What's ahead in next TV season. p27
Battlelines form on fair-trial issue. p60
Hill hearing on ABC-ITT seems certain. p44
FCC won't make major changes in CATV rules. p50

COMPLETE INDEX PAGE 7

14,362,407,000
TV IMPRESSIONS

That's the impact Petry represented TV stations registered for this Advertising Council campaign. They believe in serving as well as selling.

THE ORIGINAL STATION REPRESENTATIVE
EDWARD PETRY & CO., INC.
THE PETRY REPRESENTED TELEVISION STATIONS—RESPONSIBLE AND RESPONSIVE
NEW YORK • CHICAGO • ATLANTA • BOSTON
DALLAS • DETROIT • LOS ANGELES
PHILADELPHIA • SAN FRANCISCO • ST. LOUIS
We've Got
the Winner
Every Week

Whether it's the Big A, Hialeah, Saratoga, Gulfstream Park, Garden State or Tropical Park, SNI-TV cameras are on the winner from starting gate to finish line 50 Saturdays a year plus Holidays, 'live' on “The Race of the Week” from New York or “Feature Racing” from Florida and New Jersey.

We've had the winners in over 400 Stakes Races in 6 years, and in 1967 all in color, we'll have the winners in $3 million dollars worth of races including such classics as:

- The Florida Derby
- The Gulfstream Handicap
- The Suburban
- The Jersey Derby
- The Hopeful
- The Dwyer
- The Garden State Stakes
- The Jockey's Club Gold Cup
- The Man o' War
- The Coaching Club Oaks
- The Champagne Stakes
- The Mother Goose
- The Widener
- The Wood Memorial
- The Metropolitan
- The Travers
- The Brooklyn
- and many many more...

First in its time period in 7-channel New York Market Outdrawing NCAA Football, NFL Countdown and Golf (Nielsen Instant Audimeter—October 1966)

Now available in many new markets for 1967

For Information Call Today
SPORTS NETWORK INCORPORATED
530 Fifth Avenue, New York, N.Y. 10036 • 212/661-1000
When your business is food manufacturing.

WGAL-TV is an outstanding salesman for you

$1,064,807,000 food sales—With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 23% color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

*Based on Oct.-Nov. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.
Buy one, sell one

As sequel to its acquisition of ch. 13 KTRK-TV Houston for $21.3 million (Broadcasting, Dec. 12, 1966) Capital Cities Broadcasting is said to be in final drafting of contract to sell ch. 12 WPRO-AM/FM-TV Providence. R.I., to John B. Poole, Detroit attorney-broadcaster, for $16.5 million. Because it has its multiple ownership quota of five VHF's, Capital Cities must dispose of one of its TV entities to comply with current limitations. Both transactions will be subject to FCC approval.

Lost are found

Trouble with American Research Bureau's New York TV audience figures in recent weeks has been traced to faulty computer system tape. ARB is recalling weekly reports covering period of Nov. 20 to Dec. 31 and will reissue them within week or two. Company says problem has been corrected and Monday (Jan. 9) report covering last week will be out as usual. ARB's recent homes-using-television (HUT) levels for New York had trailed A. C. Nielsen's figures by as much as 18-20% (CLOSED CIRCUIT, Jan. 2).

Big-shot one-shots

Wolper Productions is feeling strong push from such advertisers as Chemstrand Co., Celanese Corp. of America and Electric Companies of America for entertainment specials. Most of talk is about $500,000-or-more-spending and declaring big stars never before seen in television productions. Wolper feels that such talents as Audrey Hepburn, Jack Lemmon, Shirley MacLain, Brigitte Bardot and Doris Day will play television specials within next couple of years.

Easing out

Word's circulating that John P. Blair, one of few "original" station representatives still active and also one of most successful of any era, plans to build home in Naples, Fla., giving rise to speculation he's getting ready to curtail his activities at John Blair & Co. It's considered unlikely, however, that he'll retire completely from firm he's built into one of biggest in its field and in which he is still largest single stockholder. Now 66, he told Blair stations over year ago, when firm went public, that he was planning "orderly transfer of management." At that time he turned over responsibilities as chief executive officer to President Frank Martin, but retained chairmanship of board and of executive committee.

Time and place

One to pace in your hat: When 47th annual convention of National Association of Broadcasters is held in Washington, March 23-26, 1969, it's odd's-on bet that occasion will mark dedication of association's new $2 million headquarters building. Final approval of site plans is expected at NAB's joint board meeting in Mexico City later this month, and expectation is that coincidence of convention and dedication should evolve.

Setting Maggie's stage

There's talk of making Senate Commerce Committee hearing room into showcase for TV coverage. Networking lighting experts have looked into possibility of installing permanent illumination that wouldn't bother senators or witnesses during hearings. Indications are that Commerce Committee aides would like to see some action soon—apparently in anticipation of what they think will be newsworthy hearings.

It's evident that Commerce Committee chairman, Senator Warren G. Magnuson (D-Wash.), plans to be active on consumer-legislation front this year. He's been drafting major statement on subject for delivery soon. He's relinquished chairmanship of Subcommittee on Merchant Marine and Fisheries-important to his coastal constituency—to head new Subcommittee on Consumer Affairs. Hearings on consumer protection promise to generate wider interest than anything in merchant marine or fisheries field.

Pro prices

Sponsors of Super Bowl radio coverage on CBS and NBC are being charged more by NBC Radio ($2,000 per minute) than by CBS Radio ($1,500). Opposite is true of TV networks, where per-minute price is higher on CBS-TV ($85,000) than NBC-TV ($65,000 to regular season AFL sponsors, $75,000 to others). Rationale is same in both cases: CBS expects to have bigger TV audience, NBC expects bigger radio audience. One contributing factor in radio: CBS has 33 daytime-only affiliates, number of which cannot carry complete game before sign-off time, while NBC Radio says all its affiliates are full-timers with no such problem.

Dramatic exit

Blow has been dealt spot radio by American Tobacco Co., in sudden cutback of schedules. Specific estimates on extent of cutback, ordered by Sullivan, Stauffer, Colwell & Bayles, New York, couldn't be determined though it's noted tobacco firm spent some $4.2 million in spot radio in first half of 1966 for all its cigarette brands. American has pulled out all of its current schedule for Pall Mall Filters (more than $1.3 million spent in spot radio in first six months) plus two other unidentified brands; trimmed "slightly" another schedule placed for all its cigarette brands but hasn't touched its third campaign, on behalf of smaller spot-radio spenders, Montclair and Carleton.

All spot radio for American is placed through SSC&B on behalf of all agencies handling individual brands. Agency and client have maintained silence as to reason for cutback, but there's talk that advertiser needed funds for other marketing purposes (couponing and sampling) with vague references to needs of "corporate acquisition." There's also speculation by some station representatives that budgets will be restored within weeks.

Bond booster

Massive promotion of U. S. savings bonds, to relieve inflationary pressures and help finance Vietnam war, is targeted to begin next April. Campaign is being designed by task force under direction of James S. Fish, vice president and director of corporate advertising of General Mills, Minneapolis, who's been spending average of three days a week in Washington since last October as special consultant to Secretary of Treasury. It's logical to assume radio and television will be drafted to carry heavy part of bond-selling load.
COMBO

Effective immediately, WKOW-LAND... the inter-connected ABC combo (WKOW-TV/WAOW-TV), blanketing Mid-Wisconsin, is being sold nationally by H-R Television.

Combo is a word we've been fostering and selling for years. Man-made markets... bringing two or more stations together to cover contiguous areas as a single entity... offer the advertiser the opportunity to efficiently buy one big important area market on a single order, one-bill basis.

...No other representative has had more experience in selling this concept.

...For the past ten years, H-R has sold the great KELO-LAND combo (KELO-KDLO-KPLO) covering South Dakota. For another ten, we've been selling the essential "GOLD COAST" combo (KSBW/KSBY-TV) that efficiently fills the gap between Los Angeles and San Francisco along the Pacific coastal area.

...And now H-R has been appointed to do the same kind of superior sales job in behalf of WKOW-LAND, the dominant influence combining Madison and Wausau, Wisconsin.

For a winning combination, dial H-R.
Networks seen spending less and expecting more from pilot programs for 1967-68 schedule. Selectivity is theme as industry is expected to trim pilot expenditures by $10 million. See ...

WHAT'S AHEAD ... 27

Advocates of curbs on trial coverage are beset by opposition. Publishers, New York bar group challenge efforts to restrict reporting. Judge sees effects of pretrial publicity as exaggerated. See ...

FAIR-TRIAL BATTLELINES ... 60

FTC orders four manufacturers of hemorrhoid preparations to stop advertising their wares as hemorrhoidal panacea. Says surgery is only way to permanently cure hemorrhoids. See ...

FTC SAYS ... 39

By 3-to-2 vote, FCC refuses to make major changes in CATV rules. Citing unsettled situation in Congress and courts over CATV, commission rejects petitions urging reconsideration of March order. See ...

MORE OF SAME ... 50

NBC "hopeful" that agreement can be reached with NABET on accepting Super Bowl video feed from CBS's IBEW technicians; talks continuing. Rozelle stands by decision to have blackout in Los Angeles. See ...

SUPER PROBLEMS ... 66

House Small Business Committee chairman comes out in favor of ABC-ITT merger study and says he will seek hearing by his committee. Nelson hints Senate commit-tee may take look; Morse is silent. See ...

HEARING SEEMS CERTAIN ... 44

TV is not losing its high-income, well-educated audience. TIO's Danish tells Xerox's Curtin. Danish cites Nielsen data showing viewing on increase in upper and middle-income homes. See ...

DANISH REBUTS CURTIN ... 47

Subscription Television Inc., loser of $16 million on California pay-TV gamble, receives new life and assets as New York investment house purchases 40% of STV's common stock. See ...

NEW MONEY ... 54

Anatomy of children's programing on TV is dissected by education group. Brands field as TV's "stepchild" with local stations having to take brunt of responsibility. Finds many shows misdirected. See ...

CAMPAIGN FOR BALANCE ... 74

United Church of Christ begins fight for balanced viewpoints on radio-TV. Church, armed with new grants of $85,000, plans to 'listen' to stations for alleged violations of fairness doctrine. See ...

DEPARTMENTS

<table>
<thead>
<tr>
<th>AT DEADLINE</th>
<th>MONDAY MEMO</th>
<th>OPEN MIKE</th>
<th>PROGRAMING</th>
<th>WEEK'S HEADLINER</th>
<th>WEEK'S PROFILE</th>
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<tbody>
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<td>9</td>
<td>24</td>
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Copyright, 1967, by Broadcasting Publications Inc.
If people don’t believe in the station, they won’t believe you can teach them the Bugaboo in 3 easy lessons.

People in Boston believe WBZ knows what’s happening. Because WBZ is where it’s happening. Long ago, WBZ decided that you don’t get to be Boston’s favorite station by guessing what people want to hear. You have to ask them. (The last time WBZ asked, within two weeks 215,000 listeners called the station to say what kind of music they wanted to hear.) It’s all a part of the WBZ philosophy of keeping tuned in to its town. That’s why WBZ was the first station to introduce the Beatles. And adopt a station jingle with a swinging harpsichord.

Like newsmen at other Group W stations, WBZ’s reporters run themselves ragged to make news reports as up-to-the-minute as possible with 28 newscasts a day. And at 6:00 P.M. every night, there’s a special half-hour news in depth, followed by Bob Kennedy/Contact, a 90-minute show of hot discussion on controversial issues Boston cares about.

Like all Group W stations in their communities, WBZ has earned Boston’s respect and believability, by catering to Boston’s tastes. Now, when a man tries to please all of the people all of the time, you send him to a psychiatrist. But when a radio station does it, if you’re smart you send them your product.

GROUP WBZ WESTINGHOUSE BROADCASTING COMPANY REPRESENTED NATIONALLY BY RADIO ADVERTISING REPRESENTATIVES, INC.
Eyeball-to-eyeball confrontation seen

Group of government officials who have been making it rough for advertisers in past year will be on panel at annual advertising-government relations conference of newly named American Advertising Federation. Conference will be in Washington, Feb. 6-8.

AAF was created by merger of Advertising Federation of America and Advertising Association of West.

Taking part in panel discussion on government and advertising will be Senator Philip A. Hart (D-Mich.), chairman of Senate Monopoly and Antitrust Subcommittee; Donald F. Turner, assistant attorney general, antitrust division; Paul Rand Dixon, Federal Trade Commission chairman; Dr. James L. Goddard, commissioner of Food & Drug Administration; Ned Doyle, executive vice president of Doyle Dane Bernbach, New York; Bert C. Goss, chairman of Hill and Knowlton, New York; Charles Gould, publisher of San Francisco Examiner, and John Johnson, publisher of Ebony magazine.

Other participants at three-day session: Vice President Hubert Humphrey; Secretary of Commerce John T. Conn; Secretary of Treasury Henry H. Fowler; Ambassador-at-Large W. Averell Harriman; Representative Hale Boggs (D-La.), House majority whip; Representative Bob Wilson (R-Calif.), chairman of Republican National Congressional Committee; Earl Kintner, Washington attorney and former FTC chairman; Lee Bickmore, president of National Biscuit Co.

Radio attains status

Radio is climbing into front seat with television as medium with “glamor” and creativity in commercials.

Radio Advertising Bureau will soon announce it’s sponsoring newly expanded radio commercials awards program in conjunction with annual American TV Commercials Festival.

Commercial awards competition will add radio to its title and awards for outstanding radio commercials bestowed concurrently with TV presentations next spring.

Sessions will also include annual Television Bureau of Advertising presentation: “The Language of Involvement”; and presentation of first annual AAF award for “improving advertising/government relations” to Senator Everett M. Dirksen (R-Ill.). Senate minority leader.

Seven million color TV sets predicted for ’67

Electronic Industries Association sees more than 7 million color TV receivers sold in 1967, with black and white sales at only slightly lower levels than were sold in 1966.

Report issued today (Jan. 9) by EIA’s marketing services department, says total consumer electronics sales to dealers in 1966 amounted to about $4 billion, up from $3.3 billion in 1965.

Highlights of report for 1966:
- Television sets sold, 12 million units, of which color accounted for 4.7 million units, black and white, 7.3 million.
- Radio reached 44 million units, including imports (a large proportion of which were produced abroad for U.S. manufacturers).
- FM sales amounted to 11.7 million units, 27% of total U.S. radio market.
- Report noted that Department of Labor Wholesale Price Index shows that all commodities were at 106.2 of 1957-59 base period but that TV, radio and phonograph section of index, however, stood at only 83.8.

Smoking is 315 issue

New York lawyer John F. Banzhaf III is pressing his demand that WCBS-TV grant him free time to “answer” cigarette advertising. His argument is that smoking is “a controversial issue of public importance,” thus covered by FCC fairness doctrine (Broadcasting, Dec. 5). Last week, wcbs-tv “respectfully rejected” his request, denying its “legal basis” (see page 41). Late in week, Mr. Banzhaf countered with formal complaint to FCC, citing alleged violations of Section 315 of Communications Act.

Agency executives in Anglo-American swap

America’s Needham, Harper & Steers and England’s Benson Advertising Group today (Jan. 9) announce exchange of directors pursuant to affiliation of two agencies last November. Paul C. Harper Jr., NH&S president; John W. Spence and Blair Vedder, senior vice presidents, become directors of Benson. Mr. Vedder, who also has been corporate media director of NH&S, moves to London later this year to become resident director of NH&S in United Kingdom.

Philip L. Stobo, Benson chairman; H. Gilbert Hughes, managing director, and George Riches, formerly managing director of Benson International, join board of NH&S. Mr. Riches will move to U. S. as Benson resident director in America. Both Messrs. Riches and Vedder also become members of NH&S executive committee.

Sales up for nine months

Jerrold Corp., Philadelphia, has reported record sales and earnings for nine months ended Nov. 30, 1966. Consolidated sales were up 51% over 1965.

Robert H. Beisswenger, president of CATV equipment manufacturer which also owns and operates multiple cable system, noted that firm’s backlog remains high, even with rising shipments. Unfilled orders at end of third quarter were at $15.5 million level compared to $10 million at same time last year, he said.

For nine months ended Nov. 30, 1966:

<table>
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<tr>
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<th>1966</th>
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<tr>
<td>Earnings per share</td>
<td>$1.42</td>
<td>$1.12</td>
</tr>
<tr>
<td>Consolidated sales</td>
<td>36,935,573</td>
<td>24,923,496</td>
</tr>
<tr>
<td>Net income</td>
<td>3,968,816</td>
<td>2,635,940</td>
</tr>
<tr>
<td>Average sales</td>
<td>2,176,318</td>
<td>2,130,616</td>
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Fairness question puts new twist on KTYM case

Anti-Defamation League of B’nai B’rith has leveled new charge in effort to persuade FCC to reconsider license-renewal grant to KTYM Inglewood, Calif. ADL’s action might jeopardize approval already given by commission to sale of KAIL-TV Fresno, Calif., to KTYM’s owners (Broadcasting, Dec. 26, 1966).

ADL, which is opposing KTYM’s license renewal because of alleged anti-Semitic broadcasts carried on station, told commission last week that station had violated fairness doctrine in connection with program it aired Dec. 28.

ADL claimed that program, Voice of Americanism, conducted by W. S. McBirnie, attacked Institute for American Democracy and some of its officials, including Dore Schary, national

chairman of ADL. Mr. Sehary, according to ADL, was said to have been accused of being present or past member of Communist front organizations. ADL said persons attacked had not been notified in advance and had not been furnished transcript of program, as required by fairness doctrine.

Commission had been expected on Thursday to deny ADL's opposing petition and affirm grant of station's license-renewal application (CLOSED CIRCUIT, Jan. 2). But, following receipt of new letter, it postponed action on reconsideration.

Commission also set up timetable for pleadings which would enable it—if evidence warrants—to set aside Dec. 24 approval of sale of KAIL-TV. ADL is to file material substantiating charges by Tuesday, and station has Friday (Jan. 13) deadline to reply. Commission, official noted, has until Jan 24 to set aside KAIL-TV action.

More Columbia Pictures stock bought by Banque

Purchase by Banque de Paris et des Pays-Bas of 332,154 additional shares of Columbia Pictures stock at $40 per share was completed Friday (Jan. 6). Transaction brings bank's holding up to 726,236 shares or about 37% of Columbia's outstanding stock.

French bank has agreed to deposit newly-bought shares in voting trust with U. S. Trust Co. of New York, because of FCC restrictions on foreign control of broadcasting companies. Columbia owns 88% of Screen Gems, which owns three TV stations and one radio station.

By buying out shares owned principally by M. M. Clairmont and Mrs. Sylvia Martin, both of New York, Banque de Paris apparently ended incipient proxy battle against Columbia by dissident stockholders, which at one time included French bank (BROADCASTING, Oct. 31, 1966, et seq.).

Relief for discontent

Los Angeles football fans, up in arms because Super Bowl telecast will be blacked out in their area (see page 66) are being offered modicum of consolation. Local outlets of CBS and NBC will televise pro football championship on delayed basis, it was announced Friday (Jan. 6). CBS-owned KNX(TV), will program game, to be played afternoon of Jan. 15, at midnight that day, while NBC-owned KNBC(TV) will present it at 3 p.m. next afternoon.

WEEK'S HEADLINER

William J. Casey, associate creative director, The Marschalk Co., New York, elected senior VP. Mr. Casey, who has been in creative departments of Papert, Koenig, Lois; Doyle Dane Bernbach and Young & Rubicam, conducts six-week copy writer training course for advertisers and prospective writers in association with several agencies.

For other personnel changes of the week see FATES & FORTUNES

Sales post for specials

CBS-TV network Friday (Jan. 6) created new executive post for sale of specials and named Richard Steenberg, formerly account executive with CBS-TV in New York, to fill position. Carl Tillmans, vice president and general sales manager for network, said new post reflected rapid increase in CBS-TV scheduling of specials. Mr. Steenberg becomes manager, special program sales, CBS-TV.

Commission spreads joy, sorrow in waiver actions

CATV operators could be either elated or upset over FCC decisions announced Friday (Jan. 6) with three grants and three denials of petitions for waivers of rules.

On favorable side, commission granted temporary waiver of nonduplication rule for Boonville, Mo., to permit installation of automatic nonduplication equipment; limited waiver of nonduplication rule for Columbus, Neb., also to enable system to install nonduplication equipment; and limited waiver of local station carriage requirement and nonduplication rule to Teleprompter Corp., for Santa Cruz, Calif., to permit transition to 12-channel system.

On negative side commission denied petitions for waiver of nonduplication rule filed for Anniston, Ala.; Burlington-South Burlington-Winookski, and Essex Junction, all Vermont; and Fairbury and York, both Nebraska.

FCC Commissioner Robert T. Bartley dissented to all six decisions with statement reaffirming his view that FCC lacked authority to adopt CATV rules in first place. Even if commission did have such authority, commissioner said, he still wouldn't have voted for rules that were adopted.

FCC unravels WCIU-TV stock tangle by grant

FCC has adopted unusual order to resolve what officials consider complicated case involving ownership of WCIU-TV Chicago.

At core of problem was involved series of stock sales which resulted in unauthorized transfer of control of licensee from John Wiegel to some 300 stockholders.

Involved, also, was application for transfer of control of licensee to major stockholders John W. O'Connor and Howard Shapiro.

One commission official indicated issue was whether FCC would take hard line on unauthorized transfer question, and let channel 26 station, already in financial difficulty, expire, or try to pump new life into it through drastic action.

Latter course was adopted, and commission granted approval of unauthorized relinquishment of control by Mr. Wiegel. It then granted voluntary acquisition of positive control by Messrs. O'Connor and Shapiro. Commission also dismissed petition of J. G. Schatz, WCIU-TV stockholder, to deny transfer of control. Commission said he lacked standing.

But commission also notified licensee it faced $1,000 fine for "repeated" unauthorized transfers of control.

Messrs. O'Connor and Shapiro, who already owned 48% of stock in licensee, will acquire positive control through acquisition of additional 5 1/2% for $25,800.

Hanson takes WMQR reins

Change in execs at WMQR-AM-FM Chicago disclosed Friday (Jan. 6), with Lee C. Hanson, formerly midwest sales manager in Detroit for Triangle Program Sales, appointed station manager replacing Mark Olds, who has resigned. Announcement of Mr. Hanson's appointment was made by Stephen B. Labunski, president of NBC Radio division.

SNI going for soccer?

Sports Network Inc., which in past has picked up successful "sleeper" sports (NCAA basketball, PGA golf), may package soccer telecasts in U. S. There are indications that SNI is exploring openings and when ready this year or next will undertake to syndicate soccer live and in color to lineup of 150 to 200 stations.

BROADCASTING, January 9, 1967
Meet the fine executives behind United Broadcasting Company.

Successful men like E. Carlton Myers of WOOK-AM/TV, Washington, D.C.

Community service is a two-way street in modern broadcasting which not only informs the community it serves but is the voice of that community as well. This is the way it works on WOOK Radio and WOOK-TV under the direction of Vice President and General Manager E. Carlton Myers, Jr. Listeners turn to WOOK Radio for news and service features as well as entertainment of particular interest to Washington's Negro community. At the same time, the station is a voice for community leaders through hourly broadcasts of WOOK "Checkpoint on Community Action." In like fashion, WOOK-TV opens the door to community dialogue in such programs as "Washington Speaks" and "Critique". The whole story is told by the people who look at WOOK-TV, listen to WOOK Radio, and believe with Myers that successful broadcasting is a dialogue with the community you serve.
An exciting new television season begins!

Here we are, at the turn of the year, and ABC is ready with a host of fresh, new shows. Roy Thinnes in an action thriller about the invasion of our planet by alien beings. An outlandish comic Western that brings rubber-faced Tim Conway back to television. And an unorthodox pair of smooth and deadly spy catchers, imported from England. Then there are first-rank movies never before seen on television. Big, bouncy game shows full of surprises. All pulled together in ABC's Second Season.

And the excitement spreads to all fronts. More complete early evening news, as Peter Jennings with the News expands to a full thirty-minute report in color. And, in coming weeks, a wide range of all-family entertainment: specials, musicals, blockbuster movies, and all in brilliant color.

There's a full season of winter sports with ABC's celebrity hunting and fishing series, The American Sportsman; the Pro Bowlers Tour, with a half-million dollars in prizes; and this and every Sunday right through the championship playoffs, ABC's exclusive live telecasts of NBA Basketball.

It's an exciting new television season crowded with good things. And it starts January 9. When there's something new worth seeing, you'll see it first on all-color ABC.
DATEBOOK

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

indicates first or revised listing.

JANUARY

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


Jan. 11—Annual meeting of the stockholders of C-K-I-V Inc. to elect eight directors and to transact other business. Marriott Twin Bridges motor hotel, Arlington, Va.


Jan. 14—Deadline for comments on proposed FCC rulemaking to amend part 13 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.


Jan. 14-15—18th Annual Retail Advertising Conference sponsored by the Retail Advertising Conference Inc. A session on electronic advertising is included in the program. Hotel Knickerbocker, Chicago.

Jan. 15—Deadline for entry for the 1967 Ohio State Awards sponsored by the Institute for Education by Radio and Television of the Telecommunications Center, Ohio State University. The awards are open to all radio and television broadcasters producing programs whose primary intent is to educate or inform rather than to entertain. For information and entry materials write Institute for Education by Radio and Television, 2470 North Star Road, Columbus, Ohio 43221.

Jan. 15-17—Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Speakers include Robert Calil, legal assistant to FCC Chairman Rosel H. Hyde. Skrivan hotel, Oklahoma City.


Jan. 16-17—Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau, Toronto.


Jan. 17—Luncheon meeting of the New...
The plot to bury the Bell System

We're going underground. Bit by bit we're burying our telephone lines in many parts of the country to give you better service.

Our purpose is not just to unclutter the landscape, although neighborhoods will look neater. Underground cables are rarely affected by storms. And they're never kayoed by falling limbs or wayward autos.

Our service is good but we keep trying to make it better. And ourselves more welcome than ever around your home. Going underground is one part of that effort. We may be the only phone company in town, but we try not to act like it.
Make room for the comedy hit that was first in its prime evening time period for every one of its seven seasons on CBS... the only situation comedy in television history to rank in the top 12 for seven consecutive years: "MAKE ROOM FOR DADDY" starring Danny Thomas in his most famous role. Plus guest appearances by Bob Hope, Andy Griffith, Lucille Ball and dozens more. Here is one of the most potent vehicles ever to enter syndication (just ask General Foods, full sponsor of the series during its entire run on CBS!). Better make room for Danny Thomas on your schedule.

CBS FILMS
New York, Chicago, San Francisco, Dallas and Atlanta
York City chapter of the American Women in Radio and Television. Program will be on "The Sex Syndrome." Plaza hotel, New York.


Jan. 19—Broadcasters day in North Dakota. Vincent Wastlowski, president of National Association of Broadcasters, will address joint legislative session. Legislative reception to be sponsored by North Dakota Broadcasters Association, Bismarck.

Jan. 19-20—First annual winter meeting of Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.


Jan. 20—Deadline for entries, 1966 Radio Free Europe Reporting Award. Cash award ($500) in three categories—newspaper or wire service, radio or TV programs and magazines—for outstanding coverage (broadcast or published) in U.S. dealing with one or more East European countries. Entries to Reporting Award, Public Affairs Division, Free Europe Inc., 2 Park Avenue, New York 10016.


Jan. 24-26—34th Georgia Radio-TV Institute sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Fred Friendly, professor of journalism, Columbia University; Peter Jennings, ABC News, New York; Admiral Wallace McDonald, chief of Naval Operations, University of Georgia, Athens.

Jan. 25—Deadline extended for U.S. entries in the American TV Commercials Festival. Competition is open to all commercials introduced during 1966, and judging will be by 10 regional panels of advertising executives. Entry forms are available from the festival office, 6 West 57 Street, New York 10019.


Jan. 27—Annual awards dinner of the UPI Broadcasters Association of Massachusetts. Sheraton-Boston hotel, Boston.

Jan. 27-28—Technical conference on color television broadcasting sponsored by the Detroit, Toronto, Rochester (N.Y.) and Chicago sections of the Society of Motion Picture & Television Engineers in cooperation with the University of Michigan, Fordham Memorial Public Broadcasting Corporation. For further information, contact Howard W. Town, WPTV Inc., 2155 Packard Road, Ann Arbor, Mich.


Jan. 30-Feb. 8—24th annual convention of the National Religious Broadcasters. Speakers include Paul Comstock, vice president for government affairs of the National Association of Broadcasters. Palmer House, Chicago.

FEBRUARY

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

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

Feb. 1—Deadline for entries for the 33rd annual Headliner Awards for outstanding achievement in news reporting and writing, news photography, feature writing and pictures, and radio and television reporting sponsored by the National Headliners Club. Awards are included for broadcast editorials and public service by a station or network.

For rules, regulations and entry blanks write: Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City 08401.

Feb. 1—Deadline for entries for the 33rd annual Sigma Delta Chi Distinguished Service Awards. Entries may be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks. Entry blanks may be obtained by writing to Sierra Delta Chi, 25 E. Walker Drive, Chicago 60601.

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


Feb. 2—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Motor Inn, Madison.

Feb. 3—Annual meeting of the Minnesota AP Broadcasters Association.

Feb. 3-4—19th annual radio-TV news seminar sponsored by the Northwest Broadcast News Association and the school of journalism and mass communication, University of Minnesota. Speakers include Bruce Dennis, WGN-TV Chicago and president, Radio-Television News Directors Association; Dr. Donald Gillmor, author of "Free Press and Fair Trial" and Wisconsin attorney general Bronson La Follette. University of Minnesota, Minneapolis.

Feb. 4—Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.


Feb. 13—New deadline for comments on proposed FCC ruling to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

Feb. 15—Deadline for reply comments.
Eloise Laws in LOOK:
"I'm in New York now, studying music and drama on a scholarship. It's something that my parents could never have dreamed of for themselves. I think that I'm down to earth, and I can go along with things as they are, but I want something different than just having a family and settling down the way they did. I want to live my own life and explore as much as I can. I think the theatre is the way I can do it."

The September 20th issue of LOOK Magazine presented in picture and word the attitudes and aspirations of the "Open Generation...the 25 million young Americans straining to take over." Among the young people shown was Corinthian KHOU-TV's "Campus Talent" winner Eloise Laws (pictured here as she appeared in LOOK) who now is studying in New York on a Corinthian Performing Arts Scholarship.
Step forward

EDITOR: Congratulations on another forward step in your leadership of service to the broadcasting industry.

The CATV directory will be of tremendous value to a lot of people. I am looking forward to getting my copy.
—Harry K. Renfro, vice president, D'Arcy Advertising Co., St. Louis.

(Television Magazine will carry a comprehensive CATV directory, now in compilation from official FCC records; at no additional charge to subscribers. Copies may be ordered by nonsubscribers at $2 each, or yearly subscriptions to Television, which would include the directory issue, may be entered for $3 each. Details of the directory issue appear on page 90.)

Open season

EDITOR: Re the editorial, “Get with it, guys” [Broadcasting, Jan. 2, about material derogatory to TV-radio found in current so-called comic strips]:

March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Mols, c/o Television Information Office, 745 Fifth Avenue, New York 10022.

March 31—Deadline for comments in FCC inquiry into possibilities of using radio for the promotion of highway safety. The commission has urged that the comments be tendered on the broadest possible basis.

APRIL

April 2-5—Forty-fifth annual convention of National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 6-8—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

April 7-9—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

April 7-15—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 49th Street, New York 36. Telephone Plaza 7-0895.


April 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.


Indicates first or revised listing.

OPEN MIKE

Would you believe one morning, not too long ago, I heard Captain Kangaroo advising my son that the best place for a merchant to advertise was in his daily newspaper. . . . Honest.
—Michael J. Cuneen, vice president-general manager, WODA Walton, N. Y.

In the air, everywhere

EDITOR: I had gotten quite concerned about the FCC remark in the Oakland [Calif.] radio case about its plan to “stiffen” its station-identification rule, therefore, I read with much pleasure your editorial, “Rule without a reason” [Broadcasting, Dec. 26, 1966]. I want to thank you for starting [the discussion] along a good common-sense line, and hopefully, much consideration of the matter by the members of the FCC will produce a real common-sense out-
Republic Steel anticipates steel needs for future harvesting of deep-sea wealth

Despite the forbidding dangers of the ocean depths, man is beginning to extract the tremendous wealth of food, fuel, and minerals held captive for billions of years.

Republic has developed superstrength steels forecasting dramatic possibilities for underwater operations. These steels have twice the water-pressure resistance of steels of the same weight presently being used. Also, we are now perfecting such advanced fabricating methods as electron beam welding for fabricating steel structures to be used underwater.

Republic is aware that rapidly changing markets, like harvesting the ocean’s wealth, are creating rapidly changing problems and opportunities for customers. Basic suppliers, like Republic, must, for the national welfare, anticipate customer needs and build far in advance of demands.

That’s why Republic Steel Corporation is investing hundreds of millions of dollars in new and improved facilities. These funds are available as internally generated cash and as bank loans which have been or may be extended to us by financial institutions. But these huge sums are available to us only because we have conducted our business profitably in the past. They are further evidence that industrial profits, resulting from efficient operation, aggressive research, and alert management, serve the needs of the whole nation and provide the sinews for its growth.

You Can Take the Pulse of Progress at REPUBLIC STEEL CLEVELAND, OHIO 44101

This STEELMARK of the American Steel Industry on a product assures you it is modern, versatile, economical Steel. Look for it on products you buy.
a CAPITAL idea!
buy WTEN/IO and reach...

the Capital District's capital people. A state worker in Albany. An industrialist in Schenectady. A student in Troy. And many, many more. As individuals, they are people on the go. Together, they are a market on the grow.

Whether you're looking for a test market, or a tested market, you're missing a bet if you don't look at Albany-Schenectady-Troy. The Northeast's Capital District.

WTEN/IO IS SETTING THE PACE!
ALBANY, NEW YORK
A BASIC CBS AFFILIATE
The book includes 232 pp. $25. who must to art directors and can benefit anyone The book should along with art including graphics bound and with layouts presentation ideas and House honorary membership."

Metaphorical money

EDITOR: OOPS RE [James] GERITY [Jr., president and general manager, WME-MFM-TV Flint-Saginaw-Bay City, Mich.] who had previously granted him an honorary membership.)

BOOK NOTES


The volume attempts to stimulate ideas and inspiration, principally for those specializing in the creative aspects of the communications arts by pictorial presentation of some 185 major subjects. Pages measure 10 by 104 inches, with layouts varying from a half-page to six-page spreads; the volume cloth-bound and slipcased for permanent reference. Edited by Otto Bettmann, author and co-author of picture books on music. American literature, sports, family life and medicine, and graphic consultant in the communications field, the book includes prints, photographs and graphics including images of the past, ranging from cave drawings to classic art including movie stills of the flapper era as well as contemporary Op and pop art along with a sprinkling of camp. The book should be particularly useful to art directors and can benefit anyone who must think in visual terms.

BROADCASTING, January 9, 1967

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Squashing the traffic bug

The problem of late arrival of commercials, always a small part of every day's problems, has now begun to grow into a major thorn for the industry.

Television stations, alarmed at a sharp increase of missed air dates, have started to charge advertisers for purchased time when commercials do not arrive, even though the time period may eventually house Smokey The Bear.

Nothing is more frustrating than to miss an air date after working long and hard to build a strong media schedule.

It is amazing how many stories people can come up with for failure to air proper commercials on time. The range of excuses starts with agency production schedules, to film-house failures in meeting timetables, to stations' inability to properly read labels and instructions once the film is received.

One station in upstate New York, after receiving a late print labelled CH28, had to take additional time to screen the commercial to determine whether the product was Chevrolet, Cheerios or Chesterfield.

The complexities of color, computerization of network and station programming operations and the greater use of piggybacks have all contributed to the need for longer lead times both in commercial production and commercial scheduling. There is an area where agencies can re-evaluate their system of trafficking in order to remove this problem once and for all.

The D-S-F position is that the task of providing commercials on time is the responsibility of the agency.

At D-F-S, procedures have been worked out and have been transmitted to all parties concerned. In essence, the ground rules are simple. Commercial material and written instructions must be at the network on an average of four weeks before air date and at the local stations one week before air date.

Requirements Education is the secret to a successful implementation of this procedure. Internally at D-F-S, we have set up specific requirements to insure that commercial material is at its destination in time to be screened, logged in and incorporated in the computerized system for proper airing.

Under this system, the D-F-S media department assumes a greater responsibility as the master controller to assure smooth, error-free operations.

Our procedures are outlined as follows:

Network
1) Media informs TV traffic, in writing, of schedules five weeks before air date.
2) The appropriate account group simultaneously informs TV traffic, in writing, of the specific commercials to be scheduled. The commercials scheduled must be in release-print form.
3) The TV traffic department provides the network with the published commercial schedules no later than four weeks plus two working days prior to air date.
4) Written instructions are sent to the appropriate film supply house to place the required commercials in network hands no later than four weeks before air date. Written confirmation from the film house and the network is requested.
5) In the event that the network does not have commercial material on hand by the required date, a substitute commercial is designated. The substitute commercial is inserted into delay prints. If and when the originally scheduled commercial material is received by the network, it may be positively edited into network feed prints with appropriate late charges.

Spot
1) When the spot buying section receives authorization to buy, the media supervisor immediately checks the commercial production department, to insure that commercials will be ready for shipping 10 working days before air date. In the event commercial production advises that film will not be ready, the spot group will not make the buy.
2) Prior to the buy, the spot supervisor advises TV traffic as to how many prints will be needed.
3) Three days prior to the planned shipping date, the buyer calls the appropriate traffic contact to ensure that prints will be shipped as planned.
4) If commercials are not available 10 days prior to air date, a substitute commercial is shipped for use until the new commercial is ready.
5) The traffic department is to keep an inventory of prints on hand. As the supply is depleted, new prints are automatically ordered.
6) Explicit instructions are forwarded to the stations, in writing, one week before the first air date. As of Nov. 1, 1966, stations no longer accept verbal changes.
7) All written instruction must include the name of the product, commercial number, length of the commercial, the parent company, and whether the commercial is in color, video-tape, black and white, etc.

Takes Time The procedures described above incorporate many of the things we have been doing over the last few years, plus a new system of checks and balances. As with all new systems, it will probably take a little time before it runs smoothly, but we have already seen a vast improvement.

The problem of trafficking is but one of many areas where agencies and stations come together to complete a buy. While as an agency we may not agree at all times with a station's policy, we believe that meeting for mutual understanding usually will provide a point of view for the best solution to any area of disagreement.

Television constitutes a very large investment for most of our clients. Through better controls, we can significantly reduce our out-of-pocket costs and insure that our clients receive the advertising they pay for.

Avram (Ave) Butensky, vice president-senior associate media director of Dancer-Fitzgerald-Sample, has spent his entire career with the agency in New York headquarters. He started in the mail room in 1955 and left D-F-S only for a two-year hitch in the Army. He has worked in traffic, operations and in media at D-F-S and was elected a vice president in May 1965. He helped organize the spot buying section within the media department and has been active in computer systems study.
KPOL appoints Blair Radio

KPOL, Los Angeles, the top-quality powerhouse in the country's second largest market, has appointed Blair Radio as national representative effective January 1, 1967. Now to buy the Capital Cities station in dynamic Los Angeles, call the number one station representative, John Blair & Company.
EQUATION FOR TIMEBUYERS

ONE BUY DOMINANCE*  
X WKRG-TV· MOBILE ALABAMA

*PICK A SURVEY --- ANY SURVEY

Represented by H-R Television, Inc.  
or call  
C. P. PERSONS, Jr., General Manager
What's ahead in next TV season?

As ‘second season’ of 1966-67 begins, networks begin serious work on 1967-68; there’s sharper buying, less risk money being put into pilots

The TV networks, now moving into the “second season” after a generally disappointing new-program performance in the first quarter of the 1966-67 schedule, will be spending less and expecting more from programs which are at present under development for 1967-68.

A shotgun approach, which saw some 110 pilots—costing approximately $40 million—in various stages of development at this point last year, has been replaced by more selectivity.

The final pilot draws for insertion in 1967-68 schedules will be dealt from a deck of some 90 program hopefuls, only 60 of which are expected to have network money behind their original development.

With pilot production costs soaring—about $250,000 for a first half-hour episode and twice that for an hour—and hitting hard to come by in increasingly competitive schedules, it’s estimated the industry will cut its expenditure for pilots by $10 million, down to $30 million this year.

New Programs: Only a handful of shows are being mentioned as having firm network commitments for 1967-68. Among these is Off to See the Wizard for ABC-TV (unconfirmed by the network), an hour program out of MGM, growing out of Wizard cartoons and incorporating both live and animated production.

For CBS-TV only the Carol Burnett Show was reported officially as firm although three other programs were said to have definite places in the networks’ plans. These are Doc, Sinbad and Carol Channing (see program descriptions beginning on page 29).

NBC-TV’s only definite commitment for 1967-68 is said to be for a new hour-length Danny Thomas program.

It seems clear that the networks are no longer prepared to sustain the kind of extensive infant-program chopping that is built into a system calling for so many more shows than there are vacancies to fill.

ABC-TV produced some 35 pilots last year and programed 15 new shows. NBC-TV turned out about 30 pilots and put on 10 new programs while CBS-TV made more than 20 pilots and scheduled nine new series.

An example of the more cautious approach to pilot development this year is evident at NBC. Early in 1966 the network tied up the proved talents of producers Sheldon Leonard, Norman Felton, David Dortort and Bob Finkel in an exclusive arrangement. For the next several seasons (the exact length of the contract has not been disclosed) NBC will get all the TV output of these seasoned producers.

Similarly ABC-TV has arrangements with the team of Danny Thomas and Aaron Spelling and with Quinn Martin.

The ‘second season’ shuffle begins

This year’s “second season” of television network programming, currently getting under way, will offer viewers a new set of program choices in 51% of the 49 half-hours programmed between 7:30 and 11 p.m. each week.

In all, 124 hours are being changed, eight by the introduction of new programs and four and a half by rescheduling of continuing programming.

ABC-TV is introducing four new shows totaling four-and-a-half hours and rescheduling four hours of continuing shows; CBS-TV is introducing three new programs totaling two-and-a-half hours and shuffling one half-hour program, and NBC-TV is introducing two new half-hour shows and moving none of the old programs.

These figures are taken from a compilation prepared by Avery Knodel, station representative, for the mid-season edition of the TV Network Guide that it has published twice a year since 1962 as an industry service.

The 12½-hour total of new or shifted programming this year is one hour more than was changed at mid-season a year ago.

Since each network programs 49 half-hours between 7:30 and 11 each week, the changes represent about 17% of all programs offered in that span.

The second-season new-program introductions get under way this week. ABC starts The Invaders on Tuesday night (8:30-9:30), begins its second movie night on Wednesday (9-11), and introduces Rango on Friday (9-10). Its fourth new entry, The Avengers, starts Jan. 20 (Friday, 10-11).

CBS puts in Mr. Terrific tonight (Monday, 8-8:30) but will wait until Jan. 26 to introduce Coliseum (Thursday, 7:30-8:30) and until Feb. 5 to start the new Smothers Brothers show (Sunday, 9-10).

NBC introduces Capt. Nice tonight (Monday, 8:30-9) and Drag-net three nights later (Thursday, 9:30-10).
CBS-TV too, has a preferred position with Filmways, Talent Associates and Don Fedderson, among others.

For their part, the program producers and packagers have bargained for—if not demanded—more of a commitment from the networks than they have gotten in the past before going ahead on new projects.

Comedy is Style • Production companies have been reluctant this year to develop pilots without a reassuring smile from a network.

Half-hour comedy apparently will remain the staple of prime-time network television, though it may be losing ground to longer-form entertainment.

There are perhaps 35 new hour programs under active consideration or development for the new season. Most are in the action-adventure category and at least one, David Dortort's High Chaparral, is a candidate for 90-minute presentation.

CBS and NBC program executives see a trend away from fanciful shows and toward realism, but there are few new thematic approaches in sight.

Michael Dann, CBS-TV senior vice president, programs, said CBS expects to maintain the approximate ratio of three-to-one between pilots produced and new programs placed on the air.

Mr. Dann acknowledged that fewer pilots in total are being produced for network TV this year.

CBS, he said, appears to be in a fortunate position with most of its star personalities (Jackie Gleason, Red Skelton, Ed Sullivan etc.) expected to continue on the schedule next fall. But Mr. Dann noted that a quest continues for star personalities to "front" live variety shows.

Of CBS's 20 pilots, eight are one-hour shows and 12 half-hour programs, Mr. Dann said, adding that network TV series are "heading to a more realistic presentation in storyline and away from the James Bond syndrome and the gimmick comedy."

Among the half-hour pilots confirmed by CBS-TV as under active consideration are General Foods' Carol Channing Show and Doc, Desilu's Alfred of the Amazon, and Shoestring Safari, and Talent Associates' He and She, all comedies.

In the one-hour category, the active pilots include: Call to Danger (adventure), Gentle Ben (spinoff from Ivan Tors movie he's producing), Cimarron Strip (adventure), Mannix (private detective), Lassiter (Filmways' dramatic series about a magazine journalist, Dundee and The Culhane (lawyer in the West), The Freebooters (action-adventure series via Sheldon Leonard), Sinbad (MGM adventure about a romantic swashbuckler), Braddock (private detective with scene set 10 years hence).

Other Hopefuls • Though tied to CBS, several pilot hopefuls are seen as "iffy," among them a half-hour Phil Silvers comedy, a half-hour Don Fedderson When in Rome comedy, General Foods' I Married a Bear half-hour comedy about a professional football star; MGM World War II half-hour comedy (Don't You Know There's a War On?), Dr. Jekyll and Mr. Clyde half-hour situation comedy and two by Warner Bros., a half-hour Moon Platoon science-fiction story and a one-hour The World of Buda elephant-boy production.

Mort Werner, vice president, programs and talent, NBC-TV, noted that pilot production, particularly at his network, is veering toward "spin-offs" from existing network programs and cited the "World Premiere" presentations of feature films and Chrysler Theater as outstanding examples of pilot incubators. He added that a special, Jack and The Bean Stalk, spawned a pilot for The Adventures of Huckleberry Finn, in which the main characters will be in live action and the others in animation.

NBC-TV has completed eight pilots and 17 others are in various stages of planning and development, according to Mr. Werner. He added that it is conceivable that additional pilots would be made to supplement those already scheduled.

Mr. Werner envisions fewer half-hour programs on the networks next season, largely an outgrowth of the six-nights-a-week feature film spread. At NBC-TV, he foresees a strengthening of programing he termed "realistic character rather than far-out," pointing out the network already is represented by such nontraditional series as The Man from U.N.C.L.E., Get Smart and The Monkees. He said he had strong hopes for the new Danny Thomas Hour, which will spotlight the well-known entertainer in comedy and dramatic roles.

Mr. Werner pointed out that a smaller number of pilots under consideration are likely to make the NBC-TV schedule than in previous years. He added that his associate, Grant Tinker, vice president, programs, reported recently that up to 75% of NBC-TV nighttime programs would return for the 1967-68 season.

No Comment • ABC-TV's program vice president, Leonard Goldberg, declined to comment on the programming outlook for the next program year.

Unlike last year, no new serials are being mentioned. Color, too, has ceased to be an item of speculation. Today all TV production is in color. New York production is still another traditional pilot-season question-mark no longer...
Rango. Not dismayed, will be Gerald ries styled projects for the rules. what shapes up to side Man category. The Bob another a termind, Outsider, spewing vision tion call is Alfred of night king has become son guy situation ing a strong and just about everybody series.

The series was created by Irving Pincus, who wrote the pilot, will be executive producer. Project is a co-production deal between network and Mr. Whitman's Cherokee West Productions.

Carole Burnett Show • An hour musical variety series to star Carol Burnett. The series will be a co-production of Bob Banner Associates and Burngood Inc., in association with the network.

Roger Corman Productions

What's In It For Harry • An hour action-adventure series to be shot in various locales around the world. It's said to be headed toward ABC-TV.

Coronet Productions

To Catch a Spy • An hour espionage series to be produced in Germany by Fred Brogger, formerly executive producer of ABC-TV's The Monroes series. This project could be packaged as a feature film instead of as a TV series.

Bing Crosby Productions

Wild Man • Half-hour comedy developed by Robert Van Scoyk.

Blood and Miss Thunder • Half-hour comedy developed by Phil Reisman.

R • Half-hour action series developed by Irving Punick.

Jungle Jenny • Half-hour comedy.
action show developed by George Baxt.  

Two Faces West • Half-hour western developed by Roger Hirson.  

Double Trouble • Half-hour comedy-western developed by Howard Leeds.

DESILU PRODUCTIONS  

Alfred of the Amazon • Half-hour comedy series being turned out for CBS-TV. Arnie Rosen, producer of TV. John Mills has been signed by creator-producer Sam Rolfe to star in the program. He will play Dundee, the elder of two San Francisco-based lawyers, who travel through the West in hopes of seeing justice done. The pilot is now being shot.

FILMWAYS TV PRODUCTIONS  

Lassiter • An hour dramatic series to be produced for CBS-TV. It's about a magazine journalist who assumes different identities in his pursuit of exclusive stories. The pilot is now filming. It stars Burt Reynolds. Richard Alan Simmons is creator-producer.  

Doc • Half-hour situation comedy believed to already have been bought by CBS-TV without the benefit of a pilot. The series, about a country doctor, has Jay Sommers as its producer.  

Dundee and the Culhane • Hour dramatic series being produced for CBS-TV. John Mills has been signed by creator-producer Sam Rolfe to star in the program. He will play Dundee, the elder of two San Francisco-based lawyers, who travel through the West in hopes of seeing justice done. The pilot is now being shot.

Wally Cox  

in 'Alfred of the Amazon'  

Get Smart!, created the project which is a jungle spoof taking place on a rubber plantation on the Amazon River. Wally Cox will star in the show.  

Manos • Hour private detective series, created by Richard Levinson and William Link, being produced for CBS-TV. Pilot of series is shooting in Palm Springs with Mike Connors starring and Bruce Geller, creator and executive producer of Mission: Impossible, producing.

DON FEDDERSON PRODUCTIONS  

Two untitled series; Both will be half-hours and are set for CBS-TV. Under long standing policy, producer does not divulge plots and titles of his project before they are approved.

GOODSON-TODMAN PRODUCTIONS  

Borderline • Half-hour western. It's said to be attracting sponsor interest.  

Mastermind • Hour spinoff from a two-hour feature. It's a mystery starring Michael Dunn.  

Rhubarb • Half-hour development project with ABC-TV. It will star Groucho Marx as "permanent special guest star." He will play "J. Paul Greedy, richest man in the world."  

Three's a Crowd • An hour situation comedy series being turned out for CBS-TV. Jack Burns and Avery Schreiber. Bud Yorkin is the producer.  

HERBERT LEONARD ENTERPRISES  

Everywhere a Chick Chick • Half-hour situation comedy series to star Jerry Van Dyke and Lois Nettleton. This series will be produced by Sheldon Leonard for NBC-TV under terms of the exclusive contract he has with the network.  

My Friend Tony • Half-hour comedy-mystery produced by Sheldon Leonard for NBC-TV as part of his exclusive agreement with the network. Series may be put off until 1968-69 season.  

HANNA-BARBERA PRODUCTIONS  

The New Adventures of Huckleberry Finn • Half-hour live-action and animated series for NBC-TV. It will mingle live performers with animated characters against a cartoon background.

HILL TOP PRODUCTIONS  

Shoestring Safari • Half-hour situation comedy being produced in association with Red Skelton's Van Bernard Productions and CBS-TV.

SHELDON LEONARD ENTERPRISES  

Everywhere a Chick Chick • Half-hour situation comedy series to star Jerry Van Dyke and Lois Nettleton. This series will be produced by Sheldon Leonard for NBC-TV under terms of the exclusive contract he has with the network.

My Friend Tony • Half-hour comedy-mystery produced by Sheldon Leonard for NBC-TV as part of his exclusive agreement with the network. Series may be put off until 1968-69 season.

MGM-TV  

Sinbad • Hour adventure series produced by the King Brothers Productions at MGM for CBS-TV. It will star Michael Stefani as a romantic swashbuckler.  

Off to See the Wizard • Hour early evening series already accepted by ABC-TV, is said to be "a new concept in entertainment." Specially produced animated characters will host live-action films, some of which will come out of the film company's library but have never been shown on television before.  

Maya • Hour adventure series to be filmed entirely on location in India for NBC-TV. The series is based on the MGM motion picture of the same title and stars Jay North and Sajid Khan as two teen-age boys. Sterling Silliphant is the story editor. Production starts in February.  

Don't You Know There's a War On? • Half-hour comedy about World War II being produced for CBS-TV. The series stars the comedy team of Jack Burns and Avery Schreiber. Bud Yorkin is the producer.

Hondo • Hour western spinoff from a two-hour feature to be shown first on ABC-TV's Off to See the Wizard series. Andrew J. Fenady produced his own screen play from an original movie released in 1953 by Warner Bros. and
HAVE YOU LOOKED AT CHARLOTTE LATELY? Over 2½ million people in a 75-mile radius. Retail hub of the most populous region in the Southeast. Wholesale growth rate first in the South, second in nation. Highest per family income in the Southeast. This great area station delivers the entire package. Let us or H-R show you how you can get more for your money in the Carolinas with Charlotte's WSOC-TV.

NBC/ABC — Represented by H-R
WHAT'S AHEAD IN NEXT TV SEASON continued

starring John Wayne.

QM PRODUCTIONS

Paul Pine • Hour contemporary action adventure series about a private detective with a Chicago background. It's targeted for ABC-TV.
The Outside Man • Hour drama about a man who studies law while in prison, is freed on parole, and joins forces with a retired judge to aiz others who, like himself, were convicted of crimes they did not commit. ABC-TV has first crack at this series.

MIRISCH-RICH TELEVISION PRODUCTIONS

Sheriff Who? • Half-hour comedy filmed for NBC-TV. It was written by Jerry Belson and Garry Marshall, who also will produce.

PERSKY & DENOFF

Good Morning, World • Half-hour comedy series developed by producer-writers Sam Denoff and Bill Persky. A firm 26 segments of the series have been announced as sold to Proctor & Gamble, although a network has not been set. Joby Baker will star.

REDWOOD PRODUCTIONS

Dr. Jekyll and Mr. Clyde • Half-hour situation comedy series developed by executive producer Sherwood Schwartz in a co-production deal with CBS-TV. Plot is about a person who drinks a potion and turns into a handsome young man.

SCREEN GEMS INC.

Taygar of the Jungle • Half-hour Tarzan caricature created by the writing team of Gerald Gardner and Dee Caruso and being produced by Harry Ackerman. Nightclub comic George Kirby plays an African native chief and one-time Tarzan, Mike Henry, stars.
The Medicine Men • Half-hour comedy series co-produced by Lester Colodny and Ed Simmons for ABC-TV. The pilot film for the series already has been completed.
The Mad, Mad Scientist • Half-hour comedy series created by Norm Liebmann and Ed Haas and produced by Lester Colodny for NBC-TV. The pilot film is now being shot.
Three's a Crowd • Half-hour comedy series starring Bill Bixby, produced by Bert Schneider and Robert Rafelson, who created the property. Buck Henry wrote the pilot script. The series is about a young man married to two women at the same time. The pilot has been shot.

Peace in the Family • Half-hour comedy written by Danny Simon and produced by Lester Colodny. Production on the pilot has been completed.
The Second 100 Years • Half-hour comedy for ABC-TV. Ed Simmons wrote the script and Harry Ackerman is executive producer. A schedule for filming of the pilot has not been set.
Signed: Anxious • Half-hour comedy series being developed by Harry Ackerman for NBC-TV. A pilot has yet to be scheduled.
The Flying Nun • Half-hour situation comedy is one of four pilots being prepared by executive producer Harry Ackerman. Pilot film is now before the cameras.

TALENT ASSOCIATES

He and She • Half-hour comedy being made for CBS-TV. Jack Cassidy has been signed to star with Paula Prentiss and Dick Benjamin.

My Husbands, Tom and John • Half-hour comedy series reportedly financed by R. J. Reynolds Tobacco Co. Julie Sommers stars in the series, which is being produced by Daniel Melnick.

NYPD • Hour dramatic series based on New York City Police Department files. It stars Robert Vacarro and Bobby Hooks. The pilot deal is with ABC-TV. Series would be shot entirely in Manhattan.

TERAM PRODUCTIONS

Salute • An hour video-tape series to be produced on the West Coast by Bob Finkel for NBC-TV under terms of his exclusive agreement with the network. The series will feature top show business personalities performing in surprise tributes to important entertainment figures.
The House of Vanderhousen (or—The Adventures of Julius Vanderhousen and His Multi-million-Dollar Corporation) • Half-hour satire on big business and automation to be produced in association with Cy Howard productions. Bob Finkel will develop the project for NBC-TV under terms of his exclusive contract with the network.

THOMAS/SPELLING PRODUCTIONS

Guns of Will Sonnett • Half-hour western co-created by Aaron Spelling and Dick Carr. It stars Walter Brennan. ABC-TV already has made a commitment for the series without the benefit of a pilot.
The Monk • An hour series about a private detective created by producer-writer Blake Edwards. No network commitment as yet.

Wait for the Dark • Half-hour tongue-in-cheek treatment of private eyes. No network commitment as yet.
The Danny Thomas Hour • Hour series of live and filmed shows, comedies, dramas filmed in various locales. NBC-TV has a firm commitment for the series.

20th CENTURY FOX TELEVISION

Braddock • Hour series about a private detective set in Los Angeles in 1977 being produced in association with Vanadas Productions for CBS-TV. It was created by Paul Monash. Tom Simcox plays the title role. A pilot has been shot.
Judd • Hour contemporary dramatic series being produced in association with Paul Monash's Vanadas Productions for ABC-TV. Carl Betz has been signed for the title role. Pilot is now before the cameras.
The Hardy Boys • An hour series based on teen-age detectives. Richard

Stars to shoot pool against 'Minnesota Fats'

A half-hour series in color, titled Celebrity Billiards and featuring the legendary "Minnesota Fats" (Rudolf Wanderone) playing the game with entertainment personalities, will be offered this week for network sale by Harold J. Klein Films Associates, New York.

Mr. Klein reported last week that the first three half-hour segments have been completed with James Garner, Milton Berle and Mickey Rooney pitted against "Fats." He said negotiations are in progress to have Jackie Gleason, Dean Martin and Frank Sinatra in other episodes of the projected series. Alan David is producing Celebrity Billiards in Hollywood.

Mr. Klein, who was vice president in charge of worldwide sales for ABC Films until he resigned early last year and formed his own distribution firm, said Celebrity Billiards represents his first network undertaking. For syndication, the Klein company has assembled two packages of 25 features (17 in color) from overseas sources and dubbed in English; two half-hour short subjects starring Peter Sellers; a 15-minute short, The Peppermint Tree: 13 half-hours (in color) of Golf with Sam Snead, and Gung Ho and Strictly Ho, two one-hour programs on surfing (in color).
Animal lookout

The American Humane Association is spending almost twice as much time supervising animal participation in television shows as it does for movies. The situation comedies, with domestic pets; the westerns, with horses galore; and the jungle-adventure series, with all types of animals, took up almost 1,000 days in a one-year period.

AHA reports that from Oct. 1, 1965, to Sept. 30, 1966, it spent 992 supervision days on 448 television shows. During that period it read 380 TV scripts. The comparable figures for motion pictures were 512 supervision days for 128 productions and 91 script readings.

The AHA's Hollywood office supervises animal sequences to make sure they are in compliance with motion picture and television codes.

XANADU PRODUCTIONS

The High Chaparrel • An hour outdoor adventure set in Arizona. It already has been filmed as a two-parter by David Dortort under his exclusive contract with NBC-TV. There's a chance this series may be extended to 90-minutes.

NET sets its cast for State of Union special

National Educational Television (NET) has a line-up of "stars" set for its State of the Union—1967 coverage of the presidential address this month.

Historian Arthur Schlesinger Jr., and political scientist Clinton Rossiter will be the program's general analysts.

Other specialists who will appear include foreign affairs pundits George Kennan and George Ball; civil-rights spokesmen Dr. Kenneth B. Clark and James J. Kilpatrick, editor of the Richmond (Va.) News-Leader; James Reston of the New York Times; sociologist Daniel P. Moynihan; economists Milton Friedman and Walter Heller, former chairman of the President's Council of Economic Advisers, and Detroit Mayor Jerome P. Cavanaugh, chairman of the National Council of Mayors.

The entire program, plus exclusive live coverage of the Republican news conference from the Capitol, will be seen on an interconnected network of 75 noncommercial stations nationally (Broadcasting, Dec. 12, 1966).
...now No. 200 joins the RCA ships 200th TK-42

"Big Tube" Color Camera

No. 200 went to Kaiser Broadcasting Corporation, one of an order of 15, for stations in Boston, Philadelphia, San Francisco, Los Angeles and Detroit. Others have gone to similar group-owned stations, independent and network-owned stations, U.S. Government and foreign broadcasters.

The overwhelming preference for the "Big Tube" TK-42 among top stations that have carefully researched their color camera requirements has created an unprecedented demand. This has now stepped up production to such a rate that over 300 are expected to be in service by NAB, April 1967.

Use of a 4½-inch image orthicon in the separate luminance channel is an exclusive feature. Besides improving color picture quality, the "big tube" assures highest quality pictures on black-and-white sets.

Broadcasters everywhere who are now using the TK-42 tell of its superiority in producing consistently better color pictures—including ability to handle details too fine to be passed by the chrominance circuits. No wonder color pictures are getting better and better!

For more information about the TK-42 Color Camera call your RCA Broadcast Representative.
Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.
Big Parade!
Soft sell takes softer voices

Announcing schools geared to meet changing demand; teach subtlety, new style

Three to five years ago the style of radio and TV commercials began to shift. Old-style announcers have been running from behind ever since, trying to catch up.

The trend is away from high-pressure stridency and pompously pearl-sheathed tones. In great demand is practically any voice whose subtlety, "naturalness," or human interest can create a unique image for one of a range of nearly identical products, or capture the imaginations of increasingly sophisticated consumers. "Announcers are not being considered," as a casting director's catch-phrase has it.

Bob Bergman, executive vice president of Filmex Inc., New York, a commercial film producer, thinks that "basically, we began to realize we were speaking to one person in the privacy of his living room, not anonymous millions assembled in some kind of nationwide auditorium. You can't shout at a man in his own living room. It's not polite and it doesn't move merchandise."

"Voices," he says, "are becoming quieter, more emotional, friendlier, even intimate. Sometimes too damn intimate."

BBDO casting director Nancy Marquand thinks the shift toward "a more sophisticated approach" began about three years ago. Her agency, like others, has turned heavily toward legitimate actors to fill the voice gap. In fact, the says, commercials have largely replaced the "soaps" as the main source of rent-money for up-and-coming actors.

Hollywood Watching • Chuck Tranem, a talent agent who supplies many voices for the new style, emphasizes another angle: "Hollywood watches TV commercials with its talent-scouring glasses on."

While the new style may have made the residual fortunes and fame of some actors and even rank amateurs, it steadfastly denies its benefits to many beginners and experienced professional announcers. In their race to catch the gravy train, they might have recourse to one of the growing crop of commercial acting schools.

On the Sunset Strip in Los Angeles, Maxine Anderson's "Commercial Way" offers a $100, six-week course in being "natural" to actors at the children's, beginners' and advanced levels. Miss Anderson, the daughter of oldtime cowboy star Bronco Billy Anderson, operates a commercial casting agency during the day.

On East 79th Street in New York, the Weist-Barron School teaches "the mechanics, rather than the 'Method' of commercial acting," according to Bob Barron. Founded several years ago with 18 models from the old Hartford Agency, the school currently boasts an enrollment of 280 and an impressive array of hardware, including a videotape machine and prompters.

Kebbe Approach • A more individual than mechanical approach is taken at the Charles Kebbe School at 18 East 60th Street in Manhattan. Mr. Kebbe and his partner, Mike Fitzmaurice, started the school with a conviction born of experience on both sides of the commercial casting desk. Mr. Fitzmaurice is an announcer with better than 20 years experience who made the shift; Mr. Kebbe is the former casting director of Ted Bates & Co.

In an intensive 10-week course at the school, they cover everything from how to handle an audition to poetry reading, "to bring out the strictly personal individual style that can get jobs in today's market."

In addition, they are currently working on a 24-lesson taped correspondence course for announcers on local stations around the country who wish to improve their on-the-air performance, or make the leap to freelance work in New York. The approach here, too, is intensive, individual and result-oriented. The student will listen to instruction tapes, read written supplements for each lesson, and make "homework" tapes of his own to be mailed in for constructive criticism.

Xerox sets up another network for TV special

Xerox Corp., Rochester, N. Y., will sponsor a 90-minute TV documentary, China: The Roots of Madness, in night-time periods between Jan. 30 and Feb. 4.

As with previous specials, Xerox is organizing an independent lineup of stations, 106 in 100 markets (three stations in both New York and Los Angeles), that will carry the show in prime time.

The show was written by Pulitzer Prize-winning author and historian Theodore H. White, and produced and directed for David L. Wolper Productions, a Metromedia subsidiary, by Mel Stuart.

More TV, revised slant planned by Continental

Continental Airlines, Los Angeles, is switching its advertising approach in 1967. For almost the last year, Continental's advertising has suggested to travelers that they "shop around . . . compare airlines . . . and feel the difference pride makes on Continental."

Now the company's advertising will say "comparison is no longer necessary. Pride is a quality that can't be compared." Indications are that this "turn the corner" advertising, as the new campaign is being called, will mean that Continental's television activity "will be stepped up."

It's estimated that Continental spent a little over $1 million in spot TV last year. That figure alone represented an increase of more than 45% over 1965. Continental's agency is Needham, Harper & Steers Inc.
THE SPIRIT OF DETROIT, designed by famed Detroit sculptor Marshall Fredericks, represents "the universal spirit of man as an expression of God."

The 16-foot, 8-ton green patined bronze welcomes visitors to the City-County building. Detroiters affectionately call it "Jolly Green Giant."

Just as Detroiters regard this symbolic sculpture as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 46 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiter which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
What have trucks done for you lately?

Look around you. Do you see anything that has not come to you by truck? Take food for example. Clothes, cosmetics, garden tools, fuel, sporting goods—or you name it.

Just thought we'd mention this since it's an idea that might not have occurred to you.
FTC says surgery only hemorrhoid cure

OBJECTS TO AD CLAIMS OF SEVERAL PROPRIETARY DRUGS

The Federal Trade Commission has ordered four manufacturers of hemorrhoid preparations to stop advertising their products as cures. The FTC objected to claims that the advertised products would reduce or shrink hemorrhoids; avoid the need for surgery as a treatment for hemorrhoids; eliminate all itch and relieve all pain due to hemorrhoids; heal, cure or remove hemorrhoids, and cause them to stop being a problem.

The companies cited by the FTC were American Home Products Corp., New York (which makes Preparation H ointment and suppositories; Humphreys Medicine Co., New York (Humphreys Ointment); E. C. DeWitt & Co., New York (DeWitt's Stainless Man Zan Pile Ointment, Men Zan Pile Ointment and DeWitt's Stainless Man Zan Suppositories), and The Mentholatum Co., Buffalo, N. Y. (Mentholatum M.P.O. Medicated Pile Ointment).

"Surgical removal is the only means by which either internal or external hemorrhoids can be permanently cured," the FTC said. "Any measures short of surgery merely provide palliation and do not effect a cure." The hemorrhoidal preparations claimed "some effect upon edema or swelling in the tissue overlying hemorrhoids" although they "cannot reduce the size of the hemorrhoidal veins" or have any "beneficial effect when the swelling is due to thrombosis."

The FTC stated that the products "will at best only afford temporary relief of minor itching associated with hemorrhoids" and "may afford some temporary relief against some types of pain associated with certain types of hemorrhoids."

The order specifically mentioned Preparation H, the product of American Home Products Corp., a firm which, Commission Mary Gardner Jones said, "is hardly a stranger to commission proceedings." The FTC issued a complaint against AHP in 1964 that objected to claims in Preparation H advertising (BROADCASTING, Sept. 14, 1964). Years earlier the commercials for the product had been banned by the television code board of the National Association of Broadcasters (BROADCASTING, June 22, 1959, et seq.).

Other Products Covered • The order also prohibited American Home Products from misrepresenting the effectiveness of any other products as well. Commissioner Jones stated that the extended prohibition was necessary because she said, the "law is clear that an order issued by the commission need not be confined to the particular product or even type of products sold by a respondent, particularly where the respondent has, by past conduct, demonstrated that the misrepresentations with which it has been charged are not isolated examples of its practices."

According to figures of the Radio Advertising Bureau for the first six months of 1966, the following was spent by hemorrhoid companies on advertising: E. C. DeWitt (pills)—$119,000 spot; Menholtatum (ointment)—$134,000 network and (product unspecified) $23,000 spot; Preparation H (American Home Products)—$1,535,000 spot, $37,000 network.

The Television Bureau of Advertising reported the following amounts spent for the first three quarters of 1966: Menholtatum—$644,010; Preparation H—$777,140, both for spot TV. In 1965 Preparation H put a total of $1,326,850 in spot TV and Menholtatum spent $925,950 in spot. No network TV is listed.

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.

Logos Teleproductions, 3820 South 27th St., Arlington, Va. 22206.


Pepper Sound Studios Inc., 51 South Florence, Los Angeles 38104.


Kentucky Fried Chicken, Charlotte, N. C. (chicken); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Seven-Up Bottlers, Birmingham, Ala. (Seven-Up); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.


Giant Food Stores, Memphis (food); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Ryeland-Potter, Memphis. Joe Hyde III, account executive.

Tel-A-Tape Productions, 234 West 44th Street, New York 10036.

Lane Co., Altavista, Va. (Sweetheart chest); one 60, one 30 for TV, live on tape, color. Jack Cox, production manager. Agency: Doyle Dane Bernbach, New York. Fred Underhill, agency producer.

Hertz Corp., New York (car rentals); two 60's, one 20, one 10 for TV, live on tape, color. William Aucott, production manager. Agency: Carl Ally, New York. Emil Gargano, agency producer.


Pacquin, New York (Silk 'n Satin lotion); one 30 for TV, live on tape, color. Albert Becker, production manager. Agency: LaRoche, McCaffrey & McCall, New York. George Sage, agency producer.

278 toy commercials got NAB code review

The National Association of Broadcasters Code Authority closed the books on the 1966 Christmas season announcing it had reviewed 278 toy and game commercials for 39 manufacturers last year. Comparable 1965 figures were 293 commercials for 47 manufacturers.

The commercials are screened for compliance with the television code and toy advertising guidelines. Among some of the typical problem areas the code finds in toy commercials: failure to clearly show what the buyer is getting in advertised product as opposed to items that must be purchased separately; over-glamourization of the product through shots that distort the size of the toy, elaborate settings that are not common for the average child's play environment, use of costumes and props not available with the toy, not clearly disclosing the toy's method of operation and source of power, and safety claims for electrical toys that have not been tested under all conditions.
ABC Radio had its best year since TV

ABC Radio reported last week that 1966 had been its "finest" sales year since the advent of TV. The volume was not disclosed, but Theodore M. Douglas Jr., vice president in charge of sales said it represented a 265% increase over 1960 sales and gave ABC Radio an average yearly increase of 18.1% over the past six years.

Mr. Douglas also reported that business to date indicates the first quarter of 1967 will match and perhaps exceed ABC Radio's post-TV high sales quarter, the first three months of 1966. Programs sold out, he said, include Paul Harvey News, Tom Harmon Sports, On the Line with Considine, Speaking of Sports and Breakfast Club.

He said continuing sales gains stemmed from "many things" including improved station lineup, strength in major markets and better clearance by affiliates, "plus our ever-increasing schedule of audience-loyalty programs and advertisers' continuing acceptance of ABC Radio's strong news and sports programing."

Mr. Douglas said 22 advertisers invested between $200,000 and over $1 million in ABC Radio during 1966, together accounting for 74.1% of the network's 1966 advertising. Biggest spenders, he said, were Campbell Soup, General Motors, Glenbrook Laboratories (Sterling Drug), Liggett & Myers Tobacco and Reynolds Tobacco. Nineteen new advertisers also contributed to the year's record, he reported.

Business briefly . . .

AAMCO Transmissions Inc., King of Prussia, Pa., through local agencies, will increase its 1967 advertising budget to more than $6 million, approximately 50% above last year's figure. Spot radio and television will continue to be used heavily by the firm, which has 350 franchised automatic-transmission service centers nationally.

Southern California Rapid Transit District, through Russell R. Rullman Advertising, Los Angeles, has signed $442,042 in broadcast media contracts to be used during the first six months of 1967. During January alone, RTD will use 1,704 60-second radio spots and 212 minute and 10-second TV announcements. According to RTD officials, total media exposure for 1967 will be "well in excess of a million dollars."

B. F. Goodrich Co., Akron, Ohio, through BBDO, New York, and Griswold-Eshelman, Cleveland, has renewed sponsorship of eight one-hour ABC News documentary specials in 1967. Each will be seen once during weekday prime time, and again on a later Sunday afternoon. First will be Hall of Kings, on London's Westminster Abbey, to be telecast initially Tuesday, Feb. 14 (6:30-7:30 p.m.). Others include Iwan Iwanowitch, a visit with a Soviet family; Mark Twain: a study of the medical crisis, and another of the source of modern music, and a documentary on man's future.

Admiral Corp., Chicago, through Campbell-Ewald Co., is doubling its network TV participations during first quarter of year compared to same period of 1966. Set maker also is making its biggest newspaper buy for period to date.

CBS Radio sets new sales record

The CBS Radio division's revenues in 1966 were the highest since 1958, with network sales up 11% from 1965 while combined sales of the seven CBS-owned radio stations rose 6% to set a new record.

Arthur Hull Hayes, president of the division, reported last week that advertising revenues for radio as a whole "may approach the billion-dollar mark during the next 12 months," and noted that "this milestone has already been reached if advertiser expenditures for programs and commercials are added to time costs."

Radio time sales in 1965, latest year for which official FCC figures are available, totaled $827.8 million, the highest in history.

Mr. Hayes thought it probable that "there will be closer to five [radio] receivers per family by the end of 1967 if the radio-set population continues growing, as it is now, six times faster than the population itself." He said the public currently is "spending at the billion-dollar annual rate for new radio sets and maintenance."

A total of 108 companies used the CBS Radio network to advertise 129 products in 1966, according to the year-end summary, as compared with 105 companies and 113 products in 1965.

The CBS-owned radio stations, which as a group expanded their news-talk-
Cancer society film hits TV cigarette ads

Cigarette advertising comes under heavy attack by the American Cancer Society in an 18-minute animated film released last week. In a sequence of the film, a cartoon character is depicted as a heavy smoker who makes a firm resolution to quit. He does. But then a barrage of cigarette advertisements from print media and radio puzzle him. Derogatory titles on cigarette packs chase him. Running home, he slams the door, mops his brow and turns to face a beam of light from his TV set. He screams out: "Not again. Even in my own home I can't escape."

He then begins thinking about the cigarette messages with "all those beautiful people" in the open country or sailing on boats, all smoking. He, too, wants to be like them. At that point a hand stretches out from the TV set offering him a cigarette. Puffing away, he sighs with relief.

The narrator on the film comments: "It is hard to quit cigarettes—when over $200 million a year is spent to keep you smoking." The film includes the voice of Dr. Louis F. Fieser, a Harvard professor of chemistry and member of the U.S. surgeon general's committee responsible for a 1964 report relating smoking to health. Dr. Fieser presents himself as a two-pack-a-day smoker who believed "it would never happen" to him. It did, he said, and "I am positive that cigarette smoking brought on my bronchitis, heart disease and emphysema. There is little doubt that the lung cancer was the result of my smoking."

At the end of the film, it is suggested that all cigarette advertising be required to carry a health warning and a list of harmful ingredients, or that all cigarette advertising be banned, voluntarily, or "as a public health measure."

"A Time for Decision," produced by Hanna-Barbera, will be distributed to 1,500 local chapters of the society. According to a spokesman, these chapters will be instructed to organize community leaders to visit local TV stations, urging use of the film. "It will be seen by millions of people," he predicted.

CBS News ran a short clip from the film on CBS-TV's Walter Cronkite news show last Wednesday (Jan. 4), along with a comment by Howard Bell, director of the National Association of Broadcasters Code Authority. Mr. Bell said he thought the cancer society was "unfair" to "single out radio and television for such severe attack" particularly in light of the NAB codes' provisions that "specifically prohibit health claims of any kind and that seek to reduce the appeal of cigarette advertising to young people."

He noted the recent cigarette-advertising guidelines of the code that deal with portrayal of athletic activity and with tar-and-nicotine statements. Today's commercials, he stressed, "are generally limited to talking about taste."

"We have taken concrete steps in broadcasting," he added, "but we recognize that the problem is by no means solved. More needs to be done by all concerned ('government, the public, advertising, as well as all media') with the problem."

Free time to reply to ads rejected

WCBS-TV New York has turned down a request that it make time available for the presentation of an antismoking point of view. The station said it has presented a well-rounded discussion of the smoking controversy. The request was made by John F. Banzhaf III, of New York, who cited the FCC's fairness doctrine in requesting time for reply to what he said were the prosmoking messages in the cigarette commercials the station carries (Broadcasting, Dec. 12, 1966).

Mr. Banzhaf said he would file a formal complaint with the FCC if his request were rejected. And in a subsequent letter he asked that he be given time "as a responsible spokesman" for antismoking interests.

The station, in a letter denying the request, did not concede that the fairness doctrine is applicable to "commercial announcements solely and clearly aimed at selling products and services." The station said the doctrine was not conceived "as a vehicle for giving the commission power to indirectly regulate product advertising when other governmental agencies are directly charged with the regulatory responsibility over such advertising."

But the station also said that its coverage of the health ramifications of the smoking issue has been consistent with the fairness doctrine. It said it has provided "accurate information" on the question, "as well as the significant contrasting viewpoints held by responsible authorities."

The station said its coverage of the issue included three "CBS Reps," of which predated the report of the surgeon general's committee on smoking on Jan. 11, 1964, as well as "numerous reports" on CBS News programs, and five special programs by the station's science editor.

Wcbs-tv also noted that in the last few months it has broadcast without charge five one-minute spots, provided by the American Cancer Society, that "advance the view that cigarette smoking is undesirable."

Also in advertising ...

N. Y. merger • Hutchins Advertising Co. of Rochester and Farquhar, Anderson & Seeds, Utica, N. Y. have affiliated, and the Utica firm will operate as Anderson Hutchins & Seeds. Clients of AH&S include Mohawk Airlines, Savings Bank of Utica, Rome Savings Bank, D. B. Smith Co. and Hudson Shoe Co.

New commercial-makers • A musical arrangement, an ad man and a film producer have joined forces to form Peabody, White, La Salle Inc., for the creation of radio and TV commercials. The new production company has opened offices at 9406 Wilshire Boulevard, Beverly Hills, Calif. The partners are John La Salle, formerly with Capitol Record; Stanford White, once with Kenyon & Eckhardt, New York, and Richard Peabody, formerly with United Film Service and Alexander Films.
Ford buys 'Robe'; will have one spot break

Another blockbuster motion picture, The Robe, will be presented on ABC-TV under the full sponsorship of the Ford Motor Co. on Easter Sunday nights in 1967 and in 1968.

In a major departure from previous practices, Ford will interrupt the film only once. It will have a middle intermission period of seven or eight minutes during which Ford commercials will be run. Special commercials will also precede and follow the film. Spots, ordinarily inserted on station breaks, will be eliminated.

The scheduling of The Robe on ABC-TV is a sequel to Ford's sponsorship on the same network of the three-hour Bridge on the River Kwai, which overwhemed its competition in the ratings race last fall (Broadcasting, Oct. 3). Ford paid approximately $1.8 million for his single showing on ABC-TV and was widely criticized for running its commercials in the usual manner—cutting in every 15 or 20 minutes for a spot.

ABC-TV acquired The Robe, a color feature starring Richard Burton and Jean Simmons, from 20th Century-Fox six months ago for an estimated $2 million. It was reported that Ford will pay $2.1 million for the two showings and ABC-TV will make a profit on a third presentation, to which it is entitled under its contract with Fox.

The two-and-a-half-hour feature will be carried in its entirety on March 26, 1967 and Easter (April 14) 1968. Ford's agency is J. Walter Thompson Co., New York and Detroit.

Super Bowl sold out except for CBS-TV sixth

Advertising commitments for broadcast coverage of professional football's first Super Bowl on Jan. 15 were completed last week except for one piece of sponsorship on CBS-TV. A disagreement on price between the network and the Ford Motor Co. that had developed a couple of weeks ago (Broadcasting, Jan. 2) was still at a stand-off last week, with CBS reportedly offering the unsold one-sixth commercial time to other advertisers.

In dispute are three minutes that Ford seeks to purchase at a price of $70,000 a minute, or $15,000 a minute less than CBS is demanding of advertisers, whether or not they are regular National Football League sponsors. Ford, through J. Walter Thompson Co., New York, had been a regular NFL advertiser during the past football sea-

American Tobacco puts all its agencies on fee

The American Tobacco Co. announced last week that the incentive-fee system arrangement has been ex-

tended to N. W. Ayer & Son and Norman, Craig & Kummel and noted that this system of compensation now is in effect at all of the agencies handling the company's cigarette production.

The incentive-fee system provides that agency profits, up to an agreed percentage of gross billing, are guaranteed by the advertiser, and agency profits in excess of an agreed percentage are shared by the advertiser and agency. A spokesman said that American Tobacco saved about $1.5 million a year after it put BBDO and Sullivan, Stauffer, Colwell & Bayles on the system in the beginning of 1965.

Agency assignments for cigarette brands are: BBDO—Lucky Strike Filters, Lucky Strike Menthol, Tareyton, Waterford, Colony Filter, and Colony Menthol; Sullivan, Stauffer, Colwell & Bayles—Pall Mall, Pall Mall Filter, Pall Mall Menthol and Sweet Caporal; N. W. Ayer & Son—Montclair, Carlton and Half-And-Half Filter and Norman, Craig & Kummel—Bull Durham Fil-
tertip.

Slide animation shown in demonstration film

Filmack Studios, Chicago, has made available a 16-mm sound motion-picture sample reel that will be circulated without charge to assist advertising agencies and television stations in planning production of animated slide commercials.

Borrowing from successful animated slide commercials, the color film demonstrates simple animation techniques such as pop-ons, dissolves, zooms and wipe-ons. The film also includes samples of animation used by TV stations for their own promotions.

The four-page explanatory brochures accompany the loan reels of "Animated Slides" and are available from the Television Division of Filmack Studios, 1327 South Wabash Avenue, Chicago.

PKL, Hunt-Wesson part about 'good advertising'

Papert Koenig Lois Inc., New York, and the Hunt-Wesson food division of Hunt Foods and Industries Inc., Fullerton, Calif., jointly announced last week that they were "unable to agree on what constitutes good advertising." The account included advertising for Wesson oil and Wesson mayonnaise, Hunt's pork and beans, and Blue Plate foods, distributed mostly in the South. It billed about $4 million yearly. Hunt-Wesson will contact selected agencies "shortly," according to a joint news release issued in New York Jan. 4.
The soundest sound in Broadcasting is the new sound of GATES

Gates Executive, 10-channel stereophonic, fully transistorized console, meets the critical needs of stereo or monaural dual-channel broadcasting.

Gates Diplomat, 10-position dual-program channel, completely transistorized console, provides all of the audio-system facilities of the Executive with exception of stereo.

Gates President, dual-channel, completely transistorized console, provides 8 input mixing channels, has totally new 12-position control center. Program selection is by individual illuminated touch-control keys for precise finger-tip control. Eight ladder-type mixers accommodate 28 inputs for exceptional versatility in AM, FM or TV dual-channel broadcasting.

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ABC-ITT hearing seems certain

Chairman of House Small-Business Committee plans to ask group to look into FCC handling of merger

The chairman of the House Small-Business Committee last week said he planned to suggest that the committee study the merger of ABC and International Telephone & Telegraph Corp. when the committee meets after Congress opens this week.

The comment came in response to a request by Representative Silvio O. Conte (R-Mass.) that either the House Small-Business Committee or the Commerce Committee investigate the FCC’s handling and approval of the case.

Representative Joe L. Evans (D-Tenn.) last week wrote Representative Conte, who is a member of the committee, that he would ask the group to place the merger on its agenda for “study and investigation.”

Meanwhile in the Senate, Senators Gaylord Nelson (D-Wis.) and Wayne Morse (D-Ore.), the two strongest critics of the merger, remained silent on their plans on the subject. Both are members of the Senate Small-Business Committee and both had expressed a desire for that committee to investigate the case. Senator Morse has requested such a hearing. Senator Nelson, who heads the group’s subcommittee on monopoly, has already scheduled early hearings on another subject and could probe the ITT-ABC controversy later.

In his reply to Representative Conte, the Small-Business Committee chairman wrote: “In my view the consolidation of these two corporate giants poses certain questions which do not appear to be answered sufficiently by the opinion or ruling released recently by the FCC.”

Representative Conte, who entered the criticism almost simultaneously with the FCC approval of the merger (Broadcasting, Dec. 26, 1966), said afterward “sufficient doubts arose over the impact of this action on small-business competitors to warrant a more thorough examination of the details and possible consequences.” He added: “On the basis of published reports and the lack of depth reflected in the text of the final ruling itself, there are grounds to suspect that the FCC has failed to deal with the matter in as careful and as responsible a manner as the American public has a right to expect.”

The committee chairman’s interest, he said, “simply confirms the grave doubts most of us have with respect to this action.”

Maximum fine confronts Eastern Broadcasting

Eastern Broadcasting Co. faces an FCC-imposed fine of $10,000—the maximum permitted by law—because of two allegedly rigged contests broadcast at a station it no longer owns, WALT Tampa, Fla.

Eastern, which may either pay the fine or contest the notice of apparent liability issued last week, reportedly...
alerted the commission to the possible wrongdoing and cooperated in the investigation.

Actually the commission action was directed at one contest, a “Christmas Daddy” promotion that was conducted between November 1965 and January 1966. The statute of limitations has run out on the other contest, which involved a tie-in with a soft-drink distributor. It ended in 1965.

Eastern sold the station to Universal Broadcasting Co., in March 1966. However, Eastern still owns four stations: WCHV and WCCV-FM Charlottesville and WHAP Hopewell, both Virginia, and WCVS Springfield, Ill.

The commission said that the “Christmas Daddy” contest, in which $500 was the prize, “appears to have been rigged so that a fictitious name was drawn as the winner and no prize was awarded to anyone.”

Commission sources say the winner of the earlier contest appeared to have been predetermined. The winner was to be the person who had a certain soft drink in the refrigerator when visited by a representative of the beverage’s distributor. The prize was $50.

It’s understood the commission has evidence indicating a former station employee was responsible for rigging both contests. However, it was also learned that the former employee has denied any wrongdoing on his part.

Commission sources report that Roger Neuhoff, president of Eastern, says he was unaware of any possible fraud until after he sold the station and the new owner contacted him to complain about charges being made about the contests.

Mr. Neuhoff then wrote to the commission and promised to conduct an investigation and inform the agency of the results—“which he did,” according to a commission source. The commission also conducted its own investigation.

**Short licenses given for DJ reprisal, survey**

Two radio stations were hit with short-term license renewals last week—WKWK Wheeling, W. Va., because of a kind of payola-in-reverse, and WOLP Panama City, Fla, because of the “unjustified use” it allegedly made of a “so-called audience survey.”

The FCC notified WKWK it was being given only a one-year license renewal because a staff investigation indicated that a disk jockey, who was also the station’s music director, had used the station’s facilities “improperly.”

The commission said that, “because a recording artist failed to make a free appearance for the WKWK music director-disk jockey” at a record hop, the artist’s current record was deleted from the station’s play list.” The action was said to have been taken with the approval of the station’s general manager. The artist is Johnny Daye.

The commission also said that the licensee “despite past experience of such misuse [of the station’s facilities] had not taken adequate steps to assure that such improper use would not be made in the future.”

The commission cited the letter it wrote Crowell Collier last month concerning its alleged laxness in guarding against payola at KFWB Los Angeles. In that letter the commission noted that whenever conflicts of interest exist involving station personnel engaged in program selection, “the personnel should be insulated from the process of program selection.”

**Coupons - WOLP’s offense,** the commission said, involved a coupon-book promotion. Solicitors telephoned members of the public in the station’s area with offers of a $100 coupon book for $9.95. The station’s call letters were used on the books.

In the course of the solicitation, the
callers asked listeners which station in the area they preferred, and WDLF turned out to be the winner by a large margin, according to commission officials. The commission said the survey, the results of which were used in promotions, was "invalid under the circumstances."

It also warned licensees who participate in coupon book promotions to "exercise special diligence that their facilities are not being used for false or misleading advertising."

A commission official said persons selling the promotion have been known to skip town leaving broadcasters in embarrassing situations. In at least one case merchants refused to honor the coupons which were supposed to buy merchandise at their store. In another case, one of the coupons bought the lucky holder a $35 parachute jump.

Registration opens for NAB convention

Preregistration and hotel reservation forms for the 45th annual NAB convention have gone out to members of the National Association of Broadcasters. The convention will be held in Chicago, April 2-5, and registration could surpass the record 5,036 that attended the 1966 Chicago sessions.

Preregistration during January will be limited to NAB members. After Feb. 1, anyone not eligible for NAB membership can register and request hotel space. Advance registrations will be open to March 1.

The advance registrations are $30, which includes three luncheons, or $15, without the luncheons. After March 1, they will be $35 and $20, respectively.

Changing hands . . .

ANNOUNCED • The following station sale was reported last week subject to FCC approval:

• KACL Santa Barbara, Calif.: Sold by John S. Minor Sr. and associates to Peter Potter and Ralph J. Herrman and others for $230,000. Mr. Potter is stepson of Fred Astaire; Mr. Herman, of Herman Properties Inc., is president of Hollywood Property Owners Association and board member of Hollywood Chamber of Commerce. KACL is 500 w daytimer on 1290 kc. Broker: Hogan Feldmann Inc.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 81).

• KCMC Alliance, Neb.: Sold by Sand Hills Broadcasting Corp. to KLOE Inc. for $117,500. KLOE Inc. is licensee of KLOE Goodland, Kan., whose principal owners, Robert E. Schmidt and Ross Beach Jr., own KLOE-TV Goodland and Kays-AM-TV Hays, both Kansas.
Danish rebuts Curtin speech
Says Xerox official had his facts reversed on television audience trends

Roy Danish, director of the Television Information Office, told David J. Curtin of the Xerox Corp. last week that Mr. Curtin had it backwards when he said television is losing its classiest audience.

In a letter being made public today (Jan. 9), Mr. Danish told the Xerox vice president for corporate communications that A. C. Nielsen Co. research shows viewing is on the rise, not the downgrade, in upper-income and better-educated homes and among young adults as well.

The letter was sent in answer to a speech in which Mr. Curtin told the Broadcasters' Promotion Association last November that the elite elements of the TV audience were beginning to drift away, that movies were being programed as a substitute for imaginative programing and that the net effect may be alienation of quality audiences sought by sponsors such as Xerox (Broadcasting, Nov. 21, 1966).

Mr. Danish said Nielsen data for September-October 1966 showed a 1% increase in prime-time ratings in upper-income homes (over $10,000 income) and another 1% gain in middle-income homes ($5,000-$10,000) as compared with the same period of 1965, while ratings in homes with under $5,000 income declined 3%.

Not Children: Other Nielsen data, he said, dispel the theory that children are responsible for this increase. In fact, he said, viewing in upper-income homes between 9:30 and 11 p.m. is 28% higher than in lower-income homes, whereas in the 7:30-9:30 period when more children are watching the upper-income advantage is only 6%.

In answer to Mr. Curtin's criticism of movies on TV, Mr. Danish said analysis of Nielsen figures showed that in homes with a college-educated head-of-household, the network movies had a rating 63% higher than in homes where the head had only a grade-school education, while in upper-income homes the movies' rating was 65% higher than in lower-income homes. "It may be argued," Mr. Danish
Little doubt on outcome of House Commerce contests

The 90th Congress will open this week with a strange set of contests for key positions of vital interest to broadcasters in the House Commerce Committee. The outcome is apparently already assured.

Representative Harley O. Staggers (D-W. Va.) is expected to withstand the challenge to his chairmanship of the House Commerce Committee by Representative John Bell Williams (D-Miss.) who is seeking to have his seniority, withdrawn by his party when he supported Barry Goldwater for President in 1964, restored. If his seniority had not been withdrawn he would have been in line for the chairmanship before Representative Staggers. His office said last week that Representative Williams will seek restoration when the Democratic Party holds its caucus today (Jan. 9). He will be assisted by a joint resolution passed by the Mississippi legislature and a letter from Governor Paul B. Johnson Jr. urging the House Democratic leadership to return his seniority.

However, most observers do not foresee any likelihood of Representative Williams either unseating the present chairman or of getting his full longevity rights and privileges returned.

Also in the same committee, a three-cornered competition developed for the chairmanship of the Communications and Power Subcommittee, which handles communications and broadcasting legislation. The subcommittee post was vacated by the retirement of Representative Walter Rogers (D-Tex.) Coveting the position were Representative John Moss (D-Calif.), the next senior Democrat on the subcommittee, and Representatives Torbett H. MacDonald (D-Mass.) and John Jarman (D-Okla.) who outrank Representative Moss, in that order, on the full committee. Although all three had expressed keen interest in the chairmanship, according to past rulings, Representative MacDonald, because of his seniority on the full committee, will get first crack at the post. He is expected to exercise that right and claim the post.

Industry interests in both the communications and power fields, especially the oil industry which is active in Representative Jarman's home state, had been hopeful of seeing him assume the post because of his softer stance toward business regulation. Representative Moss has been known as a strong critic of certain business and broadcasting practices and Representative MacDonald, although not well known in these industries, had established a liberal record in Congress.

Thus, although Representative MacDonald is expected to rely heavily on the guidance of Chairman Staggers at first, he will represent a different, more critical, orientation to broadcasting issues than that shown by the past chairman who was generally sympathetic toward broadcasters. However, that could be offset by an influx of Republican members as the committee is re-aligned to reflect the GOP's gains.

wrote, "that telecasting features is not 'exploring new frontiers for growth and development.' However, all three networks are presenting more drama than ever before and are experimenting with new forms. As with all experiments there will be failures [but] television is offering a record number of specials this year."

As to Mr. Curtin's assertion that "television has consistently failed to pique the interest" of the half of the U.S. population under age 25, Mr. Danish cited Nielsen data showing that the number of young adults (18-34) viewing in the average prime-time minute increased from 14,700,000 in October 1965 to 15,040,000 in October 1966, the latest date for which such figures were available.

Average-Minute Audience: The total average-minute audience rose from 65,040,000 to 65,310,000 in the same period; the total adult audience increased from 47,060,000 to 48,140,000 and the 12-17 age group climbed from 6,720,000 to 7,190,000.

Mr. Danish also noted that the Elmo Roper research organization had found that the percentage of adults calling TV their primary information medium is highest in the 21-25 age group.

The TIO head cited continually rising TV set-sale figures as evidence of the public's continuing vote of confidence in television.

"Because television has diverse programs," he said, "specific programs will reach more of one demographic group than another. But, of course, television is not losing in any individual category, except perhaps in the lowest-income group."

Stations back request to reopen FCC record

Three commonly owned Puerto Rican radio stations, whose licenses have been recommended for revocation by an FCC hearing examiner, last week gave their support to a motion to reopen the record for the inclusion of new evidence.

WXKN and WFOM(FM), both San Juan, and WORA-FM Mayaguez told the commission that a previous witness's "recantation of crucial earlier testimony cannot in fairness be excluded from the hearing record in this proceeding."

George Mayoral, vice president of and minority stockholder in the stations at the time the alleged offense occurred, filed the motion to open the record last month along with an affidavit from a witness in the hearing that virtually retracts testimony he had given that was damaging to Mr. Mayoral (Broadcasting, Jan. 2).

The stations argued last week that the affidavit submitted by Carl A. Soderlund, commercial manager for the San Juan stations, "clearly demonstrates the unliability" of his previous testimony.

The principal issue in the case involves alleged rebroadcast of news programs of the Armed Forces Radio Service without permission.
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BROADCASTING, January 9, 1967
More of the same for CATV

FCC refuses to make major changes in rules, explains that unsettled copyright questions muddy the waters

The FCC, following an expected course last week, indicated that any major changes in its CATV rules would have to await future action by Congress or the courts on the copyright law.

The commission's position was expressed in an order that rejected, in the main, petitions urging reconsideration of the order, issued last March, in which it asserted jurisdiction over all CATV systems, and adopted rules for the industry (BROADCASTING, March 14, 1966).

In ruling on the petitions the commission did slightly modify its rules requiring CATV's to carry the signals of local stations and afford stations nonduplication protection, and to obtain commission permission before relaying distant signals into the top 100 markets. But it made clear it was withholding major changes because of uncertainty over the impact that impending changes in the copyright law may have.

Congress in the last session failed to act on copyright-law changes which would have required CATV systems to obtain clearance before using copyrighted material. But it is expected to consider the legislation again in the term beginning this week.

In addition, a case is working its way through the courts in which a federal district court judge has ruled that CATV systems are subject to copyright payments and existing law. That case, which involves a suit by United Artists Television Inc. against Fortnightly Corp., is scheduled to be argued before a U.S. Court of Appeals in New York today (Monday).

Commission Vote: The commission acted on a 3-to-2 vote in rejecting the petitions, with Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth A. Cox in the majority, and Commissioners Robert T. Bartley and Lee Loewinger dissenting. Commissioner Nicholas Johnson did not participate, and Commissioner James J. Wadsworth did not participate.

The issue, which served to rekindle feelings about CATV which had been largely dormant since the rules were adopted almost a year ago, is sparking three separate statements. Commissioners Loewinger and Bartley are preparing dissents, Commissioner Cox, a concurrence.

The commission action reportedly followed a heated debate involving Commissioner Loewinger, who has generally opposed commission CATV policy even though he voted for the CATV rules, on one side, and Commissioner Cox and General Counsel Henry Geller on the other. Mr. Geller is generally regarded as a major architect of the CATV rules.

The commission decision to leave the rule virtually intact was explained this way by one commissioner official: "With the CATV situation in such a state of flux [because of the copyright matter]—where settlement could have

1966: a year of major actions at the FCC

The year 1966 saw new communications satellites in orbit and another industry—CATV—under the FCC's wing. It also saw approval given to the biggest merger ever to come before the commission.

These were among the highlights of 1966 cited by FCC Chairman Rosel H. Hyde in his year-end statement, issued Dec. 30.

He noted that television and other communications by satellite were provided the Pacific area for the first time, with Lani Bird 1, launched in October, providing temporary commercial service. Fulltime service is expected to be provided by a second Pacific satellite, scheduled for launching this month.

In other communications satellite matters, the commission established guidelines as to persons authorized to deal directly with the Communications Satellite Corp., and established policy permitting Comsat and the international common carriers to share ownership of the U.S. ground stations in the global system. The year also saw a reduction of up to 40% in charges for use of the U.S. portion of the system.

The commission, in addition, instituted an inquiry into the use of satellites for domestic communications—an inquiry that led the Ford Foundation to suggest its controversial plan of establishing a nonprofit corporation that would serve the commercial networks and use its profits to aid educational television.

CATV: The commission asserted jurisdiction over the burgeoning CATV industry (BROADCASTING, Feb. 21, 1966) and a month later adopted rules affecting the operations of all cable systems. A year earlier the FCC had adopted rules only for systems employing microwave, whose use was already subject to commission regulation.

The rules, designed to expand CATV operations into the over-all service the television industry provides, require CATV systems to afford stations carriage and nonduplication protection, and to request commission permission before relaying distant signals into the top 100 markets. In August the FCC created a task force to implement the new rules.

A major event in broadcasting was the commission's approval, last month, of the transfer of ABC's 17 AM, FM and TV stations to the International Telephone & Telegraph Corp. (BROADCASTING, Dec. 26, 1966). The commission majority said the financial resources ITT could make available would enable ABC—traditionally the third network—to compete on even terms with CBS and NBC.

New Table: The commission issued a revised table of assignments for UHF television, providing for 1,098 assignments across the country. More than 500 assignments were reserved for educational use in a plan that provides for two ETV stations in many metropolitan areas and for enough other assignments to assure statewide coverage in each state.

The commission in October finally completed a seven-year project and adopted a new program-reporting form for television (BROADCASTING, Oct. 10, 1966). (A form for radio, which the TV form closely resembles, was adopted a year earlier.)

And in a related development, the commission required all radio and TV licensees to review their commercial-time-standards policies and make a fresh statement regarding them. Stations were asked to report how much time they normally ex-
than 300 of the FM stations and some 4,200 AM, more than $2.75 billion industry, which continuing growth in an hour, and to state the circumstances under which those normal limits might be exceeded. In addition, AM and FM licensees proposing more than 18 minutes per hour, and TV licensees proposing more than 16 minutes per hour, were asked to explain how their proposals are in keeping with their communities' needs and interests. The 18 minutes per hour for radio and the 16 for TV are the upper limit in the codes of the NAB.

A totally novel approach to commercial time standards figured in the sale of KAOS(FM) (formerly KOLA(FM)) Los Angeles to McLendon Corp., which proposed to employ an all-classified-ad format. The sale was approved on a one-year trial. The year-end report noted the continuing growth of the broadcast industry, which reported more than $2.75 billion in revenues for calendar 1965. Authorized stations now total some 4,200 AM, more than 1,200 FM and some 900 TV stations. More than 300 of the FM stations and some 150 of the TV outlets are educational. In addition, more than 2,200 translator TV stations are in use.

The burden, according to the NAB, is that CATV systems would be "killed off" in the major markets if forced to dicker with the multitude of copyright holders for exclusive rights to their material. Some commission officials are said to have expressed a private view that CATV systems should be "killed off" if CATV stations can program out of the air, have an unfair advantage over stations that have to pay for their material.

The major premise of the present rules is that CATV systems, which simply pick up signals from the air, are required to pay for their material. The general counsel's office and some commissioners are said to feel that if CATV's are required to pay for their programming the advantage they assertedly have over television stations would disappear and, with it, the need for much of the present regulation. A major promise of the present rules is that CATV systems, which simply pick up programming out of the air, have an unfair advantage over stations that have to pay for their material.

For example, the NAB reported that CATV systems would be "killed off" in the major markets if forced to dicker with the multitude of copyright holders for exclusive rights to their material. Some commission officials are said to have expressed a private view that CATV systems would be "killed off" if CATV stations can program out of the air, have an unfair advantage over stations that have to pay for their material. The major premise of the present rules is that CATV systems, which simply pick up signals from the air, are required to pay for their material.

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The burden, according to this view, to devote to commercial matter in an hour, and to state the circumstances under which those normal limits might be exceeded. In addition, AM and FM licensees proposing more than 18 minutes per hour, and TV licensees proposing more than 16 minutes per hour, were asked to explain how their proposals are in keeping with their communities' needs and interests. The 18 minutes per hour for radio and the 16 for TV are the upper limit in the codes of the NAB.

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Disagrees • But Sol Schildhause, head of the task force commission created to handle CATV matters, is said to disagree. In his view, CATV has become a fact of life, and will continue to grow. He has forecast the establishment of a licensing organization, similar to the American Society of Composers, Authors and Publishers, springing up to handle copyright clearances for the nation's CATV systems.

He and others within the commission have expressed doubts that Congress will act on the copyright legislation in the new term. They say the issue is sure to be bitterly contested, and they feel CATV forces may be able to marshall enough strength to defeat legislation that would be harmful to them.

The commission's order last week stated that "generally, revisions in our rules" as a result of copyright-law changes "must await further developments." But it also indicated that CATV systems themselves could influence the commission on whether or not to waive the rules by voluntarily complying with the copyright law, as interpreted in the United Artists case.

The commission noted that many systems have said that, in light of the decision in that case, they should not be required to carry the signals of local stations unless given copyright immunity by the stations requesting carriage. The systems, the commission said, in effect, can't have it both ways. They cannot obtain a waiver of the carriage rules when they follow "a selective policy" with respect to the district court's decision—that is, ignore copyright in the case of distant signals and purport to follow it as to local signals.

Deal by Waiver • "We believe that in light of present industry practice, no revision of our rules is needed, and that we should therefore deal with any situations of this sort by waiver, when and if they arise," the commission said. It added that it's up to the system "to determine whether to follow the district court's decision or the present industry practice."

The commission did change the CATV rules in three areas.

* The carriage provisions were amended to eliminate the requirement that a CATV system within the Grade B or better contour of a satellite and its parent station carry both.

* The system now need carry only the station having the higher priority and may select between stations of equal priority.

A CATV system that carries the signal of a station beyond its Grade B contour in place of the signal of a 100-w translator in the system's community must protect the station against nonduplication of its programing, if requested. This closes a loophole in the rules. The commission also clarified the carriage rules, requiring carriage in cases where any part of the community served by a CATV system falls within the pertinent contour.

The rule requiring systems to obtain commission permission before importing distant signals into the top 100 markets was amended to incorporate the commission's decision in the TeleFax case. In that proceeding, the commission held that a system expanding from one community into another is moving into a "new geographic area" and, thus must obtain commission approval, even if the move is in accord with the system's original engineering plans (Broadcasting, May 2, 1966).

Radio affidavit tested

The Katz Agency, New York station-representation firm, has been testing standardized radio affidavits. It says it now considers adoption of such forms a "definite possibility" for the spot-radio industry. Katz says 80% of stations taking part in the first phase of its test indicated they could adopt a standard form. A revised form that incorporates changes suggested by some stations will be used in a new three-week test with the cooperation of the D, P, Brother agency in Detroit.

FINANCIAL REPORTS

New money for STV

40% of pay-TV firm purchased by N. Y. investment firm

Subscription Television Inc., which lost some $16 million trying to start pay television in California, a state that didn't want it, proved last week that there's still some fire in its corporate ashes.

Promoters have been poking around in those ashes for months looking for a way to salvage some of the $16 million by pulling the company out of bankruptcy and putting some income-producing assets in its hands.

STV directors announced last week that F. L. Ohrstrom & Co., New York investment management organization, and some of its associates had bought 40% of STV's common stock from principal shareholders.

A brief statement by STV directors, which revealed neither the price of the transaction nor the names of the sellers, said the new owners had purchased their shares for investment.

It was believed the sellers included Reuben H. Donnelley Corp. and Lear Siegler Inc., two original heavy backers of the pay-TV venture.

New Money • The announcement went on to say the buyers "contemplate arranging new financing for STV, continuation of efforts by STV to develop subscription television, and acquisition by STV of income-producing assets in other areas."

Observers of the transaction felt the center of the plan involved acquisition of additional assets against whose income the $16 million STV loss could be applied as a tax-loss carry forward.

STV, which had hardly started pay operation in Los Angeles and San Francisco before California voters ruled it illegal by referendum in November 1964, filed in bankruptcy five months later. The referendum itself was later ruled unconstitutional.

Last March the company reported a plan by which it would acquire the assets of Shasta Telecasting, Fresno, Calif., at which point Shasta would have become a substantial stockholder of STV (Broadcasting, March 28, 1966). This effort came tantalizingly close to fruition but failed when a bank loan, necessary for its completion, was not forthcoming.

Under that plan Shasta management would have administered STV affairs. According to last week's announcement, the new buyers, for the present, will not take part in directing STV. It will continue to be managed by its current board of directors.

Last week's asking price for STV stock, traded over the counter, was around 21/4. Prior to the announcement it was trading at 11/2.

The Ohrstrom group's approximately 40% of STV's 3,063,500 outstanding shares would represent about 1.2 million shares.

Infighting at MGM hasn't hurt business

Metro-Goldwyn-Mayer, fighting toe-to-toe in a proxy battle with dissident stockholders, reported strong first-quarter earnings last week and declared a
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New York: 212/MU 7-7080  San Francisco: 415/PR 6-6055
She's Donna Dill, The 1967 March of Dimes Campaign Girl but who is he?

He's March of Dimes volunteer Lorne Greene. For many years, he has taken time to do March of Dimes programs and public service announcements for radio and television. He knows that the March of Dimes supports 77 treatment centers where birth defects victims can receive the best medical care available. He also knows that the March of Dimes supports vast scientific research programs which will some day unravel the many mysteries surrounding birth defects. He wants the public to know. That's why he's taken the time to help the March of Dimes. . . . And he's just one of the hundreds of performers and thousands of broadcasters who are helping. Won't you join them by using our materials as often as possible during January?
5% stock dividend to boot.

MGM President Robert O'Brien announced that earnings for the first quarter of the company's fiscal year were 50% ahead of the same period last year as revenues moved up 28%.

He said every major division of the company experienced increases in earnings and revenues for the quarter.

The company also announced the 5% stock dividend on common stock payable Feb. 6 to stockholders of record Jan. 16.

Meanwhile the dissident stockholders, led by Philip Levin, had reportedly increased their holding in MGM to 679,800 shares, equivalent to 13.4% of the company's outstanding stock.

First quarter (fiscal year) ended Nov. 24, 1966:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Operating earnings</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$0.63</td>
<td>$47,665,000</td>
<td>$6,632,000</td>
<td>$3,102,000</td>
</tr>
<tr>
<td>1966</td>
<td>$0.42</td>
<td>$37,280,000</td>
<td>$4,500,000</td>
<td>$2,084,000</td>
</tr>
</tbody>
</table>

*Adjusted for two-for-one stock split effective last June 24.

Rust Craft earnings up in nine months

Rust Craft Greeting Cards Inc., Dedham, Mass., has reported increases in earnings and sales for the nine months through November 1966. Rust Craft, a group owner, operates WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WROC-AM-FM-TV Rochester, N. Y.; WWOL Tampa, Fla.; WSTV-AM-FM-TV Steubenville, Ohio; WPIT-AM-FM Pittsburgh; WWOL Buffalo, N. Y.; WRPC-AM-FM Philadelphia; and WJJS-TV Jacksonville, Fla.

For the nine months through No-

SEC's November report of transactions

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

C-E-I-R Inc.—S. Peter Langhoff Jr. bought 300 and exercised option on 200 class A voting shares, giving total of 410.

Capital Cities Broadcasting Corp.—William J. Casey sold 2,000 shares, leaving 47,216. Carl T. Hogan sold 400 shares, leaving 4,000.

CBS Inc.—C. Edwin Drumheller sold 706 shares, leaving 216. Following exercised stock options: William C. Fitts Jr., 598, giving total of 1,616; Kenneth W. Hoebt, 295, giving total of 3,464, plus 511 held beneficially in trust for daughter, and 1,000 held beneficially with wife. Cox Broadcasting Corp.—Clifford M. Kirland Jr. exercised option on 1,000 shares, giving total of 4,283.

Cinema Inc.—Richard Brown bought 2,000 shares, giving total of 4,000, and bought 100 shares on beneficially held account with sons, giving total of 500.

Gross Telecasting—Raymond W. Miotto, holding 100 shares personally, bought 1,500 shares on beneficially held Faine Weiber Jackson & Curtis trading account, leaving (188) short.

MPO Vidorolac Inc.—Lawrence H. Levy sold 300 class A shares, leaving 100.

Metromedia Inc.—John P. Criscone sold 1,785 shares, leaving 6,400.

KCA—W. Walter Watts sold 14,043 shares, leaving 57,528.

Reeves Broadcasting—Dolores J. Russell bought 1,818 shares through exchange or conversion, giving total of 4,681; and sold 10,000 in 6% convertible subordinated debentures, leaving none.

Screen Gems Inc.—Rex H. Hark sold 800 shares, leaving 170, plus 64 on beneficially held retirement fund account, and 1,100 beneficially held with wife.

Seven Arts Productions—Alan J. Hrenfield bought 1,500 shares, giving total of 4,700, and bought 400 shares for beneficially held family trust, giving total of 460. Jeremy A. Hyman sold 300 shares, leaving 4,000.

Rust Craft earnings up in nine months

Rust Craft Greeting Cards Inc., Dedham, Mass., has reported increases in earnings and sales for the nine months through November 1966. Rust Craft, a group owner, operates WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WROC-AM-FM-TV Rochester, N. Y.; WWOL Tampa, Fla.; WSTV-AM-FM-TV Steubenville, Ohio; WPIT-AM-FM Pittsburgh; WWOL Buffalo, N. Y.; WRPC-AM-FM Philadelphia; and WJJS-TV Jacksonville, Fla.

For the nine months through No-

Nielsen profits, sales up in quarter

Continued increases in profits and sales of the A. C. Nielsen Co., Chicago, were reported by the company last week for the quarter ending Nov. 30, 1966. They represent an unbroken upward trend of 33 years. The company also announced some price boosts but these did not involve any of its broadcast services.

Chairman A. C. Nielsen said net earnings for the quarter after taxes were $1,240,000, up 4.3% over the same period of 1965. Gross sales increased 15.5% to nearly $17.7 million. The Nielsen board approved a dividend of 9 cents a share of class A and B common payable Feb. 1 to stockholders of record Jan. 13.

Three months ended Nov. 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Net sales</th>
<th>Net operating earnings after income taxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$1.43</td>
<td>30,780,000</td>
<td>1,130,000</td>
</tr>
<tr>
<td>1965</td>
<td>$1.07</td>
<td>27,337,000</td>
<td>778,000</td>
</tr>
</tbody>
</table>

EQUIPMENT & ENGINEERING

Comsat gets OK on Andover station

The Communications Satellite Corp. received FCC approval last week to purchase the Andover, Me., earth station from AT&T. Purchase price is $4,981,000.

The commission said the purchase would enable Comsat to establish reliable 24-hour station capability six months to eight months sooner than if it were required to build a new facility and at a saving of about $1 million.

Comsat, which has been operating the station under a lease agreement since July 1964, is required under the terms of the commission approval to redistribute part ownership of the station to international carriers in accordance with their use of the international system.

This is in line with commission policy on earth-station ownership issued last month (Broadcasting, Dec. 12, 1966). That policy provides for 50% ownership by Comsat, and specifies ownership percentages for each of the international carriers of the three existing and all future U. S. earth stations.

The FCC indicated that AT&T made no profit on the sale of the station, which was built for use in connection with its Telstar satellite in 1962. The commission said AT&T's net investment —original cost less reserve for depreciation—is "substantially equivalent" to the price paid by Comsat.

In a related matter last week, the commission dismissed as "premature" the applications of Western Union Telegraph Co. for authority to construct earth stations in Alabama, Arkansas, Iowa and Oregon.

Western Union, which filed its applications Nov. 7, proposed the stations as part of a terrestrial network for a domestic communication-satellite system. But, the commission noted, it has not resolved a host of questions that would be involved in establishing a domestic system.

The commission said it was dismissing the applications without prejudice to the filing of future proposals that would be consistent with any decision made on the question of a domestic system.

Interference safeguards for chs. 4, 5 urged

The Association of Maximum Service Telecasters last week urged that the FCC make sure no interference occurs to television service on channel 4 and 5.
RCA announced last week that it has developed a new lightweight color-TV camera designed for on-the-spot coverage of news, sports and other events away from the studio.

Though the TK-44 field camera will not be commercially available until mid-1968, the industry has expected the announcement of this equipment by RCA (Broadcasting, Jan. 2). The camera weighs approximately 135 pounds, less detachable viewfinder and lens.

According to C. H. Colledge, vice president and general manager, RCA broadcast and communications products division, the new camera uses a three-inch image orthicon type tube with improved signal-to-noise ratio for the luminance signal. He said it combines ease of handling with the performance of RCA’s four-tube pickup system.

Mr. Colledge said that a prototype TK-44 will be demonstrated at the National Association of Broadcasters convention in Chicago. The camera will be in the $80,000 price range.

The RCA division is delivering its TK-42 and TK-43 four-tube studio color cameras in quantities to broadcast stations and networks, Mr. Colledge stated. RCA expects to have approximately 300 of them in regular service by NAB convention time.

Shown in picture is Andrew F. Inglis, division vice president of the engineering and merchandising department at RCA.

Lightweight color camera developed by RCA

RCA

Range of problems await

ITV development group

FCC Commissioner Robert E. Lee announced last week that the 1967 national committee for the full development of the Instructional Television Fixed Service will meet tomorrow (Jan. 10) in Washington. The committee will discuss saturation problems, local pre-planning and coordination, ITFS’s relationship to other technology (including satellites and computers) and primary and allowable services, the commissioner said.

The ITFS national committee, established in October, 1965, and its sub-committees coordinate frequency planning, assist potential users of the ITFS (which employs the 2,500 mc band) in plan development, and act as a liaison between the FCC and the field on new policies and developments.

Commissioner Lee, who is chairman of the ITFS national committee, also announced that the committee’s 1967 members, 29 in all, are representatives of “state and local ITFS agencies, and educational, charitable, religious, civic, social welfare and other similar nonprofit organizations.” All the members, including Dr. Robert L. Hilliard, chief of the FCC’s Educational Broadcasting Branch, and Dr. Hyman H. Goldin, staff member of the Carnegie Commission on ETV, have been active in ITFS at various academic and organizational levels, the commissioner said. Dr. Goldin is a former assistant chief of the FCC Broadcast Bureau.

Technical topics...

More cameras • WTTI-TV Hartford, Conn., has purchased five color television cameras valued at $350,000. The GE cameras will replace the station’s first color cameras and their black-and-white cameras. Since 1965, WTTI-TV has reportedly invested $750,000 in color equipment.

New transmitter • Gates Radio Co., Quincy, Ill., has announced availability of a new 40-kw FM transmitter designed for the maximum-power class C FM station. FM-40G consists of two 20 kw FM transmitters operating into a combiner, horizontal and vertical polarization and single or dual exciters as an accessory.

Low priced • Riker Video Industries Inc., Hauppauge, L. I., has designed a new low-cost line of all-transistor video equipment. President H. Charles Riker reported that the new designs will not replace Riker’s current module equipment, but will make it possible for smaller television stations operating on limited budgets to replace their outdated tube equipment. Offered are synchronizing generator, color-frequency standard, color-subcarrier regenerator and video-test-generator package.
Who'll squeeze the atom for all it's worth to you?

With power needs for Americans in the year 2000 slated to be about seven times what they are now, the investor-owned electric light and power companies are hard at work making the atom pay off with low-priced electric service. They are participating in 53 atomic electric projects to the tune of 3 billion dollars—one of the many ways they are making sure you'll have all the electric energy you'll ever need.

The electric company people... the folks at your Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies, write to: Power Companies, 1271 Avenue of the Americas, New York, New York 10020.
Fair-trial battle lines forming

New York bar group seen joining ANPA in opposing legal moves designed to curb police, lawyers from disseminating pretrial crime news to media

Advocates of strict curbs on the reporting of crime news found their positions under fire from two widely different sources last week.

The American Newspaper Publishers Association published a detailed report, based on almost two years of study, that upheld news media's rights of access and rejected any notion that freedom of the press should be "bargained away" through codes of crime-reporting conduct by either the press or the bar.

More significantly, since proposals to curb crime news originated in legal rather than media circles, the Fair Trial Committee of the Association of the Bar of the City of New York was reported ready to issue a report that, contrary to the position taken by some bar groups, would contend the courts have no authority to control the pretrial actions of either newsmen or police.

Counter to ABA — This position of the New York City bar, disclosed by Federal Judge Harold R. Medina, chairman of the fair trial committee, runs directly counter to the recommendations in a preliminary report issued last fall by a special committee of the American Bar Association.

The ABA proposal would put tight reins on police, lawyers, the courts and others involved in criminal proceedings and would prevent the pretrial broadcasting or publication of such information as the prior criminal record of an accused person, the existence of a confession, the results of tests, the identity of or other information about prospective witnesses, the possibility of a guilty plea and, with certain exceptions, other material relating to the merits or evidence in a criminal case (Broadcasting, Oct. 3, 1966).

Judge Medina, whose committee's report is slated for release later this month or next, was quoted as saying that the effects of pretrial publicity have been greatly exaggerated, and that prejudicial problems can be corrected by the trial judge through careful selection of jurors and control over participants after the trial starts.

Unlike the ANPA, however, he did not consider it improper or unconstitu-:

tional for news media and the bar to work together on codes of conduct regarding the handling of such matters as confessions and criminal records.

'Judicial Invasion' — The ANPA report holds that "the press is a positive influence in assuring fair trial," that "rules of court and other orders which restrict the release of information by law enforcement officers are an unwarranted judicial invasion of the executive branch of government," that "there can be no codes or covenants which compromise the principles of the constitution" and that "the people's right to a free press, which inherently embodies the right of the people to know, is one of our most fundamental rights, and neither the press nor the bar has the right to sit down and bargain it away."

Throughout the report's 10-page summary of basic conclusions, the terms "the press" and "newspapers" are used interchangeably, with no reference to broadcast news media. However, in the 133 pages of appendices, which trace the genesis of the free-press and fair-trial amendments to the Constitution, review Supreme Court decisions bearing on these issues and present various codes adopted by state and other groups to govern crime-news reporting, there are frequent references to cases involving radio and TV coverage.

One entire appendix is devoted to a discussion of the Billie Sol Estes trial in Texas in 1965 and to the Supreme Court's reversal of the Estes conviction in a series of differing opinions bearing directly on the fact that live-TV coverage of the trial had been permitted.

Limited — The report notes that the court did not make a blanket decision "that any televising of any criminal trial deprived the defendant of due process of law," but rather had "limited its decision only to cases involving notorious defendants." No more than four of the nine justices "went so far as to ban television per se," it is pointed out.

The report continues:

"The questions remain: If a television camera is present and operating in the courtroom during a criminal trial, and the court fails or refuses to order its removal, does the presence of the camera, in and of itself, prevent the realization of a fair trial? [The Supreme Court decision] is a partial answer: If the defendant is a notorious person, who has been the subject of great publicity, during a highly publicized and controversial trial, and he objects to the televising of the proceedings, it is repugnant to the Constitution to allow any portion of the trial to be televised.

"[But] what if the defendant is not notorious? What if the trial is not a heavily publicized, highly sensational affair? What if the defendant does not object? What if the defendant requests that television be allowed? Is televising a trial inherently repugnant to the constitutional and all of the above hypothetical situations?"

"Unfortunately, all of the answers cannot be found [in the opinions in the
Estes case]. But an analysis of the opinions provides a fairly sound basis for concluding that under no circumstances would presently employed televising techniques be permissible in a court trial."

Others Approve * ANPA's report notes that other legal experts, including the Supreme Court of Colorado, believe that TV can operate unobtrusively, will not adversely affect trial participants and plays a positive role in acquainting the public with administration of justice. It also finds "much force" in the argument of the Supreme Court that a "carnival" could result from TV coverage of a trial. Yet the report also regards it as "unfair to lay all of the blame and criticism at the feet of the television industry" because, as the trial judge in the Estes case had said: "If the court permits a circus in the courtroom, it will be televised, but they [telecasters] will not be creating a circus."

Even so, the report concludes: "The door of the courtroom has been virtually closed to the telecasters" and "the opening that remains is limited to the possibility that in the future techniques can be devised to eliminate the technical problems and, in addition, that the television public will become sophisticated enough not to be affected by the presence of television in the courtroom. Only then might televising be permitted. . . ."

The 143-page ANPA report, "Free Press and Fair Trial," is an extensive study of the antecedents of the two constitutional amendments and of court decisions bearing on the two rights. The committee was headed by D. Tennant Bryan, publisher of the Richmond (Va.) Times-Dispatch and News Leader.

Spotlight on Justice * "Justice cannot be served in secrecy nor can a free press serve in secrecy," the report states. It also contends that both the First and Sixth Amendments are so interrelated and dependent on each other that a modification of one on the impression that the other would be strengthened represents "a betrayal of the intent of the framers of the Constitution."

There is no conflict between a free press and the right of fair trial, the committee maintains.

The argument that pretrial publicity in a criminal case is prejudicial to the defendant is conjecture, the committee says. Citing cases, the committee concludes that pretrial and in-trial reporting have no real bearing on the outcome. "The only thing pretrial news endangers," it adds, "is ignorance." The assumption that an objective juror must be an ignorant juror is not only faulty but dangerous, the ANPA group observes. "The public must have the right to make informed judgments about crime in a community, about its law enforcement and its courts . . .," it says. It is censorship for judges to prohibit police and other law-enforcement officers from providing information to the public, it adds. And it warns that the denial of information breeds rumor that can unduly excite and arouse the public.

Referring to a study of crime reporting in newspapers over a 10-year period beginning in 1955, the report claims that American newspapers devoted only 3% of their space to crime news, while at the same time, the crime rate increased by 73%. Contending that only a small minority of crime cases involving crime are reported, the committee cites a New York survey in January 1965 that of 11,724 felonies committed, only 41 of these were even mentioned in the one newspaper that plays up crime news. Another study covering a two-year period from Jan. 25, 1963, showed, the committee says, that there were an estimated 40,000 jury trials for felony cases in the entire country in the period; that in only 101 of these was the question of prejudice raised, and in only 51 cases of these was the question of news reporting involved. Only five of these 51 received relief from higher courts, it adds, and in only two of them was reversal based on presumed juror prejudice because of news reports.

Censorship = In other references, the committee maintains that judicial restraints on law-enforcement officers in providing information amounts to censorship and could lead to domination of the executive branch by the judicial branch; that the British system of prohibiting pretrial, during trial and subsequent to trial, news under the threat of contempt proceedings is "incompatible" with the U. S. Constitution, and that codes of conduct for news media in reporting crime news must be rejected for two reasons—one, that there is no means of enforcing such guidelines, and two, that "application of specific conduct must remain the sole responsibility of the independent and individual newspaper."

The current controversy over the two constitutional guarantees stems from the criticism of the news media in the Warren Report on the assassination of President Kennedy. A review of the performance of the news media in those dark days in Dallas shows, the committee contends, that the criticism was unwarranted, and that "the American press should have been commended rather than censured for its performance."

The ANPA said the full report was being sent to all members and to all federal court judges, the highest appellate court judges of each state, legislative law libraries, all accredited schools of journalism and 15 officials of the U. S. Department of Justice.

Besides Mr. Bryan, other members
of the ANPA committee were Otis Chandler, Los Angeles Times; Jack R. Howard, Scripps-Howard Newspapers; W. D. Maxwell, Chicago Tribune; Paul Miller, Gannett Newspapers; Benjamin M. McKelway, Washington Star; Sam Ragan, Raleigh (N. C.) News & Observer and Times; Vermont C. Royster, Wall Street Journal; Otis Ochs Sulzberger, New York Times; Robert L. Taylor, Philadelphia Bulletin; Louis A. Weil Jr., Lansing (Mich.) State Journal; Robert M. White II, Mexico (Mo.) Ledger. Six of the publishers have broadcast interests (Messrs. Howard, Maxwell, Miller, McKelway, Sulzberger and Taylor) while one (Mr. Chandler) formerly owned a TV station.

Assisting as counsel to the committee were Arthur B. Hanson, general counsel of the ANPA, and William J. Butler of Hanson, Cobb, O'Brien & Tucker, Washington.

Public not ready for court TV—Justice Clark

Opposition to the use of TV cameras in a courtroom until the public grows accustomed to television techniques was expressed last week by U. S. Supreme Court Justice Tom Clark.

Cameras in the courtroom today, he told students at Ohio University, Athens, tend to make judges, lawyers and jurors "ham actors."

Justice Clark's main remarks were about recent Supreme Court decisions requiring that suspects in criminal cases must be represented by a lawyer even before a confession is made.

Closed-circuit sports planned on Tucson CATV

Southwest Cablevision Inc., which was granted the Tucson, Ariz., CATV franchise on Jan. 3, plans to construct a 20-channel system that will include closed-circuit telecasts—at no additional charge to subscribers—of the Los Angeles Lakers (basketball), Kings (hockey) and Zorros (soccer) home games.

The firm, a subsidiary of Jack Kent Cooke Inc., Beverly Hills, Calif., plans to offer the 76,000 potential subscribers signals from Los Angeles, Phoenix and Tucson plus the sports events. Jack Kent Cooke owns the Lakers, presently playing in the National Basketball Assn., holds the National Hockey League franchise for the Los Angeles Kings and plans to field the Zorros soccer team in the future. The corporation has 20 CATV systems operating in 14 states, serving 85,517 subscribers.

Tucson, with a population of 213,000, is the 134th broadcasting market. Southwest Cablevision Inc.'s original application reportedly offered the city 5% of the firm's annual gross receipts. Monthly charge for service would be $4.95 with no installation fee. The corporation's initial investment in the system is estimated at $5,715,000.

Chief competitors for the Tucson franchise among the 11 original applicants were Southern Arizona Cable Co. Inc., a joint venture of KGUN-TV, KOLD-TV and KVOA-TV, all Tucson; Pima Cable TV Inc., jointly owned by American Cable Television Inc., Phoenix, and Time-Life Broadcast Inc., multiple CATV owners; Tucson Cable TV Co., a subsidiary of multiple-CATV-owner Trans-Video Corp., El Cajon, Calif. (with broadcasters-CATV-owner Cox Cablevision Corp., Atlanta, having an option to purchase 50% of Tucson Cable TV Co.'s stock), and First Arizona Cable TV Inc., a subsidiary of First Illinois Cable TV Inc., Springfield, Ill.

WWL-TV goes all out for safer driving

WWL-TV New Orleans has started a one-year campaign in behalf of safer driving. Project Life, a statistical compilation, is being conducted during 1967 in monthly documentaries and spot announcements depicting "Fatality Profiles" in an effort to prevent traffic accidents and deaths.

Last month, General Manager Mike Perkins, Southeast Asia, and Pauline Frederick, United Nations.

Radio series sales...

30 Hours of Christmas (Triangle): Kkre Grand Junction, Colo.; WSOY Decatur, and WOLF-FM Ottawa, both Illinois.


Point of Law (Signal Productions): WPIC Sharon, Pa.

Doctor's House Call (Signal Productions): KODE Joplin, Mo.; WCQ Johnson City, Tenn., and KIOX Phoenix.

More For Your Money (Signal Pro-
CBS News verifies

Haitian reports

CBS News last week confirmed reports that it had paid "slightly over $1,000" for food and lodging for a producer, a cameraman and a third representative on one of the boats that was supposed to carry an invasion force to Haiti in November (Broadcasting, Nov. 28, 1966).

CBS was also last week preparing its reply to a $2,575,000 suit by the Hostellerie du Roi Christophe Inc., a Haitian hotel chain, seeking damages for alleged lost business over the Thanksgiving weekend, resulting from CBS coverage of the invasion plans. Trial will be Jan. 27, in Dade county, Florida. It was reported last week that CBS’s Miami TV and radio affiliates, WTVD(TV) and WKAT, also named in the suit, were to be dropped as co-defendants (Broadcasting, Dec. 5, 1966).

The WJEF Countrypolitan

His job's in town,
but his ear is tuned to country music.

Sure, a man listens to WJEF because he likes our very special brand of country and western music.

But he also listens because he relies on WJEF and CBS news—and to get sports coverage no competitor can touch.

We’ve had to come up with a new name for him: Countrypolitan.

Is he a farmer? Probably not. He may be a doctor, lawyer, merchant, chief. Typically, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And the car radio he listens to on the highway, and the one that keeps his wife company all day, can best remind him of the things he needs and wants.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.
Children's shows a ‘television stepchild’?

FOUNDATION STUDY SEES LOCAL EFFORTS AS CRUCIAL

Urging broadcast industry producers to accept their responsibility for the content of television programming for children, the Foundation for Character Education, Boston, characterized children's television as "a stepchild, a Cinderella without a fairy godmother."

With the exception of a few network-produced programs such as CBS-TV's Captain Kangaroo, ABC-TV's Discovery, and NBC-TV's Exploring, the foundation noted responsibility for programming for children had fallen to the local station manager who often resorts to the magazine format of ancient cartoons and MC jocularity to provide weekly children's entertainment.

"Children's programs, along with effective newscasts, are one of the few areas of broadcasting on which a local station image can be built," the foundation observed. "Frequently, however, the local producer favors cartoon mesmerization in order to sell a lot of candy." The foundation said: "The ultimate risk of treating children as buyers, and taking advantage of their youthful lack of defense, is that they learn to distrust. They become too cynical. As long as television is the Pied Piper, producers must decide where they will lead the children once they fall in line."

The foundation's publication, "Television for Children," based on seminars conducted by American, Canadian and European producers and social scientists, groups children's programs according to producer objectives into five categories: storytelling, exploring, multi-purpose, doing, and orientation.

Examples • Of storytelling, the foundation asks: "Is the range of stories being offered during hours when large numbers of young children are viewers well-suited to them? Too often the 'family program' serves as a device for ignoring children." Magic Room, produced by KHOU-TV Houston, and cited as an example of responsible story-telling programming, was created specifically for 12-to-15-year-olds with the intent of taking them into a library and stimulating them to read by presenting dramatized stories. Over a three-year period the program attracted larger audiences than Lassie, one of its two competitors, the report noted.

WNBT (TV) Newark-New York show for 5-to-8-year-olds, Once Upon a Day, typifies the "exploring" program by engaging children's curiosity, through songs, stories, and films, in scientific research and development.

The foundation notes that half the programs produced at local-station level fall into the "multipurpose or magazine" format. A fixed set and a main personality provide the unity or continuity. However, unless the performer's talents are matched by a capacity to communicate with children, the program will frequently waste a child's time and energy with a "hyperkinetic hash of cartoons, faded films, and condescending good cheer." A singular exception is The Land of Ziggy-Zoggo, produced by WBBM-TV Chicago, the report said. Paced to a mobile audience ranging from pre-school age to 12, the program presents a mixture of fun first and instruction second, drawing heavily on attractive props, graphics, and films to create audience interest. More than 25,000 letters are received monthly from viewers.

Children Act • The "doing" program, perhaps the most difficult of all, finds KOLN-TV Lincoln, Neb., experimenting with a one-hour weekly program of games and contests, and a Children's Theater program using local child performers, who produce a half hour weekly variety show based on a chosen theme.

The typical "orientation" program, states the foundation, "be it about accident prevention or Bible stories, tends to be moralistic, heavily weighted with..."
NBC-TV leads another Nielsen report

NBC-TV turned in another repeat performance in the Nielsen ratings last week. Once again, it led the national report and once again specials added ratings spice. NBC’s *Bonanza* continued to be the top-rated show and several movie nights had juicy ratings.

In the 7:30-11 p.m. period for the two weeks ended Dec. 18, 1966, NBC-TV had 20.6, CBS-TV 18.6 and ABC 16.4, average audience ratings that almost duplicated the report for the two weeks that ended Dec. 4 (BROADCASTING, Dec. 26, 1966).

Last week’s report was the fifth win for NBC out of the seven national reports this season: CBS having been the victor in the other two. In wins by half-hour periods and nights of the week, NBC took 24 and Tuesdays, Saturday and Sunday; CBS 19 and Wednesday, Thursday and Friday, and ABC six and Monday.

Several specials were clustered in the top show list, including NBC’s Danny Thomas and Bob Hope, and CBS’s Frank Sinatra, plus two specials telecast in the 7-7:30 period by CBS (*Charlie Brown’s Christmas* and *How the Grinch Stole Christmas*). NBC’s two movie nights scored high as did CBS’s Thursday night movie presentation. NBC and CBS dominated the top 20 list except for two ABC programs—*Bewitched* and *Lawrence Welk Show*.

**TOP 20**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Bonanza</em> (NBC)</td>
<td>34.7</td>
</tr>
<tr>
<td>2</td>
<td>Charlie Brown’s Christmas (CBS) (S)</td>
<td>33.5</td>
</tr>
<tr>
<td>3</td>
<td>Danny Thomas (NBC) (S)</td>
<td>32.7</td>
</tr>
<tr>
<td>4</td>
<td>Frank Sinatra (CBS) (S)</td>
<td>29.4</td>
</tr>
<tr>
<td>5</td>
<td>Red Skelton (CBS)</td>
<td>27.5</td>
</tr>
<tr>
<td>6</td>
<td>How Grinch Stole Christmas (CBS) (S)</td>
<td>26.9</td>
</tr>
<tr>
<td>7</td>
<td>Walt Disney (NBC)</td>
<td>26.1</td>
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<td>Andy Griffith (CBS)</td>
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<td>9</td>
<td>Beverly Hillbillies (CBS)</td>
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<td>Tuesday Movie (NBC)</td>
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<td>Lucy Show (CBS)</td>
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<td>Bob Hope Show (NBC)</td>
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<td>Jackie Gleason (CBS)</td>
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<td>Green Acres (CBS)</td>
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<td>Lawrence Welk (ABC)</td>
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<td>Andy Williams (NBC)</td>
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<td>Saturday Movie (NBC)</td>
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<td>The Virginian (NBC)</td>
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<td>22</td>
<td>Thursday Movie (CBS)</td>
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*Telecast only one week of this report interval.
†Program was not shown in prime time.
*It was telecast 7-7:30 p.m.
(S) Special

Describing children’s programs in terms of work and play, the foundation notes, “The contribution of television to children’s lives could well be judged by the quality of play it produces.”

words which appeal more to adult approval than to child understanding.” One exception is *Tuttle*. WCAU-TV Philadelph is a family of puppets who live in an underground forest home and who present moral concepts with the sugar-coating of make-believe. In its four-year run the show has achieved a 10 rating and a 70% share of the audience.

**How would you promote the classic documentary feature of World War II? WDCA-TV, WASHINGTON, D.C. will find it easy to promote the awards, the acclaim, the music, the full length theatrical feature—(first time on TV)**

**VICTORY AT SEA**

**MUSIC BY RICHARD RODGERS**

one of the post ’60

**CINEMAGREAT FEATURES**
Super problems still harass Super Bowl
UNION FIGHT, BLACKOUT SUIT SOLUTIONS SOUGHT FOR

Officials of NBC and the National Association of Broadcast Employees and Technicians scheduled a second meeting with arbitrator Benjamin Roberts in New York on Saturday (Jan. 7) on the issue of technical and camera coverage of the Super Bowl game in Los Angeles Jan. 15.

NABET has taken the position that its technicians and cameramen should provide coverage of the game to NBC and has threatened to decline to take a feed from CBS, whose employees belong to the International Brotherhood of Electrical Workers. Pete Rozelle, commissioner of the National Football League-American Football League, has designated CBS as the sole originating network for coverage of the Super Bowl on CBS-TV and NBC-TV on the ground that the stadium can accommodate only one crew.

NBC called on Mr. Roberts to arbitrate the issue of whether or not NABET would be violating its contract if its members declined to take a feed of the Super Bowl telecast from CBS-TV. After the first meeting on Wednesday, NBC-TV issued a statement that it was "hopeful" that a satisfactory settlement would be reached shortly.

The Other Problem - Commissioner Rozelle, in Southern California last week on a two-day visit from his New York headquarters, confirmed his original announcement that the joint telecast of the Super Bowl contest will be blacked out in the Los Angeles area. All questioners were told firmly that the ban on local telecast of the game between the National Football League champion Green Bay Packers and American Football League titlist Kansas City Chiefs would not be lifted. He claimed there was a federal precedent for blacking out the Los Angeles viewing area during the Jan. 15 game.

Mr. Rozelle went on to say that no NFL or AFL championship games have ever been carried by a television station in the locality where the games were played. He primarily defended the blackout policy on the Super Bowl grounds that it's being played mainly for the benefit of the players, with 70% of the receipts earmarked for them.

Suit Seeks Change - Meanwhile, a citizen's suit seeking home TV in the Los Angeles area for the game is still pending (BROADCASTING, Jan. 2). Mr. Rozelle last week gave a deposition explaining his reasons for the blackout. While he would not specifically tell what he said in the deposition, Mr. Rozelle did indicate that lifting of the local blackout would be unfair to fans who have purchased tickets. Lifting of the blackout would, he said, jeopardize the live gate and the players' guarantee.

Dan Reeves, the president of the Los Angeles Rams, also was ordered by a U.S. district judge to give testimony under oath to lawyers for the local stock broker who is seeking a federal injunction to stop CBS-TV and NBC-TV from blacking out the game. The NFL sought to prevent Mr. Reeves from giving his deposition but in denying the motion, the federal judge said that questions must be answered about contracts between the leagues, the television networks and the Los Angeles Coliseum Commission. The Super Bowl game, which is to be telecast throughout the rest of the nation, will be played in Los Angeles Memorial Coliseum. A hearing in the court case was scheduled in Los Angeles district court on Friday (Jan. 6).

Committee staffers prepare for action

House Commence Committee staff members have been gathering data on complaints on broadcast coverage of elections and public affairs to lay the groundwork for what may be another congressional excursion in this area.

Committee Chairman Harley O. Staggers (D-W. Va.) last month expressed interest in the field and asked the FCC to request all stations about which the commission received complaints on alleged fairness-doctrine and equal-time violations to save their records and letters on these charges (BROADCASTING, Dec. 12). Since then the staff has been gathering this material and other complaints from the FCC, members of Congress and citizens. It now has "a number," which one source described as "dozens," of such complaints.

As part of the mounting interest on the part of politicians in this area of broadcasting, Representative Staggers said the committee would "in due
course. . . inquire into these matters." Included in such complaints would be the charge made by defeated Representative Harold D. Cooley (D-N. C.) who charged a station in his state with unfair practices.

The station, WRAL-TV Raleigh, N. C., in reply to Representative Cooley's charges to the FCC, later defended its conduct, and another complaint by the defeated candidate was expected this week. Other complaints were circulated by House Speaker John W. McCormack (D-Mass.), Representative John Moss (D-Calif.) and others concerning individual stations in their states. Some have questioned the propriety of stations endorsing candidates.

Staff members last week could not certify what course the inquiry would take, but it was expected it would definitely be one of many subjects raised by committee members when the group is reconstituted in the coming session of Congress. To some extent the House study may duplicate the Senate Communications Subcommittee's inquiry into fairness-doctrine and Section 315 policies. That Senate unit will also probably delve into broadcasting of vote predictions. A member of the House Communications Subcommittee has also expressed interest in broadcast of election results before polls close, and other House members are weighing legislation prohibiting vote predictions. This could lead to a thorough, top-to-bottom airing of stations' political and public affairs programing in both houses of Congress.

Sylvester resigns defense news post

Arthur Sylvester, who as assistant secretary of defense for public affairs bore the brunt of the crossfire in the front lines of the credibility gap, last week became the second top administration spokesman in less than a month to resign his post.

Mr. Sylvester's letter of resignation to President Johnson trailed by a few weeks the announcement of the departure of White House News Secretary Bill D. Moyer's to take a newspaper job (BROADCASTING, Dec. 19, 1966). Mr. Sylvester often found himself the man in the middle in controversies surrounding the declining confidence in official statements on the Vietnamese war. His separation, effective Feb. 3, two days after Mr. Moyer's, also comes in the wake of a wave of doubt and criticism over the U. S. handling of the news about the bombing of Hanoi. While the Defense and State Departments walked an uncertain tightrope from denial to acknowledgment that the bombings were a possibility, independent news sources tended to contradict the official position.

Mr. Sylvester mentioned only a desire to return to personal business left unfinished when he joined the Kennedy administration six years ago. He was formerly chief Washington correspondent for the Newark (N. J.) News. He was praised by President Johnson, who pointed out that Mr. Sylvester had faced crises in Cuba, Berlin, the Dominican Republic and Southeast Asia during his tenure.

The President also said he would nominate Deputy Assistant Secretary Phil G. Goulding as Mr. Sylvester's successor. Mr. Goulding has been in his post since 1965 and formerly was with the Cleveland Plain Dealer's Washington bureau as defense correspondent.

---

Lassie, a Real Dog

(Some dog!)

- Friend of millions!
- Loved by adults—and by children, too!*  
- 156 episodes for stripping.
- And how it attracts sponsors!

*Nielsen shows 56.2% of audience are adults. (Jan. 1966 Nielsen Audience Composition Book)

For top family entertainment in your market ask for "Timmy and Lassie"

Telesynd

375 Park Avenue - New York, N. Y. 10022
212 Plaza 2-3210
"We're tired of rolling over and playing dead in the daytime." That's the comment of Robert M. Bennett, vice president and general manager of WTTG (TV) Washington, the independent VHF in the nation's 10th largest television market.

Mr. Bennett intends to show that daytime television is alive and that an independent station isn't going to "just throw up its hands" in surrender to the network soap operas, game shows and reruns.

On Jan. 30, WTTG will begin a Monday-through-Friday strip, Panorama, from 12 noon to 3 p.m. It will be an "omnibus production for omnibus tastes" aimed at the homemakers, "both young and mature, and to the aware and involved re-tired persons," he said.

The program, all in color, will open with a half-hour newscast at 12 noon. Interviews, features, and news — five minutes on the hour and the half-hour — will make up the bulk of the program. The idea, Mr. Bennett, said, is to create sort of an "expanded Today program, only more locally oriented."

One of the features of the program will be an invitation to viewers to comment, gripe or in general "sound off" about any subject via video tape. Once a week a mobile unit will visit a preannounced location to tape viewers' comments. These comments will be run the following week, some to be shown each day.

There are also plans to have doctors, psychiatrists and civic officials appear on Panorama. They may be questioned via mail or by the viewers through tape-delayed phone calls. The program will cover fashions "for you and not an 89-pound New York model," health, the arts, home decorating, budgets and other areas, Mr. Bennett said.

One of the daily features, he noted, will be a report by Roland Evans and Robert Novak, syndicated political columnists.

The regular Panorama staff will be made up of a host — John Willis, former news anchorman for KTV Los Angeles — a hostess, Pat Collins, from the Boston Record American's newsroom and Maury Povich, WTTG's sportscaster.

Mr. Bennett went to WTTG from another Metromedia station, KTTV (TV) Los Angeles, last March. Under his aegis the station has added a 15-man news department and a half-hour news block at 10 p.m. Since he took over the station, staff size has increased from 93 to 130.

If Panorama clicks in Washington, and Mr. Bennett feels it should since "even if they don't want to watch us, we'll give them plenty to listen to," he thinks KTTV will follow suit "soon after" with a Los Angeles version. "A little later" he anticipates Metromedia's WNEW-TV New York following suit.

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'Ruous' programing charged in license tiff

Washington Community Broadcasting Co., one of two companies that filed competing applications in August 1966 for the facilities of WOOK-AM-TV Washington, has asked the FCC to deny the stations' license renewal applications.

Washington Community told the commission last week that WOOK-AM-TV, currently owned and operated by Richard Eaton's United Broadcasting Co., are carrying "spurious" religious programing that is "patently contrary to the public interest." The stations carry Negro-oriented programing.

The other applicant for Mr. Eaton's facilities, Washington Civic Television Inc., is seeking permission to run only WOOK-TV whereas Washington Community wants to operate both the WOOK and WOOK-TV facilities (Broadcasting, Sept. 5, 1966).

Washington Community also charged last week that Mr. Eaton was guilty of false advertising because of "deceptive representatives of a fictitious price saving to those who buy the book which he offers for sale" on one of his programs.

Drew Pearson, newspaper columnist and radio-TV commentator, is vice president of Washington Community, which has a capitalization of $1.6 million and 22 stockholders.

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NBC-TV to show Picasso exhibit-sale

The largest Picasso exhibition in history, and the international auction of a work from the artist's private collection will be televised live in color via Early Bird satellite by NBC-TV on Sunday, Feb. 5 (6:30-7:30 p.m.).

The exhibition is a retrospective in Paris honoring Picasso at 85. It was assembled for the French government by Minister of Culture Andre Malraux. It comprises nearly 1,000 paintings, drawings, prints, sculptures and ceramics, including 100 works never before exhibited.

NBC-TV will also present a preview of exhibitions of Picasso works in the U. S. at the Dallas Museum of Fine Arts and the Fort Worth Art Center, assembled by author, critic and Picasso

---

R. C. CRISLER & CO., INC.

$150,000

Buys southwestern daytime radio station. Substantial assets including desirable real estate. Excellent terms. Station needs individual owner-operator to produce profit. If interested contact Mr. Edwin G. Richter, Jr. at our Tucson office.
expert Douglas Cooper.

The auction will be held in New York, London and Dallas. Bidding in New York will be in NBC's studios, under the auspices of the Parke-Bernet Galleries. Sotheby & Co. will sponsor the London bidding. The work was donated by the artist. Proceeds will go to the Committee for the Restoration of Italian Art, established after the recent Italian floods.

Taft color series offered through 20th Century-Fox

A new five-a-week daytime strip in color, "Matches n Mates," has been placed in syndication, it was announced last week by Taft Broadcasting Co., Cincinnati.

The program will start Jan. 16 on the seven Taft stations and four stations of Storer Broadcasting Co.

The new series was produced for Taft by Nicholson-Muir Productions Inc., New York, an independent TV production company working on a joint program project with Taft (Broadcasting, Jan. 2).

With Art James as host, the program will pit two husband-and-wife teams against one another for daily prizes.

Lawrence H. Rogers II, president of Taft, also announced an agreement with 20th Century-Fox Television Inc. to act as sales agents and distributors in all U.S. markets.

Nicholson-Muir Productions, formed in January 1966, created The Newleywed Game (ABC) and Communicate (Canadian Broadcasting Corp.) and is under contract to produce three more programs for Taft.

TV series sales . . .

Bob Hope Features (Allied Artists TV): WTVL-TV Toledo and WICA-TV Ashtabula, both Ohio; WDBJ-TV Roanoke, Va.; WICU-TV Erie, Pa.; WHAS-TV Louisville, Ky.; WSIX-TV Nashville; WATT-TV Atlanta; WLWT-TV (TV) Cincinnati; WHEC-TV Rochester and WBNF-TV Buffalo, both New York.

Cavalcade of the 60's (Allied Artists): KABC-TV Los Angeles; WSPD-TV Toledo and WICA-TV Ashtabula, both Ohio; WREX-TV Rockford, Ill.; WDBJ-TV Roanoke, Va.; WKBV-TV Cambridge-Boston; WFLA-TV Tampa, Fla., and KUTV-(TV) Salt Lake City.

Murray the 'K' at Shea, Baby (RKO General Productions): WJW-TV Cleveland.

Bozo's Big Top (Larry Harmon Pictures): KCOP-TV Los Angeles; KATV-(TV) Little Rock, Ark., and KTHI-TV Grand Forks, N. D.


McHale's Navy (MCA TV): KLPR-TV Oklahoma City; KZAZ-(TV) Nogales, Ariz.; KTHV-(TV) Little Rock, Ark.; Wgal-TV Lancaster, Pa.; WDEF-TV Chattanooga; WKBQ-TV Detroit; WKBS-TV Burlington, N. J.-Philadelphia; KHQ-TV Spokane, Wash.; KXEX-(TV) Grand Junction, Colo.; WAVE-TV Louisville and WKTU-(TV) Lexington, both Kentucky; KSL-(TV) Salt Lake City; KDAL-(TV) Duluth, Minn.; WNYS-TV Syracuse, and WROC-TV Rochester, both New York; WTVT-(TV) Cadillac, and WZFM-TV Grand Rapids, both Michigan; WTNV-TV Columbus, Ohio, and WSIX-TV Nashville.


Alfred Hitchcock Presents (MCA TV): Koin-TV Portland, Ore.; WABY-TV Huntsville, Ala., and WSPA-TV Spartanburg, S. C.

Leave It to Beaver (MCA TV): WBBM-TV Chicago; WADT-TV Richmond, Va., and WCPO-TV Cincinnati.


Thriller (MCA TV): WKBG-(TV) Charlotte, N. C., and WKBQ-TV Winston-Salem, N. C.

Mr. Ed (MCA TV): WBBR-TV Wilkes-Barre, Pa., and WSIX-TV Nashville.

 Arrest & Trial (MCA TV): WAEO-TV Rhinelander, Wis.

The Story of Christmas (Seven Arts TV): WLHY-TV Lancaster-Lebanon, and WFBG-(TV) Altoona, both Pennsylvania; WTVT-(TV) Steubenville, and WIMA-TV Lima, both Ohio; WWFB-TV Binghamton, WNYT-(TV) Watertown, and WKTU-(TV) Utica, all New York; WCEE-TV Fort-Stark-Portland, Ill.; KLBS-(TV) Los Angeles, Knees-(TV) Las Vegas; WHTN-TV Huntsville, Ala.; WSYA-TV Harrisonburg, Va.; WBAL-TV Baltimore; WJKS-TV Jacksonville, Fla., and WGTU-(TV) Athens, Ga., noncommercial.

AMCI antennas for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings

Write for information and catalog.
A tempest in Watts over NBC production

A bunch of bright-eyed, curious Negro boys hang on a fence that has more gaps than slats to watch the Hollywood "boys" at work. The cast and crew prepares for the next scene in a mustard-colored, scrubby, garbage-strewn patch of ground that serves as a back yard. Overhead a tangle of power lines is resting place for a long, thin line of nodding blackbirds. A Southern Pacific freight train chugs and whistles its way down a row of rusty tracks nearby.

A cameraman, used to working vinyl floor shows such as Andy Williams, zeros in on a ramshackle wood-framed house set less than a mile from where a four-day civil rights revolt blazed two summers ago.

This is the Watts section of Los Angeles. The crew at work is from NBC-TV. It is taping, in documentary style, a dramatic show to be shown as the first program in a new experimental series. Still more than a month away from its Feb. 19 premiere, the drama, called "Losers Weepers," already has made the civil rights cauldron boil. It almost never came to pass.

Written by a Negro and reported to be an understanding look at the Negro's plight in this country, the show has run into unexpected opposition from the people whose cause it purports to champion. The middle-class community in Watts did all that it could to stop the production. Negro newspapers wrote editorials about it. Negro politicians denounced it.

Possibly it could be chalked up to the inherent hazards of working on location. According to Stuart Schulberg, producer of the show, there probably wouldn't have been any fuss if the taping had been done in a studio. But Mr. Schulberg wanted his production to have reality. Maybe that's where the trouble began.

The show itself sprang out of NBC Experiment in Television (formerly called Spectrum: Experiments in Television), a series of 10 programs designed to explore new theatrical expressions. The series was first announced by NBC President Julian Goodman in a commencement address to the graduating class of Western Kentucky University (Broadcasting, Aug. 8, 1966). Subsequently "Losers Weepers," an original play by Harry E. Dolan, was set as the first program in the new hour Sunday series (3:30-4:30 p.m.).
The 36-year-old Mr. Dolan is a member of the writing workshop author Budd Schulberg organized for young Negros in Watts. Last August, on the first anniversary of the Watts riots, NBC-TV presented a special hour program about the Watts writers. Mr. Dolan appeared on that program, which was produced by Budd Schulberg’s brother, Stuart.

Mr. Dolan, who had been writing stories for 10 years but rarely sold anything before the Schulberg workshop found him, submitted a script to Stuart Schulberg and it was accepted for the new experimental series. (He then sold a comedy script to NBC-TV’s The Hero series, but the program was cancelled before Mr. Dolan’s work could be produced.)

Mr. Schulberg, convinced that only tape and location shooting could give the story its justified hard, true look, scouted the Watts area for days before he found a condemned house that lived up to his conception. He rented it for a month, paying $100 to the local real-estate company that had title to the property. He did very little to change the appearance of the location. It was supposed to be a poverty-stricken Negro family’s home anywhere.

“It’s Watts all over,” explains playwright Dolan. This is what he and Mr. Schulberg told anyone that would listen. But the Watts community—especially the middle class element—would not hear of it. They picketed, petitioned, editorialized and threatened. Committees were formed. Letters were sent. Rumors spread. One story had it that the NBC-TV production team was going to let loose a cage of rats in the neighborhood to depict one particularly graphic scene in the story. But no such scene appears in the script.

Essentially the Negro community feels that the NBC-TV production will wrongfully convey the impression that all of Watts is a slum and a hellish place to live, while actually much of the area is nearly residential. Comments producer Schulberg: “No mention is made of Watts in the script. The story is universal. It’s just that we found it convenient to shoot it in Watts.”

“Losers Weepers” has a cast of 10, all but one Negro. Mr. Dolan plays a small part in the show.

As of this writing the program has not found any commercial sponsors. Thomas A. McAvity, NBC-TV program executive in charge of the experimental project, reports that he does not anticipate any station clearance problems. “I don’t think we’ll have any problems at all,” he says. “We aren’t expecting anyone to say they won’t take it.”

Mr. McAvity says that the cost of the production hasn’t been totaled out yet, but that he does not expect it to be excessive. “I’d say that it would probably run just about what it would have if we had done it a month, he adds. “By the time we had built the sets and everything else we’re having in Watts I think the cost would be just about equal.”

Archer on Jan. 23 will be syndicated to TV stations in 10 nations: France, Argentina, Mexico, Greece, Panama, Venezuela, Netherland Antilles, Singapore, Surinam and Zambia, as well as to Puerto Rico and the Virgin Islands.

Gardening fun • “The Gardening Game,” a 22-minute film, is being presented by the True Temper Co., manufacturer of garden and lawn care tools. It is available for free loan to TV stations through Association Films, New York.

From radio to consulting • Larry Mitchell, previous KYA San Francisco program director, and Jack Hayes, KCBQ San Diego air personality, have announced plans to form a programming-consulting firm called Conform Ltd. (Contemporary Formats). Their offices will be in San Francisco, (suite 700, 1255 Post Street) and San Diego (3760 Midway Drive).

Lane on radio • Attorney Mark Lane, author of “Rush to Judgment,” a criticism of the Warren Commission report on President Kennedy’s assassination, will make a five-minute daily radio series on the subject to be syndicated by Ted White Productions, Old Westbury, N. Y. It is planned as a 39-week series to begin Feb. 6.

Saucer Series • Radiozark Enterprises Inc., Springfield, Mo., is syndicating a series of five-minute programs, Flying Saucers . . . Serious Business, featuring author-commentator Frank Edwards discussing documented material from his latest book of the same name. The radio series will be presented as a partner to Mr. Edwards’s program Strangest of All.

TV first • “Goldsinger,” a spy spoof...
King stations criticize U.S. policy in Vietnam

In the week before Christmas, Stimson Bullitt, president of King Broadcasting Co., went on the air in Seattle, Spokane, Wash., and Portland, Ore., with an editorial.

In most cases there would be nothing unusual in such a move. But Mr. Bullitt had never handled the on-air editorials for his stations before. And the message he delivered over a three-day period was in opposition to the U.S. policy in Vietnam. It is believed to be the first case of a broadcaster editorially opposing U.S. actions in Southeast Asia.

The five-minute editorials were carried five times over a three-day period on KING-AM-FM-TV Seattle, KREM-AM-FM-TV Spokane and KGAM-TV Portland.

Mr. Bullitt said last week that the editorials had generated quite a bit of mail and telephone response, most of it supporting his stand. He said the KING stations received about 750 phone calls running two to one for the editorial, and about 350 letters and cards, that ran about six to one in support of the editorial. He noted there was also “substantial reaction” in Portland and Spokane.

Mr. Bullitt felt the audience response indicated “strong opinions” on U.S. Asian policy and that “quite a few” of the writers noted they had never before written in reaction to a broadcast.

The editorial was reprinted by several small papers in the Pacific Northwest, he said, noting that a finance company had paid to have the editorial run in an ad in a Yakima, Wash., paper.

He said he had no comment, either supporting or attacking, from government officials.

The editorial also marked the first time that all the King Broadcasting outlets had carried a common editorial. Ordinarily, Mr. Bullitt said, they editorialize—for much less than five minutes—on local or state issues.

He said he sets the editorials for the stations, although he had never handled one on the air before. Some editorials have been aired by stations managers or nonnews personnel or just by a booth announcer, he added.

“I have never gone before the cameras before and probably won’t again,” he said. “But this was such a controversial issue that I didn’t feel it would be fair to ask anyone else to do it.”

The editorial, Mr. Bullitt pointed out, was prompted by the lack of network news coverage of critics of U.S. policy in Vietnam. He also objected to what he said was the networks’ apparent emphasis on Vietnam critics who look like beatniks. They give a distorted picture of the criticism, he felt.

Since Mr. Bullitt’s pre-Christmas editorials, the King Broadcasting stations have carried an editorial statement by Senator George McGovern (D-S.D.), who proposed that the holiday truces be extended indefinitely. Mr. Bullitt said he is planning “two or three” more editorial approaches by others, who oppose the Vietnam war.

originally produced to be released theatrically first, will instead make its debut as a television feature on KHJ-TV Los Angeles. The Technicolor production, released through International Television Corp., will play this week, beginning Jan. 9, on the TV station’s Million $ Movie program. The movie was made in Italy and dubbed into English in New York.

Immigrants • NBC-TV will present an hour-long color special, The Island Called Ellis, Friday, Jan. 13 (10-11 p.m. EST). The show uses new color footage recently shot by “Project 20” on the now-deserted Ellis Island, along with historical stills and film specially tinted to sustain the color effect. Jose Ferrer will host for the show.

College hockey • WSBK-TV Boston has formed a five-station regional New England hockey network for an Eastern Collegiate Athletic Conference “hockey game of the week” from Jan. 7 to March 4 3:30-5:30 p.m. EST. The nine-week schedule is being originated by WSBK-TV and fed live to WPRO-TV Providence, R.I.; WHCT-TV Hartford, Conn. (subscription station licensed by RKO General Phonovision); WGAN-TV Portland and WEMT (TV) Bangor, both Maine.

Joint venture • Roberto Rossellini will produce an hour-long documentary about the island of Sicily for NBC News’ Vice President Donald V. Meaney described the show as a joint venture by Mr. Rossellini and the news organization. Tentatively titled The Sicily of Roberto Rossellini, the show is scheduled for early in the 1967-68 season.

New talk • KOW Portland, Ore., has started a telephone talk program designed for young people. Titled Under 21, the nightly 90-minute series gives participants the chance to discuss any subject of general interest. No one who is 21 years old or older is permitted to participate.

New bureau • KRON-TV San Francisco is opening a full-time news bureau in Sacramento. A reporter and a cameraman will staff the news office in the state capital.

Announcing • Announcer for the new late-night ABC-TV Joey Bishop Show...
New series of TV specials

Real stories of real people around the world filmed on the spot by United Nations Television teams

TV stations can secure the "International Zone" series, retain prints for repeat showings and arrange for official correspondent accreditation at UN Headquarters on inquiry to:

Mr. Tom Shull, Chairman
U.S. Broadcasters' Committee
for the United Nations
230 Park Avenue, New York, N.Y. 10017

or:

Mr. Michael Hayward, Chief UN Television Room 837, United Nations, New York
of Leon Trotsky, including material of the broadcast casting that starts in April will be Regis Philbin. Originating in Hollywood, the 90-minute show will be seen five nights a week.

**Storer interviews HHH** - Storer Broadcasting Company's seven radio stations broadcast on Jan. 1 Linton Wells' interview with Vice President Hubert H. Humphrey on their weekly *Report to the People*. The Vice President spoke of the past year's national and international problems and progressions, as well as the concerns of the new year.

Another assassination - A two-hour historical and dramatic film special on the events leading up to, and the death of Leon Trotsky, including material from previously unreported eyewitnesses to the murder, is in production and will be sold to network and sponsor sale by Cordell Productions Inc., New York. Producer is Jerry Stagg.

**More Buckley** - RKO General Productions will produce a third 13-program series of the taped *Firing Line with William F. Buckley Jr.*, has orders from 19 TV stations in the U. S., and expects to announce additional sales soon.

**New film rep** - Teledynamics Corp., which distributes seven travel-adventure programs produced by Bill Burrud Productions, has appointed TV Cinema Sales Corp., Beverly Hills, Calif., as its sales representative in 16 western states to distribute more than 450 of Burrud's half-hour tape and film color programs. TV Cinema Sales, formed eight months ago, also distributes in the West more than 100 feature films for Golden Arrow Films and Parkside Productions, as well as the *Branded* and *Addams Family* off-network series, and *Country Music Caravan* for Colorvision International.

**Daytime project** - Producer William Dozier, whose Greenway Productions produces *Batman* and *Green Hornet* in association with 20th Century-Fox TV, is moving into daytime programming. He has formed Greentree Productions, a separate organization, also associated with Fox, to turn out a pilot for a projected soap opera for NBC-TV. Plans call for the series, *Brookfield*, to be a daytime strip.

**Outdoor distributor** - North American Television Sales, Hollywood-based TV film distributor, has acquired exclusive worldwide rights to the *Outdoor Sportsman*, half-hour color series. Richard Dinsmore, president of NATVS, announced that the 52 episodes in the series, produced by Sports Films Inc., will go into syndication early in 1967. Reportedly the series already has been sold to stations in Philadelphia, San Diego, Seattle, Honolulu, Amarillo, Norfolk, Indianapolis and Portland, Ore.

### A campaign for balance

**Church of Christ office to try to counter radio-TV programs of 'hate' groups**

A nationwide effort to force "balanced" programming by radio and TV stations currently broadcasting "extremist propaganda" to the exclusion of other viewpoints was announced last week by the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, New York. The office has received grants totaling $85,000 from the Field Foundation and an anonymous donor.

Dr. Parker and his staff of 14, and a sociologist, his assistant and clerical workers will process complaints from responsible community leaders and organizations in an initial two-year effort. As Dr. Parker described it, an action against a station would be carried out at three levels.

- A "listening" to the station by local citizens and staff members would be organized by the office to ascertain alleged violations of the FCC's fairness doctrine. Dr. Parker said the office is presently listening to more than 20 stations, mostly in the South.
- Still at the local level, when violations are ascertained, the office would organize members of the community to visit the station and make their opinions known.
- If the station refuses to cooperate, the office organizes a "monitoring" and logs of the station, preparatory to filing an evidentiary petition to the FCC regarding the station's license renewal. In 1964, the office petitioned against renewal of the license of WLBT (TV) Jackson, Miss., on the grounds that it discriminated against Negroes in its broadcasts.
- If the commission does not comply with the petition, the office will carry its action into the courts, as it did in the case of WLBT. A U. S. circuit court reversed the commission's renewal of WLBT's license, and ordered a full-scale hearing of the charges. The station is currently operating on a temporary license (Broadcasting, Jan. 2).

Dr. Parker emphasized the office's goal of "balanced" programming. "If a station carried a half-hour hate show five days a week, that alone would not justify action," he said. "Only if the same station excluded opposing opinions over a period of several years would we act."

At the same time, Dr. Parker announced the syndication, beginning in early March, of a five-minute, five-days-a-week radio show, *Extremism—1967*, featuring former FBI agent Milton Elkin. The show will be available free to stations through local branches of the National Council of Churches or directly from the office. Dr. Parker said 118 stations have already taken the show.

"Extremism—1967 shows how extremist groups operate within a community and the kind of things they're after," Dr. Parker said.

### Newsmen to prepare riot-coverage rules

Television and radio newsmen in the San Francisco area have set up a committee of newsmen to draw up guidelines for coverage in the eventuality of...
Drumbeats . . .

A station campaigns for its listeners • R. Peter Strauss, president of WMCA New York and of the Strauss Broadcasting Group, has campaigned successfully in New York state for a new law that protects tenants from slumlords. The "WMCA Law" is being explained in a free pamphlet issued by the station in English and in Spanish. Copies may be obtained by writing to WMCA: Call for Action, 415 Madison Avenue, New York.

Radio wants viewers • Television viewers listen to radio too, so WGN Chicago is running four-color full-page backcover ads each week in Television Week, the viewing guide published by the Chicago Tribune. "We feel this is a very shrewd media move for radio," Charles Gates, WGN vice president and station manager, said last week, "because the people we want to reach are in a mood to be entertained when they refer to this publication." Foote, Cone & Belding is preparing the campaign for WGN, said by the station to cost in excess of $100,000.

Weather watch • Wood-TV Grand Rapids, Mich., a Time-Life station, has offered its listeners a free wood Weather Driving Guide that contains information on winter driving rules, driving safety, and winterizing suggestions for automobiles. Over 5,000 guides have been distributed to drivers' education classes, local industries, city employees, and other wood listeners.

Shoe swap • KVOO Tulsa, Okla., announcer Don Cummins recently turned an abandoned child's tennis shoe into a windfall for mentally retarded children. During a two week bargaining session, Mr. Cummins swapped the shoe for other objects offered by his listeners. The end result: 500 gallons of gasoline, a station wagon, and numerous items that he donated to the Wasson Memorial Center for Mentally Retarded Children in Tulsa. KVOO officials indicate that the swap project may become an annual affair.

S. F. stations campaign for jobs for the poor

The new year is bringing more jobs for minorities in the San Francisco area. At least that's what 13 radio stations and five television stations in the market are hoping. For some part of their broadcast day, during a 45-day period, they are broadcasting public-service spots urging San Francisco employers to provide jobs for the underprivileged.

The announcements have been created jointly by the stations through Canecilla, Wren & Knapp Inc., the volunteer advertising agency for the campaign. Job orders will be called in by employers to a special telephone center established by the city or to any California state employment service office.

Don Curran, vice president and general manager of KGO San Francisco, headed the committee of broadcasters. They banded together at the request of San Francisco Mayor John F. Shelley.

FANFARE

"I'LL SEE YOU IN COURT!" Some suits are in 'deadly earnest'! Others are nuisance suits, in hope of a settlement. Why be victimized by either kind? Decide on the amount you'll carry your case to the excess through Employers Reinsurance Corporation. Then you'll know in advance what maximum possible loss can be. For rates, details without obligation, write or call: EMPLOYERS REINSURANCE CORP. 21 West 10th, Kansas City, Mo. 64105 New York, 11th Street, San Francisco, 200 Montgomery Chicago, 156 W. Jackson • Atlanta, 34 Peachtree, N.E.
INTERNATIONAL

Application freeze ends for Montreal, Toronto

The Board of Broadcast Governors has announced that applications for new television stations in the lucrative Montreal and Toronto markets will be considered at a public hearing June 20.

Previously the BBG had placed a ban on three-city stations because of eventual competition with existing CBC stations. A bid by CKVR-TV Barrie, Ont., to move its transmitter site within 20 miles of metropolitan Toronto last month apparently prodced the BBG into lifting the ban.

The BBG also announced that applications for the new television stations would be accepted for either the VHF or UHF bands, but all applications must first be cleared on technical grounds by the transport department before being passed on to the board.

CBS-TV sets up Latin distribution arm

CBS-TV completed the organization of program distribution facilities on a worldwide basis last week with the opening of CBS Latino Americana Inc., with headquarters at 100 Biscayne Boulevard, Miami. It will handle sales in Spanish-speaking Central and South America.

Benigno Nosti, a Cuban-exile film producer and syndicator, was named vice president and general manager.

Other CBS international outlets are: CBS Films do Brasil Ltda.; CBS Films Canada Ltd.; CBS Europe (SA) for Europe, the Middle East, Africa, and Eastern Europe; CBS Ltd., for the United Kingdom, Ireland and Iceland; and CBS Films Pty. Ltd., for Australia, New Zealand, Southeast Asia and India; and CBS Japan Inc.

FATES & FORTUNES

BROADCAST ADVERTISING

Ross K. Hoy and Stanley Koenig, account supervisors, Leo Burnett Co., Chicago, named VP's. Al Wiggins, VP and account supervisor in Chicago, transferred to London to become director of Leo Burnett Co. Ltd. and marketing director there.

Willard R. Wirth Jr. named management supervisor of Clairoil account at Foote, Cone & Belding, New York, succeeding Frank K. Mayers, who joins Clairoil Inc. there as executive VP. Donn C. Delan, account supervisor at FC&B, New York, will assume senior administrative responsibilities for Clairoil account previously held by Mr. Wirth.

Jerome Altman and George Levine, account supervisors at Needham, Harper & Steers, New York, elected VP's.

Ray M. Stanfield, VP and general manager of KMBC Kansas City, Mo., named VP and director of sales for KLAC Los Angeles. Both are Metromedia outlets.

Dale A. Smith, national sales manager of WSN-TV Atlanta, named general sales manager.


Gene Moss, sales promotion manager of CBS Films, New York, joins radio division of Petry there as manager of radio sales promotion. Thomas Beauvais, radio and television buyer at D. P. Brother & Co., Detroit, joins radio sales staff of Petry, that city.

Bill Mitchell, copy chief at Tracy-Locke Co., Dallas, elected VP and copy director. Bill Neale, executive art director, elected VP-art. Jack Taylor, director of research and media planning, elected VP-media and research.

Thomas A. Fitzpatrick, account executive of Conklin, Labs & Bebee, Syracuse, N. Y., named VP.

Comer Jennings, account supervisor in Atlanta; John Ayers, account supervisor in Cleveland; Eugene Young, associate creative director in Cleveland; and Paul Pirot, account executive in New York, all with The Marschall Co., named VP's. Martin Beilinson, account research supervisor at J. M. Mathes Inc., New York, joins Marschall there as associate research director.

William L. Viands Jr. named general sales manager and Herbert R. Hirsch appointed local sales manager at WIOD-FM Miami. William Izzard, account executive and assistant sales manager at WCXR-TV Miami, named account executive for WIOD-FM.

Richard E. Kane, corporate personnel manager for Interpublic Inc., New York, joins Doyle Dane Bernbach there as personnel director.

E. Holly Smith, personnel director, and Warren C. Krey, traffic manager

Dave Maxwell, with KERO-TV Bakersfield, Calif., appointed national sales manager.

Douglas L. Vernier named director of advertising and sales promotion for WJBK Detroit. Warren Fischer, account executive at WAMM Flint, Mich., and Fred Park, sales representative for Gestetner Corp., appointed account executives for WJBK.

Pat V. Lattanzi, with Avco Broadcasting and subsidiary Broadcast Communications Group for seven years as account executive, named manager, television sales, for BCG, New York. David F. Strubbe, sales manager for Avco's WJW-DTV) Dayton, Ohio, named account executive for BCG, New York. Donald Meineke, account executive at WJLW, succeeds Mr. Strubbe.

Robert L. Simmons, office manager, Television Advertising Representatives, Los Angeles, joins TVAR's New York staff. James L. Miller, account executive, New York, succeeds Mr. Simmons as manager of Los Angeles office. J. Patrick Lannan Jr., special representative, special projects department, named account executive in New York office.

John McElfresh, former general manager, ABC Spot Sales, Chicago, appointed to newly created position of Corinthian division eastern sales manager, H-R Television, New York. Frank Elliott, director of sales, Overmyer Communications Co., also New York, joins sales staff at H-R, that city.

Peter Rauch, with advertising and promotion department of CBS Television Stations Division, New York, named associate art director.

Leon Sturman, marketing research

BROADCASTING, January 9, 1967
analyst for Union Oil Company of California, appointed marketing research director for Anderson-McConnell Advertising Agency, Los Angeles.

Jerry Walters, account executive at Norman, Craig & Kummel, New York, joins Cole, Fischer & Rogow Inc. there as senior account executive and marketing director.

Donald A. Marton, previously international advertising manager for McCulloch Corp., Los Angeles, appointed advertising/sales promotion manager for A&W Root Beer Co., Santa Monica, Calif.

Donald R. Martin, with D'Arcy Advertising Co., St. Louis, appointed media manager in grocery products division, Ralston Purina Co., that city.

Johnny Bell, formerly with WOAI Miami and KYW Cleveland (now WKY), named account executive for WFUN South Miami, Fla.


Wayne J. Hilinski, with Foote, Cone & Belding, joins Needham, Harper & Steers, Chicago, as copy writer.

Don Amant, art director with Columbia Pictures art department, named associate production manager and production designer for EUE/Screen Gems, West Coast.

MEDIA

William J. Lamb, VP of business affairs for noncommercial WNDT-TV Newark, N. J.-New York, elected senior VP. Mr. Lamb will be responsible for operations, program administration, labor, network relationships and business affairs.

Ron Kempff, general manager of WCBS Greensboro, N. C., elected VP of parent Thoms Broadcasting Companies Inc.

John H. Pace, VP and general manager of WOL-AM-FM Washington, elected executive VP and general manager.

Lew M. Witz, previously Midwest television sales manager for KGO General Broadcasting in Chicago, named general manager of WMCA New York, effective Jan. 15. Mr. Witz had served also as account executive with WKBV-TV Chicago and with Wenzhen Broadcasting Co., as Midwest radio sales manager, and had been with WINS New York and WIND Chicago. He fills vacancy left by resignation of Herbert J. Mendelson (Broadcasting, Oct. 24, 1966).

Kenneth G. Bartlett, president of noncommercial WCNV-TV Syracuse, N. Y., resigns because of new responsibilities as assemblyman in New York state.


PROGRAMING

Philip E. Nolan, radio programming executive for Westinghouse Broadcasting Co., New York, named national radio program manager, succeeding James R. Lightfoot, now general manager of WFAN Los Angeles (Broadcasting, Jan. 2).

Paul R. Picard, director of daytime programming, West Coast, named to newly created post of director of live programming for ABC-TV Hollywood.

James R. West, national sales manager of Pams Inc., Dallas, elected VP-sales.

Julio Di Benedetto, VP for East Coast activities for Bob Banner Associates, switches to VP for West Coast activities.

Sam C. Gale, Jr. named VP-sales of Capital Film Laboratories, Washington.

Jay Wolf, with staff of Artists Agency Corp., New York, named VP, equity division, General Artists Corp., same city.

Robert West, production manager of Wyse Advertising, Cleveland, named program director of WERE, that city.


Wendell L. Williams, program director for WOAD Indiana, Pa., appointed program director of KWO-FM Pittsburgh.

Kent Sielicki, production manager of WSPD Toledo, Ohio, named program manager.

Les A. Krames, of KRON-TV San Francisco art department, appointed art director.

William C. Ross, program manager of WAVY Portsmouth, Va., joins WNAS Pittsburgh.

Mel Brandt elected president of New York local of American Federation of Television and Radio Artists for one-year term. Others elected: Ken Roberts, first VP; Leon Janney, second VP; Jackson Beck, third VP; Ray Heatherton, fourth VP, and Elizabeth Morgan, fifth VP. Travis Johnson re-elected treasurer. Martha Greenhouse elected recording secretary.

NEWS

Lee Polk, executive producer of public affairs and news at noncommercial WNDT-TV Newark, N. J.-New York, named director of public affairs and news.

Anne Morrissey, associate producer for special events unit of ABC News, assigned to Vietnam for six-week tour to produce expanded film reports for ABC-TV's Peter Jennings with the News.

Len Talbot, formerly with KHAI Honolulu and WJAB Westbrook, Me., named news director of WORC Worcester, Mass.

John Littlejohn, with WUTF Mobile, Ala., appointed news director.

Bill Greenwood, with WWDW Washington, appointed manager of Sims News Bureau, that city. His reports will be used by radio stations in Florida, South Carolina and Georgia.

Warren O'Neil, reporter for McClatchy Broadcasting Co., named to head new Sacramento news bureau for KNON-TV San Francisco.

John R. Harter, reporter-broadcaster with WWDW Washington, named cam-

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Subscription rates are on page 7.

FANFARE

Joyce Wilson, executive director of Miss Teenage America Pageant, Dallas, resigns to become VP of Joe Wolhandler Associates, New York.

Dianne Woodside named promotion director of WSFA-AM-TV Spartanburg, S. C.


Joseph Poster, news director of WLKW Providence, R. I., appointed PR account executive of Creamer, Trowbridge & Case, that city.

James R. Smith, PR director of noncommercial WCET(TV) Cincinnati, resigns to become officer at Marine Corps Schools of Virginia, Quantico, Va.

Peter W. Devereaux, VP and general sales manager of Sound Incorporated, appointed promotion manager of WMUL-TV Cedar Rapids-Waterloo, Iowa.

Vivian M. Hunt, PR writer with D.C. recreation department in Washington, joins WMAL-TV there as publicity and audience promotion writer.

ALLIED FIELDS

Jack J. Homomichl, VP and sales manager, Market Research Corp. of America, New York, named VP and assistant to president, Audits & Surveys, same city.

Marianna Woodson Cobb, in radio consulting engineering field since 1945, joins Silliman, Moffett & Kowalski, Washington, as consulting engineer.

Gordon C. Coffman, attorney with National Association of Broadcasters, joins law firm of McMillan, Cannon & Andreasen, Salt Lake City.


Orrin Melton, manager of ksoo Sioux Falls, S. D., appointed by Secretary of Army Stanley R. Resor, to serve as his civilian aide for state of South Dakota.

INTERNATIONAL

Edward Hidalgo resigns as special assistant to secretary of navy to become member of Cahill, Gordon, Sonnett, Reindel & Ohl and resident partner in firm's Paris office.

Don Blauweiss, art director at Doyle Dane Bernbach, New York, appointed head art director of sales promotion department of Doyle Dane Bernbach GmbH, Dusseldorf, Germany.

EQUIPMENT & ENGINEERING

A. W. Power, salesman for RCA broadcast equipment in Chicago, appointed manager, eastern professional television and systems sales, for RCA broadcast and communications products division at Camden, N. J. F. H. Stelte Jr., marketing manager, special systems, for Raytheon Co., named marketing manager, heavy communications equipment, RCA communications systems division.

John J. Leay, chief engineer for Theater Network Television, named chief engineer of WOR-TV New York.

B. R. Hall, with Midwestern Instruments, subsidiary of Telex Corp., Tulsa, Okla., elected VP and director of operations.

Robert W. Cochran, manager-field sales for General Electric visual communications products department, Syracuse, N. Y., appointed to new position of manager-overseas business development. Thomas F. Best Jr., district sales manager at Chicago for visual communications products department, succeeds Mr. Cochran.

Charles M. Rice, sales manager for Dresser Controls at Houston, named national sales manager for Ameco Inc., Phoenix.

C. Edward Harmon, with Entron Inc., Phoenix, appointed national manager of engineering sales.

Abram Kuykendall and Fleming Howard Moran, with WREC-AM-TV Memphis, named assistant chief engineers.


DEATHS


O. D. Fisher, 91, pioneer broadcaster and radio advertiser in the Pacific Northwest, died Jan. 1 in Seattle. He was chairman of KOMO-AM-TV Seattle and president of KATU (TV) Portland, Ore., in addition to many other business interests.

Christened Oliver David following his birth in Orleans, Mo., he became better known as simply "O. D." in business and private life.

Mr. Fisher entered broadcasting in 1926 when he and his brothers invested money of the Fisher Flouring Mills in the purchase and refurbishing of KOMO Seattle to become Fisher's Blendent Station Inc. All the air time was underwritten by local firms, organized as Totem Broadcasters Inc. and including Fisher Flouring Mills.

In early 1927 KOMO joined the new NBC network as a charter affiliate of the Orange group on the coast. Subsequently, NBC leased its owned KJR Seattle to Fisher's Blendent Station which operated it successfully until 1946.

Fisher Flouring Mills, largely due to Mr. Fisher's interest in broadcasting, was an extensive user of regional radio network time in addition to spot radio and TV in the West, Alaska and Hawaii.

In 1965, Mr. Fisher stepped down from top active management of Fisher Flouring Mills Co., which he and his
Harold Hough, 'Dean of American Broadcasters,' dies

Harold Hough, 79, director of WBAP-AM-FM-TV Fort Worth-Dallas and vice president and director of circulation for the Fort Worth Star-Telegram, died Jan. 4. Mr. Hough had been with the WBAP stations since 1922 and had been circulation manager of the Star-Telegram since 1912. Both WBAP-AM-FM-TV and the newspaper are owned by Carter Publications Inc.

Mr. Hough is survived by his wife Pearl. They were married in 1910.

Funeral services were held at St. Stephen's Presbyterian Church, Fort Worth on Thursday. In lieu of flowers the family suggested contributions in Mr. Hough's name to the Fort Worth Children's Hospital.

During his more than four decades as an active broadcaster Mr. Hough had been in the forefront of almost every major controversy of national significance. These included his chairmanship in 1941 of an ad hoc Newspaper-Radio Committee to thwart administration efforts to divorce newspapers from broadcast station ownership; the continuing encounter over copyright demands by music publishers; a founder and treasurer of the Clear Channel Broadcasting Service to oppose the breakdown of radio clear channels; a founding member of the Association of Maximum Service Telecasters.

Celebrated for his wit and his wisdom, the "Colonel" held court wherever broadcasters happened to meet. He rarely removed his Stetson, even indoors. Until a few days before his death he went to his office at the newspaper. While he had maintained his titular positions the day-to-day activities had been delegated to other executives.

In the early days of radio, Mr. Hough was manager, program director and announcer at WBAP. In an era when it was customary for announcers to sign off with initials, listeners wrote in wanting to know "Who is he [Mr. Hough]?" He answered by announcing that he was "Hired Hand" up from the boiler room. "Hired Hand" was a name and radio identity that stuck.

Mr. Hough was born in Mulvane, Kan., on Jan. 31, 1887. His family later moved to Oklahoma. He was assistant circulation manager of the Oklahoma City Times in 1912 when he left for the Star-Telegram.

During his active broadcasting career, Mr. Hough served as treasurer of the National Association of Broadcasters for three terms, and on the NAB's board of directors for five years.

In 1963, at the NAB convention in Chicago, Mr. Hough, in an unscheduled ceremony, was named the first "Dean of American Broadcasters". In his impromptu acceptance, Mr. Hough lectured the members of the FCC, present at the luncheon, against overregulation. "You can't regulate public desires through government rules", he told them.

Last year AMST named Mr. Hough as the association's first director emeritus (Broadcasting, April 4, 1966).

family and associates, founded in 1910. However, he remained as honorary board chairman and senior counselor to the company and continued to serve as director or officer of numerous other firms in Seattle and elsewhere.

Mr. Fisher's wife, the former Nellie Hughes, died in 1962. His survivors include two daughters, Mrs. Donald Goodnow Graham and Mrs. John Loom Locke, and two brothers Daniel R. Fisher and O. Wallace Fisher.

John M. Outler Jr., 74, retired general manager of WSB-AM-TV Atlanta, died Jan. 1 in Atlanta. Mr. Outler was born in Georgia and attended school there. Starting with Augusta (Ga.) Herald in 1914, he moved to Atlanta Journal in 1916. Mr. Outler became business manager of WSB in 1931 and general manager in 1944. With Journal's entry into TV in 1948 he was named general manager of both radio and television operations. Mr. Outler was one of founders of Georgia Association of Broadcasters in 1940 and of Georgia Radio Institute in 1947. He was former chairman of radio board of National Association of Broadcasters.

Lester H. Carr, 56, expert in antennas and communications systems, died Jan. 2 in Sibley hospital in Washington after heart attack. He was manager of defense and space center of Westinghouse Electric Corp. in Leesburg, Va. That plant, previously its own Deco Electronics Inc., was sold in July 1966 to Westinghouse for $3.9 million. In 1947, together with another electronics engineer, James Weldon, Mr. Carr formed Continental Electronics Manufacturing Co. in Dallas. In 1959 Continental Electronics was sold to Ling-Temco-Vought for $3.6 million. Mr. Carr helped in development of Navy's moon relay, which was first operational space communications system, and of antennas for Navy's low-frequency transmitters at Cutler, Me., and Northwest Cape, Australia. Earlier he was chief engineer for KSTP St. Paul-Minneapolis and later became transmitting engineer in charge of central system of CBS. Surviving are his wife, son and three daughters.

Clifford Charles Thomas, 58, credited with originating first American radio soap opera, died Dec. 29, 1966, of heart attack in Huntsville, Ala. He began writing Betty and Bob for Chicago radio station in 1930's, later originated and played title role in Captain Midnight series.

Donald H. Grady, 41, copy writer at Ted Bates & Co., New York, died Dec. 28, 1966, in lobby of building that houses agency. He was on way to his office when he collapsed. Mr. Grady, who joined Bates in 1964 and who had previously been with Kenyon & Eckhardt, J. Walter Thompson Co., William Esty and Kudner agency, was of advertising agency family. His father, Frank Grady, was president of Grady & Wagner, and uncle, Everett Grady, was executive of Ruthrauff & Ryan. He is survived by his wife, Teresa, and son.

Broadcasting, January 9, 1967
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Dec. 29 through Jan. 4 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann., announced; ant., antenna; aura., auroral; CATV, community antenna television; ch., channel; com., community; D., day; DA., directional antenna; Emb., Embry; fc., frequency channel; kw., kilowatts; L.S., local station; megacycles; mod., modulation; nc., non-commercial; oh., Ohio; Ohio Radio Inc., seeks 1250 kc. 0.5 kw. D. S.A. P.O. address: 117 S. Fifth Street, Columbus, Ohio; estimated construction cost $50,071.45; first-year operating cost $50,000; principals: Robert Reider (54.2%), R. C. Linksey (23.2%) and Michael V. DiSalvo (16.5%) plus others. Mr. Reider is president, Mr. Linksey vice-president, Mr. DiSalvo is chairman. Ohio Radio Inc. owns WRR-FM, Port Clinton, and WLRK-FM Norwalk and WKTN-FM Kenton and is part owner with Portage Broadcasters in WAWR Bowling Green, all Ohio. Ann. Dec. 29.

New TV stations

APPLICATIONS

Gainesville, Fla.—Universal City Cable Inc., owner UHF ch. 62 (in-3 123 mc) VHF 17 kw vis., 3.3 kw aur. Ant. height above average terrain 668 ft., int. height above ground 495 ft., P.O. address: 22 North Main Street, Gainesville 29601. Estimated construction cost $150,000; first-year operating cost $150,000; Geography: 18% west, Type ans., RCA TTU-18. The proposed station is to be owned by Don M. Thompson, the former owner of WUTL TV in Union County.

Bellington, Virginia. Virginia Cable Television Co., president kc.-Broadcasting, Wheeling, W. Va., seeks 1840 kc. 0.25 kw. D. S.A. P.O. address: 342 Main Street, Bellington, W. Va. Estimated construction cost $10,000; first-year operating cost $10,000; Geography: 99% west, Type ans., RCA TTU-1. The station is to be owned by Larry E. Hagendorf, president, Larry E. Hagendorf, secretary-treasurer, and Larry E. Hagendorf, manager.

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New TV stations

APPLICATIONS

Gainesville, Fla.—Universal City Cable Inc., owner UHF ch. 62 (in-3 123 mc) VHF 17 kw vis., 3.3 kw aur. Ant. height above average terrain 668 ft., int. height above ground 495 ft., P.O. address: 22 North Main Street, Gainesville 29601. Estimated construction cost $150,000; first-year operating cost $150,000; Geography: 18% west, Type ans., RCA TTU-18. The proposed station is to be owned by Don M. Thompson, the former owner of WUTL TV in Union County.

Bellington, Virginia. Virginia Cable Television Co., president kc.-Broadcasting, Wheeling, W. Va., seeks 1840 kc. 0.25 kw. D. S.A. P.O. address: 342 Main Street, Bellington, W. Va. Estimated construction cost $10,000; first-year operating cost $10,000; Geography: 99% west, Type ans., RCA TTU-1. The station is to be owned by Larry E. Hagendorf, president, Larry E. Hagendorf, secretary-treasurer, and Larry E. Hagendorf, manager.

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SUMMARY OF BROADCASTING
Compiled by BROADCASTING, Jan. 5

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>CP'S</th>
<th>NOT ON AIR</th>
<th>CP'S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,085</td>
<td>23</td>
<td></td>
<td>71</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>1,541</td>
<td>21</td>
<td></td>
<td>196</td>
</tr>
<tr>
<td>Commercial TV-AM</td>
<td>477</td>
<td>18</td>
<td></td>
<td>39</td>
</tr>
<tr>
<td>Educational TV-AM</td>
<td>943</td>
<td></td>
<td>28</td>
<td>179</td>
</tr>
<tr>
<td>Educational FM</td>
<td>293</td>
<td></td>
<td></td>
<td>22</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>58</td>
<td></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>127</td>
<td></td>
<td></td>
<td>46</td>
</tr>
</tbody>
</table>

AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, Jan. 5

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>519</td>
<td>243</td>
<td>762</td>
</tr>
<tr>
<td>72</td>
<td>95</td>
<td>167</td>
</tr>
</tbody>
</table>

STATION BOXSCORE
Compiled by FCC, Nov. 30, 1966

<table>
<thead>
<tr>
<th>COM'L AM</th>
<th>COM'L FM</th>
<th>COM'L TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>4,083</td>
<td>1,533</td>
<td>570</td>
<td>290</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>25</td>
<td>69</td>
<td>46</td>
<td>10</td>
</tr>
<tr>
<td>CP's (no on air stations)</td>
<td>70</td>
<td>242</td>
<td>19</td>
<td>51</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,180</td>
<td>1,844</td>
<td>760</td>
<td>319</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

In addition, two AM's operate with Special Temporary Authorization.
In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.


KQRC Port Sulphur, La.--Seeks CP to increase power from 500 w to 1 kw. Request waiver of Sec. 1571(c) of rules. Ann. Jan. 4.

WTRI Brunswick, Md.--Seeks CP to increase power from 295 w to 500 w. Ann. Jan. 4.

FINAL ACTIONS

WBPA Ray Minette, Ala.--Broadcast Bureau granted license covering CP which authorized change in frequency, increase power, relocation of transmitter and installation of new antenna. Action Dec. 30.

WHVP North East, Pa.--Broadcast Bureau granted license covering AM. Action Jan. 3.

WRBP Pence, P. R.--Seeks CP for broadcast bureau granted mod. of license to change licensee name to Voice of Puerto Rico Inc. Action Dec. 30.

WAMG Gallatin, Tenn.--Broadcast Bureau granted license covering AM. Action Jan. 3.

FINES

Commission by its Broadcast Bureau on Dec. 28 notified following six stations of apparent liability in amounts indicated for late filing of their renewal applications. Stations have 30 days to pay or contest the forfeitures: WAZS Summerville, S. C.; WKNJ Selma, N. C.; WSKY Asheville, N. C.; WYMB Walla Walla, Wash.; WJZJ Egg Harbor, Wis.; WODC Terre Haute, Ind.

New FM stations

APPLICATIONS

Updates

ERIE, Pa.--See增加 power from 1 kw to 1.5 kw, Ann. Jan. 3.

30 FOR THE RECORD

Norfolk 6870. Estimated construction cost $34,960; first-year operating cost $19,980; revenue $26,000, Prior name: (91.4%) and S. Huse (5.7%) and others. Mr. Huse is president in publishing company, Valentine Broadcasting, which is licensed to KCSN Valentine, Neb., Community Service Radio Co., operating KCSN Chadron, Neb. and real entity. Mr. Huse has similar interests. Ann. Dec. 30.

Mankato, Minn.--Prince Publishing Co.--Seeks 97.9 mc, ch. 248, 3 kw. Ant. height above average terrain 241 ft. P.O. address: 19 Central Avenue, Welboro, Pa. 16901. Estimated construction cost $36,000, revenue $40,000. Principals: John J. Antonino and Antonio J. Pendy, William N. Francis, Robert Grosenbacher and John D. Payne (each 15%). Mr. Antonino owns busy service, movie theater and restaurant. Mr. Pendy is owner-publisher of Tioga Printing Corp. Mr. Francis is vice president and assistant trust officer of bank. Mr. Grosenbacher is news-sports director of WBNF Welboro, Pa., editor of Tioga Printing Corp, and insurance salesman. Mr. Lewis is attorney. Ann. Jan. 3.

OTHER ACTIONS

Commission by its Broadcast Bureau on Dec. 23 in proceeding on AM applications of The Fox River Broadcasting Co. and Radio Oshkosh Inc., Oshkosh, Wis., granted petition to amend of applicant Fox River Broadcasting Co. which submitted current information as its principal; by separate order scheduled further prehearing conferences for Jan. 4 (Docs. 16824-5).

Hearing Examiner H. Clifford Irlon on Dec. 23 in proceeding on AM application of Beaverhead Broadcasting Co., Dillon, Mont., granted petition to dismiss application filed by applicant and terminated proceeding (Doc. 16969). And on Dec. 28 in proceeding on AM applications of Iowa State University of Science and Technology (WDI), Ames, Iowa, granted Broadcast Bureau's petition and extended time for filing prehearing memorandum to Jan. 9 to Jan. 31 (Docs. 11220 and 16286).


Hearing Examiner Herbert Sharmann on Jan. 3 in proceeding on AM application of American Home Stations Inc. (WVCF) Windermere, Fla. rescheduled hearing from Jan. 6 to Jan. 16 (Doc. 1922).

CALL LETTER APPLICATIONS

V. A. Leimer, Thornmont, Md. Requests WTRT.

CALL LETTER ACTIONS

Fort Wayne Broadcasting Co. Fort Wayne, Ind. Granted WFWF.

P. M. Broadcasting Co., Princeton, Minn. Granted WPKP.

Mr. Smith, Broadcasting Corp., San Juan, P. R. Granted WBMJ.

Existing AM stations

APPLICATIONS

WLNE Leesburg-Kusty, Fla.--Seeks CP to increase nighttime power from 1 kw to 5 kw. Ann. Jan. 3.

(Continued on page 89)

BROADCASTING, January 9, 1967
Help Wanted—Management

Midwest AM, FM-Stereo wants aggressive, experienced man in sales and programming to take complete responsibility for Stereo-FM operation. Would be able to call on all accounts in this medium in market for FM-stereo sales and direct programming. Send resume to Box M-19, BROADCASTING.

"Texas daytimer needs sales minded manager who will be active in station and community affairs, and who will welcome full responsibility. Must have ability with willingness to work. Station paid a good salary. Send complete resume and letter to C & W, Box B-1, Broadcast.

CASTING.

in town of
Complete class unlimited, secure plex. in only. Box wanted for standby letter Station manager BROADCASTING. ability with willingness to work. Station located In station, eastern market. Would be

spring. [excellent need apply. Contact

man

stations, salesmen, are proven winners in other market. Send resume, tape, complete resume to Box A-59, BROADCASTING.

"Number one station in a Midwest market of 32,000 needs a nighttime swinger. Must be a proven winner in the phases of a swinging Top 40 operation. Send tape and complete resume to Box A-52, BROADCASTING.

need for aggressive man. Salary plus commission. lots of fringe benefits. Send resume, tape, complete resume to Box A-59, BROADCASTING.

"If you're what we're looking for—good morning man—with 1st phone for AM operation in medium-size city. Must have good voice, first class endorsed license, able to read news and operate own board, minimum five years experience, good references, Salary $600.00 per month up. Send photo resume, tape to Box A-111, BROADCASTING.

Opener for M.O.R. announcer with 1st phone ticket & C.W. experience considered. Station in recreational northeast. Must have M.O.R. voice, first class endorsed license. Send resume, photo, references to Box A-112, BROADCASTING.

Complete your education—part-time jobs available. Attend one of the many seminars in the state. Experienced men only. Send resume, tape, photo & references to Box A-115, BROADCASTING.

Announcer wanted. Some experience preferred, but will look at any voice with some broadcast experience and has mature voice. No rock artists. Station needs a person who can get along well with other personalities in the station. Apply Box A-115, BROADCASTING.

Top 40 air, medium market, New England. Immediate need for photo, resume and tape. Box H-181, BROADCASTING.

"Announcers—first phone for radio announcing and TV switching assignments with powerful Midwest medium. Family city under 100,000. Recreationals and educational talents. Excellent salary and fringe benefits. Opportunity for experienced first class station to combine announcing and sales jobs. Excellent prospects. Send resume, tape, and recent photo to Box C-1, BROADCASTING.

Progressive Midwest stations seek Jocks and newsmen for permanent position. Jocks can be Mike. Send tape and resume today to Box M-248, BROADCASTING.

Excellent opportunity for local time sales manager. Must want a permanent, secure position and who is willing to travel for excellent. Reply to Box A-59, BROADCASTING.

"SALES

SALES

Announcer—country, and western daytimer—adjacent Miami. Real opportunity for a young man. Salary plus commission. Box A-58, BROADCASTING.

"ANNOUNCERS

Booked the following

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Complete class unlimited, secure plex. in only. Box wanted for standby letter Station manager BROADCASTING. ability with willingness to work. Station located In station, eastern market. Would be

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Announcers—cont'd

Mature morning man, capable running top-rated telephone-talk show at mid-morning, for established metro station. Responsible position demands adult approach and contact management. Contact Manager, KLKL, Jefferson City.

An established midwest metropolitan country music station is adding a deejay to its growing personality group. Experience and potential are needed. Extensive serious music background and college education are essential. Good call. Station has been in network since 1967, excellent opportunity. Send tape, photo and complete background information to James M. Watt, KEST, Inc., Davenport, Iowa.

KTBV in Tyler, Texas, is expanding its operation and can use an experienced and proven production man, play by sportscaster and salesman. Preferably combination of the above. Write or call all or call Mr. Louis Bushfield, Chief Engineer, 202-940-5227.

Wanted by network affiliate in college market of 30,000—Announcer with good music sense, who knows how to read. Opportunity to learn while working. Third class with endorsements is essential. Will be happy to listen to beginners with talent. Send resume to: Chief, Programming, WBBG, Radio, Winona, Minnesota.


WANTED: Experienced, lively morning man for one of the largest and most progressive newsmen in the country. Must be in position open now. Strictly Monday-Friday day shift. Send first phone to: Mr. Schmidt, WWBS WR St. Albin, Vermont, 284-219.

WANTED: Experienced full-time announcer for 5000 watt adult NBC station in hunting, fishing, skiing area. Send photo, resume, tape, Box KK, Twin Falls, Idaho. Salary based on performance and potential.


Chief engineer. Complete responsibility AM, FM-MX. Unusual opportunity. No board meetings. No technical problems. Be your own boss. Send resume, recent pictures & references to: box 50 A-10, BROADCASTING.

Top quality program director-announcer position open now. Strictly Monday-Friday day shift. Send first phone to: Bob Black, WWBS WR St Alben, Vermont, 284-219.

WANTED: Experienced announcer for 5000 watt adult NBC station in hunting, fishing, skiing area. Send photo, tape, resume.

Announcer position open for 2000 watt adult NBC station in Northwest. Send photo, tape, resume.

Announcer-writer needed. Opportunity to work with a unique group of young deejays. We are Number One in our Midwest market.

An aggressive news team needs a new addition. Immediate opening available. We call you Tape A-45, BROADCASTING.

An aggressive news team needs a new addition. Immediate opening available. Send resume and tape to Box A-45, BROADCASTING.

Modern radio delivery, writing ability and eagerness to cooperate, with an exciting young and aggressive organization that needs an addition to its radio news staff. Must be able to handle all aspects of news reporting. One of the New England's top News Director. Send audition tape and news writing samples to Box A-19, BROADCASTING.

Newman, a veteran of 15 years experience in radio and television, is offering a unique opportunity with stable progressive company. Send a resume to: Manager, KMA, Shenandoah, Iowa.

We need an aggressive Newman to gather, write and sell news stories. Qualified candidates must be draft exempt, reliable, possess sound judgment and have good references. Contact General Manager or Program Manager, WGBS WM, 401 Mt. Rainier, Johnston, Iowa.

Immediate opening.—Announcer, Salary Open; Mr. Lubin, WVOS, 1Liberty, N. Y. 194-282-382.

Top quality program director-announcer position open now. Strictly Monday-Friday day shift. Send tape, photo and complete background information to: Mr. Schmidt, WWBS WR St. Albin, Vermont, 284-219.

Announcer position open for 2000 watt adult NBC station in Northwest. Send photo, resume, tape, Box KK, Twin Falls, Idaho. Salary based on performance and potential.

Florida and Pennsylvania stations—young female wants to grow with your organization. Send for complete details. Box A-66, BROADCASTING.

Excellent, experienced music announcer interested in relocation immediately. 4 yrs. experience, married, no obligation fulfilled: Box A-63, BROADCASTING.


Looking for site... Have been and am interested in trying your station. Skills, years experience, and phone number one Pulse regional drivetime . . . Rapid or smooth方可 . . . Jackie Leonard—multi-vocals also promotional manager and salesman. Own two homes/ family in Oklahoma. Box A-82, BROADCASTING.

Announcer—salesman seeking advancement to manager position in contemporary or country radio. First phone: Adult. Box A-81, BROADCASTING

One year's experience, third, speech trained, some college. Box A-88, BROADCASTING.


Somebody please give me a break into broadcasting! I'm willing to try all phases of broadcasting, smooth commer- cials and music news. Starting experience, not important, but experience and future is. Desire position 100 miles N.Y.C. Have first phone. Box A-105, BROADCASTING.

Top 40 screamers. Bright personality. 15 yrs. experience. Third endorsed, Must relocate. Box A-168, BROADCASTING.

Dynamite duo (sas capes available) to- gether or individually. Family men, so- cialize or prime consideration. Experienced one first phone, Northeast only. Box A-113, BROADCASTING.


Announcer graduate, 28, some experience rock or MOR, also interested TV sports, sales. Box A-123, BROADCASTING.

7 yr. radio personality, with 3rd. desires MOR station in larger market. Family man in the West. Salary reasonable. Definite personality—no screamer. Desires increased mid-morning shift. Also, would consider TV . . . no ex- perience required. Send resume or tape upon request. Box A-124, BROADCASTING.

Announcer or announcer-copy: Over 25, Credit. Married. Available February 1st. Prefer Midwest. Box A-125, BROADCASTING.

Young 41, experienced in MOR and C&W wants rock job, with emphasis on R&B, Low-keyed, non-screamer; warm and inti- mate. We.D. Pan, Don Cook, P.O. Box 389, Milford, Pa 18337. Please include details.

Safire is my specialty. Experienced an- nouncer-copywriter, ten top 40 only, 3rd phone, young voice, Chuck Sonitz, 271 Del Man College St., Los Angeles 40, Calif.


Technical

Combination country and western announcer and chief engineer. Technical school graduate. Experience available February first. Box A-81, BROADCASTING.

First class engineer-maint. and color ex- perience. Also color engineer or other position in Los Angeles area. Box A-122, BROADCASTING.

Mature, sober, military retiree, first phone, military and civilian electronics schools, also S.W. BROADCASTING.

Excellent opportunity—both earnings and future—looking mid-west to TV for experienced man. Beautiful community in heart of vacation region. Wonderful family atmosphere. Box A-123, BROADCASTING.

Top ranked network station in medium sized market looking for hard working, mature, local-regional sales manager. Box A-124, BROADCASTING.

Excellent opportunity—both earnings and future—looking mid-west to TV for experienced man. Beautiful community in heart of vacation region. Wonderful family atmosphere. Box A-125, BROADCASTING.
TELEVISION—Help Wanted

Technical—(Cont'd)

Needed immediately: experienced TV broadcast engineers with first phone for expanding station. Write Box A-82, BROADCASTING.

For sale: 1 RCA TR-12T2 monochrome tape recorder. Bought new from RCA, their last production run of this type. Complete with Piolock and monitoring. Excellent condition, used only 3 years. Call or write E. J. Pelt, WPED-TV, Pekucuck, Kentucky, P.O. Box 1457, Zip 42660. Telephone 502-320-3721.

Check our listings for your used equipment needs. NES Inc., Box 3141, Bristol, Tennessee.

Vacancies are awarded for the following positions and are subject to change. Send resume to Box A-5, BROADCASTING.

WANTED TO BUY

We need used, 250, 300, 1kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1516 Iturbide St., Laredo, Texas.

Two, or six bay FM antenna for high end. Ray Sherwood, 189 South River Street, Aurora, Ill. 60506, 312-897-4773.

Channel 23 antenna, Claude Hill, 1223 S. Harvard, Tulsa, Oklahoma, 918-521-8293.

Magnecorder model FT6, need several in any condition. MDM Tape Corporation, P.O. Box 6686, Birmingham, Alabama.

FOR SALE—Equipment


Available at once—Western Electric 405-B, kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WLS, Columbia, South Carolina.

Two modified RCA TK-4A0 color camera chains in good operating condition. Immediate delivery. Jeff Wells, 11229, N.Y.C., 968-3447.

Amplex, several models, 300, 350, 400, 500, 325u linear amplifier 8P-321, C-501 power supply, BNCU, 6000 turnouts, $500, 4463, telephone 735-2564.


Gates ST-91 spot tape units with remote controls. Gates Carritech Playback unit. All in good condition and clean, excellent KV2, WATKIN & Supply Co., Box 3141, Bristol, Tennessee.

FM transmitters: ITA 7,5 kw, KM-7008, $1850.00, STU 1, kw, KM-1000-2, $2500.00, CCA 1 kw, KM-1000-2, $4500.00. C.E. kw amplifier, $5500.00. Gates remote control, RDC-10, $5500.00. ITA 7,5 kw amplifier, $3500.00. Bill Barzy, Box 308, Lebanon, Tennessee, 610-41-9318.

For sale: 2 Tektronix 511AD oscilloscopes ser #A-1450 $550.00 and ser #A-1455 with new CRT $150.00. RM-90, $75.00. 125 cycle oscillator $150.00. 125 cycle sensing amplifier $550.00. $125.00 audio oscillator $100.00. 1 B&W 104 distortion meter $120.00. 1 Color, playback unit 7,5 16ips with 10 inch reel and NAB adapter, $450.00. Panasonic antenna coupler $75.00. All equipment in operating condition. W. F. Latham, 327 Brooksbridge Rd, Virginia, Va. 23431.

MISCELLANEOUS

20,000 Professional Comedy Lines! Topical laugh service featuring de-Fay comment introductions, Free cassette in Urban Comedy Books. Atlantic Beach, N. Y.

Instant gags for de-Fay!—85 one-liner gags now available on topics such as Radio, Weather, Traffic, Music, etc.—Sample dozen $7.50. Write for complete list & Broadcast Comedy Catalog. Show-Bit Comedy Service—1735 East 86th St., Brooklyn, N.Y. 11229.

Coverage, Maps, station Brochures, Broadcast Sales aids of all types custom-designed. Norco, Moran & Co., Box 26, 3954 South Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gags lines, $5.00, Comedy catalog free. Box 85, Gentry, North Hollywood, Calif. 91606.

30 minute tape—“quickies” pop-in voiceless gay talk to di-hundreds different volunteer effects. $10 per hour mail. Davis Enterprises. P.O. Box 801, Lexington, Kentucky.

INSTRUCTIONS—(Cont’d)


Announcers—(Cont’d)

LARGE, powerful "independents" North Louisi-ana station with FM/TV affiliates. Good salary, good benefits, good equipment! No experience nee- ded. We make you a star! Send picture, resume and photo immediately to:
Norm Perry, KNOE Radio, Monroe, La. Phone 318-322-8165

INSTRUCTIONS—(Cont’d)

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—If you are serious about better technical education—Investigate—Learn the English language and the significance and/or resident courses. G.I. Bill approved. Boston, Waltham, D. C. F.C.C. license in 4 months. Approved by: F.C.C., Grand Forks, North Dakota, University of Washington.

Learn Radio-TV announcing, programing, production, operating, escorting, console operation, disc-jockeying, and all phases of broadcasting on the nation’s only commercial station, fully operated for training purposes by a private school—Boston Consulting School, highly qualified professional teachers. Country’s finest practice studios.

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GENERAL MANAGER

TOP-RATED RADIO STATION IN MIDWEST MAJOR MARKET

Send resume of qualifications and recent photo in strict confidence to:
Box A-96, Broadcasting.

Help Wanted—Production—Programing, Others

RADIO PROMOTION MANAGER

TOP 40—TOP DOLLARS


You need a first phone combo man with imagination, enthusiasm, and the gift of communicating with adults. Send tape, resume, and income statements to Program Director, Radio KCRA, 310 10th Street, Sacramento, California.

Help Wanted—Situations Wanted

ANNOUNCERS

TOP 10 MARKETS!

PERSONALITY

Currently looking for experienced announcers. "Reps" and "TV" talent wanted. Send resume to:
Box A-33, Broadcasting.
TV-RADIO PLACEMENT

Send your type-written resume and material today to be confidentially represented to our station clients. NO FEE!

CHECK AREA OF INTEREST

TV □ RADIO □

General Manager □ Program Director □ Sales Manager □ Chief Engineer □ Production Manager □ Promotion Manager □ Announcer/newsmen □ Sales/local or national □ Engineer/studio or smtr □ Producer/director □ Copy/traffic □ Other □

Name □

Address □

Salary desired □

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NEWS

TV NEWSMAN


Situations Wanted—Sales

PROGRAM SALES REP.—NEW ENGLAND


CATV

Help Wanted Management

CATV Manager

for large system under construction in California. Prefer someone with several years experience. Excellent starting salary and opportunity for advancement. All replies will be held in strictest confidence.

Box A-97, Broadcasting.

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527 Madison Ave., New York, N.Y. 10022

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We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, agencies, ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

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All Media Placement Service

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FOR SALE—Equipment

ZOOM LENSES

Varozi V and Angenieux 35-350mm. Zooms used but in perfect condition with guarantee. Attractive price on cash basis only.

Write SRTTO—Box 48645, Briggs Station, Los Angeles, California 90064.

MISCELLANEOUS

FRANCHISE

Battle of Bands, $100,000.00


World Teenage Show, Room 451-B, 120 S. LaSalle St., Chicago, Ill. 60603. Director of Contest.

FOR SALE—School

Priced

for

IMMEDIATE SALE

Radio announcing school in New York City. Licensed by the state of New York. Accepted by Federal Government for GI bill. Asking $75,000, $25,000 cash needed. If interested in partnership, have equal partner willing to run school.

Box M-163, Broadcasting.

FOR SALE—Stations

S.E. small daytime $67M terms

N.C. medium profitable 135M 29%

M.W. medium UHF-TV 350M terms

Gulf medium daytime 130M 28%

South Chain CATV 1.5MM cash

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BROADCASTING, January 9, 1967
NEED HELP? LOOKING FOR A JOB? SOMETHING TO BUY OR SELL? For Best Results You Can't Top A Classified AD in Broadcasting

BROADCASTING
THE BUSINESSES OF TELEVISION AND RADIO

FOR SALE

Station (Cont'd)

RADIO STATION FOR SALE
In Sunny Florida. Price $75,000, 29% down. Terms $25,000, 15 years. Box A-35, Broadcasting.

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116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

Selling USA's Radio and TV Stations

ACTION


CATV

APPLICATIONS

Kewaunee Perfect Picture T.V. Inc.—Re- quires modifications of licenses for WFLD*, WFTW (TV) and WXXW (TV) all Chicago to Kewaunee, Ill. Ann. Decl. 29.

G&G Communications Inc.—Requests dist-
tant signals from WZM-TV Grand Rapids, Mich.; WQTE-TV, WIND-TV, WBBM, Chicago, and WTVU (TV) and WNDU (TV), both South Bend, Ind. to South Haven, Mich. Ann. Dec. 29.

Telerama, Inc.—Requests distant signals from WJHK-TV, WJW (TV), WKRD-TV., and WXLTZ-TV, all Detroit; WICU-TV, WSEC-TV, and WJFL-TV all Erie, Pa.; WCLI-TV Winfield, Ont.; CFPL-TV London, Ont.; WFMJ-TV, WVTU, WKBVCT and WTVW-T (all Youngstown, WSPD-TV and WOTL-TV, both Toledo and WJLW-TV Akron, all Ohio to Beachwood, Maple Heights, Euclid, Cleveland Heights, Shaker Heights, North Euclid, Oakwood, East Cleveland, Garfield Heights, Highland Heights, University Heights, Bedford Heights, Lyndhurst, Bedford, and North Randall, all Ohio. Ann. Dec. 29.

Hame CATV Company Inc.—Requests dist-
tant signals from WJLVT, WQOE-TV, and WRLK-TV, all Columbus, S. C.; WSAT-TV Savannah, Ga.; WUSH-TV, WCTV (TV) and WCSC-TV all Charleston, S. C. to Barn-

ACTION ON MOTION

❖ By Hearing Examiner Charles J. Fred-
ernick on Dec. 22 in proceeding on transfer of TV applications of Adirondack Television Corp., and Northeast TV Cables Inc., Bou-
Bouy, N. Y., granted petitions of Northeast TV Cables Inc. for leave to amend with reference to biographies of stockhold-
er and to show additional business interest held by applicant (Docs. 18778-9).

Ownership changes

APPLICATIONS

KTO Big Bear Lake, Calif.—Seeks as-

KPGFM (FM) Los Alito, Calif.—Seeks trans-
fer of control from William J. Greene, majority stockholder, to Broadc-
Kasting Corp. to William H. Meyers, public ad-


KCMK Kansas City, Mo.—Seeks transfer of control from F. A. Mesch d/b as F. M. Ewing Jr. and Max Brown, Principals; Mr. Yonke and Mr. Ewing are attorneys. Mr. Brown is automobile dealer. Consider-
ation $33,000 ($11,000 each). License will re-

KVOD Tulsa, Okla.—Transfer of control from Mrs. Harold C. Stuart d/b as Southwest Valuable Properties and Board Harold C. Stuart. Consideration shall be the fair market value of stock, not less than $1,000,000 or greater than $1,250,000. Mr. Stuart is chair-
man of the board, president, and chief executive officer of Southern, South-
western is owner of shares of Central Plains Enterprises, Inc. and KYOD-

KPIR Enid—Seeks transfer of control from Thomas F. Thompson d/b as Emerald Broadcasting Corp. to Charles A. Wilson, considering $1,000,000, a share of stock. Ann. Jan. 3.

WLAC-AM/FM-TV Nashville—Seeks trans-

KAPS Mt. Vernon, Wash.—Seeks transfer
c of control from Ward Beecher d/b as Tetem Broadcasting Inc. to George C. McAller is president, general manager, director and stockholder of Tetem Corp. Consider-

WYLD Jackson, Wyo.—Seeks assignment of license from Suburban Broadcasting Inc. to Universal Broadcasting of Milwaukee Inc. Principals: Marcelin B. Kosofsky, Law-
rence Treter (each 33 1/3%); Mr. Kosofsky is president, treasurer, di-
rector and stockholder of Universal Broadcasting Corp. Broadcast-

KUKI-FM Ukiah, Calif.—Broadcast Bureau grants assignment of control over proposed station to Daniel S. Cribb to Daniel S. and Elma J. Cribb, jointly. No consideration. Action Dec. 29.

WGUL New Port Richey, Fla.—Broadcast Bureau grants voluntary acquisition of positive control of licensee corporation of Swartz Inc. to George Allgood, Swartz Inc. is a man-
strong, Sam Y. Allgood (12 1/2% before, 19% afterwards), W. C. Tranier, (after), W. C. Tranier, (after), and Reginald Sims to Donald A. (none before, 10% afterwards, 10% afterwards) and Thad M. Lowery (25% be-
fore, 45% afterwards) and Thad M. Lowery (25% before, 30% afterwards). Consideration $6,800. Ann. Decl. 30.

WOGO New Smyrna Beach, Fla.—Broadcast Bureau grants voluntary change of control from Radio New Smyrna Inc. to William F. Swartz Jr. (majority, 45%) and W. C. Tranier (50% thereafter) and Swartz Inc., a partnership owned by Principals: William F. Swartz Jr. (49.5%) and Sueille McKeller Swartz (50.5%), as well as the remaining stockholder (0.5%) plus stockholders. Mr. Swartz Jr. is president and chairman of board of directors. Swartz Inc. has interest in WSFC and WBEK (FM) Som-
erset, Ky, with an application for new AM at Canonsville, Va., WQWE-AM to George Allgood, Swartz Inc. is a man-
strong, Sam Y. Allgood (12 1/2% before, 19% afterwards), W. C. Tranier, (after), W. C. Tranier, (after), and Reginald Sims to Donald A. (none before, 10% afterwards, 10% afterwards) and Thad M. Lowery (25% be-
before, 45% afterwards) and Thad M. Lowery (25% before, 30% afterwards). Consideration $6,800. Ann. Decl. 30.

WASA-AM-FM Havre de Grace, Md.—Broadcast Bureau grants transfer of control from A. Telson Lyon to Virginia F. Pate d/b as Chesapeake Broadcasting Corp. Consideration $12,500. Action Dec. 29.

WAMQ-AM/FM Towson, Md.—Broadcast Bureau grants voluntary assignment of positive control from WTOC Inc. to Harry J. Frisbie. This is the purchase of two shares stock ($200) in WTOC Inc. from Earl P. Strine by another $200 stock of a partner. Mr. J. Matranga (49.9% before, 49.9% afterwards), Harry J. Frisbie (49.9% before, 49.9% afterwards), and Earl P. Strine (2% before, none afterwards). Action Dec. 29.

KVZL Seattle, Mont.—Broadcast Bureau grants voluntary assignment of license from Western States TV Corp. to W. L. Holter and Joe A. Anderson from Colorado TV Corp. Principals: Mr. McLachlan (33%) is employed with KLFE Glasgow, Mont. and would become majority man-
director. Mr. Holter (100% before, 75% afterwards) is also li-
censee of KLZ, Custer, Mont. Consideration $100. Action Dec. 29.

WPVX-FM, N. C.—Broadcast Bureau grants assignment of license from George G. Beasley to Sine Enterprises for $10,000. Consideration: Joe S. and members of the Sine family which own all of
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Jan. 4. Reports include applications for permission to install and operate CATV’s grants of CATV franchises and sales of existing installations.

* Indicates franchise has been granted.

Belvedere, Calif.—The city council rejected the franchise application presented by Belvedere-Tiburon CATV for failure to prosecute. The city will continue to accept new applications including that of the above company.

Bonneville Springs, Kan.—Kansas Cable Inc. has been granted a 20-year franchise. The city will receive 5% of the annual gross receipts. The monthly charge will be approximately $5.

El Dorado, Kan.—Multi-Vue TV System (multiple CATV owner) has applied for a franchise. Previous applications from Midland CATV Systems was turned down by the city commission.

Covington, La.—Sedler Communications Inc. has been granted a franchise. The city will receive 4% of the annual gross receipts. The monthly charge will be $5. The other applicant was Uniloc Inc., Bogalusa, La.

Westfield, Mass.—Pioneer Valley Cablevision Inc. has been granted a franchise. Inc., Springfield, Mass., had also applied.

Bloomington, Ill.—TeleMark Communications Co., and Ringwood CATV Co. each have applied for a franchise.

West Wildwood, N. J.—South Jersey Television Cable Co. has been granted a franchise. The company has CATV systems in Wildwood, North Wildwood and Wildwood Crest, all New Jersey.

Boone, N. C.—United Antenna Service (M. E. Thalheimer, president) has been granted a franchise. The city will receive a minimum of $1,200 per year or 5% of the annual gross receipts, whichever is greater.

Durham, N. C.—Cablevision of Durham Inc., a subsidiary of the Jefferson-Carolina Corp. (multiple CATV owner), has applied for a franchise.

Ekin, N. C.—Yadkin Valley Cablevision Corp. has applied for a franchise. The firm offered the city 3% of the annual gross receipts and estimated the installation charge would be $34.50 with a monthly charge of $5. Previous applicants were Mount Airy Development Corp. and Northwestern CATV Corp.

Pine Plains, N. Y.—Howard Lasker has applied for a franchise.

Conway borough, Pa.—Color Cable TV, a subsidiary of Centre Video Inc., State College, Pa. (multiple CATV owner), has been granted a franchise.

Greenville, Pa.—Blatt Brothers TV Cable Corp., has been granted a 20-year franchise. Monthly charge will be $3.50.

Westmont, Pa.—Johntown Cable TV, a subsidiary of Teleprompter Corp., New York (multiple CATV owner), has been granted a 10-year franchise with provisions for two five-year renewals thereafter. Company will provide 24 channels plus time and weather. Company will pay the greater of 5% of gross receipts or $95 the first year; a 1% yearly increase to 4% or $1,125 by 1970, and 4% or $1,280 annually to 1976.

Wilkins, Pa.—Shows Inc., a subsidiary of Willey TV Cable, has been granted a franchise. Installation will be $15 with a $10 monthly charge. Company will provide seven channels. Company will pay 5% of the first $100,000 annual gross revenues: 4% of the second $100,000; 3% of the third $100,000, and 2% of all revenues over $300,000.

Minot, N. D.—Minot Cable Inc., a new corporation formed by Chester Johnson, president of KKMC-TV and KJCB Minot, and William Ehberg, president of the Minot Broadcasting Co., owner of KFVR-AM-TV Bismarck, KUSM-TV Williston and KROM Minot, all North Dakota stations, has been granted a franchise. The installation fee would be $15 to $30 with a monthly charge of $5 to $6.

Casa Grande, Tex.—Segura Corp., Robstown, Tex., and Castel Corp., represented by William C. Cunningham, have each applied for a franchise.
Child's play takes hard work plus television

viewers at virtually the same time.

The day after Thanksgiving the orders started pouring through. The buyers were back on the phone demanding to be supplied. In little more than a week, a million burp guns were sold. Television had created a demand that couldn't be filled.

The Handlers' gamble paid off spectacularly, as only such merchandising can when the right product and the right message are used at the right time on television. It has to be one of television's greatest success stories, an "only in America" story, a genuine inspiration to all the losers who dream about being winners.

Essentially Mattel Inc. is a house that television built (indirectly TV also built Carson/Roberts Inc., who now own the leading Los Angeles-based agency). For since that momentous television decision, Mattel has become the largest company in the country—and probably in the world—engaged primarily in the design and production of toys. It accounts for more than $100 million in annual sales (up from some $5 million the year television was first used). It employs more than 3,000 people and is listed on the New York Stock Exchange. It has become one of the nation's biggest national advertisers, spending an estimated $12 million in network and spot television in 1966.

Elliot and Ruth Handler wear this eye-popping success lightly and with charm. They've succeeded in business by trying very, very hard and they're still at it.

He's the creative one, makes the key decisions on what new products have the capability to be introduced, is in charge of corporate policy. "The most creative toy designer in the world," his wife calls him.

She does the day-to-day administration. Her strength is marketing. She's quick and articulate, has the poise that only a woman of great accomplishment acquires.

Ken and Barbie—Work and their two children and grandchildren give total meaning to their lives. The children, Ken and Barbie, became the models for a fabulously accepted series of dolls, still the biggest seller in their line.

Not surprisingly, the Handlers are great friends of television but it isn't a case of slavish adoration. They think television used in combination with the right product is great. But they don't think it's "the magic answer to move all merchandise."

Says Mrs. Handler: "It's one of the greatest tools in the world to tell the public what you have and demonstrate its potential." Continues Mr. Handler: "Use television to show a demonstrative desirability. But don't try to sell mediocrity on television. Don't put on less than a good product. Television might help but the public will reject you in the end."

Television and Mattel are likely to continue going steady. "The only way we can stay alive is to sell $50 million to $60 million worth of new products a year," the Handlers point out. They agree that television is far and away the best way those products can be sold.
The song is ended

ON a number of counts broadcasters have reason to be pleased with the settlement of the government's antitrust suit against Broadcast Music Inc. The consent decree signed by a federal judge (BROADCASTING, Jan. 2) permits BMI to go on doing just what it has done for the past 25 years, affirms the legality of broadcaster ownership of the music licensing company and disposes—hopefully for good—of the argument that there is a conspiracy among broadcasters to choose BMI music over that licensed by rival societies.

The consent decree is a vindication of the BMI structure that was devised originally to create competition in the music-licensing business. For this the architects of BMI, among whom Sydney M. Kaye, now chairman, was foremost, must be given credit for their legal wisdom and business judgment. If no BMI had been formed, if the monopoly formerly enjoyed by the American Society of Composers, Authors and Publishers, and especially ASCAP, would exist today, there is doubt that broadcasters today would be paying more than they are for the right to play music on radio and television.

ASCAP, and especially its militant 33 songwriter-members who some 12 years ago filed a $150-million civil antitrust suit against BMI, can take comfort from the outcome of the government's case. All the main points made by the Department of Justice in the suit it filed two years ago were the main points made by the songwriters 10 years earlier. Without exception those points were conceded to BMI in the Justice Department's settlement. There would seem to be little reason for ASCAP or its songwriter members to go on paying press agents and lawyers to spread the fiction that BMI is a broadcaster conspiracy.

ASCAP now finds itself in an anomalous position. By the estimate of its own lawyer, ASCAP licenses no more than 20% of the music on television and less than half of the music on radio. Yet ASCAP fees for both television and radio exceed BMI's. The way would seem to be paved for some adjustments.

Radio's RADAR

ONE of radio's biggest sales problems is its audiences: They're so big they're hard to believe. Anything that helps document their dimensions, therefore, must help the sales effort, because it helps dispel the notion that no medium could possibly deliver that many people at so little cost.

For this reason alone, the four national radio networks must be commended for their decision, almost unique in itself, to unite in conducting extensive and expensive tests of a new research technique (BROADCASTING, Jan. 2). The project, called RADAR for radio's all-dimension audience research, is essentially an elaboration on the CRAM systems (cumulative radio audience method) developed and tested by NBC over the past three years. The goal is to produce cumulative as well as quarter-hour radio audience figures and to do so in terms of people listening rather than homes tuned in.

Radio audience research has properly, though belatedly, been given high-priority attention by broadcasters in the past few years. The most spectacular recent example was the All Radio Methodology Study (ARMS) conducted by the Radio Advertising Bureau and the National Association of Broadcasters, which has already produced several changes in the ways audiences are measured. The CRAM technique came along too late to be included in the ARMS study, and its is to the credit of the four networks that they have decided to put it to the test themselves. Their decision is all the more remarkable because it runs counter to the usual tendency of competitors to shrug off any development initiated by a rival.

National radio has never had people come before. Obviously, no one can foretell what RADAR will show, but the size of the stakes involved is suggested by CRAM's original findings. These indicated, for example, that 90.5% of all adult Americans listen to radio in the course of a week—a figure approximately three percentage points higher than television's score in a comparable week. If boxcar figures of anything like that magnitude can be confirmed, radio's own peculiar credibility gap will be narrowed and all radio should be easier to sell.

The dean

IN 1963 the honorary lifetime title of "Dean of American Broadcasters" was bestowed upon Harold V. Hough in a surprise ceremony at the annual convention of the National Association of Broadcasters. Last Wednesday that lifetime expired peacefully in Fort Worth a few weeks short of Mr. Hough's 80th birthday.

There were few careers as significant in the development of broadcasting and none as free of sham or as rich in humor and homespun philosophy. One of Mr. Hough's closest friends was Will Rogers, and the "Hired Hand," as Mr. Hough was called in his early days on the air, was the Will Rogers of radio.

Mr. Hough became identified with broadcasting's leadership in just about every crisis that emerged—and there were plenty. In 1941 he assumed the chairmanship of the Newspaper Radio Committee which successfully blocked the then administration-inspired effort to force divorce of newspapers from station ownership. He had been identified with the clear-channel fight from its start a generation back. And he pioneered in television's development by making WBAP-TV a reality in 1948.

Mr. Hough served three terms as NAB treasurer and five years as a director. Somewhere in the new NAB headquarters edifice for which ground may be broken this year should be a plaque or perhaps the board room dedicated to the first "Dean of American Broadcasters".

"It is not just another ventriloquist it's the governor of Alabama making a speech!"

Drawn for BROADCASTING by Sid Hix
We’ve Added More Color to Biscayne Boulevard!

America’s Newest and Finest Local Color Television Facility is in Miami!

The Most Colorful 320 Feet on U.S.1!

WLBW - TV
MIAMI, FLORIDA
If you lived in San Francisco...

...you'd be sold on KRON-TV