercial delivery in the second quarter of 1967. Other equipment there includes transistorized TV relay systems, transmitters (highlighted by a new 55-kw UHF that can be coupled to a high-gain antenna), matched lines of station gear and TV-tape conversion kits.

Home color-TV tape recorder developed

A simple and inexpensive home tape recorder for color television has been developed and is ready for licensing, the magnetic recording division of the Research Institute of the Illinois Institute of Technology announced last week. It is a further refinement of a monochrome model by the inventor, Marvin Camras, that now is being licensed to industry.

The prototype color unit developed by Mr. Camras also uses a standard seven inch spool of quarter-inch audio tape to record both picture and sound. The unit is completely transistorized and uses only a dozen transistors. Tape speed is 60 inches per second. Other details were not disclosed. Actual cost was not estimated but "the simplicity and reliability of the system are factors pointing toward low manufacturing cost," according to John P. Skinner, manager of magnetic recording at ITIRI.

AT&T wants domestic satellite system

AT&T wants the use of a domestic communications satellite to add to the extensive ground cable and microwave facilities it uses in serving TV, radio, telephone and other communications forms in the U.S.

In a letter to the Communications Satellite Corp. last week, AT&T outlined its thinking and asked Comsat to join in early discussions and to undertake a joint study "promptly."

Under AT&T's proposal, Comsat would launch and own the satellite and the phone company would assume responsibility for carrying charges. AT&T said it would assure a "fair return" on Comsat's investment and also "equitable access to other domestic common carriers upon their bearing their share of Comsat's charges."

AT&T Vice President Lowell F. Wingert asserted that the earth stations needed for such a service ought to be owned and operated by domestic carriers, noting the necessity to coordinate the operation of both space and earth facilities.

The FCC has asked the communications industry for help in answering the question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

The commission's action (Broadcasting, March 7) placed on the shelf ABC's plan to distribute programs to its affiliates by a synchronous satellite 22,300 miles above the equator. ABC's application has been returned to the network.

Welcomes Interest - Comsat last Thursday (March 24) issued a statement welcoming the interest of AT&T in the use of a domestic satellite and said it has been engaged in planning a world-wide satellite communications system and that, "It will be important to explore in detail the extent to which the requirements of AT&T and others can be provided for within the satellite system now being evolved."

Comsat agreed that the AT&T proposal raises numerous policy questions, including the ownership of satellite terminals, and that the FCC will have to consider them.

Although it did not say so, Comsat is scheduled to meet with the TV networks and the carriers to discuss the ABC proposal for a domestic satellite. This meeting is scheduled for April 12 in Washington.

Auto FM-set sales to double in '66

A prediction that FM car radio sales would double this year compared to 1965 was to be made Sunday (March 27) by Lynn Christian, WPWX-FM New York. In a report prepared for the National Association of FM Broadcasters convention in Chicago, Mr. Christian said about 20% of the new cars purchased this year will have FM radios. In 1965 about 10% of the cars were equipped with FM receivers.

In his report, compiled in cooperation with the Electronic Industries Association, Mr. Christian said that the 636,000 FM car radios sold to new car buyers last year more than doubled the 310,000 units sold in 1964. Industry predictions coupled with the on-air promotional efforts of NAFMB stations, he said, "could give us 20% of the new car radio sales in '66."

Overall FM-set sales last year hit 7,852,000, an increase of 900,000 over EIA projections, and up nearly 2 million from the previous record of 5,877,000 units sold in 1964. EIA, he said, is predicting an increase of 1.5 million in domestic models for this year.

FM stereo set sales have also been on the increase, he reported. Sales in 1965 reached 1,437,000 up from the 1,306,000 sold in 1964.

March 7).

International Telephone and Telegraph Corp., New York, had on display a solid-state 17-inch variable-scan TV monitor, various electron tubes, integrated circuits and other electronic components and tools.

Jerrold Electronic Corp., government and industrial division, Philadelphia, displayed a two-panel TACO zig-zag antenna—for educational TV transmission at 2500 mc—along with other TV antennas. The Jerrold exhibit also highlighted wide and narrow band, video VHF and UHF sweep generators and other component devices.

During a symposium on "After Apollo—What?", B. M. Oliver, vice president of research and development, Hewlett-Packard Co., San Francisco, proposed the construction of a $3-million radio telescope that would encompass an "orchard of antennas" to collect radio waves from space.

TV-set sales in '65

Distributor sales of television receivers increased 19% in 1965 over the 1964 total, according to the Electronic Industries Association. The increase was from 9 million sets in 1964 to 10.8 million sets in 1965.

The increase in sales of color sets, however, was 101%, up from 1.37 million sets in 1964 to 2.75 million sets in 1965. The largest increase was in the sale of portable and table models which increased 145% in sales.

On the other hand the increase in sales of monochrome sets was only 4.5%. The sales of monochrome console and TV-phono combination sets decreased 19% and 50% respectively.
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"Serving Leading Companies Since 1899"
Financial outlook for ABC officers

ITT proxy lists the remuneration they'll get if merger is approved

New employment contracts, effective with the merger of ABC Inc. and international telecommunications giant International Telephone & Telegraph Corp., have been entered into with Leonard H. Goldenson, chairman and president; Simon B. Siegel, executive vice president, and Thomas W. Moore, president of ABC Television, among other ABC executives.

The existence of these contracts was disclosed last week when ITT sent notice of a special meeting to its stockholders.

The ITT meeting will take place April 27 in Baltimore and is for the purpose of voting on the merger as well as other matters connected with the combination.

On the same day, in New York, ABC holds its regular stockholders meeting with the merger agreement the major item of business for the stockholders.

The merger of the two companies was announced last December and has already secured the approval of the boards of the two companies. After stockholder approvals, the remaining hurdle is the FCC.

The ITT proxy statement indicated that the principals hope the FCC will approve the merger this year. Consumption of the transaction will take place 15 days after FCC consent.

New Contracts - In the new five-year employment agreements, with the individuals holding the same executive positions in ABC, Mr. Goldenson is due to receive a yearly salary of $125,000, plus deferred monthly payments of $8,333.33. He will also receive 9% of the funds available for distribution under ABC's key employee incentive compensation plan, plus option rights to 30,000 shares of ITT common.

Mr. Siegel is down for $100,000 annually, plus deferred compensation monthly of $2,083.33, plus 7½% of funds available under the key employee incentive plan, and an option for 12,500 shares of ITT common.

Mr. Moore is scheduled to receive $100,000 yearly as salary plus deferred compensation of $2,083.33 monthly.

Also included in the new employment contracts are Samuel H. Clark, ABC vice president for theaters, and Everett H. Erlick, ABC vice president and general counsel. Mr. Clark is due to receive an annual salary of $65,000 plus deferred monthly compensation of $2,083.33, and Mr. Erlick, $72,500 plus the same deferred compensation.

The new remuneration schedule is

A big pot at rainbow's end in Disney's 'tomorrowland'

It was enough to make Donald Duck quack with glee and Mickey Mouse to feel 10 feet tall. Walt Disney Productions expects to gross a record busting $110 million for its current fiscal year. It also expects net profits for the six months to April 2 to edge up to about $4.4 million. This would be equal to $2.27 a share and would compare with $4.1 million or $2.23 in the similar period a year ago. These estimates were given before a March 18 meeting of New York Society of Security Analysts.

One of the highlights of the presentation was a detailed breakdown of the Disney film library. According to E. Cardon Walker, vice president, marketing, the library consists of 493 short subjects, 21 animated features, 47 live-action motion pictures, seven true-life adventure features, 330 hours of Mickey Mouse Club, 78 one-half hour Zorro shows and 280 hours of filmed TV shows. The total negative cost of the library: $205 million. It was emphasized that Disney owns and controls all the negatives.

Mr. Walker indicated that the Mickey Mouse Club, now in syndication, will be retired at the end of this year for a seven year period and then will be rereleased. He estimated that it will complete its run this year with a total syndication gross of $5.6 million. The Zorro shows, he added, "are well past the half-million dollar mark in annual contracts" after only six-months in weekly syndication.

New television marketing opportunities also were outlined by Mr. Walker. One would be a "western theater series." Included in such a series would be 17 Texas John Slaughter, 10 Elfego Baca, eight Swamp Fox, five Davy Crockett, four Daniel Boone and six Andy Burnett shows, all originally part of Disney's network series.

"Most of those were shot in color, but only a few of them have been on the air that way," Mr. Walker explained. "These could be made available to television in many formats. They would make an excellent two-year weekly hour-long TV series in prime time, since we presently have a proper nucleus with our 50 shows."

A second new TV series out of the Disney film library would be a True-Life/People and Places series. There already are 35 hour programs in the library to fit this series category, with more being added yearly. theatrical film still is the big revenue-producer for the company, but its importance is becoming less pronounced as Disney diversifies. Last year it provided 46% of overall revenue—down from 75% a decade ago—while Disneyland represented 29% and television 8%.

The company will spend $27.5 million on capital additions this year, the bulk of which—$25 million—for expansion of Disneyland. Disneyland expenditures will total $50 million in 1965-70, vs. $37.9 million in the first 10 years of the amusement park's existence.

Disney Vice President Donn B. Tatum told the analysts that Disneyland will generate $220 million in gross revenues in the five-year period to 1970. Actual gross revenue was $195 million in the prior 10 years.
virtually the same as these executives are now receiving, although there are changes in deferred compensation and retirement benefits. Mr. Goldenson now receives an annual salary of $125,000, and in 1965 also received $70,000 in deferred payments, and $62,331 in annual benefits upon retirement.

Mr. Siegel received $100,214 in salary, plus $8,500 paid in January as part of deferred payment, plus $50,100 in deferred payment and $41,172 in his retirement account.

Mr. Moore received $100,000 in salary, plus $35,000 paid in January on deferred payment plus $41,296 in retirement benefits.

Mr. Clark last year received $60,000 in salary, plus $18,000 in deferred payments and $20,610 in annual retirement benefits. Mr. Erlick received $57,502 in salary, and $10,000 deferred payment in January plus $7,000 in deferred payments and $24,255 as annual retirement pay.

Mr. Goldenson's contract with ABC, it was noted, runs out Dec. 31, 1966.

**Option Rights** At the close of business on Jan 1, 1966, ABC had outstanding options entitling eight officers and 96 other key employees to purchase an aggregate of 229,383 shares of ABC common at prices ranging from $23.041 to $67.625 per share, according to the ITT document.

And, it disclosed, since Jan. 1, 1965, options have been granted to Mr. Siegel, 10,000 shares; Mr. Moore, 8,500 shares; Mr. Clark, 8,000 shares and Mr. Erlick, 5,000 shares—all at $60 a share. These options expire Aug. 8, 1970.

Between Jan. 3, 1965 and Feb. 11 this year, the ITT proxy statement says, the following options have been exercised:

Mr. Goldenson, 13,531 shares at a cost of $311,768 having a market value at exercise date of $881,206; Mr. Siegel, 4,089 shares costing $93,523 with a market value of $264,342; Mr. Moore, 4,330 shares costing $99,768 with a market value of $256,011; Mr. Clark, 541 shares costing $12,465 with a market value of $31,581.

The ITT proxy statement says that as of March 1 the officers and directors of ABC as a group beneficially owned 156,736 shares of common stock and that no officer or director owned as much as 10% of any class of ABC or ITT securities.

Remuneration for ITT officers, as disclosed in the proxy statement, showed that Harold S. Geneen, chairman and president, received $195,652 in 1965 plus a $200,000 bonus; Ted B. Westfall, executive vice president, $121,560 and $85,000; Hart Perry, executive vice president (finance and treasurer), $81,540 and $65,000; Francis J. Dunleavy, executive vice president, $82,380 and $70,000; Raymond L. Brittenham, senior vice president and general counsel, $83,030 and $55,000; Ellery W. Stone, vice president, $68,109 and $40,000.

All also accrued annual pension benefits based on average final compensation and number of years of service. This ranges from $380 a year for an employee making $5,000 yearly with 10 years service, to $155,840 annually for a $300,000 a year executive with 35 years service.

**Options Granted** Since Jan. 1, 1965, options were granted to the following ITT officers:

Mr. Geneen 50,000 shares at $67.50 a share; Mr. Dunleavy, 5,000 shares at $74.38; Mr. Perry, 5,000 shares at $74.58, and Mr. Brittenham, 2,000 shares at $67.50.

Since that date, the following have exercised options: Mr. Geneen, 20,000 shares at $35.875, having a market value on the date exercised of $64,875; Mr. Westfall, 2,000 shares and 4,000 shares at $36.875, with market value of $61.4375 and $60.25; Mr. Perry, 1,333 shares at $43.32 and 2,000 shares at $56.875, with market values of $55.875 and $70.25 respectively; Mr. Brittenham, 2,000 shares at $42.75, with market value of $55.875.

Mr. Geneen is shown as owning 52,999 shares of ITT common, the largest block of all the directors.

**Additional Stock** At the meeting next month, ITT stockholders will be asked to approve additional authorized capital of 5 million shares of cumulative, convertible, preference stock at $10 par value, and 20 million shares of common stock, no par value.

The merger agreement calls for ITT to pay for each ABC share 0.5719 share of ITT common and the same amount of preference stock.

The preference stock, which is to be convertible into common stock, will carry cumulative annual dividends at a rate equal to twice the annual rate on common stock but not less than $2.40 in cash each year. It will be redeemable after 10 years at $150 per share.

And have a liquidation preference of $50 a share.

The ITT statement also indicates that the ITT board will be increased by four directors, to be filled by Messrs. Goldenson and Siegel and two other ABC nominees. It shows also that the ABC board will be increased by two directors, both to be placed by ITT.

The ITT notice says that if the holders of more than 10% of the ABC stock demand cash in payment for stock, ITT reserves the right to terminate the merger agreement. Although this is not anticipated, ITT said it did not want to deplete its cash reserves.

ITT total revenues in 1965 were over $134 billion and net income after taxes reached $76 million, equal to $3.58 a share.

ABC in 1965 had total revenues of $476,465,000 and earnings after taxes of $15,565,000, including capital non-recurring losses. This was equal to $3.35 per share.

Last year, ITT paid $1.2334 per share in dividends; ABC, $1.50.

During the first quarter of 1966 (to March 21), ITT stock ran to a high of 75 and a low of 65 1/4; ABC to a high of 79 1/4 and a low of 71 5/8. Both stocks are on the New York Stock Exchange.

The ITT proxy statement showed that ABC had long-term obligations of almost $64 million—almost $60 million of promissory notes at 4.55% interest, due to end July 1, 1985 and also an ABC obligation to borrow an additional $9 million on July 1 this year from the same institutional investor. Also outstanding as of Jan. 1 were over $4 million purchase money obligations and mortgage notes.

ITT's long-term obligations total $443,250,000.

**ABC hits the heights**

Stockholders report cites new highs in audience, coverage, revenues, profits

ABC reviewed 1965—its most successful year ever, with revenues up to $476.4 million and profits at $15.7 million—in its annual report issued to stockholders last week (Broadcasting, Feb. 28).

ABC-TV was credited with having achieved the highest nighttime audiences in its history while improving its competitive footing with the other networks in terms of national coverage.

At the end of 1965 ABC-TV had 130 primary affiliates covering an estimated 93% of U. S. television homes and during 1966 has added four new primary stations. The report notes the network is "still not fully competitive with the two older networks in terms of primary affiliates and national coverage."

ABC Radio Network's sales were reported to be ahead of the previous year's. The gains came while the network was adding 36 new advertisers or products to its client list. During 1965 eight ABC Radio affiliates increased their transmitter power and 21 stations were added to the network, increasing its overall penetration, according to the
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BROADCASTING, March 28, 1966

111
EASTERN-PACIFIC TIME 7:30-8:00 PM THURS.

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AN AGGRESSIVE 40% SHARE OF AUDIENCE!
A CONSISTENT 24 RATING IN THE TOP 50 MARKETS!

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<td>36</td>
</tr>
<tr>
<td>Wilkes-Barre</td>
<td>31</td>
<td>44</td>
</tr>
<tr>
<td>San Diego</td>
<td>27</td>
<td>41</td>
</tr>
<tr>
<td>Toledo</td>
<td>30</td>
<td>54</td>
</tr>
<tr>
<td>Norfolk</td>
<td>26</td>
<td>46</td>
</tr>
<tr>
<td>Average</td>
<td>25</td>
<td>44</td>
</tr>
<tr>
<td><strong>Market Rating Share</strong></td>
<td><strong>25</strong></td>
<td><strong>44</strong></td>
</tr>
<tr>
<td>Central-Mountain Time</td>
<td>6:30-7:00PM Thurs.</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>23</td>
<td>43</td>
</tr>
<tr>
<td>St. Louis</td>
<td>27</td>
<td>46</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>24</td>
<td>39</td>
</tr>
<tr>
<td>Minn.-St. Paul</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>21</td>
<td>36</td>
</tr>
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<td>Kansas City</td>
<td>18</td>
<td>33</td>
</tr>
<tr>
<td>Houston</td>
<td>21</td>
<td>35</td>
</tr>
<tr>
<td>Memphis</td>
<td>NOT CLEARED</td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>NOT CLEARED</td>
<td></td>
</tr>
<tr>
<td>Nashville</td>
<td>22</td>
<td>34</td>
</tr>
<tr>
<td>New Orleans</td>
<td>NOT CLEARED</td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>NOT CLEARED</td>
<td></td>
</tr>
<tr>
<td>Oklahoma</td>
<td>17</td>
<td>27</td>
</tr>
<tr>
<td>Wichita</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td>Omaha</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td>Tulsa</td>
<td>23</td>
<td>38</td>
</tr>
<tr>
<td>San Antonio</td>
<td>20</td>
<td>37</td>
</tr>
<tr>
<td>Average</td>
<td>22</td>
<td>38</td>
</tr>
</tbody>
</table>

*Latest National Sweep (NSI Nov.’65)*

THE LATEST NATIONAL SWEEP (NSI NOV.'65)*

70 HALF-HOURS FROM mca

*Nielson Station Index (NSI) Audience Estimates, Oct.14-27 and Nov.4-17 NSI Report, Subject To Qualifications Described In Said Reports.
shareholder report.

**New Picture** A rundown of ABC News accomplishments indicated ABC-TV's early evening news with Peter Jennings, by the end of the year, had achieved "the highest rating, longest station lineup and best sales record ever enjoyed by an ABC-TV news program."

ABC News' daily syndicated newsmfilm service is being received by 80 affiliates.

The news division, which produced six documentaries on Vietnam during the year, now has its largest foreign bureau in Saigon where 23 men are stationed, including correspondents, cameramen and support personnel.

The **ABC** owned television stations also reported their most successful year ever with record revenues. The owned- TV stations carried over 2,000 editorials on 360 subjects during 1965. The six ABC owned radio properties broadcast 1,800 editorials covering 230 subjects. The company's owned radio stations reported their best year in both audience and sales levels.

**Worldwide Activity** ABC International, a separate company division that acts as buying agent and sales representative for foreign TV stations (the Worlddivision group), now has affiliations with stations in 25 countries. During the year it added new stations in Chile, Colombia, Bermuda and Canada.

ABC Films enjoyed record sales of television programs domestically and abroad. The distribution division said *The Fugitive, Addams Family, Combat, Ben Casey,* and *Branded* are moving well in foreign markets.

ABC's movie theater business continued to expand in 1965. ABC disposed of 28 marginal theater properties and added seven, six of them new and located in suburban shopping areas. Construction is underway on 22 other theaters.

**Four Star gross gains, but net turns to red ink**

The up-and-down fortunes of Four Star Television were at an ebb with the close of the first six months of the current fiscal year, it was announced last week. Gross income showed a solid increase but a modest net income produced in the last corresponding period was turned to a net loss in the most recent 26 weeks.

Blame for the loss was placed on the "high amortization" rate of network series and on the soft performance turned in by Four Star's popular record subsidiary. Hoping to stem the tide, the Hollywood production and distribution company said it would discontinue the record operation.

Listed among the company's assets that are and will generate substantial revenues for the third quarter, the announcement claimed, were 10 one-hour color programs called *Something Special,* already sold in 49 markets domestically; *Burke's Law,* which has so far chalked up about $1 million in syndication sales and the introduction of 250 video-taped episodes of the *Winchell-Mahoney Show* into domestic syndication.

Four Star Television has one prime time series scheduled for network showing in the 1966-67 season. Its *Big Valley* series has been renewed by ABC-TV.

For the 26 weeks ended Dec. 26:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income</td>
<td>$10,989,828</td>
<td>$8,996,585</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>192,359</td>
<td>168,988</td>
</tr>
</tbody>
</table>

**Avco has its best first quarter**

Avco Corp., parent of Avco Broadcasting (formerly Crosley), had the best first quarter in its history. Net earnings and sales were ahead of last year's first period by 26%.

A statement issued last week said Avco Broadcasting had "increased profits" during the period.

**Reeves sets records for fifth time**

Reeves Broadcasting Corp., owner of TV, radio and community antenna properties, reports revenues and profits at record levels in 1965. It was the company's fifth straight year of record sales and earnings.

Profits were up 40% and cash flow gained 27%. J. Drayton Hastic, president, said Reeves' earnings and sales in the first period of 1966 "are moving satisfactorily ahead" of last year's first quarter.

**Year ended Dec. 31:**

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.54</td>
<td>$0.43</td>
</tr>
<tr>
<td>Consolidated net sales</td>
<td>118,502,525</td>
<td>83,979,594</td>
</tr>
<tr>
<td>Net earnings</td>
<td>7,431,135</td>
<td>5,841,273</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>12,708,400</td>
<td>13,688,000</td>
</tr>
</tbody>
</table>

**Earnings up at Memorex**

Growth by more than 50% of its overall business was reported by Memorex Corp., a Santa Clara, Calif., manufacturer of precision magnetic tape. Memorex Corp.'s per share earnings represented a 30% increase over the previous year with net sales up 63%. But the ratio of net profit to sales of 10.2% in 1965 declined from the 12.5% recorded in 1964.

For year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.33</td>
<td>$1.04</td>
</tr>
<tr>
<td>Net sales</td>
<td>13,003,000</td>
<td>8,043,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,393,000</td>
<td>1,002,000</td>
</tr>
</tbody>
</table>

**MCA hits record; to merge subsidiaries**

MCA Inc. achieved the highest gross and net income in its history in 1965, Jules C. Stein, board chairman, announced last Thursday (March 24).

Consolidated net income for MCA rose by more than $1.5 million and gross income by more than $3 million last year, according to Mr. Stein.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$3.31</td>
<td>$3.01</td>
</tr>
<tr>
<td>Consolidated net income</td>
<td>16,255,000</td>
<td>14,761,000</td>
</tr>
<tr>
<td>Gross income</td>
<td>199,915,000</td>
<td>196,517,000</td>
</tr>
</tbody>
</table>

At the same time Mr. Stein, who is also board chairman of MCA's wholly owned subsidiary, Universal City Studios Inc., announced that a plan has been adopted for merging Universal Pictures Co. into Universal City Studios Inc. The merger will be effected on March 25, 1966, and will make Universal Pictures a subsidiary of Universal City Studios Inc.

Universal City Studios Inc. will pay shareholders of Universal Pictures $75 per share for each share of Universal stock. The merger will not affect the dividend declared by the board of directors of Universal Pictures for the first quarter of 1966, Mr. Stein said.

A separate report from Universal Pictures showed that for the fiscal year ended Jan. 1, 1966, consolidated net earnings amounted to $6,748,570, equal to $8.02 a share, as against earnings of $5,341,818, equal to $6.32 a share in the fiscal year ended Jan. 2, 1965. In both fiscal years, shares in the treasury of the company were excluded.

**MGM still considers move**

Metro-Goldwyn-Mayer Inc., Culver City, Calif., last week exercised another two-month extension of an option to buy 1,500 acres west of Thousand Oaks, some 40 miles from downtown Los Angeles. The land may be used for relocation of the production company's film studios. The extension will give MGM until June 30 to decide whether to buy the property from the Janss Corp. for a reported $8 million. The new studio would cost $30 million. According to Roger Mayer, assistant to the vice president and general manager of the studio, MGM needs more time to complete a site feasibility report.
Viking gives you a little more

Advanced Engineering and System Layouts • Turnkey Installations at
Your Cost • Diversified Financing Policies to Meet the Requirements for
CATV Constructions • Complete Inline Modular Design Solid State
(Asistorized) or Tube Type Amplifier Line • 1/2 Mile Continuous Length
(Seamless Aluminum Sheath Coaxial Cable, As Well As All Flexible
Types) • Full Line of All CATV Components for Every Application
• Personalized Sales Service • On Time Delivery

If you want top value for bottom cost, we suggest that you arrange for one
or many centrally located and highly specialized regional technical sales
representatives to stop by for a "chit chat" regarding your CATV
requirements. Whether you are operating an existing system, planning a
new, or contemplating a new system, it pays to talk to your
Viking representative.

Viking, your concern is our most important product. Why not
prove to you why you should THINK VIKING when you THINK CATV.

310-12th Street, Hoboken, New Jersey Call Collect: New York: (212) WH 3-5793, Hoboken: (201) OL 6-2020
SEC's February report of transactions

The Securities and 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 February (all common stock unless otherwise indicated):

- ABC Inc.—James C. Hagerty exercised option on 1,327 shares, giving total of 2,570.
- Avo Corp.—John Mihale Jr. exercised option on 4,000 shares, giving total of 12,100. Richard W. Yantis acquired 4,000 shares in exchange for 4,000 shares of Delta Acceptance Corp. Ltd., Common (acquired through the exercise of an option on Jan. 6), giving total of 10,400, plus 50,175 beneficially held through Mardic Ltd. account.
- Boston Herald-Traveller—Harold E. Clancy sold 614 shares and exercised option on 1,000 shares, giving total of 5,000.
- Capital Cities Broadcasting Corp.—J. F. Dougherty sold 600 shares, leaving 4,400. Following exercised stock options: Robert W. Celies, 125, giving total of 75; Jack W. Lee, 1,000, giving total of 1,250.
- CBS—Lewis Gordon exercised option on 1,025 shares, giving total of 14,158.
- Cowles Communications—Gilbert C. Mangel acquired 1,000 shares, giving total of 4,000. Marvin C. Whatmoc acquired 25,000 shares in private transaction, giving total of 199,000, John L. Weinberg acquired 8,304 shares and sold 9,245 shares, leaving 552 shares on beneficially held Goldman Sachs & Co. trading account.
- Cromwell Collier & Macmillan Inc.—John Roe sold 4,910 shares, leaving 250, and sold 81 shares on beneficial account held jointly with wife, leaving 32. John M. MacDonald exercised option on 503 shares, giving total of 503.
- Filmways Inc.—Lee Moselle exercised option on 6,128 shares, giving total of 19,534.
- Gross Telecasting—Raymond W. Mottel, holding 100 shares personally, acquired 2,110 shares and sold 1,085 shares, giving total of 205 on beneficial account of Paline Webber Jackson & Curtis.
- MPO Videoconsoles Inc.—Mihalic Hagerty acquired 3,536 shares through exchange or conversion and sold 200 shares, giving total of 41,105 class A shares, plus 20 shares beneficially as custodian. Mr. Kaiser also sold 9,008 class B shares through exchange or conversion, leaving none.
- Metromedia Inc.—Richard L. Geismar exercised option on 3,000 shares, giving total of 6,000, plus 100 held beneficially with wife.
- National General Corp.—Lloyd Drexler holding 11,856 shares personally, sold 3,300 shares on beneficial account of N. Illinois Steel, leaving none. Seymour F. Simon acquired 501 shares, giving total of 1,140, plus 104 held beneficially with wife and 2,521 shares on beneficial account of L & S Associated. Nathan Kates acquired 6,480 10-year warrants for common, giving total of 40,153; Irving H. Levin acquired 6,480 10-year warrants for common, giving total of 20,250.
- National Video Corp.—Joseph Grossman sold 10,000 shares, leaving 10,000.
- Official Films Inc.—Louis C. Lerner acquired 1,635 shares of Delta Acceptance Corp. Ltd. for 548,000, plus 850,000 shares on beneficial account of Victorita Film Inc. Ltd. and 25,000 shares on beneficially held Lerner & Co. investment account. Mr. Lerner also acquired 500 shares and sold 1,300 shares on beneficially held Lerner & Co. trading account, leaving 48,500.
- RCA—Frank M. Folsom acquired 219 shares in compensation and sold 100 shares, giving total of 33,246. Frank Bleecker sold 2,156 shares, leaving 1,950.
- Reeves Telecasting—Thomas J. Steverson Jr. sold 27,450 shares in registered offerings, leaving 17,600 on beneficially held corporation account.
- Rollsins Inc.—John W. Rollsins sold 500 shares of class B common, leaving 500; O. Wayne Rollsins sold 2,400 shares of class B common, leaving 1,513,000.
- Screen Gems—Donald S. Straalen holding 1,498 shares personally, sold 1,400 shares on beneficially held trusts, leaving 13,715.
- Seven Arts Productions—Herbert Allen acquired 15,000 shares, giving total of 15,100. Samuel H. Flaim sold 4,000 shares, leaving 6,000. Roy Stark acquired 11,500 shares from issuer under an agreement dated Feb. 13, 1961, giving total of 131,000.
- Seven Arts Broadcasting Co.—George Hagerty acquired 2,000 shares, giving total of 4,000. William E. Rine sold 200 shares, leaving 18,000.
- Taft Telecasting—W. H. Hansher sold 1,500 shares, leaving 1,000. Lawton H. Rogers sold 1,177 shares, leaving 15,456. Robert C. Wiegand sold 200 shares, leaving 2,125.

Warner Bros. enters cosmetic field

The diversification wheels at Warner Brothers Pictures Inc., Burbank, Calif., which already have spun the film production company into the area of community antenna TV operations, took another and surprising turn last week. Jack L. Warner, president of the company, revealed that a new wholly owned subsidiary, as yet unnamed, has been formed to produce and market a line of cosmetics.

Mr. Warner said the film company will invest about $1 million in the project initially and will either build or purchase production facilities. The cosmetics lines will largely consist of products developed at Warner Brothers' motion picture studios cosmetics laboratory during the last 20 years.

"They've been used by hundreds of stars, male and female," Mr. Warner said.

The corporate organization of the subsidiary will be headed by E. L. DePatie, vice president and studio general manager. Mr. Lerner, head of the studio's makeup department, will be vice president in charge of creating and producing the cosmetics. Test marketing is scheduled to start within the next 60 days.

Warner Bros. three months ago announced establishment of Warner Bros. TV Services Inc., a subsidiary to construct, own and operate CATV systems in California (BROADCASTING, Dec. 27, 1965).

Color sales help

Zenith to new record

Record sales and earnings marked the financial picture at Zenith Radio Corp., Chicago, for 1965. All-time record sales were achieved for both black-and-white and color television receivers. Consolidated net income rose 38% over the previous year and consolidated net sales were 30% above the previous record reported for 1964.

Combined color and black-and-white set sales exceeded two million units. Joseph S. Wright, president, reported that color television made the greatest contribution to the increased sales volume in 1965.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.59</td>
</tr>
<tr>
<td>Net sales</td>
<td>470,500,000</td>
</tr>
<tr>
<td>Income before federal income taxes</td>
<td>64,453,000</td>
</tr>
<tr>
<td>Net income</td>
<td>55,053,000</td>
</tr>
</tbody>
</table>
Our Newscasters...free to speak the truth

Able to reveal the truth without reprisal by a dictatorial government, the men and women of radio and television's news departments, by seeking the facts and broadcasting the facts, have alerted us to the dangers of creeping socialism.

Free from the constant threat of drastic penalties... or of outright seizure and confiscation... for criticizing government policy, these newscasters and commentators have continued to speak the truth. At the same time, through individual initiative and enterprise, they have made American radio and television a living, powerful force — a new dimension in communication seen and heard by millions.

Is it any wonder that those who seek to destroy the freedoms that make our Nation great, advocate federal ownership of certain businesses?

Freedom of broadcasting, as well as freedom of individual initiative and enterprise, must be maintained to keep America powerful.
Look for the "BIG" Black Tube for sharpest color pictures!

You'll find the "big" black tube in the luminance channel of the RCA TK-42 Color Camera. No other live color camera has this advantage. The "big" tube is a 4½-inch image orthicon—same as in the deluxe TK-60 Monochrome camera. Because of a larger image, this tube adds greater sharpness to color pictures. It produces the detail for finest monochrome and full fidelity color.

This is the camera with all the wanted new features that contribute to the finest color reproduction ever offered: Superb, specular response to avoid reflected light "explosions." Highest sensitivity to the complete range of color . . . from vivid reds to coolest blues, assuring color fidelity. Self-correcting circuits permit operation for days without picture deterioration. Transistorization for top reliability. Modular design for highest performance and easy maintenance.

See the big, big difference in the TK-42 color system by RCA. See how the "big" black tube gives the selling touch to your color television pictures. Your RCA Broadcast Representative has full details. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.

RCA The Most Trusted Name in Television

See this great camera at the NAB . . . it's one of the RCA Matched Line.
CAB head charges Fowler foul-up

Pouliot tells convention that study has unfair implications; Pickersgill: 'czar' talk far-fetched

The chasm that exists between Canadian government and industry about the Fowler Report widened a little more last week at the opening of the Canadian Association of Broadcasters annual convention.

More than 500 delegates registered for the March 21-23 sessions in Montreal, approximately 200 more registrants than usual.

In a scathing attack on the Fowler report, currently under study by a cabinet committee and, which calls for reorganization of the Board of Broadcast Governors, a communications czar and a reduction in the number of U.S. programs carried on privately owned Canadian TV stations, Jean Pouliot, CAB president defended programing aimed at maximum audiences. "The implication [of the report]," he maintained, "seems to be that if the public likes a show it must be bad."

He called the section of the report criticizing the privately owned stations for mass-appeal programs, "an insult to the taste of the Canadian public. I maintain that the people who vote on programs by tuning a channel are the same people who vote on election day. According to the Fowler theory, the way to get better representation in Parliament would be to elect [members] who get the least votes."

Voluntary Aim • J. W. Pickersgill, Department of Transport minister, said the purpose of greater control is "to make sure that our broadcasting is and remains Canadian. . . . We don't want to impose these things. We want them to be done voluntarily."

Mr. Pickersgill felt talk of a broadcasting czar might be far-fetched. "I don't think any one man is going to tell us how broadcasting could be run effectively in our country."

Dr. Andrew Stewart, chairman of the BBG, agreed that something will be done about the percentage of Canadian programs on the air. However, he did not say if the CTV Network stations would be made to live up their promises given in their applications to operate in cities already served by the Canadian Broadcasting Corp.

Mr. Pouliot, agreeing that some promises were made that today seem "exaggerated and impossible to fulfill," felt any blame put on the stations must be shared by the BBG. The BBG members, he charged, did not have the experience to pass judgment on the value and feasibility of the promises. He maintained that the stations should at least be given credit for trying to live up their promises.

Government Shackles • Government restriction on the private stations was also hit by J. Lyman Potts, CFRB Toronto and CJAD Montreal. He received an award for developing the Canadian Talent Library of recordings for stations.

In his acceptance speech, Mr. Potts noted that broadcasters have been criticized by government and civic groups for failing to support Canadian talent. "But these critics," he said, "have failed to consider 'the regulations, which for so many years have shackled Canadian broadcasters and prevented them from doing many of the fine things that were done by the publicly owned CBC system.'"

Officers were elected at last Wednesday's meeting. Jean Pouliot of CFCM-TV North Bay, Ont., and CKX-TV Quebec City, Que. was re-elected to serve one more year as CAB president. S. C. Ritchie of CKLW Windsor, Ont.-Detroit, was named vice president for radio, succeeding Don Jamieson of CJON St. John, Nfld. J. R. Peters of CHAN-TV Vancouver, B. C., and CHEK-TV Victoria, B. C. was re-elected vice presidents for television.

The board of directors for the coming year will be as follows:

Atlantic region: F. A. Lynds, CKCW Moncton; J. T. H. Fenety, CFBN Fredericton; and George Cromwell, CHSJ St. John; all New Brunswick.

French language: Aurele Pelletier, CIRC Quebec City, Que.; Mr. Pouliot; Conrad Lavigne, CFCI Timmins, Ont.; Raymond Crevault, CJMS Montreal

Central Canada: John L. Moore, CHLO St. Thomas, Ont.; Gordon Keable, CTV network, Toronto; Frank Murray, CJBO Belleville, Ont.; W. D. McGregor, CKCO-TV Kitchener, Ont.; Mr. Ritchie.


Pacific: Mr. Peters, Murdo Macal lan, CHWK Chilliwack, B.C.; W. A. Speers, CXXK Vancouver, B.C.
A company is known by the people it keeps...

the people at FAM$®
are worth knowing

CONVENTION HOSPITALITY
SUITE 918A CONRAD HILTON HOTEL
DATELINE: CHU LAI

KELO-LAND TV staffer on news assignment at U.S. Marine base 50 miles south of Da-Nang, Vietnam.

Local programming, the KELO-LAND way, knows no geographic boundaries. A Pipestone County boy in Vietnam . . . a senator from South Dakota addressing a World Food for Peace conference in Rome . . . other KELO-LAND homeowners on the go in Tokyo, London, Paris. On-the-spot film recordings by KELO-LAND TV's own cameras give global news events special meaning to viewers. We winged a staffer around the world to get them.

-LADY BIRD-violent.
Mrs. Lyndon B. Johnson (seated r) was hostess at the White House to a group of top officers of the American Women in Radio and Television and five women broadcasters from Kuwait, West Germany, Cameroon, Chile and Turkey. The women had just arrived in the U.S. for a 60-day tour of 27 U.S. cities where they will observe American broadcasting.

The tour is sponsored by the AWRT Educational Foundation and the U.S. State Department. Mrs. Johnson is honorary chairman of the foundations international program.

AWRT officers accompanying the visitors included: (standing, l to r): Fran Neiman, Voice of America, Washington, chairman of the project; Julie Chase, wtag Worcester, Mass., national president-elect of AWRT; (seated, l to r): Dora Cosse, Dorothy Clayton Agency, Atlanta, AWRT president, and Dr. Margaret Mary Kearney, wcau-tv Philadelphia, chairman of the AWRT foundation.

Lady Bird welcomes foreign broadcasters

Stanton underscores stand on war news

Dr. Frank Stanton, president of CBS Inc., carried a message to Canada last week that he had delivered earlier in the U.S.: Television coverage of the war in Vietnam must be forthright and must include both the good and unpleasant news (BROADCASTING, Jan. 31).

He told a meeting of the Canadian Broadcast Executives Society, held co-incident with the Canadian Association of Broadcasters annual convention in Montreal (see page 120) that honest reporting of unpleasant facts has resulted in adverse reactions from both the public and from Washington. But he stressed that it is the responsibility of the broadcasting industry to report events in Vietnam fully, accurately and forthrightly and analyze their meaning candidly and decisively.

Dr. Stanton showed a film assembled from CBS News clips that he said illustrated the kind of coverage he was defending and seeking in Vietnam.

Woroner and Australian firm enter exchange

Woroner Productions, Miami radio syndication firm, and Alan Dean Enterprises, Sydney, Australia, have signed an exchange agreement. Woroner will become exclusive sales agent in North America for the Dean musical productions and Dean will take over sales of Woroner feature programs in the...
what has 4 legs, a shotgun, and really swings?
(In Flaming Color)

My Friend Flicka
has 4 legs, plus an unequalled appeal for all ages. 39 half-hours available now from 20th. All in color.

Jim Thomas—Outdoors
has a shotgun, fishing reel and all the equipment and knowledge to take viewers on the greatest sports expeditions ever filmed. 52 half-hours available, all in color.

The Big Bands
really swing, with the great sounds of Count Basie, Duke Ellington, Guy Lombardo, the Dorsey's and dozens more! 26 half-hours available, all in color.

THREE BIG NEW ONES FROM 20th
plus these other winners:
- Dobie Gillis
- Adventures in Paradise
- Bus Stop
- Follow the Sun
- Hong Kong
- Five Fingers
- Crusade in Europe
- Anatomy of Crime
- The War to End All Wars

147 half-hours
91 hours
25 hours
30 hours
26 hours
16 hours
26 half-hours
1 hour special
1 hour special

AT THE NAB CONVENTION MARCH 27-30:
VISIT 20th AT THE CONRAD HILTON, SUITE 512A-513A.
LEARN ABOUT THE FREE TRIP YOU CAN WIN TO FABULOUS BALL LAKE!

Associate Member of National Association of Broadcasters
ALMOST HALF OF ALL THE MUSIC PERFORMED ON RADIO IS LICENSED BY BMI
THIS PROUD RECORD OF ACHIEVEMENT

is a tribute to the ability of the writers and publishers affiliated with BMI to create the music the American public prefers.

In a little over a quarter-century BMI has developed an organization through which more than 10,000 writers and 7,000 publishers have chosen to license their music for public performance. And their number is increased every day.

As a result of the opportunity that BMI has continued to provide during the years since its birth there has been a continuing process of diversification, growth and democratization in American music. New talents have found an audience. New music has been able to gain a hearing. New vitality has been brought to traditional forms of music.

The result is today's many worlds of music to which both music users and the public have unlimited access, and from which they both draw in a manner without precedent in the history of American music.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE.

BROADCAST MUSIC, INC.
Red's shortwave originations go up

Communist broadcasts in 75 different languages increased by some 10% during 1965 to a new weekly record of 4,901 hours, according to the U.S. Information Agency. The report states that Africa is the target of the largest percentage increase (17%), with the bulk of the messages beamed in from Russia, Cuba and Eastern Europe.

Castro's Cuba and North Korea showed the highest gains in foreign broadcasting originations last year, accounting for almost half of the increase. But Albania had the largest percentage increase, 63%, although its total is only 154 hours weekly. Cuba and North Korea increased their weekly hours of broadcasting by 104 and 91 hours, respectively, of a total increase of 425 weekly hours for all Communist countries.

In clandestine radio operations, Communist nations have not increased their efforts too much. However, in Vietnam, it is assumed by USIA that Radio Liberation has doubled its weekly broadcast to about 67 hours weekly. The agency thinks that Radio Liberation is located in North Vietnam.

A fact not widely known revealed in the report is that, although the bulk of the broadcasts are beamed at free nations, Red China now transmits approximately 105 hours weekly—10% of its total international broadcasts—toward the Soviet Union in various Russian-language programs.

At the year end, USIA reports, Communist nations had only picked up two new languages and had dropped one, for a total gain of one new language for the year.

Following Africa, the areas receiving the most attention were Eastern Europe with a 15% increase and the Arab world which received an increase of some 13% (mainly attributable to Cuba). Western Europe and Latin America showed the smallest increases with 6% and 7% respectively.
You are cordially invited to visit the American Research Bureau suite during the 44th Annual NAB Convention in Chicago. Drop by and see the full dimension of profit-building research for television and radio station management . . . research that helps you plan, program and sell better than ever before. Suite 605, Conrad Hilton. March 27, 28, 29 and 30. See you there.

AMERICAN RESEARCH BUREAU
Nielsen accuses ratings fixer

Rex Sparger, ex-investigator for Oren Harris,
charged with attempt to inflate Channing audience—
but still a mystery: Who paid for the job?

Rex Sparger, former investigator for a House subcommittee that investigated audience measurement services, was accused last week of attempting to rig the national Nielsen ratings in favor of a Carol Channing special on CBS-TV.

The accusation was made in a suit filed against Mr. Sparger by the A. C. Nielsen Co. in federal court in Oklahoma City, where Mr. Sparger is said to reside.

The complaint asserted that Mr. Sparger had admitted to Nielsen representatives that he had attempted to inflate the Channing ratings by inducing certain families in the Nielsen national sample to tune to that show.

But left unanswered in the suit were such really provocative questions as these:

Why did Mr. Sparger do it?
Who if anyone hired him to do it?
Did he do it on behalf of any other shows?

If the secrecy of the Nielsen sample has been compromised, have other rating services been victimized by similar tampering?

Served Under Harris - The Nielsen suit alleged that Mr. Sparger learned how to rig ratings while serving on the staff of the House Commerce Committee’s Subcommittee on Investigations. Both the committee and subcommittee were under the chairmanship of Representative Oren Harris (D-Ark.) who resigned earlier this year to become a federal judge in Arkansas.

An attempt was made to reach Judge Harris for comment last Thursday after the suit was filed, but it failed.

The Nielsen company emphasized that it had cooperated with Mr. Sparger in his work for the subcommittee.

"In the course of such investigation," the complaint said, "defendant Sparger learned that through various means he could discover the locations of a sufficient number of homes in plaintiff's samples to enable him to exert influence on such homes and thus affect the results of plaintiff's measurements." The complaint added that Mr. Sparger "concluded that it would be possible to obtain substantial sums of money for exerting such influence on behalf of interested parties."

Nielsen charged that Mr. Sparger caused to be mailed to 58 Nielsen homes in Ohio and Pennsylvania a questionnaire designed to influence them to watch An Evening with Carol Channing on CBS-TV at 8:30-9:30 p.m. last Feb. 18. Enclosed with each questionnaire was $3. An additional $5 was promised to anyone who completed and returned a questionnaire. The key question required viewing of the whole Channing show to provide the answers.

Cut Out Homes - After discovery of the tampering, the Nielsen company excluded the 58 homes from its tabulation for the evening of Feb. 18. "Because each member of plaintiff's sample is carefully selected," according to the Nielsen suit, "the acts of the defendant Sparger rendered plaintiff's audience measurement reports of the evening of Feb. 18, 1966, less accurate than those based upon the entire sample."

Here are the national Nielsen ratings, as corrected to eliminate the contaminated homes, for the Channing program...
Worldvision's world is too big to ignore.

And it's getting bigger. Because more and more international advertisers have discovered Worldvision's world of TV stations in 25 countries on 5 continents. Worldvision is now the largest international TV sales medium. The right program, at the right time, can carry your message to more than 90 million viewers around the globe. One market or many, if you sell overseas get the facts on Worldvision's flexibility. Write or call:

ABC International Television, Inc.
1330 Avenue of the Americas, New York, N.Y. 10019
212 LT 1-7777
Contact WSM's Robert E. Cooper
for information on

GRAND OLE OPRY

delayed radio network

at the Conrad Hilton
during NAB
You couldn't buy this treasured Japanese rock for $50,000. But this one is a decoration costing little more than transportation.

What's the difference between the two rocks? The answer lies largely in each rock itself, not so much in its religious or historical significance. It is a value which is rarely discernible to any but Japanese. That's Japan.

There's a lot to learn about Japan. Even about its ad agencies. Dentsu is its biggest. Biggest ad agency outside the U.S. Handled 24.5% of domestic billing in 1965! Owns all kinds of things... from photo studios and complete print shop to 6 employee inns!

Good company to know if you're interested in Japan. Supposing you were in the rock business, for example!

Dentsu/Japan

This amazing **TV FREEWAY** whips your tv message through every mile of Wisconsin's huge central belt — at the same split-second. Your one film or tape or live commercial on WKOW-TV MADISON reaches all MIDWISconsin SIMULTANEOUSLY.

No other station or group of stations can do it!

the MIDWIS market
microwave-interconnected

**WKOW-TV**

Tony Moel, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Bentley, Pres.
Joe Floyd, Senior Vice-Pres.

Represented by ADAM YOUNG
In Minneapolis by Wayne Evans

network. Check your local TV listings to make certain this show is scheduled at this time in your area.

"List the commercials, by the product advertised, in the sequence they appeared in the show." Blanks for the insertion of seven product names followed that question.

The rest of Part II consisted of several questions asking about respondents' reactions to the Channing commercials.

In the detailed instructions accompanying the questionnaire these two paragraphs appeared:

"Part I of the questionnaire can be filled out today in a few short minutes. We are only interested in answers from your memory, so if you do not recall an item do not attempt to check back and aid your memory. This is vital to our accuracy.

"Part II of the questionnaire is concerned with the effectiveness of a few specific television commercials to be telecast within a one-hour period later this week. Since we are testing commercials in nine different one-hour segments, your questionnaire will tell us which specific telecast we need you to view." All the questionnaires, according to the Nielsen complaint, referred only to the Channing program.

**Filmways to syndicate 'Addams Family' series**

Filmways Inc. has entered the program syndication field.

Its first offering will be 65 half-hour episodes of *The Addams Family*, it was announced last week by Lee Moselle, president. The series ends its network run on ABC-TV this summer.

Sales to stations will be handled by a new division, Filmways Syndication Sales. Len Firestone, formerly vice president and general manager of Four Star Distribution Corp. (now Four Star International), has been named to head the new Filmways unit, located at 51 West 54th Street, New York.

**UAA revamps its executive lineup**

A series of executive promotions and other changes in United Artists Associates were announced last week by Martin J. Robinson, vice president and sales manager of the UA-TV division which handles feature films distribution.

Sully Ginsler, who has been in charge of UAA in Canada, has been named director, central division in Chicago. He is succeeded in Toronto by Frank Kowcenuk, who recently joined UAA from Sovereign Films in Canada.

Paul Kalvin, formerly managing director, eastern division, has been named director of the eastern division and Amos T. Barron, sales manager, western division has been appointed director of the western division with new offices at 15130 Ventura Boulevard, Sherman Oaks, Calif. Fred Watkins, sales manager of the southwestern division, has been named director, southwestern division with offices at 922 Monrovia Street, Shreveport, La.

**Soccer for TV?**

If television can make multi-million-dollar operations out of baseball and football, it can do the same for the world's most popular sport, soccer, according to Arthur Allyn, owner of the Chicago White Sox, and several of his international associates. The group, which also includes Jack Kent Cook, owner of basketball's Los Angeles Lakers and the new Los Angeles hockey franchise, is attempting to organize a major soccer league in several U.S. and Canadian cities. Their hope: schedules ready for the fans, and TV, by 1968.

**Conference set on uniform time bill**

The House and the Senate are headed for a conference showdown on the proposed uniform daylight savings time bill although both bodies have passed the measure in one form or another.

The Senate last week adopted the stronger House version but kept one exception—it would allow a state to divide itself with two time zones, one of which could be on standard time while the other switched to daylight time.

The House bill would require that no part of a state could differ from any other part in the standard of time to be used.

The Senate agreed that uniform dates would be the last Sunday in April for converting to fast time and the last Sunday in October for switching back to standard time, but it failed to come to terms on the question of different zones within a state. But the Senate did agree with the House in theory—it would prohibit any local option and it would enforce the effective date of the bill—1967.

**BROADCASTING**, March 28, 1966
How to make a lot of money without doing any work at all:

**LET KAISER-COX PUT YOU IN THE CATV BUSINESS!**

Kaiser-Cox Turnkey service provides the entire package — from feasibility studies to financing . . . from space-age engineering to marketing assistance. Neither you, your investors or your personnel are involved in the construction or detail work . . . after the initial plans, goals and budget have been approved! And when we hand you the key after our job is done . . . you’re in business!

Furthermore, we will not compete with you! Kaiser-Cox produces the very finest CATV equipment. We are not in the franchise business!

It won’t cost you a penny to get all the facts in our big, new, full-color illustrative brochure! Write, phone collect, or visit . . .

See you at the NAB Convention

**KAISER-COX CORPORATION / P. O. Box 9728, Phoenix, Ariz. 85020, Phone (602) 944-4411**

DEPEND ON KAISER-COX FOR CATV LEADERSHIP TODAY AND TOMORROW
Big problem is talent

Scarcity of top-drawer people cited as reason

TV programs aren't better

In a simplistic, straightforward manner, members of the advertising fraternity in San Francisco last week were shaken out of some misconceptions about television programming by a man responsible for producing some of it.

"What chances are there of raising standards of shows?" was the question asked by an advertising executive seated in the Gold Ballroom of the Sheraton-Palace hotel where the San Francisco Advertising Club was holding a meeting.

The speaker for the afternoon, Martin Ransohoff, chairman of Filmways Inc., answered with alacrity.

"In order to raise the standards you have to have the people to do it, don't you?" he responded. "To me, it's a miracle television is as well done in many areas as it is. People who sit back and criticize it maybe would have second thoughts if they'd realize the number of hours that are required, just the sheer number of films that are required, to be turned out and then figure how many people are available to do it. You just don't have that much talent, I mean real top talent, to do it."

Time Squeeze * Mr. Ransohoff, who is a leading independent producer of movies as well as TV film, estimated that it takes as long as 18 months to get a good movie script for a good film and then only after the script has passed through a number of writers and been completely overhauled after as many as nine drafts.

"How can you expect somebody to turn out 32 shows a year and not have some kind of formula or some kind of base on which they can tell a joke?" the producer asked rhetorically. "You cannot construct that many situations and do them well," he added. "There aren't enough people. They don't have the uniqueness of talent to provide you with something refreshing and entertaining.

"How many good movies are there a year even with your year and a half to get a script?" he asked. "I bet there aren't 10 or 12 really good films in a year. I'm talking about top pictures. I'm not justifying or defending television," he stressed, "but it's what it is because there are just so many people around to make it go."

Earlier Mr. Ransohoff, who was making a rare public appearance, and who spoke informally without the aid of a text, told a little more about the tickings of TV programing: Nobody is terribly successful at copying, he pointed out. The successful shows are the originals. "So," he went on, "I'm sure somebody will probably accidentally fall into some stroke of genius next year and have a hit and that's what it's really all about. If you find a form or find something that's new and you do it well and it appeals to the people, well, you have a chance of making some money and doing good shows and staying on the air for awhile. If the form doesn't work, well, then you're in a lot of trouble."

The production company head indicated that pilot-making was not to his liking. He said that Filmways was lucky to have placed eight shows on the networks over the years on the strength of having made only a total of nine pilots. "In my opinion," he explained, "the only intelligent way for the networks to operate is to really go out and get elements, get a story or idea or concept, that are good and then get the best possible people into them. Then, once these elements really fall together, the networks really should commit and put the show on the air because a pilot can be very deceptive. People can get lucky with one, but it's tough to get lucky 32 times a year."

TV must present complete view of war

Television newsmen and network officials must rethink the position of news coverage in a world that has been changed radically by the presence of intercontinental atomic missiles and the vivid impact of television itself, Arthur Sylvester, assistant secretary of defense for public affairs, said in New York last week.

"If so-and-so uses a newsfilm showing a seeming defeat for a U. S. unit in Vietnam, the Defense Department gets a flood of calls that we're losing the war," Mr. Sylvester said.

Mr. Sylvester, a panelist at a forum presented by the National Academy of Television Arts and Sciences to examine the role of the TV war correspondent, said about television:

"This great medium poses problems. The picture concentrates dramatically on a very small part of the action. What you think you saw is incomplete."

He urged the TV reporter to add perspective by describing what is happening at the picture's right and left and at all levels of the war.

Edward W. Barrett, dean of the Columbia University Graduate School of Journalism, and Peter Jennings, ABC correspondent, were also panelists. Merrill Mueller, NBC newsmen, was moderator.

Dean Barrett said he was "not afraid the American people will be misled or stampeded by television's instant realism, which constitutes an important part of the factual background they need."

Mr. Jennings said that TV news "is in fact a superficial medium" and suggested that people should also utilize the daily newspaper.

Film sales . . .

Gypsy Rose Lee Show (Seven Arts): WTG(TV) Washington; WBAL-TV Baltimore; KTV(TV) Denver and KTVQ-TV Eureka, Calif.

Volumes 1-10, Films of the 50's and 60's (Seven Arts): WEMT(TV) Bangor, Me.

Tarzan Features (Banner Films): WRAL-TV Raleigh, N. C., and KATV(TV) Little Rock, Ark.

134 (PROGRAMING)
BAND-AID BRAND...
ONLY ONE OF A KIND

Lots of other people make adhesive bandages... only Johnson & Johnson makes BAND-AID Brand Adhesive Bandages.

BAND-AID is also the registered trademark of a number of other products made by Johnson & Johnson.

There are BAND-AID Brand Surgical Dressings, BAND-AID Brand Sterile Drapes, and BAND-AID Brand Air Vent Adhesive Tapes... just to name a few.

So the next time you mention any of these products, follow BAND-AID Brand with a descriptive name, as in BAND-AID Brand Adhesive Bandages.

Johnson & Johnson
© J&J 1965
Happy talk for ABC-TV outlets

'66-'67 season report to affiliates in Chicago crammed with optimism

ABC-TV was to unveil its 1966-67 program schedule for its affiliates yesterday (March 26) in Chicago, amid optimistic predictions for next season. In talks prepared for delivery before the affiliates prior to the opening of the National Association of Broadcasters convention, speakers stressed that ABC-TV was reinforcing its programing structure with an eye on continued progress in the future.

Thomas W. Moore, ABC-TV president, said that an "optimistic appraisal" of the years ahead is justified. He said the network has sought freshness and innovation in its programing content for 1966-67 and has aimed at developing formats that will add important personalities to its rosters of stars.

The network's complete 1966-67 schedule was presented by James E. Duffy, ABC vice president in charge of television network sales. He introduced the affiliates to 16 new programs encompassing many entertainment types. He disclosed a revision in the previously released 1966-67 lineup (Broadcasting, March 21) with The Man Who Never Was, a spy-adventure series with a World War II setting, being substituted for The Long Hunt of April Savage on Wednesday, 9:9-30 p.m.

John O. Gilbert, newly appointed vice president in charge of affiliate relations for ABC-TV, conducted the meeting. He told affiliates that an earlier prediction that ABC-TV would be fully competitive in nighttime with the two other networks this season had proved to be accurate.

"The networks are close in overall national performance," he said, "and in the Nielsen MNA, where all three networks compete equally, less than a single rating point separates them. And here, we have the edge. What's more, we have kept our significant lead in the younger, vital audiences."

Plains in News - Elmer Lower, president of ABC News, paid tribute to Jesse Zousmer, vice president and director of television news for ABC News, who died in a plane crash earlier this month. He also introduced Mr. Zousmer's successor, Bill Sheehan, who had been ABC News' London bureau chief. Affiliates were given a report on some of ABC News' forthcoming documentaries and on the growth of the ABC Daily Electronic Feed (ABCDEF), which now provides filmed news coverage to 82 stations in the U. S.

Commentator Chris Schenkel outlined ABC-TV's programing in the sports area for next season, including coverage of National Collegiate Athletic Association football, ABC's Wide World of Sports programs and events such as National Basketball Association games and various golf championships.

Warren Boorom, director of daytime sales, reported that ABC-TV's weekend children's program block is virtually sold out for the second quarter. He announced that for the Friday after Thanksgiving a cartoon carnival will replace all regular daytime programs as a special holiday treat for youngsters.

Mr. Moore introduced to the affiliates several corporate executives including Leonard H. Goldenson, president of American Broadcasting Companies Inc., and Simon B. Siegel, executive vice president of ABC Inc.

Governor to get Calif. access problem

The cause of free access to courtroom in California by news media is going to be tossed in the governor's lap. State Assemblyman George A. Willson (D-Huntington Park) said last week he plans to ask Governor Edmund G. (Pat) Brown to place on special legislative call a proposal to rescind a rule that restricts news camera and live radio coverage of courtroom trials.

Mr. Willson, chairman of the judiciary subcommittee on constitutional rights, told a news conference held in Los Angeles: "The legislature may repeal Rule 980 or declare a moratorium in order to protect the rights of a free press and the right of a defendant to a fair trial."

Rule 980, restricting courtroom coverage, was put into effect Jan. 1, by the state judicial council (Broadcasting, Dec. 6, 1965).

Colorado Supreme Court Justice O. Otto Moore also was present at the news conference. He said all new courtrooms in Colorado are being equipped with special camera rooms that provide still and television cameras and radio broadcasters with an area where they create no disturbance or can in any way interfere with the proceedings.

"I think the people should know what goes on in a courtroom," said the Colorado jurist. "Then they have nothing to fear. Full news coverage with an impressive view of a jury returning a guilty verdict in a murder case for example, or a judge pronou-
This is the new FM Volumax.
It prevents FM overmodulation without distortion.
It eliminates SCA crosstalk.
It solves your pre-emphasis problem.

It is yours absolutely free.
(for 30 days)

Overmodulation. An FM station engineer's headache. Use a clipper and you get distortion. Use a common limiter and you get pumping. You could reduce modulation levels. But that's not the answer.

So CBS Laboratories developed something new. A solid state FM limiting device that replaces common limiters and clippers. And it is unconditionally guaranteed to prevent FM overmodulation and SCA crosstalk without distortion.

Hard to believe it does everything we say? Just send this page and your station letterhead. We'll send you the FM Volumax free. (For MPX stations we'll send the stereo model.)

Use it 30 days. After that, send it back if you can part with it. We'll even pay the freight. Or keep it for only $695. Double that if you want the stereo model.

AM broadcasters were quick to respond to our free 30-day Audimax and Volumax offer. Now with the new FM Volumax we can make you the same offer. Be the first on your band.

CBS LABORATORIES
Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.
Pen pierces blackout

Long before radio and television existed, pen and ink drawings provided the only pictorial record of legal proceedings. Today, courtroom bans on TV coverage have caused television stations to revert to the age-old methods. NBC-owned WXYZ-TV Cleveland dispatches staff artist Harlan Guthrie to the proceedings of a murder trial for first-hand sketches. Averaging 10 impressions daily, artist Guthrie sits in court concentrating on key participants from 9:15 a.m. until adjournment. Back at WXYZ-TV hues and details are added to the sketches to make them more attractive for the evening’s color newscasts.

ing the death sentence on a defendant also should have a deterrent effect on our people.”

Program notes...

News escalation • NBC News begins The Vietnam Weekly Review on NBC-TV, Sundays, 5-5:30 p.m. EST, starting April 17, and with Garrick Utley as anchorman. It is intended to add a “dimension” to reporting war news, put the week’s Vietnam developments into perspective and sample reaction here and abroad.

Jitney special • WIBC-TV Pittsburgh has produced and aired four special reports exposing illegal jitney operations in the city. Masquerading as a jitney driver (an unlicensed driver who carries passengers in a privately owned car) station newsman Regis Babonis captured sounds and sights for the series with concealed equipment.

Boston news • WGBH New York, an international shortwave radio station, is providing WHUR(FM), Boston University’s educational station, with news and stock market reports during the Boston newspaper strike. WGBH has converted a Newspaper of the Air from 5 p.m. to 10 p.m. to carry the latest in news, market reports, sports and features.

News breakout • News is breaking out all over KCBS San Francisco’s frequency from late afternoon to early evening. The CBS-owned station last week started broadcasting a three-and-one-half hour block of news from 4 to 7:35 p.m. daily called Newsday. A staff of 15 reporters and news analysts are being used in the Newsday concept which includes hard news, in-depth features, sports, commentary, entertainment, man-on-the-street reactions, interviews, on-the-scene reports, business news, weather, traffic reports and the reviews of movies, TV shows, theater and books.

R&B for TV • Seven Arts Television is placing into distribution at the Television Film Exhibit-’66 in Chicago this week a rhythm and blues variety program, Night Train, consisting of 26 one-hour segments. It is being produced for Seven Arts TV by Music Video Inc., Nashville. Seven Arts TV recently introduced to syndication three other series, Oh, My Word!, half-hour game show; The Discophonic Scene, one-hour teen-age musical series and Marine Boy, animated underwater adventures in color.

Morse succeeds • Robert Morse has signed an exclusive two-year television contract with Mirisch-Rich Television Productions, Hollywood. Lee M. Rich, the firm’s president, said a new comedy series will be developed for Mr. Morse during the 1967-68 season. The star recently negotiated a five-feature film contract with Mirisch, the first of which will be a re-creation of his Broadway hit, “How to Succeed in Business Without Really Trying.”

Niss named • MGM-TV has announced that Stanley Niss will produce Jersicho, an action-adventure series with a World War II setting, which goes on the CBS schedule next fall (Thursday, 7:30-8:30 p.m.). Norman Felton is executive producer and David Victor is supervising producer of the MGM-Arena Production series. Mr. Niss’ credits include writing and producing feature films for Paramount and several TV series (Danger, Hawaiian Eye, Studio One and Climax, among others).

Travel series • Cambria Productions, Hollywood, starts production in Spain and Italy this month on a travel-biography series called These Many Splendors. Each program will cover the life and times of a famous historic figure and will be filmed in the places involved. Included in the series will be a long-hour study of painter Goya filmed in Saragossa and Madrid, a half-hour program on Spanish composer Manuel de Falla filmed in Andalusia and depiction of the Federico de Rimini story to be produced in Italy. All the films will be in color. Hollywood syndicator TV III will handle distribution domestically.

Witt to ‘Wife’ • Paul Junger Witt, formerly assistant to Robert Claver, producer of The Farmer’s Daughter on ABC-TV, has been signed as associate producer on the Occasional Wife series. The Screen Gems series is set for the 1966-67 season on NBC-TV.

Discussion series • Jack O’Brian, TV critic and newspaper columnist, will
Now color TV has reached maturity!

(Now TAYLOR-HOBSON-COOKE has perfected the color lens)

With every show that's any show in color this year, with TV receivers and cameras at a new level of electronic sophistication, it was bound to happen. The perfected color TV lens. And it was bound to be Taylor-Hobson-Cooke that perfected it.

When you specify lenses for your new Plumbicon, Image Orthicon or Vidicon camera, get the lens that brings your viewers bright and uniform color pictures, across the spectrum, across their screens, across the country.

SPECIFY
TAYLOR-HOBSON-COOKE
VAROTAL LENSES

Albion Optical Company, Inc. 15 Virginia Avenue West Nyack, New York 10994

Sole U.S. Agents for RANK TAYLOR HOBSON
Independent television producer Bill Burrud is betting that UHF broadcasting will work. He thinks the sheer growth of population will create a demand for more stations. He also believes that people from all walks of life are tired of being locked into three-network-station programming. Mr. Burrud, who's the non-network station's Walt Disney, producing true-life nonfiction adventure shows, is stocking product for the day when there'll be maybe twice as many TV stations in the country as there are today. He estimates that time is perhaps five or six years off. "It'll be great," says Mr. Burrud, "because next to 20th Century Fox-TV and Universal-TV, I'm the biggest producer of filmed programs in television." To document this claim, the one-time child actor cites a stockpile of 500 half-hours of programs in the can and under the control of his company, Bill Burrud Enterprises. All of the programs are in color, with 200 of them filmed and the rest video taped. That adds up to some 500,000 feet of color product, augmented by a library of 2 million feet of stock footage.

Mr. Burrud has clear title to all of this product. He has no partners. This is the way he wants it, figuring that some day the program supplier will inherit the best of the television world.

Romanticized Travel * The product supply he has ranges from programs about buried and lost treasure to the conquest of Antarctica; from exploration of darkest Africa to light and frothy escapism films. No pretense is made that these are the "Encyclopedia Britannica." The places visited are romanticized. The shows, themselves, are injected with an action-adventure tonic to keep them more in the family entertainment than travelogue category.

In all there are seven series in the Burrud stockpile. Taped shows include Island in the Sun, Wanderlust, American West and Holiday. On film are True Adventure, Treasure and Vagabond. In addition there are 22 specials that vary from 60-minutes to 90-minutes.

All of these packages currently are in syndication. The Bill Burrud Enterprises-owned Willjohn Corp. distributes the programs in the 11 western states and an independent company in New York, Teledynamics Inc., handles syndication for the rest of the country. The Burrud organization also produces two half-hour series, This Exciting World and Roving Kind, that are shown only in the Los Angeles market.

Yet the Burrud production iron haven't been cooled in anticipation of the proliferation of television stations. The most ambitious one is going to be thrown in the fire starting in June. Involved is a new series called The Wonderful World of Women, Mr. Burrud's attempt to do something different and provocative. The theme will be women's lives in different countries. Among the shows planned are one with Madame Gandhi, the new prime minister of India; another dealing with the women of little known Lithuania and a third concerning a group of "B" girls in Tokyo.

Bigger Budget * The production schedule calls for filming 30 half-hour color shows each season for two years. Mr. Burrud is looking for a national syndicator to handle the series. He plans to spend about $16,000 to $17,000 on each half hour of the Women. This will push his production budget for 1966 up close to $1 million, about 40% above expenditures last year. Besides the new series added footage also will be produced for Holiday, Wanderlust, American West and the two local shows in Los Angeles.

The Burrud production lode has been 15 years in the digging. It started in August 1951 when, fresh from performing in a hunting-and-fishing show on radio, Bill Burrud produced a series of filmed motor trips called the Open Road for KTTV (tv) Los Angeles. He was off and traveling and since that time has built his independent Hollywood production organization into 31 technicians, with facilities to do a complete editing job. Mr. Burrud has not lost the performing urge or touch. He appears as host on many of his own series.

But mostly his eye is on tomorrow. "It's real tough operating in syndication today," he says, "but if I just hang on there's going to be a considerable demand for my supply."

Bill Burrud, host of new Bill Burrud Enterprises series, 'The Wonderful World of Women' in a scene dealing with the "B" girls of Tokyo.

start a Critics Circle on WOR New York (Monday-Friday, 2:15-3 p.m.) beginning April 4. Mr. O'Brian will invite guests to discuss topics on the theater, movies, books and current events. The new series is slated to replace Carlton Fredericks' radio feature on nutrition (Broadcasting, March 21).

Son of Rex * Noel Harrison, son of Rex Harrison, has been signed for a continuing role in MGM-TV's new The Girl From U.N.C.L.E. series. He will team with Stefanie Powers in the spy-adventure program scheduled for NBC-TV this fall.

Brandon package * Brandon Films, New York, is preparing its first TV package of 40 major American films and a theatrical package of 14 Ameri-
The Prize... a standard length reel of MEMOREX precision video tape. The tape that is produced to give the finest reproduction and greatest number of playbacks. The same quality that made "MEMOREX" the leader in the computer field is incorporated into every reel of video tape. Now, you can prove it on your own equipment.

Qualifications... any TV producer, broadcaster, or duplicator who presently uses or has on order a video recorder or playback unit, and has not tried MEMOREX video tape, is eligible. (In fact, if you qualify, you have already won.)

How to collect your prize... come to Booth 319, NAB, and fill out your "Prize Card". If you qualify, you win. (See sample card.) You may be able to pick up your reel right at NAB.

Win a reel of MEMOREX video tape. Come to Booth 319, NAB or if you miss the show, send us a letter.

MEMOREX
PRECISION MAGNETIC TAPE
713 MEMOREX PARK, SANTA CLARA, CALIF.
can and foreign features for release dates beginning in May. The company's new headquarters is in the Excelsior Bank Building, 221 West 57th Street, New York.

Children's cooking show • Filmvideo Releasing Corp., New York, will begin shooting next week for Chef Souffle's Magic Pot, a filmed color-TV series of 50 programs, 12½ minutes each, teaching cooking to pre-teen-age and teenage children. Maurice H. Zouary, the show's creator and producer, said the script features a child actress and her culinary mentor, Chef Souffle, a giant puppet. The first episodes will be available for syndication later in May.

Syndication move • Jim Thomas-Outdoors, a new series in color of 52 half-hour hunting and fishing programs, has been released for first-run syndication by 20th Century-Fox Television Inc. Release represents one of several moves designed by the company to expand its activities in the field of syndication. Hunting and fishing authority Jim Thomas is the producer and host of series, shot on location in the U.S., Canada and South America.

Mediterranean cruise • Association Films Inc., New York, is offering on free-loan basis to TV stations a 16mm 27½-minute color film, "The Face of My Brother," featuring a cruise aboard the "Leonardo da Vinci" luxury liner to various Mediterranean countries. The film, presented by the Italian Line and produced by Coleman Productions, is available at Association Telefilms regional libraries in Ridgefield, N.J.; Oakmont, Pa.; La Grange, Ill.; Dallas, and Hayward, Calif.

Producer signed • Richard Bluel has been signed by Greenway Productions as producer of The Green Horse. The show is scheduled for the 1966-67 season on ABC-TV. Mr. Bluel was formerly a producer at Warner Bros.

Paar on stage • Jack Paar agreed last week to be host of a show, "The Ken-
Two new video recording breakthroughs at NAB


New WESTEL studio television recording system unequivocally meets all broadcast standards at \( \frac{1}{10} \) the size and weight, and \( \frac{1}{4} \) the cost of any television recorder that matches its performance.

See WESTEL at NAB
around the exploits of a detective inspector on the London police force. It has been shown on British television. Available from Feiner & Co. are 39 episodes. They will be screened at the National Association of Broadcasters convention in Chicago this week.

Richard Feiner, former national sales director of Four Star, recently formed his own distribution company. It is located at 230 Park Avenue, New York.

NET plans TV shows produced in Russia

This spring National Educational Television plans to produce two cultural TV projects from Russia and schedule a public affairs series that deals with extremist groups in the United States.

William H. Koblin, NET vice president of programming, has left for the Soviet Union to work out filming arrangements with government officials. One of his projects will center on matriculation at Russia's Bolshoi Ballet School and show student rehearsals for a public performance. The other will be developed as a series of master classes performed by piano virtuoso Emil Gilels at the Moscow Conservatory of Music.

In this country, NET has prepared a series of six half-hour programs titled The Radical Americans. Each report examines the strengths of left-wing and right-wing extremist groups in America. WGBH-TV Boston, noncommercial station, cooperated with NET in producing the series, scheduled to begin after April 3. Donald Fouser of WGBH-TV is producer, writer and reporter.

In this corner, Bill Buckley

A new RKO General Productions' one-hour syndicated TV series announced March 21, pits conservative William F. Buckley Jr. in a weekly one-hour debate with opponents of "national stature." Firm will offer the

Address blackout

KCBO San Diego has discontinued broadcasting street addresses of survivors of servicemen killed in Vietnam. Station said its decision to stop the announcements was because of harassment from telephone solicitors. Callers plagued by the grieving survivors with offers to sell floral blankets for the returning casket, brass memorial plaques for the living room and one caller went so far as to offer spiritual contact with a woman's dead husband for $5 a week or $10 a month.

shows to stations across country, starting in April. First taping is set for April 4.

Mr. Buckley and his opponent will debate for two-thirds of the show, with remaining time devoted to audience questions. Mr. Buckley, editor of National Review and author of an "on the right" column syndicated to nearly 150 newspapers, is considered prominent as spokesman for the conservative point of view and was mayoralty candidate in New York last fall.

ACLU fights loyalty oath for directors

Six TV-film directors, supported by the American Civil Liberties Union, are continuing legal steps to challenge the loyalty oath requirement of the Directors Guild of America.

The ACLU announced it had filed an appeal in the U. S. Court of Appeals in New York from a decision of the U. S. District Court for the Southern District of New York last fall. The latter court rejected a motion for an injunction and restraining order filed on behalf of the six directors on the grounds that the oath requirement was valid and that no showing of irreparable damage had been made.

The six directors all were members of the Screen Directors International Guild, primarily an East Coast union, which recently merged with the Directors Guild of America. One of the stipulations in the merger agreement was that membership in DGA was conditional upon the directors swearing they are not and never have been Communist party members and do not support the overthrow of the government by unconstitutional means. (SDIC had no such anti-Communist oath requirement.)

The ACLU's argument is that the anti-Communist oath is "unreasonable because of its vagueness and uncertainties." DGA's rejection of the directors solely for their refusal to take the oath "means a denial of membership to those whose only fault may be a scrupulous integrity and compunction against swearing to an oath of such uncertain reach." the ACLU contends.

Four Star syndicates two television series

Two series have been placed into syndication in time for the National Association of Broadcasters convention by Four Star International. They are Burke's Law, on ABC-TV earlier this season, but now off the network, and the Paul Winchell-Jerry Mahoney Show, co-produced by KTTV(TV) Los Angeles and Mr. Winchell's April Enterprises.

Burke's Law, consisting of 81 half-hour segments, already has been sold for showing in the fall to stations in New York; Los Angeles; Washington; Houston; Dallas; Minneapolis; Milwau- kee; Birmingham, Ala.; Portland, Ore.; Ames, Iowa; Miami; Macom, Ga.; Mo- bile, Ala., and West Palm Beach, Fl. The Winchell-Mahoney program consists of 260 segments varying in length from 19 to 24 minutes, which can be used as the basis for 30-90 minute individual programs.

AI-TV introduces new TV-film packages

In an acceleration of its television activities, American International Television Inc. has completed its first network sale to ABC-TV for two of its feature films and also is making seven packages of features and other programming available to stations.

Stanley E. Dudelson, vice president in charge of distribution for AI-TV, announced the sale to ABC-TV and the
COLOR IT FAITHFUL
The Norelco PC-70 Plumbicon Color Camera permits hours of "hands-off" operation and exact color matching between cameras—even for close-up flesh tones and over wide variations of indoor and outdoor light levels, including highlights and shadows. No need for "color painting." This exceptional color stability and color balance are the achievements of precise grey-scale tracking, stable gamma circuits and automatic black level stabilization circuits, the Plumbicon's long linear transfer characteristic and absence of dark current. PC-70 Plumbicon features include...Operational simplicity—permits one man setup at the control console, typically in less than 15 minutes...Solid state design...Short warm-up time—15 minutes for on-air operation...Narrow profile, lightest weight camera—120 pounds with 42 pound zoom lens detached...Transistorized design coupled with Plumbicon characteristics eliminate need for heating or cooling devices in camera head...Stabilized deflection circuits...Built-in test circuits—including push-button check of power supplies, calibration and alignment signals, front panel test points...Power consumption for entire chain—only 350 watts.

**COLOR SEPARATION SYSTEM**

Remarkable, yet simple, the Norelco color separation system eliminates need for optical relays, dichroic mirrors and field lenses. This unique assembly, consisting of a sealed prism block only three inches long has many advantages which contribute to the superiority of the PC-70...Complete absence of ghost images or spurious reflections normally caused by dichroic mirrors...No astigmatic aberrations...Negligible color errors due to polarized light...Patented color separation prism block—sealed off from dust and moisture.

**PC-70 CAMERA HEAD**

If Plumbicon tube replacement is required, complete yoke assembly can be removed from the camera than reinstalled and optically aligned—all in less than 15 minutes.

**TWO ZOOM LENSES AVAILABLE**

For normal use, Type 10x18J with a lens speed of f/2.2 and nearest object-focus distance of 3 feet, provides an equivalent focal length of 1.4 to 14 inches. Type 12x50 is designed for long focal length use. This lens, with a maximum aperture of f/4.5 and less than 1° smallest taking angle, provides continuous zoom over the equivalent focal length range of 4 to 48 inches.

- All three lens functions—zoom, focus and iris are servo operated...Four preset zoom positions are provided...The zoom control is continuous over the entire range with no reduction in lens speed...no switching is necessary...Range extenders are available...Each lens can be quickly removed from the camera, reducing both weight and physical dimensions, for maximum portability.

**STUDIO EQUIPMENT DIVISION**

NORTH AMERICAN PHILIPS COMPANY, INC.
900 South Columbus Avenue, Mount Vernon, New York 10550

Norelco is a registered trademark
release of new programming yesterday (March 27) in Chicago at the opening of TFE/NAB. ABC-TV has bought two color features, "Secret Agents" and "I Spy" for showing during the 1967-68 season.

Stations will be offered seven packages of features, some for delayed starts because of theatrical commitments.

They include Cinesena 20, 20 Lan dau-Unger Production features, including "The Pawnbroker," "Umbrellas of Cherbourg," "La Dolce Vita" and "The Eleanor Roosevelt Story," Amazing Adventures 67, 26 science-fiction-adventure motion pictures; Dominant Ten, 10 action-adventure features; Holiday Story Book of Fables, six features based on fables; Real Life Adventures, five documentary features; Fifty Favorite Films, 50 features of various categories and Prince Planet, 52 half-hour black and white cartoons.

Mr. Dudelson said the new packages raise to 284 the total number of features now offered by A1-TV.

TV's biggest audiences drawn by news events

Presidential and space programs drew the largest TV audiences over the past five years.

A. C. Nielsen Co. last week listed the yearly programs.

Highest over the period: the TV coverage in 1963 during the four days (Nov. 22-25) after the assassination of President Kennedy. Nielsen said its Nielsen Television Index (NTI) estimated that 49.4 million households viewed the events for an average of 31 hours and 36 minutes.

An estimated 48.4 million homes — or more than 9 out of 10 homes — watched some part of the four-day launching, space walk and recovery of the Gemini-Titan 4 space flight carried by the three TV networks in June 1965.

Other yearly benchmarks: presidential election in November, 1964, when 47.7 million homes viewed; space flight by astronaut John Glenn in 1962 with a total audience of 27.9 million households. Also reported by Nielsen was a sixth year, 1960, when coverage of presidential election returns drew 41.5 million households.

Cubs network grows

A radio network for the Chicago Cubs has been announced by WON Chicago with the station lineup expected to range as far as Texas. Regular season baseball games are being offered on a co-op basis as the result of new interest said to be stimulated by signing of Leo Durocher as team manager.

Radio series sales...

The Joe Pyne Show (Hartwest Productions Inc.): KXRA San Jose, Calif.; KMMJ Grand Island, Neb.; WJKR Rockford, Ill.; KWC Salt Lake City and WCMN Manitowoc, Wis.

More for Your Money (Signal Productions): WJW Cincinnati, Ohio.

Earl Nightingale Show (Nightingale-Conant): KNBY Newport, Ark.; KCCO Centerville and KCHE Cherokee, both Iowas; KPAM Carlsbad, NM; WIBK Kinston and WAGR Lumberton, both North Carolina; KGFF Shawnee, Okla.; KJLV Huron, S. D., and KMCO Conroe, Tex.

Strangest of All (Radiozark Enterprises Inc.): WELB Elba, WABF Fairhope and WKUL Cullman, all Alabama; KTKN Ketchikan, Alaska; WTHM Lapeer and WJIR Muskegon Heights, both Michigan; WIPC Lake Wales, WCMR Clearwater and WKS Orlando, all Florida; WONA Winona, Miss.; WNPY Landsdale, Pa.; WJSN South Hill, Va.; KNCK Concordia, Kan.; KPAM St. Cloud, Minn., and WMEM Erwin, Tenn.

Tennessee Ernie Ford (Radiozark Enterprises Inc.): KCNO Altus, Calif.; WNTT Tazewell, Tenn.; WAPA Waynes-
burg, Pa.; KDWA Hastings, Minn.; KTOC Jonesboro, La.; KIMO Hilo, Hawaii; \( \text{KRCO Prineville and KPOW Medford, both Oregon; WJCM Sebring, Fla.} \); \( \text{KEEE Nacogdoches, Tex.; KSUN Bisbee, Ariz.} \); \( \text{WSWV Pennington Gap, Va.; WIKN Lincoln, Me., and WRON Ronceverte and WCLG Morgantown, both West Virginia.} \)

**Smiley Burnette** (Radiozark Enterprises Inc.): KRCO Prineville, Ore.

**Red Foley** (Radiozark Enterprises Inc.): WNTT Tazewell, Tenn.; KTOC Jonesboro, La.; KRCO Prineville, Ore.; WSWV Pennington Gap, Va.; WDEA Ellsworth, Me.

**Point of Law** (Signal Productions): WPRO Fremont, Ohio; WJCB Thomasville, Ala.; KGB New Braunfels, Tex.; KATV in Little Rock, Ark.

**Doctor's House Call** (Signal Productions): KING Seattle; KLJY Huron, S. D., and WHFI Austin, Tex.

**Easter the Beginning** (Woroner Productions): KGTS Torrington, KPOW Powell and KATI Casper, all Wyoming, and KPXY Chico, Calif.

**July 4, 1776** (Woroner Productions): WOKZ Alton, III.; KGB Torrington, KPOW Powell and KVO Riverton, all Wyoming.

**Closeup** (Woroner Productions): KJEM Oklahoma City and KPOW Powell, Wyo.

**Tips on Tots** (Woroner Productions): WOKZ Alton, Ill.

**The First Christmas** (Woroner Productions); KPOW Powell, Wyo.

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**Fun approach pays off for ‘Batman’**

United Press International said it was a pity the *Batman* script hadn't been written by the publicity people. The *New York Times* called Batman a triumph of the press agents. Why did the *Batman* promotion sweep the country?

The campaign worked because it broke every rule of publicity. That's what James E. Butler, publicist for the ABC-TV series told the Publicity Club of Los Angeles last week. "We made fun of the product. We made fun of the network. We made fun of newspapers. I sat down at my desk," said Mr. Butler, "and wrote parodies of press releases... I behaved, in short, like a complete and absolute dunce... and it paid off." The ABC-TV publicist explained that though his copy for the show was written in Los Angeles it had to be sent to New York for clearance. There didn't seem to be much hope that his kidding approach would be approved but he said "somewhat to my amazement the idea cleared through those mysterious executive levels where the omnipresent they do their moving and shaking—and the word came back: 'Do it!'"

What he did, Mr. Butler pointed out, was write ridiculous tongue-in-cheek paragraphs such as: "A white hot beam of light pierces the midnight sky, sending its urgent message into the ink-black night over Gotham City, striking terror into the rotten hearts of evildoers."

The fun concept, Mr. Butler said, tends to get overlooked in an industry where millions of dollars "always seem to be riding on every semicolon." This is a pity, he indicated, because "we tend to forget too easily that we are in the entertainment business and it doesn't hurt if we can do a little entertainment ourselves."

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**Writers honor radio-TV scripts**

NBC-TV came away with three awards, CBS-TV with two and ABC-TV and the Voice of America with one each at the writers' 18th annual award dinner held in Beverly Hills, Calif., last week. The seven awards to TV and radio writers were among the total of 18 given out. Other writers were honored for work in the motion-picture field.

The Writers Guild of America, West, presented four of the broadcast awards in California, with the guild's East Coast affiliate passing out the rest of the awards in New York. All but one of the seven broadcast awards were for television writing.

Writers Leonard Spigelgass and Isabel Lennart won the two big awards of the dinner event. Mr. Spigelgass took the Valentine Davies award given yearly to "that person whose contributions to the motion-picture community have brought dignity and honor to writers everywhere," and Miss Lennart won the Laurel award for achievement in screen
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1,984' ELEVATOR

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KARD-TV KOIN-TV WBIR-TV WOOD-TV
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KCND-TV KSOO-TV WEAT-TV WRAL-TV
KDLO-TV KSWO-TV WFBM-TV WSPD-TV
KELO-TV KSYD-TV WGTV WTVM-TV
KFDM-TV KTVO-TV WJIM-TV WTVY-TV
KFYR-TV KVKM-TV WJSF-TV WUNB
KHOL-TV KXAB-TV WKBD-TV WUSF-TV
KLFF-TV KXJB-TV WKBS WVUE
KLINE-TV KXMC-TV WKBW-TV WWAY-TV
KMDT-TV WAGA-TV WKDQ-TV WWUP-TV
KNOE-TV WALB-TV WLOX-TV WZIM

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In Canada: Walcan Ltd., Carleton Place, Ont.
writing. The complete list of TV-radio winners by categories, writers, programs, series, networks:

In California:

Television anthology: Harlan Ellison for "Demon with a Glass Hand" on Outer Limits, ABC-TV.

Comedy: Dale McRaven and Carl Kleinschmitt for "Br-room Br-room" on Dick Van Dyke Show, CBS-TV.

Comedy - variety: Sheldon Keller, Gary Belkin, Ernest Chambers, Larry Tucker, Paul Magursky, Billy Barnes, Ron Friedman and Mel Tolkin for the Art Carney guest segment of The Danny Kaye Show, CBS-TV.

Dramatic-episodic: John D. F. Black for "With a Hammer in his Hand, Lord, Lord!" on Mr. Novak, NBC-TV.

In New York:

Adaptation of material not previously written for TV: Robert Hartung for "The Magnificent Yankee" on Hallmark Hall of Fame, NBC-TV. (From the film and play by Emmet Lavery.)

Best written documentary: Robert Rogers for Vietnam: It's a Mad War, special, NBC-TV.

Radio award: Sol Panitz for The Profit of Change on the Voice of America.

There was a Chaplin behind every L.A. bush

When KHJ-TV, the RKO General-owned station in Los Angeles, announced a 26-week schedule of first-run Charlie Chaplin films, Parker H. Jackson, the station's director of promotion, fulfilled a life-long ambition. He dressed up as the famous comedian, derby, cane and all. Then he hired a dozen Charlie Chaplin look-alikes—students from Los Angeles City College's Theater Arts Dept. and scattered them throughout Southern California key shopping and traffic areas two days prior to the starting date for the films.

As a supplement to the promotion, the station ran ads in newspapers and the regional edition of TV Guide, ordered king-size bus posters and pur-

Newspaper group honors radio station

In a turn-about action, the Minnesota Newspaper Association has given its Distinguished Service to Journalism award to a radio station. WCCO Minneapolis-St. Paul was presented the award for its life-saving public service broadcasts during destructive tornadoes in the area last May. This is the first time in the newspaper association's 100-year history that it has made such an award to a radio station. Shown with the award are (1 to r): Ed C. L'Herault, vice president of the Minnesota Newspaper Association; Larry Haeg, general manager of WCCO, and Jim Bornmann, WCCO's director of news and public affairs.

The newspaper association represents more than 400 daily and weekly publications in the state of Minnesota.
HAND CRAFTSMANSHIP

THE EXTRA CARE THAT MAKES THE QUALITY DIFFERENCE IN ZENITH PORTABLE TV

Zenith portable TV's are built with the pride and skill of the craftsman. Every connection in the Zenith chassis is carefully hand wired. There are no printed circuits. No production shortcuts. It's extra care like this that gives Zenith TV its finer performance, greater operating dependability, and a sharper, clearer picture year after year. Every Zenith 19" portable gives you 20,000 volts of picture power—for superior picture brightness, detail and contrast. See Zenith's complete line of 1966 Handcrafted Portables—in all popular screen sizes—at your Zenith dealer's now. Zenith, where the quality goes in before the name goes on®.

*Overall diag. meas., 172 sq. in. rect. picture area.

BROADCASTING, March 28, 1966

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chased radio spots on KJL Los Angeles, KEVY Anaheim, KCCF San Fernando and KBIG Avalon, all California. To keep enthusiasm percolating, station account executives called on agencies dressed in Chaplin clothes for a week's time.

AMA announces competition details

Five awards for journalism that contributes to a better public understanding of medicine and health in the U. S. will be awarded in 1967 by the American Medical Association. These Medical Journalism Awards, which will be presented for the third time, are given for dissemination of medical news to the general public, not for relaying information to people in the medical or allied professions.

The awards, $1,000 each, will be given for the best journalism in 1966 in radio, television, newspapers, magazines and newspaper and broadcast editorial writing. Entries may be submitted at any time during the year, with a final deadline of Feb. 1, 1967.

Details for entries can be obtained from the 1966 Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn Street, Chicago.

American teen-ager franchises offered

Exclusive area franchises for the 1966 Miss American Teen-ager contest are now being awarded by Miss American Teen-ager Inc., producers of the contest. The radio and TV stations that receive the franchises also are given complete details on holding their area contests. Area contests are to be held during the spring and summer, with finals scheduled for September at Palisades Amusement Park in New Jersey.

Information on applying for the franchises is available from Miss American Teen-ager Contest Director, Palisades Amusement Park, Palisades, N. J.

Drumbeats...

Thank you • WQKX-AM-FM Jacksonville, Fla., remembered its manners when the FCC earlier this month authorized the radio outlet to increase to 50 kw day on 1090 kc. The billboard in front of the studio immediately became a thank-you-note to the FCC from the country and western station.

Agriculture • More than 100 advertising agency media executives were luncheon guests of WNEV-AM-FM New York last week when the station taped a live "music spectacular" featuring Trini Lopez and William B. Williams. The program, staged at Basin Street East, a New York night club, will be broadcast April 9, 11:30 a.m.-noon EST.

Award to Sarnoff • Brigadier General David Sarnoff, RCA board chairman, will receive a special salute in recognition of his advancement of electronic journalism at the 27th annual awards dinner of the Overseas Press Club of America, April 22 in New York. More than 1,000 club members and guests are expected to attend the dinner at the Waldorf-Astoria. 1966 Overseas Press Club Awards will be presented for achievement in foreign news coverage.

How to survive • Though newspapers may be shut down by a strike in Boston, advertisers can seek survival with coverage such as that provided by radio. This in essence was a message to advertising and retailing people in Boston, hand-delivered by Kettell-Carter, Boston, station representation firm. Contents of K-C's "Adman's Survival Kit": radio station promotional material, an Alka-Seltzer tablet, a four-cigarette sample packet of Kents, and a pony of Scotch whiskey.

ETV benefit • Chicago's six commercial TV stations are cooperating with the local chapter of the National Academy of Television Arts and Sciences to sponsor a $100-a-plate dinner and telecast at McCormick Place April 28 as a benefit for educational WTTW (tv) Chicago. The one-hour program is to feature top national talent and will be aired locally by WKBW-tv. The entire event is to be a salute to Irv Kupcinet, Chicago Sun-Times columnist.

The big search • WCHL Chapel Hill, N. C., thinks radio commercials can be better. So it is conducting a contest that will award prizes totaling $2,930 to staff members and local students who produce the most creative commercials heard on WCHL during 1966.

Big pull • WEEI Boston, during the three weeks it ran the "I'm going steady with WEEI" contest, received more than 67,000 entries, averaging more than 20,000 a week. On Feb. 14, Valentines Day, Tom Russel of the AM Report show selected the winner of the grand prize which was a pocket billiard table. Four prizes were awarded each day with a portable TV being given away each Saturday as a weekly prize.

BPA kit • A five-member committee has been formed to provide a work kit of materials for the Broadcasters Promotion Association. The committee, head-
Tallest man-made structure in the world

2,063 ft high. Station KTHI-TV, Fargo, N.D. Kline* engineers chose Bethlehem Medium-Manganese steel bars for the legs (7¼-in. rounds at the base, stepped down to 4½-in. at the top). This decision cut weight by some 24 per cent (over A36 steel). Slimmer legs reduced wind-loading, allowed smaller guys, brightened the cost picture.

Bethlehem Medium-Manganese, high-strength steel has twice the atmospheric-corrosion resistance of carbon steel. And you can work and weld it satisfactorily. But best: you'll save considerable structural deadweight for greater overall economy. Interested?

Bethlehem Steel Corporation, Bethlehem, Pa.

*Blime Iron and Steel Co., Columbia, S.C.

BETHLEHEM STEEL
Pennsylvania broadcasters honor Ed Wynn

The Pennsylvania Association of Broadcasters last week made the first presentation of the PAB Gold Medal to a Philadelphia native, who has long since left the Keystone state for California. The award, made before more than 150 guests at the PAB's annual Washington dinner honoring the state's congressional delegation, was given to Ed Wynn. Mr. Wynn, 79, is celebrating his 65th year in show business. Shown prior to the ceremonies are (l-r): FCC Commissioner Rosel H. Hyde, Mr. Wynn, FCC Commissioner Robert E. Lee, and Kenneth W. Stowman, WFIL Philadelphia, PAB president.

Before the award, a tape of one of Mr. Wynn's early NBC Radio shows for Texaco and a film of his latest appearance on a recent Red Skelton show on CBS-TV were played.

Mr. Wynn said he was accepting the award not for himself, "but in the name of comedy itself" and in recognition of all the people who try to put humor into a tense world.

ed by Calo O. Mahlock, promotion manager of WJIO-TV Fort Wayne, Ind., expects to distribute the kit around April 1, and will issue at least three supplements to it during the year. Other committee members are Steve Libby of Infoplan, New York; Montez Tjaden, KWTV(TV) Oklahoma City; Mike Ruppe, WLWI(TV) Indianapolis, and John W. Chamberlin of SRDS Inc., Skokie, Ill.

Scholarships • Two $500 scholarships for undergraduate or graduate students preparing for careers in radio, television or advertising will be awarded by the International Radio & Television Foundation (IRTF). Recommendations from school authorities and a thousand word essay on "The economic impact of broadcast advertising" must accompany applications, which may be obtained from the IRTF, 444 Madison Avenue, New York 10022. Entries must be submitted on or before June 1.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert Heydt, William Ross, Robert Taylor and John Wallington, all with J. Walter Thompson Co., Chicago, named VP's.

W. Ronald Smith, general manager of Warren Adler Ltd., Washington, named VP and general manager.

John Robert Kelly, VP and chairman of creative review board, Cunningham & Walsh, New York, elected VP. William J. Downes, formerly account executive with J. Walter Thompson, New York, named senior account executive, C&W, same city.

Billie Essenpreis, assistant media director for George/Savan Advertising, St. Louis, named media director.


MTA

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154
How can a microphone as good as the E-V Model 635 be made obsolete? By making it better! It wasn't easy. After all, professional sound engineers have depended on the 635 since 1947.

During this time, the 635 earned a reputation for toughness and dependability that was unrivalled by other omnidirectional dynamics. And internal changes through the years have kept the 635 well in the forefront of microphone design.

But now the time has come for an all new 635: the Electro-Voice Model 635A. It's slimmer, for easier hand-held use. Lighter, too. With a slip-in mount (or accessory snap-on Model 311 mount) for maximum versatility on desk or floor stands. The new, stronger steel case reduces hum pickup, and offers a matte, satin chromium finish perfect for films or TV.

The new 635A is totally new inside, too—and all for the best. A new four-stage filter keeps "pops" and wind noise out of the sound track, while guarding against dirt and moisture in the microphone, completely eliminating any need for external wind protection. Of course you still get high output (-55db) and smooth, crisp response. And you can still depend on the exclusive E-V Acoustalloy® diaphragm that is guaranteed against failure for life* (it's that tough!)

We expect to see plenty of the "old" 635's in daily use for years. But more and more, the new 635A will take over as the new standard. It's easy to find out why: just ask your E-V Professional Microphone distributor for a free demonstration in your studio. Or write us today for complete data. We'll be proud to tell you how much better the new Model 635A really is!

*The E-V Professional Microphone Guarantee: All E-V professional microphones are guaranteed UNCONDITIONALLY against malfunction for two years from date of purchase. Within this period, Electro-Voice will repair or replace, at no charge, any microphone exhibiting any malfunction, regardless of cause, including accidental abuse. In addition, all E-V microphones are GUARANTEED FOR LIFE against defects in the original workmanship and materials.

ELECTRO-VOICE, INC., Dept. 361BR; 66C Cecil Street, Buchanan, Michigan 49107

Model 635A Dynamic Microphone $62.00 List. (Normal trade discounts apply.)
with Humphrey, Williamson & Gibson Inc., Oklahoma City, elected VP.

Matthew J. Hennessey, executive VP of Sudler & Hennessey, New York, named president.

Keith Matzinger, account executive with J. Walter Thompson Co., Los Angeles, on Ford Dealers Association of Southern California account, joins Eisaman, Johns and Laws Inc., same city, as VP and senior account executive working on National Auto Dealers Association and International Auto Show accounts.

Richard W. Lueking, VP of advertising and sales promotion for Eastern Air Lines, New York, joins Clyne Mason Inc. there as VP and account supervisor.

Robert T. Reilly, director for special resources at Creighton University, Omaha, joins Holland Dreesen Arendt Poff Inc., that city, as VP.


William S. Jaeger, sales manager of WBNF Binghamton, N. Y., appointed general sales manager of WFBG Altoona, Pa. Bruce A. Lawrence, account executive for WBNF-TV Binghamton, succeeds Mr. Jaeger.

Colleen L. Mattice, media director and account assistant at Anderson, Morgan, DeSantis & Ball, Hollywood, joins Campbell-Mithun, Los Angeles, as media director.


Arnold M. Rotsman, with Jameson Advertising, New York, named director of marketing services.

John F. Corbani, advertising manager for Pepsi-Cola Co., New York, named product manager.

Richard Gildden named account manager at Waldie & Briggs, Chicago.

Richard C. Meeker, formerly with KNXT(TV) Los Angeles, named general sales manager for John C. Cohan stations KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo, both California.


James Richards, account executive for Blair Radio, New York, appointed eastern sales manager for Broadcast Communications Group, that city. Peter Crawford, account executive for BCG, Chicago, joins firm's New York office in same capacity.

David S. Parlour, TV production group supervisor, Grey Advertising, New York, named broadcast production supervisor responsible for TV commercial business administration and production at Gardner Advertising's New York office.

Ralph Whiting, VP and chairman of executive committee, Young & Rubicam, Chicago, named assistant general manager of Chicago office.

Jay H. Finnell, advertising and sales promotion manager for Westclox division of General Time Corp., La Salle, Ill., appointed marketing services manager. John E. Dana, central zone sales manager for Westclox, named field sales manager in Des Plaines, III.

Henry Ross, manager of sales promotion for Delta Air Lines, Atlanta, named director-advertising and sales promotion. George E. Bounds, director of advertising, assumes part-time assignment in Florida prior to his official retirement.

Helen Peikin, with WABR Winter Park, Fla., appointed sales director.

Don Lesher, formerly senior copywriter and account executive with Ralph H. Jones Co., Cincinnati, joins Vester-Hale Advertising, that city, as
Two more towering Dresser-Ideco “completions”

These two tower installations demonstrate how much Dresser-Ideco can do to help you when you want to broaden your station’s horizons. Around the country, and in many lands, Dresser-Ideco tower design and construction “expertise” has raised earning power for literally hundreds of broadcasting companies.

Dresser-Ideco one-contract service can begin with tower site survey and soil analysis; include selection, design, fabrication and erection; and go on to periodic maintenance and inspection.

Want to learn more about Dresser-Ideco’s capabilities? Come to our booth at the NAB Show—or write:

Dresser-Ideco
Division of DRESSER Industries
875 Michigan Avenue, Columbus, Ohio 43215 TEL: 614 299-2123
2314 Redondo Beach Blvd., Gardena (Los Angeles), Calif. 90247 TEL: 213 321-9850
creative director.

Dan Bockman, copy group supervisor at Hoefer, Dieterich & Brown, San Francisco, named associate creative director.


John T. Swanton, formerly with Vick Chemical Co., joins Foote, Cone & Belding, Chicago, as merchandising supervisor. Patrick Collins, for past four years associate producer of NBC-TV's "Wild Kingdom" for Don Meier Productions Inc., Chicago, joins FC&B, San Francisco, as broadcast producer.


Dick Dinsmore Jr., in sales service department at KABC-TV Los Angeles, promoted to sales research.

Bruce Montgomery, with Lennen & Newell, New York, and Allan Ososky, with McCann-Erickson, New York, join Helitzer, Waring & Wayne, that city, as art directors.

Richard Goertemiller, art director at Leon Shaffer Golnick Advertising, Baltimore, appointed executive art director.

Charles A. Ventura Jr., formerly in media department of N. W. Ayer & Son, Philadelphia, named radio-television media director of Gray & Rogers, that city.

Robert Fairbanks, account executive of CBS Television Stations National Sales, Chicago, appointed account executive in New York office.

Gene McGovern, account executive with XTRA Tijuana, Mexico-San Diego, joins KHJ-TV Los Angeles, as account executive.

Mike Secrest, with WFBA-TV Dallas-Fort Worth, named account executive.

Gerald T. Smith, with Wininus-Brandon Co., St. Louis, appointed copy supervisor.

Lloyd Griffin (Bucky) Harris, freelance producer-director and formerly with Grant Advertising, Mexico City, named special representative of Mexican Airlines (CMA) in Miami.

Timothy J. Gorman, promotion editor for American Research Bureau, Beltsville, Md., appointed account executive for G. Bruce West Inc., Bethesda, Md.

W. Dean LeGras, assistant director of information services for CBS-owned KNX Los Angeles, appointed to CBS Radio spot sales staff with headquarters in Los Angeles. He replaces Bill Daisa, who joins KFWB Los Angeles, as account executive.

Bertram Libin, with WTOP-AM-FM Washington, named to newly-created post of client relations manager. He will be responsible for sales and service of station's advertisers.

Don Richman, writer on "The Farmer's Daughter, Gidget" and other TV series, joins Chuck Biore Creative Services, Hollywood, as creative executive for commercial production house.

Ben Somoroff, still photographer, signed by Pelican Productions, New York, for work on TV commercials.

Lin Ephraim, production coordinator at Gerald Schnitzer Productions, Hollywood, named general manager in charge of production.

George de Gennaro, commercial photographer, named consultant to Hanna-Barbera Productions' live action commercial division. He will be involved in design, layout and color.

MEDIA

W. Brooks George, president of Larus & Brother Co., owner of WRVA-AM-FM Richmond, Va., elected chairman of board of Richmond Television Corp., licensee of WRVA-TV Richmond.

John Davenport, general manager of WESC-AM-FM Greenville, S. C., elected VP and secretary of firm's parent company, Broadcasting Co. of the Carolinas.

Fred Fletcher, VP and general manager of WRAL-TV Raleigh, N.C., elected president of Capitol Broadcasting Co., operators of WRAL-AM-TV and Woody Hayes Background Music Co. Mr. Fletcher succeeds his father, A. J. Fletcher, who was elected board chairman and chief executive officer. Jesse Helms, VP in charge of news, programming and public affairs, named executive VP.

Sam Beard, director of public affairs for WRAL-TV, succeeds Mr. Helms.

Aubrey H. Moore elected VP in charge of accounting.

C. Edward Little, VP and general manager of KBTR Denver, appointed general manager of WOGM Hollywood, Fla.

John Aitken, sales development and merchandising director of KGO San Francisco, appointed to newly-created position of retail coordinator at KCBS San Francisco.

Sam Sherwood, program director of KDWB St. Paul, appointed general manager.


Don McClintock, director of operations, KFBF-AM-TV Great Falls, Mont., named VP and general manager. Robert Merrill, station manager of WBB, named director of local and national radio sales. Fred Olson, account executive, becomes local TV sales manager.

Lloyd Webb, general manager of WVON-WSDM(FM) Chicago, named VP and general manager of L & P Broadcasting, parent firm. Robert Bell, formerly with Bernard Howard & Co.,
DO YOU KNOW

Which retail promotion makes every shopper a winner?

It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to all his customers—and in direct proportion to their patronage.

Here are some things an average food retailer doing a $1.2 million annual business might use to promote sales instead of giving S&H Green Stamps to all of his customers:

He could give away, by chance drawing, only six high-priced cars.

He could offer phone orders and free delivery, provided only 10 per cent of his customers used the service.

He could offer charge accounts, as long as no more than one-third of the business was done on that basis.

In each of these, only a fraction of the customers benefit. With trading stamps, every shopper is a winner. That's one reason why S&H Green Stamps have been given by leading American retailers since 1896.

The Sperry and Hutchinson Company
An American way of thrift since 1896
Invest in your color-full future

SEE ROOM 509 AT THE N.A.B.

OFFICIAL FILMS
724 Fifth Avenue, New York, N.Y.

station representative, appointed general sales manager of L&P.

James V. Lester, deputy group executive, technical industrial products, of International Telephone & Telegraph Corp., New York, elected VP.

Robert L. Brown, general sales manager of KFBV(TV) Denver, appointed VP and general manager of KARK-TV Little Rock, Ark.


Arthur Spector, program director of WABR Winter Park, Fla., named general manager.

James W. Wesley Jr., station manager of WIOD-AM-FM Miami, appointed general manager.

John Dale, operations manager of WNEW-FM New York, appointed station manager.

Leon Webb, operations manager of WTVC(TV) Chattanooga, appointed station manager.

David Ward Small, formerly assistant manager of KSMO Des Moines, Iowa, appointed general manager of WTRX Flint, Mich.

A. William Gudelman, research and sales presentation assistant at KNX Los Angeles, appointed assistant director of information services. Tom Ashley replaces him in research post.


John G. Russell, with Telemation Inc., Salt Lake City, named national sales manager for community antenna television.

PROGRAMING

Gary Kay, manager of programing business affairs for ABC International Television, New York, named director of international sales for Official Films, that city.


Bill Brink, program director for WSG Mount Jackson, Va., appointed program director for KAOH Duluth, Minn.

Gordon Oliver, producer of Profiles in Courage series, signed to exclusive contract as producer and production executive at Universal City Studios. First assignment will be as executive in charge of production of The Bob Hope-Chrysler Theater series.

Jack E. Rhodes, named VP and general sales manager of WBC Program Sales, New York. Mr. Rhodes is in charge of sales of series, special programs and feature films offered by WBC for national syndication.

Robert V. Whitney, programming consultant for Fox, Wells and Rogers, Stamford, Conn., joins national program staff of Westinghouse Broadcasting Co., New York.

Ray Beale, with WABR Winter Park, Fla., appointed program director.

Joe Keane, director of KJL-TV Los Angeles, named production manager.

Russ Wigglesworth, WBDO Durango, Colo., announcer, appointed program director.

Jim Lyle, producer and director at WLWI(TV) Indianapolis, named producer-director at WKY-TV Cleveland.

Ken Coleman, play-by-play announcer for Boston Red Sox, appointed sports director of WHDH-AM-FM-TV Boston.

Donald Bain, manager of promotion services at American Airlines, New York, joins Peckham Productions Inc. there as writer-producer-director.

NEWS


W. E. Debnam, with WJCT-TV Greenville, N. C., joins WITN-TV Washington, N. C., as VP of news and public affairs.

Albert Mark, with information staff of Democratic National Committee since September 1965, named information director. John Criswell, deputy director of the news and information
The American Society of Composers, Authors and Publishers (ASCAP) salutes The National Association of Broadcasters (NAB)

The more than ten thousand musically talented men and women in ASCAP extend warm greetings and best wishes to the Broadcasters of America during their forty-fourth Annual Convention in Chicago. Our members are justly proud of their long association with the Broadcasting Industry and will continue to supply this entertainment medium with the finest in American music.
division of DNC, named assistant to the executive director, in charge of congressional support program for DNC.

Ray Dantzler and Hugh Smith, both with WTVI-TV Tampa-St. Petersburg, Fla., named news director and assistant news director, respectively.

Robert Andre, news director of WCIT Lima, Ohio, appointed news director of WOMP-AM-FM Bellaire, Ohio.

Robert Potter, with news staff of WIRL Peoria, Ill., appointed assistant news director.

Stuart Soroka, formerly with WHEN Syracuse, N. Y., joint WNYS-TV that city, as news writer.

FANFARE

David M. Sacks, ABC VP and general manager of XGO-TV San Francisco, appointed general chairman of 10th annual San Francisco International Film Festival to be held Oct. 20. Among competitive awards to be given at festi-

val will be ones for best television films.

William J. Silag, with Radio-Television Daily, New York, appointed to newly created position of director of public relations at ABC Radio network, that city.

Robert Marston, VP of The Rowland Co., New York, appointed senior VP.

Doni Scott, with KJK-TV Los Angeles, named director of publicity.


EQUIPMENT & ENGINEERING

Richard H. Vaughan, manager of Audio Devices’ office in Silver Spring, Md., named national sales manager, New York. He is succeeded by Andrew J. H. Rico, who was assistant manager of Silver Spring office.


Torrey E. Smith, with KSNB Aspen, Colo., named chief engineer.

ALLIED FIELDS

Leonard H. Goldenson, president of ABC Inc., named to National Citizens Advisory Committee on Vocational Rehabilitation.

INTERNATIONAL

Ray Hazan, formerly manager of Newsweek and special programs for Canadian Broadcasting Corp., Toronto, appointed TV news director. He succeeds Ron Robbins who becomes manager, foreign news.

Robert Fraser, formerly product manager, lubricated tapes and cartridges, for Audio Devices Inc., New York, appointed European marketing director, with headquarters in London.

Robert E. Lang, former VP in charge of news at ABC, New York, appointed European representative of Time-Life Broadcast in Lisbon.

Lois Henriksen, with W. B. Doner Co., Detroit, joins CKLW-TV Windsor, Ont.-Detroit, as research director.

DEATHS

Stan Francis, 59, veteran radio an-
nouncer of Canadian Broadcasting Corp., died March 15 in Toronto after long illness. He was on CBC radio quiz, Share the Wealth, from 1941 to 1955.

William H. Grumbles, 48, president of WNYS-TV Syracuse, N. Y., and former Memphis broadcasting executive, died March 19 after suffering heart attack in Mem-

phis. He was VP of RKO Teleradio Pictures Inc., New York, from 1956 to 1959. He resigned at RKO to buy WHMM Memphis in 1959. He became president of WNYS-TV in 1962. Surviv-

ing are his wife, Virginia, daughter and three sons.

Ward Wilson, 62, sports director of WEAT-TV West Palm Beach, Fla., died March 22 in West Palm Beach. Mr. Wilson, formerly with what is now WHN New York, broadcast major base-

ball and hockey games in 1930’s and narrated many movie shorts of late Grantland Rice. He was also master of ceremonies for NBC’s Can You Top This.

G. Milton Kelly, 58, veteran Associated Press reporter who covered Senate, died March 22 in Washington hospital. He became AP staffers in 1930 and was assigned to Washington bureau in 1949.

J. Anthony Smythe, 80, who for 27 years portrayed Father Barbour in radio series One Man’s Family, died March 20 at home in Hollywood following lengthy illness.

John Jay Warren, 87, who retired nine years ago as VP of McCann-Erickson, died March 19 in New York home. Surviving are his wife, Florence, and daughter.
ARB now regularly surveys 30 major radio markets which represent 78% of all U. S. radio listeners.

Individuals listen to radio . . . and in January 1966 ARB individual, multimedia diary surveys were extended to 30 major radio markets to provide the detailed listening habits of these individuals—

- At-home and away-from home listening estimates
- Average quarter-hour listening by individuals 12 years old or older
- Net weekly circulation by eight categories of listeners
- Unduplicated—cumulative—audience data for every important time segment

Backed by two years of intensive research—documented and validated—ARB's syndicated radio reports provide the kinds of new radio audience estimates needed to effectively evaluate the medium.

Buying or selling radio time, you'll find new ways to do a better job regularly in 30 major markets (with more to come!). Inter-media comparisons, radio circulation, and endless opportunities for personal special tabulations make ARB radio the most complete radio research available.

AMERICAN RESEARCH BUREAU
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 17 through March 23 and based on filings, authorizations and other actions of the FCC during that period.

Applications

APPLICATION

Sitka, Alaska—Sitka Broadcasting Co. UHF channel 13 (210-216 Mc.) ERP 0.264 kw vis., 6,564 kw aur. Ant. height above average terrain 68 feet above ground 155 feet. P. O. address c/o Roy Paschal, Box 289, Sitka. Estimated cost of construction $29,182; first-year operating cost $6,524; revenue $42,600. Studio and trans. locations between Sitka and Douglas Island. Sitka is the principal station of the Sitka- Douglas system. Estimated cost of construction $29,182; first-year operating cost $6,524; revenue $42,600.

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APPLICATIONS

KDOE El Cajon, Calif.—Seeks assignment of license from Tullis and Hearne Broadcasting Co., Uplands and John P. Hearne dbas Tullis and Hearne Broadcasting. Transfer is for legal convenience only. No financial consideration. Ann. March 21.


WINK Baton Rouge, La.—Seeks acquisition of negative control of licensee corporation, Translators Inc. for five new VHF TV translators from George R. Ratliff (33 1/3% before, none after) through sale of stock to Robert D. McGreer and R. V. Brown (both 33 1/3% before, 66 2/3% after). Consideration $30,000. Ann. March 17.


KCOM Comanche, Tex.—Seeks assignment of license from Gilbert T. Webb to Radio Comanche Inc. McCoolburg (50%). C. E. Tabor (30%), Charles Remy Tabor (15%). W. D. Tabor (15%). McCoolburg has retail hardware business. Mr. C. E. Tabor has CATV interest. Mr. Charles Remy Tabor has microwave company. Mr. W. D. Tabor is vice president of bank. Consideration $63,311.81. Ann. March 22.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications of Tri-State Television Translators Inc., for five new VHF TV translators on channels 2, 4, 5, 8, and 12 to serve Cumberland, Md., by rebroadcasting programs of WJAC-TV (channel 4), Johnstown, Pa., WMAL-TV (channel 7), Washington, D.C.; WNYT (channel 7), Binghamton, N.Y., and WTTO-TV (channel 9) and WTTG-TV (channel 5), Washington. Denying Tri-State's request to withdraw its translator applications for operation on channels 2, 3, and 10 and dismissing those applications for failure to prosecute. Action March 22.

OTHER ACTIONS

■ By memorandum opinion and order in Lebanon, Pa.—Catonsville, Md., AM consolidated proceeding, commission denied petition by Cedar Broadcasting for review of examiner's action of Jan. 5 which allowed amendment to application of Lebanon Valley Radio, Member Nelson not participating. Action March 21.

■ Review board by order in proceeding on applications of Central Broadcasting Co. and WCRB Inc. for new FM's to operate in Springfield, Mass., respectively. (1) approved applicants' joint request to modify section 73.322 of Commission rules to permit new form of application. (2) dismissed Central's application; (3) granted WCRB Inc.'s application; and (4) terminated proceeding. Action March 18.

■ Review board by memorandum opinion and order in proceeding on applications of Fine Music Broadcasts Inc. and Belk Broadcasting Co. of Florida Inc. for new FM's to operate in Jacksonville, Fla. (1) granted applicants' joint request to withdraw application and prosecute in return for withdrawal; (2) dismissed Belk's application; (3) granted Fine Music's application; and (4) terminated proceeding. Action March 18.

■ Review board by memorandum opinion and order in proceeding on applications of Seven Cities Broadcasting Co. (WSNE), Com- ming and Hall County Broadcasting Co. (WLBB), Grameen TV Dec. 16, 1952, denied petitions by WSNE to enlarge issues and motion by WLBB to leave to file supplement to opposition to petition for enlargement of issues. Member Berkemeyer dissent- ed with respect to which Member Sline concurred. Action March 18.

■ Review board by memorandum opinion and order in proceeding on applications of Northerm Indiana Broadcasters Inc. for new AM in Miamisburg, Ind. Review board on March 19 remanded proceeding to examiner for further hearing and for preparation of addition- al supplemental initial decision. Action March 18.

■ Review board in proceeding on applications of Keith L. Reising and Kentuckiana Television Inc. for new FM's in Louisville, Ky., granted petition by Kentuckiana for extension of time to March 18 to file reply to opposition by Reising to motion to enlarge issues. Action March 18.

Routine roundup

ACIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ Granted request by Broadcast Bureau to continue in various respects transcript of evidentiary hearing, pending on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland, Md. Action March 18.

■ In proceeding on AM applications of Swannanoa Broadcasting Co. (WSNE), Cum- ming, and Hall County Broadcasting Co. (WLLB), Gainesville, Ga., denied petition by latter to file for new application. Action March 18.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from March 17 to April 14 to file proposed findings in proceeding on application of Southern TV for new AM in Southington, Conn. Action March 18.

■ Pursuant to agreements reached at conference of March 17, scheduled procedural dates and hearing for May 18 in proceeding on applications of Boardman Broadcast- ing Co., Inc., and Daniel Enterprises Inc., for new AM in Boardman and Warren, Ohio, respectively. Action March 17.

■ Scheduled conference for March 24, to discuss, among other things, possible use of openings in lieu of oral testimony at forthcoming hearing in proceeding on applications of Clay County Broadcasting Co. and The Wilderness Radio Broadcasting Co. for new FM's in Manchester, Ky. Action March 17.

By Hearing Examiner Millard F. French

■ Granted petition by Boca Broadcasters Inc. to extend time to April 1 to file proposed findings and to April 19 to reply in proceeding on its application for a new FM station in Pompano Beach, Fla. Action March 21.

By Hearing Examiner Walther W. Gunther

■ In proceeding on applications of Brown Broadcasting Co., Inc. and Dixie Broadcast- ing Corp., 1304 W. Fourth Ave, Jacksonville and Aurora, N. C., respectively, pursuant to agreement of all parties at March 17 prehearing conference, scheduled a further prehearing conference for April 30 and, on examiner's own motion, continued hearing of April 18 to a date to be established at further prehearing conference. Action March 17.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of WTCN Television, Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television, Inc. (KMPR-TV), Minneapolis, Minn., granted petition by Twin City Area Educational Television Corp. to extend time from March 9 to May 1 to file exhibits. Action March 17.

By Hearing Examiner Chester F. Naumowicz, Jr.

■ In proceeding on applications of Seven

EMCEE Translators extend signal range under complete control of the station.

EMCEE Translators remove coverage problems within framework of existing broadcast principles...and the public doesn't pay!
## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to **BROADCASTING** through March 23. 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.

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by **BROADCASTING**, March 24

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
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<tbody>
<tr>
<td>AM</td>
<td>4,034</td>
<td>23</td>
<td>370</td>
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<tr>
<td>FM</td>
<td>1,434</td>
<td>40</td>
<td>277</td>
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<tr>
<td>TV-UHF</td>
<td>471</td>
<td>21</td>
<td>236*</td>
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<tr>
<td>TV-UHF</td>
<td>56</td>
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### AUTHORIZED TELEVISION STATIONS

Compiled by **BROADCASTING**, March 24

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<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
<td>513*</td>
<td>193</td>
<td>706</td>
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<td>68</td>
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### COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1966

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<th>AM</th>
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1. Breakdown on UHF and VHF applications not available.
2. Includes three noncommercial stations operating on commercial channels.

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(?) League Productions, Inc., for renewal of license of station WII, and South Dade Broadcasting Co., Inc., for new AMs, all Home- stead, Fla., ordered pursuant to Sec. 122 of the rules, that any attorney or firm of attorneys purporting or authorized to enter an appearance on behalf of Redlands shall show his authority to act in such capacity, and further directed that any appearance with respect to which such authority has not been shown on or before April 18 shall be stricken.

(A) pursuant to hearing conference of March 18 in proceeding on applications of Chicago- land TV Co., and Chicago Federation of Labor, Inc., to replace new TV's, to operate Channel 50 in Chicago, Ill., scheduled certain procedures in lieu of those heretofore established.

(B) A broadcast conference for March 24 for the purpose of establishing the methods and dates for the adduction of evidence in proceeding on license of Tinker Inc., for WERK, Rich- mond, Ky., Action March 18.

(C) The Hearing Examiner Sol Schildhaus is scheduled for March 16, at which he will hear a notice of hearing conference of March 18, held in proceeding on application of Richard O'Connor and KOPS Communications Inc., for new FM stations in Albany, N. Y., Action March 18.

(D) Upon agreement reached at pre- hearing conference of March 18, continued without date hearing scheduled for April 21 pending action on pleadings and agree- ments to be filed on or before March 28, in proceeding on applications of Richard O'Connor and KOPS Communications Inc., for new FM stations in Albany, N. Y., Action March 18.

(E) Pursuant to hearing conference of March 18, continued without date hearing scheduled for April 21 pending action on pleadings and agree- ments to be filed on or before March 28, in proceeding on applications of Richard O'Connor and KOPS Communications Inc., for new FM stations in Albany, N. Y., Action March 18.

(F) Pursuant to hearing conference of March 18, continued without date hearing scheduled for April 21 pending action on pleadings and agree- ments to be filed on or before March 28, in proceeding on applications of Richard O'Connor and KOPS Communications Inc., for new FM stations in Albany, N. Y., Action March 18.

(G) Pursuant to hearing conference of March 18, continued without date hearing scheduled for April 21 pending action on pleadings and agree- ments to be filed on or before March 28, in proceeding on applications of Richard O'Connor and KOPS Communications Inc., for new FM stations in Albany, N. Y., Action March 18.

(H) Pursuant to hearing conference of March 18, continued without date hearing scheduled for April 21 pending action on pleadings and agree- ments to be filed on or before March 28, in proceeding on applications of Richard O'Connor and KOPS Communications Inc., for new FM stations in Albany, N. Y., Action March 18.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Address</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers, 2411 - 2419 M St., N.W., Washington 37, D. C. 20006</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Press Bldg., Wash. 4, D. C.</td>
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<td></td>
<td>Phone: (202) 346-3000, Member APOOB</td>
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<td>COMMERCIAL RADIO</td>
<td>EQUIPMENT CO.</td>
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<td>Everget L. Dillard, Gen. Mgr., Edward F. Lorentz, Chief Engr., PRUDENTIAL BLDG.</td>
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<td>1710 H St., N. W., Washington 6, D. C.</td>
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<td>Phone: 239-6850, Member APOOB</td>
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<td>KEAR &amp; KENNEDY</td>
<td>100 18th St., N. W., Hudson 3-9900, WASHINGTON 6, D. C.</td>
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<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineers, 1710 H St., N. W., Washington 6, D. C.</td>
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<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS</td>
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<td>Radio-Television Communications-Electronics</td>
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<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers, 8200 Snowville Road, Cleveland, Ohio</td>
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<td>9th Floor, Securites Bldg., 729 15th St., N.W., 205-1616, Washington 5, D. C.</td>
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<td>PETE JOHNSON</td>
<td>Consulting am-fm-tv Engineers, Applications-Field Engineering, 4518</td>
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<td>P.O. Box 4818, 342-6261, Charleston, West Virginia</td>
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<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
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<td>Box 220, Coldwater, Michigan 49036, Phone: 817-278-6733</td>
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<td>K. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS, INWOOD POST OFFICE, DALLAS 9, TEXAS</td>
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<td>Telephone 1-8360, Member APOOB</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS, Associate, George M. Sklom</td>
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<td></td>
<td>19 E. Quincy St., Hickory 7-2401, Indianapolis, Ind. (A Chicago suburb)</td>
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<td>CARL E. SMITH</td>
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<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER, 622 Hopkins Street, Lufkin, Texas</td>
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<td>Phone: 216-526-4586, Member APOOB</td>
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<tr>
<td>WILLIAM B. CARR</td>
<td>CONSULTING ENGINEERS, P. O. Box 13287, Fort Worth, Texas</td>
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<td></td>
<td>Phone: (Area Code 303) 333-3562, Member APOOB</td>
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<td>E. E. BENHAM &amp; ASSOCIATES</td>
<td>Consulting Engineers, 3141 Cahuenga Blvd., Los Angeles 28, California</td>
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<td>JAMES F. LAWRENCE, JR.</td>
<td>FM and TV Engineering Consultant, Applications and Construction, Precision Frequency Measurements, TELERONIX ENGR. CO., 308 Monterey Rd., S. Pasadena, Calif. Phone: 213-682-2792</td>
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<td>MONITORING CO.</td>
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<td>PRECISION FREQUENCY, 101 S. Markey St., Lee's Summit, Mo.</td>
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<td>Phone Kansas City, Laclede 4-1777</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY, 445 Concord Ave., Cambridge 38, Mass.</td>
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<td>MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
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<tr>
<td>TERRELL W. KIRKSEY</td>
<td>CONSULTING ENGINEER, 525 E. Park Valley Drive, Hopkins, Minnesota 55343</td>
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<tr>
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<td>Phone (Area code 612) 935-7131</td>
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ANNOUNCERS—(Cont'd)

A southeastern Pennsylvania adult music daytimer wants intelligent eager, draft-free staff announcer. Opportunity to grow with established operation. Send tape, resume and picture first letter. Box C-188, BROADCASTING.

Salesman-announcer—production man for single market station; must have third or better. Limited on-the-air schedules tailored for individual. No tapes now: write confidential letter. Box C-193, BROADCASTING.

AM-FM station in competitive Virginia market needs experienced on-the-air sport staff. Must be sober, dependable, and willing to work hard for advancement. For- ward tape, resume and photo to first letter. Box C-198, BROADCASTING.

Red hot blues and jazz disc jockey for programmed stations. Experience in similar station important. Your ability to do modernized version of rhythm and blues music important. Box C-202, BROADCASTING.

Midwest station looking for experienced dj and news production man. Right pay for right man. Rush tape, check, photo to Box C-244, BROADCASTING.

Middle of the road daytimer needs announcer strong on news production & dj. Impossible to replace & photo to Box C-249, BROADCASTING.

3 stations, and still growing; expansion creates opportunity and challenge for an experienced engineer. Send complete resume to Box C-261,  BROADCASTING.

Full time Indiana AM will have openings for new year. 1st and 2nd shifts both available. Send complete resume and picture to KHEL, Sierra Vista, Arizona.

Denver's high rated "uptown" country western station, KLAK, has immediate opening for good announcer with first phone. Neither country music experi- enced nor interested. Send whole resume and picture to KHEL.

Country western or middle of road announcer with first license willing to learn supervise maintenance. Small town, excellent climate and working conditions. Sent both, resume and references to Box C-282, BROADCASTING.

How much would you like to earn this year?  We have immediate opening for an announcer-salesman with free stock as incentive. Also need creative production-an- nouncer, good future for career radio man. Box C-292, BROADCASTING.

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Middle-road news oriented border station has opening for bright upbeat announcer. Come prepared to stay because you'll like our city. Salary open. KVOZ, Laredo, Texas.

Sharp wake-up man with big smile. Production— announcements—newswrap—low-key tape, resume to: WAXY, Lafayette, Indiana.

Wanted—1st class combo man for middle of the road music—news—station. No rock. Experience a must. Top pay for right man. WBNR, Beacon, N. Y.

Wanted: Two experienced announcer-salesmen for new country music station. Also one program director for 5,000 watt popular music station. Announcing and logging experience required. Send resume, photo and tape to Gregory H. Hilton, co-owner, Radio station WCRD, Elkhart, Ind.

Wanted immediately—Announcer with 1st phone for daytime direction, Hartford market. Good salary if you have the desire. Box 803, Milwaukee.

Good country dj. WELE Daytona Beach, Fla. Phone 904-767-1131.

Chicago classical music station, WFMT, is seeking a staff announcer. Must handle program in a classical and unaffiliated manner. Good starting salary, benefits. Send non-returnable tape to Mr. Robinson, WFMT, 221 N. LaSalle St., Chicago, 60601.

Central New York daytime seaman wanted for 1st ticket (a must) that can do maintenance and take over as chief engineer. Send full particulars with tape to John Dempsey, P. D. WIZR, Radio, Johnstown, New York. Station ready to go FM. Contact Box 204, Utica.

WTO, Bath, Maine wants darn good announcer and all-around broadcaster for middle of the road music—news—station. Send tape and resume to: Manager, WMPT Radio, Shenandoah.

Immediate opening for announcer at Religious formatted station. Send tape and qualifications to Radio, Box 52, Richmond, Va.

An announcer—sorely missed in Boston—wanted for large market. Excellent selling ability and market knowledge essential. Please send resume, picture and references. Box 803, Raleigh, N. C.

An experienced announcer with news gathering experience for AM-FM station. Send details, 6-day, 49 hours per week, send tape to WPIX, P. O. Box 9030, Knoxville, Tenn.

An announcer, sportscaster, 1st phone preferred, call WTRY 815-843-3000.


An experienced announcer preferably with news gathering experience for AM-FM station. Include letter details, 6-day, 49 hour week with reply, WVSC, Somerset, Pennsylvania.

First opening five years. Nation’s leading country music station seeks all-around announcer to supplement staff. Pretty face, high caliber personality, excellent presentation and financial responsibility. Excellent salary. 40 hour week. Our station is located in 1st class city. Reply: WXGI, P. O. Box 8870, Richmond, Va.

Young, ambitious assistant Program Director. Airwork & production duties. 3 station combination managing agency will work for No. 1 station serving Baltimore area. Send aircheck—production tape to: Program Director—WYRE Radio—Annapolis, Maryland.

Draft has created immediate opening for announcer-engineer, 5 kilowatt. Phone 606-474-5144.

An experienced announcer wanted by top rated station. Good salary to man willing to work hard and put in extra hours. Room for advancement in growing organization. Gem Radio Stations, Box 671, Winona, Minnesota.


Group-Owned FM-TV operation seeking an announcer with knowledge of music and interest in FM music—video tape, resume and photo to John King, Fetzer Television, 267 Cadillac, Mich. 49601.

FM stereo announcer wanted for good music station in coastal South Carolina. Telephone area code 803-524-3000. After 8 and weekends 524-7575.

Immediate opening for morning personality. Capital city, top Forty. Excellent opportunity. Phone David, Radio station WTPW, Orlando.

-1st class for WBUY, Daytona Beach, Fla. Send non-returnable tape to: Contact Jim, Box 1, Daytona Beach, Fla.

-1st class combo WYRE, Grand Blanc, Michigan.

Chief engineer—announcer. Full maintenance. For metropolitan daytime. Excellent growth opportunity. Box C-204, BROADCASTING.

Assistant chief engineer. Major market. East Coast. Position for qualified. Up to $150.00. Box C-831, BROADCASTING.

Engineer-1st class ticket qualified to completely maintain AM station plus associated fleet of motor vehicles with two-way Motorola equipment. $125.00 per week. Northeastern United States. Top market. Box C-266, BROADCASTING.

First ticket technical man suburban Washington—5 kw. Directional. Excellent conditions. Send resume to Box C-279, BROADCASTING.

Chicago FM—Stereo station has opening for experienced first-class engineer. Must be familiar with stereo audio equipment and high powered transmitting equipment. Work includes audio engineering and projects. Good working conditions with many benefits. Applicant must pass engineering test. Possible advancement to assistant to chief engineer. Box C-294, BROADCASTING.


Wanted announcer/chief engineer combination. Harpoon, KY. Call 606-387-2272.

Phone for transmitter shift at 5kw AM and 59 kw FM stereo. Must have car. Experience not necessary. Contact Jim Davis, Radio & Television, Stuttgart, West Virginia. Phone 304-292-4888.

Immediate opening—experienced chief engineer AM-FM station operation. Permanently positioned with established station. Maintenance, installation responsibilities. No announcers' or production duties. KDAY Radio Station WJBC, Bloomington, Ill.

Engineer—1st phone, transmitter shift, no announcements. Position is to start immediately. Contact Chief Engineer, WAPI, 606-255-9300, Lexington, Ky.

Chief engineer—Must be capable of assum- ing full responsibility for station. National coverage for AM-FM. Some announcing but emphasis on technical engineering. Box 204, Radio, Tabor City, North Carolina.

Engineer for ¼ -months summer relief, must have first class license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 833-9405.

News

News reporter wanted to join staff of mid- west daily newspaper and television operation. Prefer midwest applicants, small market news directors looking for a move up and into television. Operations a medium market daily newspaper and television station. Working environment will be provided in advanced newspaper and television reporting. Send resume, tape or VTR/akine. Box C-179, BROADCASTING.

Audio publication needs medical editor: Scholarly newcomer to turn medical journal copy into lively broadcast copy for a national audience. Good salary and fringe benefits. Applicants with experience. Box C-280, BROADCASTING.

Somewhere there is an announcer who yearns to be a new director. Good working conditions and terrific fringe benefits. KMGO, Marshall, Missouri.

Action oriented news department looking for hard hitting digger: We're strong on actuality and aggressive news. News station in market. Heart of Wisconsin chain. WISM, Box 2058, Madison, Wisconsin.

News director . . . not just a newsman who goes through the motions and does the job. We emphasize local news and need some one who eats, sleeps and think news—and has a decisive, confident, knowledgeable newsmen. He will be a one man news operation. He will air news—surgical, betting—the kind of fellow who knows everybody in town and who knows how to handle public affairs. Short air shift. Middle road music format. Strong news station. Send complete details with air check and salary requirements to Box C-159, BROADCASTING.


Program director, deep south station, who has ideas and experiences in top forty format. You must have complete understanding of operations of equipment and have ability to cut commercial spots and develop good prize contest ideas. Annual salary in top four figures to start, with merit raises at regular intervals. Give complete details of experience and outline of ideas you have developed. Box C-235, BROADCASTING.

Program director, sales promotion girl. Major market. East coast. Excellent living. Pretty girl. Contact Box C-189, BROADCASTING.

Radio farm director for midwest university station. Masters degree preferred—college degree required. Land grant university. Top salary and other benefits. Send resume. Box C-284, BROADCASTING.

Afternoon drive personality needed by quality market station in eastern 700,000 market. Requires format. Must have first class license. Show me how you make promotion and music oriented. Top 40 experience a plus. Age no factor. Must be articulate—have good judgment. We want a "good sense of humor." Interesting, concise talk—not drivel. Preparation is a must. Five figures to start. Must have personal money with. Exceptional potential for market size. Position open daily. Please send picture and tape to: Box C-270, BROADCASTING.
Production—Programming, Others.

continued

Trafficgirl, Metropolitan Washington, D. C. station, ready living. Send resume, picture and references. Box C-252, BROADCASTING.

Expanding Broadcast area at institution of high school. Offers graduate assistance openings available for next school year. Rigorous program in production, writing for FM broadcast and TV laboratories. Capable and skilled production assistant can receive remitted tuition and $1,200 per year while studying for masters degree. Box C-220, BROADCASTING.

Very stable Texas major needs top copy chief with production ability. $100.00 week up to start. Box C-226, BROADCASTING.

Unusual career opportunity for program director with proven tract record. A leading major market station needs a man to take charge of its full program operation. If you are currently either the number one or number two program man at a major market station, and have demonstrated your ability to successfully program either a modern popular music or middle of the road station, you could take our man. Salary high and opportunity unlimited. Write Box C-229, BROADCASTING, giving your complete personal and personal data. If you will be in Chicago for the NAB Convention, call personal interview by calling 346-1974.

RADIO

Situations Wanted—Management

Manager, major market, smaller station—successful, heavily sales oriented. Will sell. Can finance station's construction with maturity, stability, if you are up to the task. Very stable Texas station. Among the top 10 in major market. Salary and opportunity unlimited. Write Box C-236, BROADCASTING. References.

BROADCASTING.

For Box General manager immediately available BROADCASTING. will sell. Successful, heavily sales oriented, will be able to manage and supervise all phases of operation. Will negotiate. By personal contact Box C-230, BROADCASTING.

Very stable Texas major needs top copy chief with production ability. $100.00 week up to start. Box C-226, BROADCASTING. Unusual career opportunity for program director with proven tract record. A leading major market station needs a man to take charge of its full program operation. If you are currently either the number one or number two program man at a major market station, and have demonstrated your ability to successfully program either a modern popular music or middle of the road station, you could take our man. Salary high and opportunity unlimited. Write Box C-229, BROADCASTING, giving your complete personal and personal data. If you will be in Chicago for the NAB Convention, call personal interview by calling 346-1974.

Radio—TV medium market sports director wants move up. Heavy on play-by-play. Box C-241, BROADCASTING.

Copywriter, also experienced in women's programs, interviewing, production, selling, wants position with future. Reply: Box C-239, BROADCASTING.

Sportscaster—Salesman—Newman, minor market baseball. Reply only Box C-297, BROADCASTING.

Agency writer with 3rd class and talent credits. Five figures untie bag of ideas. Hire Tom Meet. Area 319-360-6891.

TELEVISION

Help Wanted—Sales

Group TV station, major northeastern market seeks young aggressive salesman tops in present position but has no place to grow. Excellent opportunity. Complete details first letter, Box C-159, BROADCASTING.

Local television salesman for major south central market. Responsible and capable, full income opportunity in new and established situations. Knowledgeable guidance and fair contract assignments promised. Want resume and references. Present salary and future. Write Box C-324, BROADCASTING.

Technical

Immediate requirement for experienced chief engineer. Northeastern network has graduate position in small market TV station. Good salary, many benefits. Box A-319, BROADCASTING.

Experienced television technician for large northeast metropolitan market station. Excellent salary. Box B-99, BROADCASTING.

Three ambitious technicians, first class li- cense, car and one year experience on radio, TV operation, state required salary, experience and military status in resume. Box B-318, BROADCASTING.

Production—Programming, Others

Baseball announcer. Live or tape. Triple A experience. Excellent audition and references. Box C-53, BROADCASTING.

Separate FM programming? Creative program format technician experienced in all FM operations in major metro markets will produce customized schedule for your audi- ence. Box C-193, BROADCASTING.

Producer-director. 7 years experience—all phases production. Box C-219, BROADCASTING.

Sportscaster-director, over 15 years experience. Top references. Play-by-play all sports. One of five in country, presently employed. Desires sports-minded station that can afford the best. Available immediately. Box C-230, BROADCASTING.

Opportunity to create and program good music ideas. 1st phone. Box C-531, BROADCASTING.

Copywriter, also experienced in women's programs, interviewing, production, selling, wants position with future. Reply: Box C-239, BROADCASTING.

Radio-TV medium market sports director wants move up. Heavy on play-by-play. Box C-241, BROADCASTING.

Originator , 14 years programming, sales, management, first letter, Box C-229, BROADCASTING.

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Production—Programming, Others

Baseball announcer. Live or tape. Triple A experience. Excellent audition and references. Box C-53, BROADCASTING.
TELEVISION—Help Wanted

Technical—(Cont'd)

Transmitter engineer needed by new VHF TV station in Roswell, New Mexico. Contact Buck Evans, or Gene Rader, 586-622-2120.

Chief engineer Caribbean area: Qualified as chief, age no barrier, bachelor or associate degree, knowledge of children; modest Spanish language competency helpful but not required. $10,000 salary. Screening for client; contact me NAB Convention or mail resume Richard F. Dobey, 1735 De Sais St. NW, Washington, D. C.

News

Good newsman by top southeastern VHF. Send resume and video tape to Box C-296, BROADCASTING.

Production—Programming, Others

Scenario needed. Position opens April 7 in nation's third market. Must be proficient in rendering, shop drawings. Demanding schedule of live production and syndicated taping. Color required talented party to fill position. Salary open. Send resume to Box B-90, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Turbide St., Laredo, Texas 78040.

We need a 1200 foot tower capable of holding a twelve bay antenna. Also, a GE zigzag or RCA, GE antenna channel 8 antenna. Send prices and availability. Box C-279, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electronics, 460 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete complete and 4' with plate 300 each. 1550 mc $125.00 complete. Tuned to 950 mc $175.00 complete, S. W. Electric Co., Phone 212-774-3521. 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery as is. Presently tuned to Channel 26. 26 weeks delivery if tuned to your channel and remodeled. Box M-90, BROADCASTING.

Write, Cali or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corpora-

tion, Box 8723, Sacramento, California, 95822, 916-421-8070.

SKW Standard Electronic FM used 35, 50. Also matching stereo generator. WKLS, Atlanta.

Buy with confidence from the complete source of used equipment. Broadcast Equipment and Supply Co., Box 314, Bristol, Tenn.

Gates deluxe remote control, excellent condition. $300. WFAK, Farrell, Pa.

Two used two hundred fifty thousand watt AM Doherty type medium frequency transmitters. Can be seen in operation in Mexico. P. A. could be combined for 500,000 watts. Available for quick delivery. Box C-189, BROADCASTING.

Schaefer model 1200 automation, complete with seven Ampex machines and remote control. Box C-226, BROADCASTING.
FOR SALE—Equipment continued

General Radio 516-C RF bridge. Good condition. Book and accessories. $150.00 FOB, Box C-256, BROADCASTING.

Approximately 40 video distribution amplifiers, RCA TA-1A and 3B. Mostly 6 outputs. All in excellent condition. $22.00 each. Box C-256, BROADCASTING.

Latest models Gates FM exciter and stereo graphic echo system. RCA exciter available weekly, 2000 hours service. Gentry, DEEJAYS!

Books.

KUMU Closing second studio. RCA Atlanta, prepared. First phone license available. $4,000 and working; first check for $5.00. Second studio, $1148. Topical Comedy Lines! Topical Comedy Lines! Free catalog. Orben 148-5251.

New license. Out-going orders-$12.00 each, or separately. Spare parts, stepper, racks, fixtures RCA Atlanta, guide and service. Available April 28. Open 24 hours.

F.C.C. First phone—plus $250 theory and practical application. Application guaranteed; Orland Technical College, 523 N. Magnolia, 415, Orlando, Florida.

F.C.C. First phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service, Floria Institute of Electronics, 3101 Main St., Walton, W. Va.

New England's only 10 week. First Phone course. Classes offered every week. If you can commit to Boston, no need to quit your job and relocate. Classes limited to 20 students. Starting dates: May 9th. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment including finished tape, comedy lines, gag lines, escape lines. IRC 3340, W. Carson St., N.W., Washington, D. C.

“DEEJAY MANUAL”—A collection of DJ comedy lines, bits, breaks, adlib, thoughts, ideas. $5.00. Write for “Broadcast Comedy” Out-Catalog Show-Biz Comedy Service. 7735 E. 28th St. Brooklyn, N. Y. 11208.

DEEJAYS! 4,000 classified gag-lines, $4.00! Copy dialogue, free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Deejeys! Tired of “Puns,” “Daydreams,” vintage 1939 material? Format Comedy, available weekly. $10.00. Send for free sample! Box C-240, BROADCASTING.

INSTRUCTIONS


Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC Phone Class license. 14 East Jackson St., Chicago 4, Illinois.

Learn radio on the only school-operated station in the nation—KZIA-FM—and use the nation's finest practice studios. Highly qualified professionals teachers train you in announcing, production, programming, news, sports, TV, console operation and much more. Elkins Institute, 2003 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of over 60 years of laboratory and Theory Classes in preparation for the First Class license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.


America’s finest. 1st in announcing since 1924. National Academy of Broadcasting, 814 St. NW, Washington 1, D. C.

“It’s RRI and Here’s Why!” First phone license in (5) weeks—and we guarantee it. Tuition only $100. Test July 4th—July 10th. Classes begin every 5 weeks in beautiful Sarasota, Florida. Call or write Radio Engineering Institute, 1338 Main St., Sarasota, Florida.

Announcing, programing, first phone, all phases of broadcasting intensive practical training. Methods and results proved. First class license, Allied Technical School, 207 Madison, Memphis. Tennessee.

RADIO—Help Wanted

ATTENTION MEDIUM MARKET RADIO TALENT

We’re BROADCASTING for radio geniuses who are now in the Nation’s medium markets. Five years ago, we placed a similar ad on this page and selected two outstanding broadcasters who have since grown and prospered with one of the most respected facilities in America. We are now expanding and need:

* A qualified newsman with a distinctive and mature voice.
* An outstanding air personality with a magnetic, mature, modern approach.
* A production man/old pro of modern radio production techniques who can double as a top D.J. during vacation periods.

In addition, the men we seek must have:

* A family responsibility.
* The desire to work hard for a five figure salary in the Nation’s second highest paying market.
* The ability to take and execute instructions.

Are you ready to join America’s pioneer radio group and meet the challenges we offer? If so, send TAPES, PICTURE AND RESUME TO: STATION OPERATIONS MANAGER

KX-OK RADIO PARK
ST. LOUIS 13, MISSOURI

(NOTE: Tapes and materials will not be returned)

Help Wanted Management

SALES ENGINEERS

Openings for two highly qualified men to handle antenna sales contacts with consultants, broadcasters and the military. Must have at least 4 years of broadcast station equipment experience in sales or engineering. Chief new business supervisors with FM and TV antenna experience preferred. Very little travel. Lots of fringe benefits.

Write giving full background or drop into NAB Booth 305, Chicago, March 27-30th.

JAMPRO ANTENNA COMPANY

1939 Power Inn Road
Sacramento, California
Collins Radio Company has immediate need for Broadcast Sales Engineers.

An excellent career opportunity awaits men with broadcast sales experience selling equipment to AM, FM and TV stations. All inquiries will be treated confidentially.

If attending the NAB Convention, contact T. W. Sharpe at Collins' Hospitality Suite in the Conrad Hilton Hotel, or send resume of experience and education to H. C. O'Reilly, Collins Radio Company, Dallas, Texas.
BROADCAST FIELD ENGINEERS
RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest. RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, 4031 W. 115th St., Chicago, Ill. 60628. An Equal Opportunity Employer M/F
RADIO CORPORATION OF AMERICA

TELEVISION TECHNICIAN
Career opportunity with University of California, Berkeley, in expanding educational television program. Will install, operate and maintain closed circuit television equipment and assist in production work. Must have experience in television electronics including camera operation. $6432 to start, with liberal benefits and advancement potential. Position open immediately. Personal interview required prior to employment. First mail resume to: UNIVERSITY OF CALIFORNIA Personnel Office, 102 Sproul Hall BERKELEY, CALIFORNIA

EQUIPMENT DESIGN ENGINEER
Senior Project Engineer with experience in Solid-State Video Switching and Special Effects. Rapidly growing television equipment manufacturer. Submit resume in complete confidence to George Bates, Vice President—Engineering.

DYNAIR ELECTRONICS, INC.
6360 Federal Blvd.
San Diego, Calif. 92114

AERO-SPACE CONTRACTOR
Needs Technicians with VTR, studio and maintenance experience. These are top quality jobs located in Gulf Coast Area. Contact W. T. Davis at Ascot House during convention for interview or mail resume to 4800 San Felipe Road, Houston, Texas 77057.

HAVE YOU FOUND WHAT YOU'RE LOOKING FOR? NO!
THEN PLACE A CLASSIFIED AD OF YOUR OWN AND LET IT FIND YOU.

Production—Programming, Others

UNUSUAL OPPORTUNITY FOR UNUSUAL PROMOTION MAN

Our company supplies stations with free-film programs of varying lengths on general interest and public-service subjects. We need a creative idea man with self-starting and follow-thru talents to maintain effective dialogue with stations on how and why our materials can aid their programming. Copy, layout skills important, but not essential. Write describing in letter form why you believe you can help us Attach resume.

Box C-228, Broadcasting.

FILM EDITORS

Major Television Network

Applicants must have practical experience in all phases of editing & cutting 16mm and 35mm motion picture film.

Good Starting Salary and Excellent Growth Potential.

Please submit detailed resume to:

Box B 499, 125 W. 41st St., NYC 36

MICROSCOPE

BRAIN FOR SALE
Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

BROADCASTER'S EXCHANGE
1015 Hartford Bldg. Dallas, Texas

TOP “40” JOCKS NEEDED NOW
ALL MAJOR MARKET OPENINGS CALL: AC 312/337-7075 Right Now!
MANAGEMENT PLACEMENT SPECIALISTS at
NAB Personnel Headquarters Suite 600
645 North Michigan Ave., Chicago, Ill.

RADIO-TV EMPLOYMENT AGENCY

INSTRUCTIONS

STATION MANAGERS, ANNOUNCERS, ACCOUNT EXECUTIVES
ADD $7000 TO $12,000 MORE TO YOUR PRESENT INCOME

Tomorrow's announcers are in your audience today! They need training by network caliber instructors. You may qualify to enroll these students in your off hours, in Columbia School of Broadcasting's audio-visual home study program. "The kind of training you wish you'd had." Recorded with taped critiques, 6-18 months. Psycholical evaluations. Utilized by U. S. Government announcer training programs. Department of Education approval. Placement assistance.

AIR MAIL:
Mr. Wm. A. Zorich, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco, California 94118
(Not affiliated with CBS, Inc.)

PUBLIC SERVICE
HIGHLY COMMERCIAL-PUBLIC SERVICE TYPE PROGRAM-PROVEN SALEABILITY-TIMELY-HUMAN INTEREST-ADAPTABLE TO ANY MAJOR METROPOLITAN MARKET
212-478-1177 Box C-176, Broadcasting.
FOR SALE—Broadcasting School

BROADCAST SCHOOL FOR SALE

Grossing $80,000 yearly.
Cash flow $33,000 yearly.
Priced at $75,000 CASH.
Major market.
Box C-217, Broadcasting

FOR SALE—Stations

FOR SALE—Midwest Major Market
5,000 WATT FULLTIME PLUS FM $1,000,000 category
Sincere principals only
Box C-297, Broadcasting.

RCA COLOR VTR TRUCK

Finest color VTR unit in the country. Two colorized TR22 Videotape recorders, complete with supporting equipment built by RCA. Low hours on VTR’s and truck.

Call Don Collins
Chief Engineer
Video Tape Productions, Inc.
New York 212-TR-3-5800.

ATTENTION NEW UHF STATION OWNERS

Equipment for sale:
1 TK 26 color film camera (modified to C version)
1 TK 30 complete studio camera chain
1 TK 11 complete studio camera chain
1 VR 1000 B Ampex tape machine, includes AMFEC 05 interconnect and elect. editor
1 V2 1 Video switcher system
1 TC 4 switcher system
1 Grey opaque projector (Teleopt)
KCRA TV, Channel 3
Sacramento California, 310 10th Street. During NAB Convention contact Wm. J. Karpel, Chief Engineer, at Sherman House.

INSTRUCTIONS

LEARN MORE EARN MORE
F.C.C. 1st Radio Telephone License Preparation
DON MARTIN SCHOOL OF RADIO & TV
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Hollywood, Calif. 90028

FOR SALE Equipment

ATTENTION NEW UHF STATION OWNERS

Equipment for sale, in excellent condition:
1 TK 26 color film camera (modified to C version)
1 TK 30 complete studio camera chain
1 TK 11 complete studio camera chain
1 VR 1000 B Ampex tape machine, includes AMFEC 05 interconnect and elect. editor
1 V2 1 Video switcher system
1 TC 4 switcher system
1 Grey opaque projector (Teleopt)
KCRA TV, Channel 3
Sacramento California, 310 10th Street. During NAB Convention contact Wm. J. Karpel, Chief Engineer, at Sherman House.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) ____________________________ TF (until forbid) __________________

RATES

Situations Wanted—25¢ per word—$2.00 minimum (PAYMENTS IN ADVANCE)
Help Wanted—30¢ per word—$2.00 minimum
Display ads—$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOY-
MENT SERVICE & BROKERS advertising require display space.
All other classifications 35¢ per word—$4.00 minimum

Attach ad copy to classified form
(No charge for blind box number)

Indicate whether Radio or TV

Radio

TV

HELP WANTED

□ management
□ sales
□ announcers
□ technical
□ production-programming

SITUATIONS WANTED

□ management
□ sales
□ announcers
□ technical
□ production-programming

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington, D. C. 20036

NAME

COMPANY

ADDRESS

WE HAVE ALREADY SOLD

YOUR AD IN THE PAST

BROADCASTING, March 28, 1966

175
Corp., Marlboro, that state, has applied for a franchise. Errol Cook, president, has proposed a 12-channel system, which will include one community station and several out-of-state channels.

Heiyouke, Mass.—Pioneer Valley Cablevision Corp. (William Dwight Jr.) and Video Enterprises Inc. (Judge George Beareagard) have applied for franchises. Pioneer Valley proposed a 12-channel system which would include a 24-hour weather-news service as well as several educational channels.

Menominee, Mich.—An application submitted by Universal Cablevision Inc. has been rejected.

Bellmar, Mo.—The Lakeland Telephone Co.'s franchise application has been approved. Robert McClelland, company manager, has stated that the engineering work is already underway. KHNL Bellmar also had been an applicant.

Millsboro, N.J.—Jeffco Cablevision Inc. has been granted a franchise.

Manchester, N.H.—United Cable Co. (Joseph A. Millimet, counsel) has applied for a franchise.

Chadburn, N.C.—Carolina Communications Inc., a subsidiary of Carolina Telephone and Telegraph Co., Tarboro, that state, has applied for a franchise. The town of Chadburn will receive 5% of the corporation's gross income. The proposed 12-channel system will be made available at $4.95 per month with a maximum $15 installation fee.

Lumberton, N.C.—Lumberton Cablevision Co. has been granted a franchise. Cablevision of Lumberton Inc. also has a franchise to operate a system.

Hyde Park, Pa.—General Telephone and Electronics Communications Inc. (a group known as CATV) has been granted a franchise. Installation fee will be $10 per month with a $4.50 deposit. The borough will receive 2% of the gross receipts. Construction must begin within six months. The company presently holds franchises in Leechburg, Vandergrift, East Vandergrift, and Ontario Valley.

Murray, Utah—A nonexclusive franchise has been granted to Community Television of Utah Inc. The company will pay 2% of its annual gross revenues to the city.

North Ogden, Utah—Community TV, represented by Attorney Daniel A. Aspin, has applied for a franchise. The proposed 16-channel system would cost $148.50 for installation and $3.95 per month for service.

Marmet, W. Va.—& C Cable TV Inc., Charleston, W. Va., has been granted a 15-year exclusive franchise. Under the agreement the firm will pay 4% of the annual gross revenue. The firm will charge a $4.85 monthly service charge.

Moundsville, W. Va.—A new franchise has been awarded to CTV-Neptune Cablevision Inc. A guaranteed offer of $15,000 for a franchise was rejected by the city council.

Fennimore, Wis.—Raymond Peterson applied for a conditional franchise in Fennimore. He was granted the one-year option to determine if CATV is economically feasible in the community.

Fort Atkinson, Wis.—Universal Cablevision Inc., Milwaukee, Television Wisconsin Inc., Madison, that state, has applied for a franchise. Fort Atkinson theater operator, has applied for a franchise.

Menominee, Wis.—Universal Cablevision Inc., Milwaukee, has applied for a franchise. If approved the 12-channel system will be provided at a monthly rate of $1.45 per month, $1.90 for installation.

Middleton, Wis.—A company represented by Robert Jaskeli, partnership formed by John Silberzahn and Leo Howard, and Complete Channel TV have applied for franchises.

Monona, Wis.—Complete Channel TV Inc. and Westminster franchise (see Middleton, Wis.) have applied for franchises.

Oak Creek, Wis.—Universal Telephone Inc. has applied for a franchise.

Oconomowoc, Wis.—Universal Cablevision Inc., Milwaukee (Ray Dittmore, president) has applied for a franchise. The company proposes a 12-channel system at a monthly fee of $5.

Palos Verdes, Calif., Walter Schlaugart, Elmer Quaram, and Charles Specht have applied for a franchise. The group proposes a 12-channel system with 2% of its gross revenues to the city. The fee would be $5 per month, and $10 for installation.

Sheboygan Falls, Wis.—Universal Cablevision Inc., Milwaukee, has applied for a franchise. A previous request had been made by Midwest CATV Inc. of Carney, Mich.

Shorewood Hills, Wis.—Complete Channel TV Inc. and Westminster partnership have applied for franchises.

South Milwaukee, Wis.—Universal Cablevision, an affiliate of Universal Telephone Inc., has applied for a franchise. According to Ray Dittmore, president, the company will add 12 stations to local viewing. The fee amounts to $2 per month with an installation charge of $50. Universal Cablevision is already operating systems in Sparta and Spooner, both Wisconsin.

Stoughton, Wis.—Universal Cablevision Inc. (Ray Dittmore, president) has been applied for by Television Wisconsin Inc., represented by Ken Henrich and Bundley of Madison, that state, Universal Cablevision Inc. (Ray Dittmore, Milwaukee), and a local investor. The state.

Superior, Wis.—Universal Cablevision Inc. (Universelle Telephone Inc., Milwaukee) has applied for a franchise. Ray H. Dittmore, president, revealed that the company would be able to provide a quality signal. The company presently has systems already operating in Sponer and Spooner, both Wisconsin.

Whitewater, Wis.—Universal Telephone Co., Milwaukee, has applied for a franchise.

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ADDENDA TO 1966 BROADCASTING YEARBOOK

Corrections to the 1966 Broadcasting Yearbook. For the reader’s convenience, the information is arranged in order of Yearbook section and page number.

Section A—Facilities of Television


A-46 KCEN-TV Waco-Temple, Tex.—Change personnel listing for Burton Bishop to national sales and firm buyer.

Section B—Facilities of Radio

B-3 KYVR AM Austin, Tex.—Delete listing for station.

B-10 KKBK Brinckley, Ark.—Change frequency to 1954.

B-22 KSPF Santa Paula, Calif.—Change acquisition date to 11-60. Delete rest of listing and substitute: Rep: Bernard Howard.

B-40 KDIO Boise, Idaho—Delete Del Rey as sales representative.

B-69 WFMF Frederic, Md.—Change call letters to WFMZ.

B-166 WERF Warren, Va.—Change telephone number to 347-1526.

Section D—NAB Codes and Program Sources

D-10 Radio-TV news—Change listing for United Press International to include Frank Trimene as vice president and general manager.

D-36 Country—Western stations. Add KJBC Midland, Tex., 95%. 

Section E—Miscellaneous

E-15 NBC-TV stations by time zones—WILL-TV Bangor, Me., $975. Delete OAI (station now has own network affiliations). Add additional executive staff personnel—Change telephone area code number of headquarters: E-25 FCC executives & staff personnel—Change telephone area code number of headquarters.


Law firms. Change spelling of Fly, Schuebruck, Blume & Gagin to Fly, Schuebruck, Blume & Gagin.
A friend says Doug Anello has to be the “greatest sucker for golf sets” who ever swung a club... “He argues with caddies, plays a horrible game and changes his clubs every six months because it’s always the clubs that are at fault.”

Another colleague has referred to the general counsel of the National Association of Broadcasters as a “brilliant lawyer with a mercurial Latin temperament.”

One associate recalls the day Mr. Anello got mad at a caddy on the seventh tee, packed up his clubs, went back to the clubhouse and waited there until the other members of the foursome finished the 18 holes. But, says one broadcast executive, “he always comes back for more.”

This ability to bounce back, to fight hard for what he believes in and to command professional respect from attorneys and broadcasters is what keeps this Connecticut native on the winning side of many industry battles.

Original Aim - Mr. Anello went to law school because he thought a law background would be helpful in the business career he hoped to carve out. But, when he got out of school, he joined a New London, Conn., law firm to become the only Italian lawyer in town. From there he went into the Coast Guard.

After his discharge in 1946, Mr. Anello joined the FCC “by pure accident.” While visiting in Washington he ran into a friend who mentioned the FCC was looking for lawyers. Mr. Anello was interviewed and was among the first lawyers to be hired by Benedict Cottone, who had just been named general counsel.

That was 20 years ago.

In 1957 the NAB asked him to become its chief attorney, a post he held until 1961 when he became general counsel.

Mr. Anello admits he knew little about broadcasting before joining the NAB since his FCC experience was virtually limited to the Safety and Special Services Bureau. But “nine years in this business is a lifetime,” he says.

Today at 52, Mr. Anello is described by one of his co-workers as “fierce, tempestuous, and a brilliant lawyer.”

He is a zealous golfer; a card player who is better at poker than gin rummy, and a cook, who according to one lawyer “makes wonderful spaghetti, although his pride in his spaghetti sauce borders on conceit.”

Doug Anello is a fighter. His reputation at NAB, at the FCC, and among broadcasters and lawyers bears this out. One lawyer says Mr. Anello has “done a hell of a good job for NAB because he’ll fight tooth and nail.”

He is held in high regard by most broadcasters. One former member of the NAB board, who admits to having lost more battles than he’s won with the counsel, says “he’s impatient, loathes and resents ignorance. He doesn’t take ‘no’ for an answer easily. But he’s one of the most valuable men we’ve ever had on the NAB staff.”

The CATV problem. Mr. Anello says, has been the “roughest problem” he’s faced at NAB and the problem is far from ended. Part of the trouble is the basic question of a wired vs. a wireless system of broadcasting with some pressure in this area coming from those who claim that more frequencies should go to mobile communications.

Radio-TV has its own fighting ‘D.A.’

This is a subject in which Mr. Anello is particularly well versed. He was the commission’s counsel when the mobile radio services were established in 1948.

Section 315, the equal-time-to-candidates provision of the Communications Act, has long been burdensome to many broadcasters. Congressional and industry leaders have often expressed hope of getting it repealed, but Mr. Anello feels there’s no “reasonable chance” for repeal in the near or intermediate future. Section 315 provided the NAB executive with the grounds for his first argument before the U. S. Supreme Court in 1958. At that time he argued successfully that stations giving time in accordance with 315 were not liable for comments made by the candidates.

Canon 35 Setbacks - But with victories there are also setbacks. Mr. Anello is particularly angry about the American Bar Association’s failure to repeal Canon 35, which bars radio and television from courtrooms.

The industry has “gone backwards” in the courtroom access fight, Mr. Anello feels. “We’ve lost almost every fight we’ve started in this area and the picture today is gloomier than ever.”

He asks how the industry can ever overcome the rule when, in spite of repeated demonstrations of unobtrusive coverage, it fills courtrooms with microphones, bright lights and cameras.

“Our only hope,” he says, “is a process of educating the kids now in law schools—a whole new generation. Maybe by the use of closed-circuit TV we can show them how coverage can be unobtrusive and helpful and teach them not to be afraid of the TV camera.”

Another major problem broadcasters face is the “lifted eyebrows at the FCC” on program practices. The government is in everyone’s business to some degree, he notes. We can’t stop the process. “The big problem is to slow it down.”

The blame for FCC inquiries into programing, he maintains, should be put on the “first guy who voluntarily categorized the programs he carried.”

Having taken part in industry battles on music-licensing rights, he feels that government intervention in the area may increase. “I wouldn’t be surprised to see government directly involved in music licensing in our lifetime,” he says.

Often described as “impatient,” Mr. Anello has found that, when dealing with the government, patience is more often mandatory than voluntary. In this regard he looks to the broadcasters’ hope for a longer license period as something that can be attained. Within five years, he believes, “there is a chance of getting a five-year license. But the real danger is a license renewal on a sliding scale based on someone’s idea of predetermined behavior.”

WEEK’S PROFILE


BROADCASTING, March 26, 1966
Right man, right time

One of the many important meetings to be held this week during the annual convention of the National Association of Broadcasters will be that of the selection committee that will recommend candidates for the joint chairmanship of the NAB boards. At least one broadcaster of rising prominence has made himself available for the committee's consideration. He is a good man.

But one who so far has not let his name be put in the running is the one who is best suited to the job. He is John F. Dille Jr., the incumbent chairman.

In the nine months that he has been in office Mr. Dille has demonstrated an even temper, good judgment, an ability to harmonize disparate interests and a keen awareness of the intricate relationships between government and business. We do not presume to know whether he could be persuaded to take another term beginning next June. An attempt to persuade him ought to be made. If it succeeds, the association will be guaranteed a continuity of eminently sensible leadership under Mr. Dille as chairman and Vince Wasilewski as president.

Just a minute

The convention in Chicago this week is not apt to produce an issue of more immediate or long-range importance to the commercial form of television than the question of a fourth minute of advertising in certain night-time network periods.

It is not simply a question of another 60 seconds of advertising here and there, or of accommodating them. The question is not minutes, but dollars—millions of dollars. It is not accommodation of time, but distribution of money—how those millions are likely to be divided, in the future, between network and spot.

It started, of course, when ABC-TV introduced a fourth commercial minute in each of the two weekly episodes of Batman, back in January. There were protests then; they have grown into a clamor since ABC said it was thinking of extending the plan to all other 7:30-8 p.m. periods.

ABC says it needs the money to pay increased program costs, and that it has made room for the extra commercial by trimming "clutter," so that the program itself is not significantly shortened. Opponents, meaning affiliates and their sales representatives, contend it's bad for viewers. Weakens commercial effectiveness and is sure to expand to other periods and other networks and, in the end, siphon to the networks millions of dollars that would otherwise go into spot. Although CBS and NBC deny interest in adding a fourth minute, the fear of escalation is so widespread that their affiliates are also working to block it.

We think it inevitable that the concept, if expanded now, sooner or later would spread further. By merely considering expansion to other 7:30-8 p.m. periods, ABC itself has lent validity to the escalation argument. And the whole history of commercial innovation suggests that fears of imitation by other networks are not unreasonable. Since the same dollars cannot be spent in two places at the same time, money that might be put into extra network minutes would have to come from somewhere, or at least could not go elsewhere, and spot TV is a logical candidate to suffer in either case.

There is also a question as to whether the networks would not better serve themselves—and their affiliates—by raising rates instead of selling another series of minutes.

Spot television, as we reported a week ago, is moving into 1966 with less bounce than usual. If there is any benefit to be gained from this softness, it is that it practically guarantees that stations will take—and insist that their networks take—a hard second look at this new concept. ABC and its affiliates were scheduled to discuss it over the past weekend, and the subject seemed likely to come up in a CBS-TV affiliates meeting as well.

Discussion is good, but this issue needs more than talk. It needs a careful investigation of what the probable economic consequences would be.

The relationship between networks and affiliates is at once competitive and mutually dependent. Those elements must be kept in balance or both will suffer in the end.

Newspaper necrology

There are many reasons for the demise of metropolitan newspapers, including the competition of more modern mass media, but they all add up to economic survival of the fittest. Newspaper competition has shrunk to the point where there are only three great cities—New York, Boston and Washington—in which there is competition among more than two newspaper owners.

And in our greatest city—New York—which had 16 English language newspapers in 1900, there will be only five after the merger of the Herald Tribune, Journal-American and World-Telegram.

Each of the merging entities, paradoxically, is in broadcast station ownership—but not in New York City. Whitney owns Corinthian Broadcasting Corp., with five major-market television stations, plus the Herald-Tribune group of radio stations in New York state; Scripps, through Scripps-Howard Broadcasting Co., controls radio and television stations in five major markets, and Hearst, through subsidiary and affiliated companies, controls three major-market TV stations and seven radio (AM and FM) stations.

To whatever degree radio and television might have accelerated major newspaper attrition, it is clear that reductions in newspaper circulation and readership place upon the broadcast media an even greater responsibility to keep their publics informed.

"There's an ugly rumor going around, Claypool, that your new car has a cartridge-tape player instead of a radio."
Curiosity—Texas style

Bobbie Wygant's first word is a question — and she asks them all the way from Texas to Wyoming, from Hollywood to Rome. And gets answers from Bob Hope, Carol Burnett, John Wayne, Bette Davis, Jerry Lewis, James Stewart, Olivia de Havilland, Perry Como, Richard Chamberlain, The Beatles, Gary Player, Red Grange, diplomats, authors, elephants and ironing board covers . . . all with equal enthusiasm and a sense of humor.
FORGET the tubes. There are only five anyway. (The rest is solid state.) For exceptionally long life, these tubes are conservatively rated and filament voltage is carefully controlled by an exclusive electronic regulator.

FORGET the tuning. An automatic circuit keeps this transmitter in tune, even while you are making adjustments.

FORGET frequency stability. No temperature control is required for maintenance of frequency stability. This transmitter's solid state exciter has ovenless crystals. Frequency is generated at two or four times carrier frequency to capitalize on the range in which quartz crystals are most stable.

FORGET decentralized control problems. The 820E/F is suitable for installation at an unattended site, and may be remotely controlled from a distant studio location. As a convenience for attended operation and maintenance, all meters, operating controls, and status indications are grouped on a separate unit designated the extended control panel. This 12 3/4” x 19” panel is normally supplied with 50 feet of multiconductor shielded cable and is intended for installation at the console or equipment rack.

FORGET maintenance costs. Enjoy the protection of a 2-year warranty. The only 2-year warranty offered with a transmitter of this kind.

DON'T FORGET to call your Collins representative for details on this extraordinary new transmitter. (Collins Model 820E/F-1) Or write to Broadcast Communication Division, Collins Radio Company, Dallas, Texas 75207 for prompt response.

Visit Collins' Exhibit at the NAB Convention, Booth 209, to see the finest in Speech Consoles, AM and FM Transmitters.