

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Production of talk-variety shows expands in '68. p19
ABA adopts new guidelines on crime, trial news. p22
House panel urges research on spectrum squeeze. p53
ABC offers \$75-million refinancing plan. p59

COMPLETE INDEX PAGE 7

CARL B. YLVISAKER
LIBRARY
2/4/68

Guess Who?

Guess who is Number One in his time period on WCBS-TV New York, delivering 260,700 homes and 27,800 young women (more than each of the 5 competing stations)?

Guess who delivers more homes during his time period on independent WTTG Washington than

the three network competitors combined?

Guess who delivers 152,500 homes and 33,400 young women on Philadelphia's WCAU-TV—more than the 4 rival stations combined?

Guess who takes first place in his time period on KMOX-TV St. Louis, topping his 3 competitors with

a 46% metro share?

Guess who reaches more homes than any other weekday program, sign-on to 5:30 pm, on all 4 Phoenix stations—on independent KPHO-TV?

You guessed! 146 half-hour episodes available from Screen Gems



CONCORDIA COLLEGE
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NEWSPAPER



*J. Drayton Hastie
President
Reeves Broadcasting Corp.
Charleston, S.C.*

"CATV broadens broadcasting as a showcase for Color TV"

"Most people don't know what broadcast station quality Color TV can be like until they see Color TV on CATV. The absence of smears, snow, and ghosts—the pleasant surprise at the brilliance, color balance, and sharp pictures available from today's Color TV sets—combine to make true believers out of former skeptics. CATV can really help sell Color TV sets, and there's no doubt about the extra CATV channels making the purchase more worthwhile.

"CATV makes fringe area reception of local Color TV stations so superior that an individual TV

viewer's watching time is bound to rise. Audience potential for a given program is far more realistic.

"This powerful fringe-area ally of Color TV broadcasting is increasingly in demand by the public. Some 10 million CATV viewers have cast their votes for it in the marketplace."

This statement courtesy of J. Drayton Hastie

JERROLD ELECTRONICS CORPORATION

JERROLD

a GENERAL INSTRUMENT company



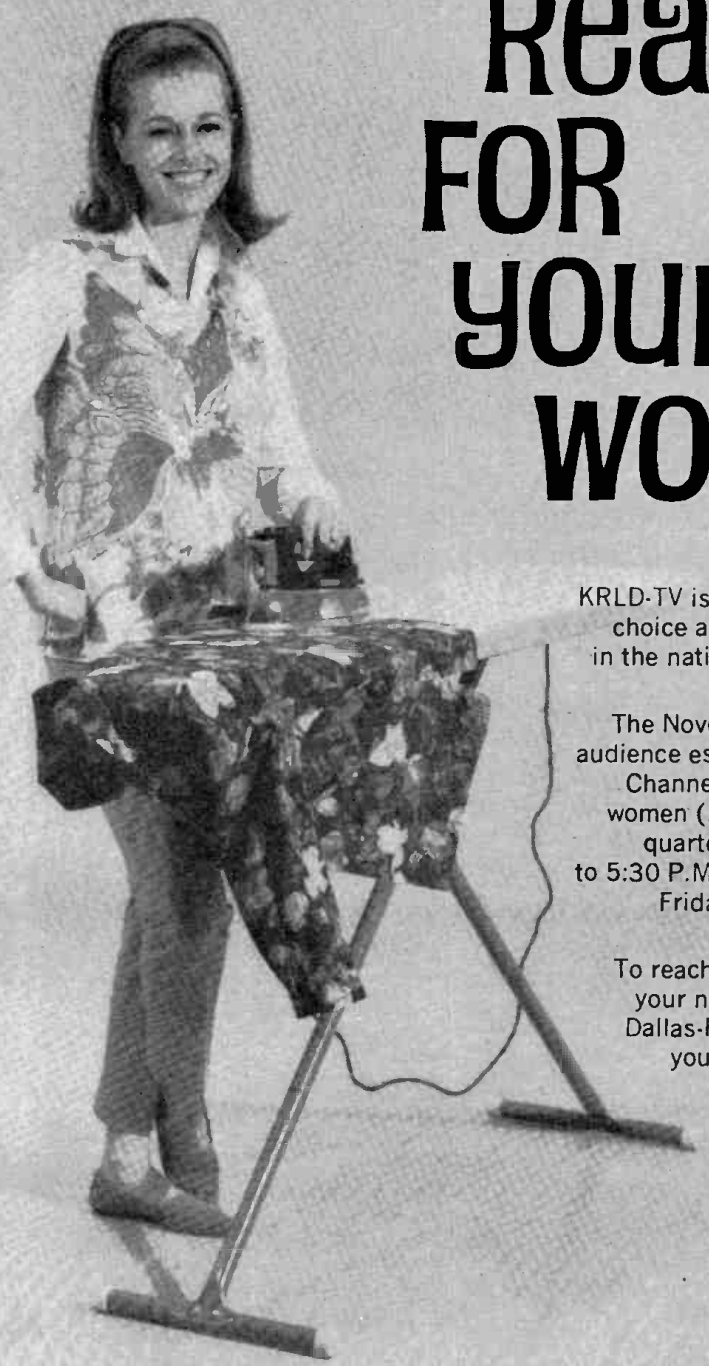
MISS LOIS

the Pied Piper
of St. Louis

Wherever she goes, St Louis families follow Romper Room's Miss Lois. In the November ARB at 9 a.m., 60,900 homes were tuned in to her hour of education and entertainment. A 53% audience share and an 8 rating makes Romper Room the top children's show in St. Louis.

KTVI abc **2**
HR ST. LOUIS

DayTime Reach FOR Young Women



KRLD-TV is the dominant daytime choice among the young women in the nation's 12th ranked television market.

The November 1967 ARB audience estimates show that Channel 4 reaches 22.7% more women (18-34), per average quarter hour, 9:00 A.M. to 5:30 P.M., Monday thru Friday, than the 2nd station in the market.

To reach the young women with your next schedule in the Dallas-Ft. Worth market, contact your H-R representative.

KRLD-TV



The Dallas Times Herald Station

CLYDE W. REMBERT, President

represented nationally by



Spot movement

First concrete sign that foggiess of spot-TV market may be clearing up is seen in January figures just compiled by Broadcast Advertisers Reports. BAR monitors 75 markets one week each month, uses stations' published rate cards in estimating dollar value of unit sales. In January 1967 it covered 245 stations in this way. In January this year, same 245 stations showed 6.8% gain in estimated spot volume. Projecting one-week figures to full month, BAR puts spot-TV totals for these stations at \$81,198,748 in January this year against \$76,046,918 in January 1967. In addition, BAR this year is monitoring six UHF stations and one VHF not on its January 1967 list; on full-month projection basis these seven stations accounted for estimated \$500,115 in January spot billing.

Signs of life

House and Senate communications experts report increased pressure for longer broadcasting license terms. Activity is laid to spadework by state broadcasters' associations; has resulted in spate of new bills being introduced and pressure within House Communications Subcommittee for hearings. Subcommittee members who've asked Chairman Torbert Macdonald (D-Mass.) for action are Lionel Van Deerlin (D-Calif.) and Donald G. Brotzman (R-Colo.); pitch to Mr. Macdonald has been potential benefit in reducing FCC's workload. He's on fence. Other sources suggest if FCC asks, he may schedule hearing.

Way paver

To clear way for possible broadcast acquisitions and perhaps for public sale of stock. Knight newspapers have disengaged themselves from association with Scripps-Howard interests that had tied S-H string of broadcast properties to Knights under FCC multiple-ownership rules. Knights have bought out 25% interest held in their *Akron* (Ohio) *Beacon-Journal* by E. W. Scripps Co., parent of Scripps-Howard, for about \$8.5 million.

Beacon-Journal owns 45% of WAKR-AM-FM-TV Akron, and as long as Scripps interest had piece of company there was possibility all of Scripps-Howard's four VHF's, two AM's and one FM could also be charged to Knights as could WAKR minority to Scripps-Howard. Majority ownership (55%) of Summit Radio

CLOSED CIRCUIT®

Corp., licensee of WAKR stations, is held by Viola Berk and family. No FCC approval of Beacon-Journal transaction is required because control of broadcast properties does not change hands.

Deal in Tucson

In negotiation is sale of ch. 9 KGUN-TV Tucson by Gilmore Broadcasting Corp. to May Broadcasting Co. for approximately \$3 million. Tucson outlet, which began operation in 1956, is ABC-TV affiliate. May is licensee of ch. 3 KMTV-TV Omaha, and of pioneer radio station KMA Shenandoah, Iowa, which began operation in 1925. Owen L. Saddler is executive VP-general manager of May Broadcasting.

Agency advice

Stop making summer spot-TV rate deals under the table; bring them out in open and put discounts in rate cards. That is message slated soon for station representatives by Jim Spero, vice president-media director, Edward H. Weiss & Co., Chicago. His letter to reps will praise those that already have policy, but deplore those that "have not assumed their proper responsibility to make spot-TV a more consistently attractive medium."

First venture

Otto Preminger, movie producer who has been vocal in condemning commercial television for editing and commercial interruption of films, has quietly entered broadcast ownership. He's bought small piece of WPUT Brewster, N. Y., of which Morris Novik, broadcast consultant to AFL-CIO, is president.

In and out

Westinghouse Broadcasting Co. has tentatively set March 11 as date to convert its KFVB Los Angeles from contemporary-music format to all news. Still unknown is what, if anything, will be done to meet news competition by XTRA, station based in Tijuana, Mexico, but represented in Southern California by Gordon McLendon organization. XTRA has been beaming all-news service across border toward Los Angeles.

At about same time KFVB goes to news in Los Angeles Mr. McLendon will abandon news format he's been

using on his WNUS Chicago. Report is that Dennis Israel, now head of Chicago office of John C. Butler & Co., station representative, will take over managership of WNUS and institute good-music format patterned after that of McLendon's KABL Oakland, Calif.

Radio for retailers

Radio Advertising Bureau sees growing reliance on radio by major retailers and is gearing itself to speed trend along. Joyce Reed, director of RAB's large-market member service, is being named to new post of director of retail services, to work fulltime counseling department stores and retail chains on how they can best use radio. Miss Reed, who joined RAB in 1962, is advertising alumna of three of country's biggest retailing groups: Federated, Allied and Sears.

Added starter




Add to list of announced candidates for one of three upcoming vacancies on television board of National Association of Broadcasters: Peter Storer, executive vice president of Storer Broadcasting Co. Third of four sons of pioneer broadcaster has been active in all phases of business, including stations, program sales and representation, and now is second in command of operations, at Miami headquarters.

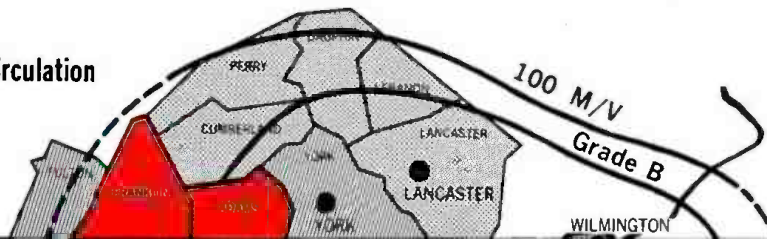
Others who have announced for board, with election scheduled at NAB convention in Chicago (March 31-April 3) are Donald P. Campbell, WMAR-TV Baltimore; A. Louis Read, WDSU-TV New Orleans and Richard C. Block, vice president, Kaiser Broadcasting (UHF group owner). Roger W. Clipp, recently retired operating head of Triangle stations, has announced he will be candidate to succeed himself, thus not included among three automatic vacancies (CLOSED CIRCUIT, Feb. 19).

The chill

What dampened White House ardor on implementation of legislation authorizing Corp. for Public Broadcasting? There's no authoritative word, but guess is that lack of enthusiasm in Congress, plus what is generally regarded as flop of PBL's "experiment" (subsidized by \$10-million Ford Foundation grant) led to decision to tread water in this election year.

Counties with Net Weekly Circulation

-  50% & over
-  25-49%
-  under 25%



**COMMANDER
EDW. WHITEHEAD**
for his contribution to
Creative Management

1968



TVAR MANAGEMENT CONFERENCE.

Each year, Television Advertising Representatives, Inc. awards its Crystal Owl, a symbol of creative management accomplishment, to the chief operating executive of a company which has made exceptional progress under his direction.

This year's Owl Award was presented to

Ford antes funds for program monitoring

Communications office of United Church of Christ is announcing today (Feb. 26) receipt of \$160,000 Ford Foundation grant for its campaign against racial discrimination in radio-television programming.

Money will be used for organization of monitoring groups in markets including: Birmingham, Ala.; Little Rock, Ark.; Jacksonville, Fla.; Meridian, Miss.; Charlotte, N.C.; Dallas and San Antonio, Tex.; Atlanta and Columbus, Ga., and New Orleans and Monroe, La.

"The generous grant [also] assures us that we shall be able to present our arguments in the judicial forums," Dr. Everett C. Parker, director of office, said. Office was active in charging discrimination in programming of WLBT(TV) Jackson, Miss. (BROADCASTING, April 20, 1964 et seq).

Pairings set for panel sessions on fairness

Minute-by-minute schedule for House Investigations Subcommittee panel hearing on fairness doctrine set for March 5-6 has National Association of Broadcasters' Vincent Wasilewski paired with Frank Orme, National Association for Better Broadcasting on second day.

Schedule, and staff study on legislative history of fairness doctrine, were made available Friday (Feb. 23). Mr. Wasilewski will give position paper and Mr. Orme will provide formal comment. Then subject—in this case overall summary of doctrine problems—is opened for general discussion.

Other panelists with same summary topic: Jay Crouse, WHAS Louisville, Ky., Radio and Television News Directors Association, (main paper), with Paul Porter, Washington attorney, (comment); Louis L. Jaffee, Harvard Law School, (paper), with Howard Bell, American Advertising Federation, (comment).

Other topics: public-opinion implications, Elmer Lower, ABC News, (paper), with Louis Lyons, former director of Nieman Foundation, (comment); equal-time requirements, Frank Stanton, CBS, (paper), with Herbert E. Alexander, Citizens Research Council, (comment); doctrine's present application, Rueven Frank, NBC News, (paper),

with Harriet Pilpel, American Civil Liberties Union, (comment); effect on educational broadcasting, William G. Harley, National Association of Educational Broadcasters, (paper), with Lincoln Furber, WETA-TV Washington, (comment).

Study, prepared by staff attorney Daniel Manelli as basic working document for panelists and committee, concludes that despite 1959 amendments to Communications Act, legislative record doesn't support view that Congress intended to write doctrine into law.

More stations may get break on presunrise

FCC has opened new presunrise rule-making proceeding, this one looking to possibility of permitting some Class II AM stations to begin operating before 6 a.m. local time. Stations affected would be those on I-A clear channels located west of dominant station.

Commission, in notice of proposed rulemaking announced Friday (Feb. 23), asked for comments: On time those stations may begin maximum permissible power; on protection to be afforded Class I stations and other fulltime stations on channels; on use of daytime facilities before 6 a.m. local time by fulltime stations, and on limiting presunrise operation to those in effect before Oct. 28, 1967.

Commission's presunrise rules, adopted in June (BROADCASTING, July 3, 1967), specify 6 a.m. standard time (which commission has proposed changing to local time) as presunrise starting time for daytimers and fulltimers using different facilities at night. This is in accord with agreement with Canada.

However, after receiving petitions for reconsideration of presunrise rules as they affect Class II stations on I-A channels west of dominant station, commission discussed issue with Canadian authorities and found modification of agreement to permit easing of restrictions may be possible.

Present proceeding affects some 30 daytime and limited Class II stations and 12 fulltime stations. Comments are due March 22, and replies April 8.

Ethnic UHF's have special rating problems

UHF's programming for mass audience is getting fair shake from rating services, but U's programming for ethnic

audiences may not be getting full rating measure due to "special research problem because of small sample sizes produced by the present technique."

Statements were adopted Friday (Feb. 23) by research subcommittee of joint FCC-Industry Committee for All-Channel Broadcasting meeting in New York. Subcommittee said "there are no inaccuracies or inequities in broadcast ratings that affect nonethnic UHF stations," but there are inequities for ethnic-programmed U's.

Decisions were taken at end of four-and-a-half hour discussion of problems, limitations and possible biases of syndicated ratings techniques with representatives of American Research Bureau, A. C. Nielsen Co., and Broadcast Rating Council.

Hughes gets KLAS-TV if boss is named

FCC approval of sale of KLAS-TV Las Vegas to Howard Hughes (Hughes Tool Co.) was granted on condition buyer name individual who will be in charge at station. Approval came also over objection of Commissioner Nicholas Johnson, who said hearing should be held on question of Mr. Hughes' economic power in Las Vegas.

Word of commission grant of assignment from H. M. Greenspun, for \$3,650,000 cash, plus assumption of liabilities of \$952,926—was disclosed two weeks ago (BROADCASTING, Feb. 19). But commission order—on 4-to-2 vote—and Commissioner Johnson's dissent were not released until Friday (Feb. 23).

Commission noted that although Mr. Hughes is sole owner of Hughes Tool Co., he is neither director nor officer. Position of president is not filled.

Accordingly, commission granted what was first assignment to Hughes of broadcast station on condition that company name person who will be responsible for making and carrying out policy at KLAS-TV, and who will act as licensee's agent.

Additional condition is that commission reserves right to take "appropriate" action on conclusion of civil antitrust suit Trans World Airlines has brought against Hughes Tool Co. for \$135,000 treble damages.

Commissioner Johnson, in his dissent, expressed concern over fact that Mr. Hughes in past year has acquired

WEEK'S HEADLINERS

John H. DeWitt Jr., president of WSM-AM-TV Nashville, retires "to devote more time to the designing and development of electronic equipment and to pursue other engineering interests including CATV." **Irving C. Waugh Jr.**, VP and general manager of WSM-TV, succeeds him. Mr. DeWitt helped install WSM's original equipment for its 1925 air date, and, while chief engineer, helped put WSM-FM, first commercial FM in country, on air. In 1946 he became consultant to Clear Channel Broadcasting Service, Washington, and following year became president and board member of WSM Inc. He will continue on boards of WSM. Association of Maximum Services Telecasters and Broadcast Music Inc., and as chairman of executive committee of International Nuclear Corp., Nashville TV-equipment manufacturer. Mr. Waugh served as WSM correspondent during war, joined commercial department in 1947 and was named commercial manager following year. In 1950 he became commercial manager for radio and TV and

in 1957 general manager of WSM-TV. Following year he was named VP of WSM Inc. **Tom Griscom Jr.**, local sales manager since 1958, named VP and general manager of WSM-TV, succeeding Mr. Waugh; **Thomas R. King** named local sales manager. **Jud Collins**, with WSM since 1940, named VP as news director of stations.

Herbert D. Fried, head of W. B. Donor & Co., Baltimore, and with agency 14 years, assumes corporate presidency, succeeding **W. B. Donor**, who continues as chief executive officer, becoming chairman of board. **Felix Hower** remains executive VP. Other aspects of realignment: **Albert Salter** and **Edward Trahan** named senior VP's, and **Stanley Burkoff** named senior VP and head of creative departments, **Robert Urquhart** and **William Evans** named respective creative directors of Detroit and Baltimore offices.

Michael R. Hanna, 56, general manager, WHCU Ithaca, N. Y., retires June 30 to become management consultant

in radio-TV. Mr. Hanna began in radio in mid-1930's with WGY Schenectady, N. Y., became manager of WIBX Utica, N. Y. in 1938, and in 1940 was appointed manager of WHCU. In 1952 he served on Governor Thomas Dewey's state commission on use of TV for educational purposes. Mr. Hanna helped found and was first president of New York State Broadcasters Association. He was chairman of board of CBS Radio Affiliates Association from 1963 to 1966 and served four terms on NAB board.

Edward Bleier has resigned as VP in charge of public relations and planning, ABC-TV, effective March 15. He will start independent enterprise to combine television program production with marketing and promotional extensions in other media. **Richard Swart Jr.**, director of marketing and sales promotion under Mr. Bleier, also has resigned to join *Life* magazine in similar capacity (see page 59).

For further personnel changes of the week see FATES & FORTUNES

over \$125 million worth of real estate in Las Vegas and has owned 27,000 acres of open land near that city since 1954.

He said that, in granting assignment without hearing, commission is departing from policy established in previous cases involving sales of stations to corporations having considerable economic power in community.

Commissioner Johnson said that "before we grant the management of what may become the largest company town in American history one-third control over its television communication [KLAS-TV is one of three TV stations in Las Vegas], we owe it to the public to air these issues in open hearing."

Commissioner Robert T. Bartley was other dissenter, and Commissioner Kenneth A. Cox abstained. Majority was composed of Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth.

Pays \$10,000 fine; gets short-term renewal

KCTY Salinas, Calif., has been given one-year license renewal to become effective on payment of \$10,000 forfeiture, FCC announced Friday (Feb. 23). Station has already submitted

check in that amount.

Commission decision followed recommendation of Hearing Examiner Basil Cooper, in initial decision handed down on Oct. 31, 1967. He found that licensee had failed to file contracts, allowed broadcast of lottery information and unidentified commercials, operated station without qualified technical personnel, and had faked log entries.

Commission did not pass upon findings of fact and conclusion in initial decision, but held that sanction proposed by examiner would be in public interest.

King Broadcasting buys Portland CATV system

King Broadcasting Co., group broadcaster and multiple CATV owner, has bought Precision Service, CATV system serving southwest section of Portland, Ore., from James B. DeFreitas. Price was not disclosed. King Broadcasting, through cable TV subsidiary, King Videocable Co., currently owns cable systems in Los Angeles, Portland, Seattle, Longview-Kelso and Grays Harbor, Wash.

Meanwhile, Seattle Cablevision Inc., franchise holder for that city, has agreed to sell interest to American

Enterprise Development Corp., Boston, and Canadian Enterprise Development Corp. Ltd., Vancouver. Boston company is owned by American Research and Development Corp. of Boston, which also owns 9% of Canadian firm.

In application to Securities and Exchange Commission, Washington, for exemption order, firms stated they each propose to buy \$50,000 of 8½% subordinated notes, and 200 unissued shares at \$287.50 per share of Seattle Cablevision. Currently Philip D. Hamlin owns all 600 outstanding shares of Seattle Cablevision.

Canadian firm entered picture, application stated, because Seattle Cablevision may eventually expand into nearby Canadian market.

April 8 set for arguments

FCC Friday (Feb. 23) set April 8 for oral argument by parties involved in landmark San Diego CATV case (BROADCASTING, July 18, 1966 et seq.). Participants will be Broadcast Bureau; KFMB-TV, KJOG-TV and KCST(TV) all San Diego; Mission Cable TV, Southwestern Cable, Pacific Video Cable, Vista Cablevision, American Television Relay, Escondido Community Cable, and city of Escondido, Calif.

If you need one new TV series for kids . . .

This cartoon is the one for 1968!



A winning combination for the fastest show on TV – auto racing, adventure, imagination and derring-do!

It has the appeal of wheels to capture youngsters!

Brand new! Animated! Nothing like it before.

52 Half-hours in FULL COLOR includes "The MOST DANGEROUS RACE"

... a 90 minute "Speed Racer" feature. Run it as a children's Special for extra sponsor dollars!



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TRANS-LUX
TELEVISION CORPORATION

625 Madison Avenue, NEW YORK, N.Y. 10022 • PLaza 1-3110.
CHICAGO • HOLLYWOOD

Were You Pleased with Your New Ratings?

We hope so, but if you are one of the station owners or managers who just can't figure out why things came out the way they did, maybe we can help.

Ratings can only tell you what happened, not why? The old system of trial and error is a method of correcting rating problems that isn't necessary any more. In time consumed, money spent, and income lost because of unsatisfactory program periods, it can be most expensive.

Through our consultation and supervision of sound, depth research in your market, you can find out not only what your strengths and weaknesses are, but also those of your competitor as well. No matter what you may have heard or read, images are important—not only the station's image as a whole, but the image strength and weakness of every personality and program under your direct control.

Image movement, up or down, in many cases precedes rating change by six months to a year.

Studies for our clients have taken us not only into twenty-one of the top thirty markets, but into markets below the top one hundred. We have also done work for a large number of the leading station groups and two of the three networks. All in all, we have completed over one hundred major TV and radio studies, encompassing some 55,000 in-person, in-depth interviews.

If you are concerned about current ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

490 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 813
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DATEBOOK

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

■Indicates first or revised listing.

FEBRUARY

Feb. 26 — Special stockholders meeting Official Films Inc., to elect board of directors, vote on issuance of new class of 500,000 shares of preferred stock, approve 1968 employe qualified stock option plan, and transact other business. Delmonico's Hotel, New York.

Feb. 26—American Research Bureau station seminar and research clinic. Continental Plaza, Chicago.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

Feb. 28—American Society of Composers, Authors and Publishers west coast membership meeting. Ambassador hotel, Los Angeles.

Feb. 28-March 1—Second annual cablecasting seminar, sponsored by National Cable Television Association. Workshops will cover all phases of cablecasting, including programing sources, production, lighting and camera techniques. Enrollment limited to 75. Fee, \$50. Principal speakers: Senator Frank E. Moss (D-Utah) and George Hatch, KUTV(TV) Salt Lake City (group broadcaster and multiple CATV owner). Sam Street, NCTA liaison. Hotel Utah Motor Lodge, Salt Lake City.

■Feb. 29—Association of National Advertisers workshop on "The Role of Research in Creating More Effective Advertising." Speakers: Chester Posey, vice chairman, McCann-Erickson; Irwin Gross of the University of Pennsylvania; Richard Rich, treasurer and creative director, Wells, Rich, Greene; Burns Roper, president, Elmo Roper & Associates; R. C. Grass and George Neilson, advertising research supervisor and TV section advertising department, respectively, of E. I. duPont de Nemours & Co.; Norman Levy, creative advertising research, Procter & Gamble; Harry Wayne McMahan, advertising consultant. Plaza hotel, New York.

Feb. 29—American Research Bureau station seminar and research clinic. Hotel Fontainebleau, New Orleans.

MARCH

March 1—Seventh annual Ad Forum/Grand Prix, sponsored by Houston Advertising Club. Speaking on theme of forum, "Winners and Losers," will be: John B. Anderson, vice president-advertising and merchandising, Eastern Airlines; Emerson Foote, director, Bozell & Jacobs, and former president of McCann-Erickson, Foote, Cone & Belding and Emerson Foote Inc.; Karl F. Vollmer, senior vice president, Young & Rubicam; Herb Fisher, executive vice president on Lincoln Mercury account, Wells, Rich, Green; Janet Marie Carlson, vice president and creative partner, Erwin Wasey Inc., Los Angeles, and Richard Kurt Jewett, director of advertising, Pitney-Bowes Inc., and Industrial Marketing's ad man of the year. Marketing Communications' silver medal award will be presented at awards luncheon. Shamrock-Hilton, Houston.

March 4-5 — Annual convention of Illinois-Indiana CATV Association. Holiday Inn East, Springfield, Ill.

March 5—Annual spring meeting of New York State Broadcasters Association. Ten Eyck hotel, Albany.

■March 7—Annual stockholders meeting, MPO Videotronics Inc., to elect directors

and transact other business. New York.

March 7—American Research Bureau station seminar and research clinic. Denver Hilton, Denver.

March 7—Annual dinner, Radio-Television Correspondents Association. Shoreham hotel, Washington.

March 8—American Research Bureau station seminar and program clinic. Sheraton Palace, San Francisco.

March 8—Deadline for receipt of entry cards from members, network news divisions, producers and craftsmen for 20th Annual Emmy awards, sponsored by National Academy of Television Arts and Sciences.

■March 9—Symposium on influence of press on American society, sponsored by Columbia University, with panel moderated by Edward P. Morgan of Public Broadcast Laboratory. Panelists: James C. Hagerty, vice president, corporate relations, ABC; David Schoenbrun, former CBS News correspondent and now on faculty of international affairs at Columbia, and Gordon Manning, vice president and director of news, CBS News. Columbia University, New York.

March 11—Monthly talent audition sponsored by New York chapter of National Academy of Television Arts and Sciences. The Lambs, New York.

March 12—Eighth annual presentation dinner of the International Broadcasting Awards, sponsored by Hollywood Radio and Television Society. Trophy winners in 11 TV and 8 radio categories will be announced, in addition to grand sweepstakes winners for both mediums. Century Plaza hotel, Los Angeles.

March 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to Presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

March 14-15—Annual spring meeting of Arkansas Broadcasters Association. Holiday Inn, North Little Rock.

March 15—Annual Spring Meeting of Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

March 15—Deadline for entries in Alpha Epsilon Rho (national honorary radio-television fraternity) production awards competition for standard-length films: fiction and documentary. Programs must be student produced and directed but need not be student written or conceived. File entries with: Jeff Greenhawt, production awards chairman, Emerson College, 130 Beacon Street, Boston.

March 16—Annual Alabama AP Broadcasters Association seminar and awards banquet. Birmingham.

March 17-20—National Association of Educational Broadcasters Educational Broadcasting Institute. Hotel Sir Walter, Raleigh, N. C.

March 18-19—Spring convention, Pacific Northwest Community Television Association. Ridpath hotel, Spokane, Wash.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

■March 20-22—State Educational Television

■Indicates first or revised listing.

BROADCASTING, February 26, 1968

Authority meeting, Hotel Americana, Washington.

March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22—Annual stockholders meeting, Cox Broadcasting Corp., to elect directors and auditors and other matters. 1601 West Peachtree St., N.E., Atlanta.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society, Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 23—Georgia AP Broadcasters Association annual awards banquet and news clinic. Regency Hyatt House, Atlanta.

March 23-24—Annual meeting of Louisiana UPI Broadcasters Association. Downtowner hotel, New Orleans.

March 24-26—Spring meeting, Southern CATV Association, Callaway Gardens, Atlanta.

March 25—New deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

March 28-29—Annual meeting of affiliates of NBC-TV. Waldorf-Astoria, New York.

March 28-29 — Conference on x-radiation measurement standards and instrumentation, sponsored by U. S. Public Health Service and Electronic Industries Association. Principal speakers: James G. Terrill Jr., director, National Center for Radiological Health, PHS, and Robert W. Galvin, chairman, Motorola Inc., Department of Health, Education and Welfare, Washington.

March 28-29—19th annual Atlanta Advertising Institute, sponsored by Atlanta Advertising Club and Southeast Council of American Association of Advertising Agencies, on theme "Communications in the Seventies." Annual advertising awards competition winners within seventh district of American Advertising Federation will be announced. In conjunction with Advertising Institute, southeast council of AAAA will hold annual meeting and election of officers. Regency-Hyatt House, Atlanta.

March 29—Seminar, sponsored by Broadcast Advertising Club of Chicago, to discuss promises and problems of communications explosion. Speakers will include: Dr. Joseph Charyk, president, Comsat Corp.; FCC Commissioner Lee Loevinger; Frederick W. Ford, president, NCTA; Chet Huntley, NBC-TV; Walker Standback, executive director, Consumers Union; Paul Knaplund, vice president, IBM; Dr. Nelson Foote, vice president, General Electric; James Robertson of University of Wisconsin, president, NAEB; Newton N. Minow, Chicago attorney and former FCC chairman, and James E. Greeley, Washington attorney. Registration is limited to 700. Sheraton-Chicago, Chicago.

March 29-31—29th national convention of Intercollegiate Broadcasting System. Palmer House, Chicago.

March 29-31 — Annual convention of National Association of FM Broadcasters. Palmer House, Chicago.

March 31—Annual meeting of Society of Broadcast Engineers. Conrad Hilton, Chicago.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1—Deadline for applications for H. V. Kaltenborn radio-television scholarship, sponsored by University of Wisconsin Board of Regents. Applicants send transcript of all college-level credits; letter of application presenting interests, experience and ambitions, and three supporting letters to Harold B. McCarty, University Extension, 606 State

St., Madison, Wis. 53706.

April 1—Deadline for entries in American Bar Association annual Gavel awards competition which includes radio-TV. Address: Committee on Gavel awards, 1155 East 60th St., Chicago 60637.

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 2—Annual membership meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 3-7—Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity. New York Hilton hotel, New York.

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel. Atlanta. Inquiries regarding the session should be sent to Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

April 5-6—Annual Spring meeting of Indiana AP Broadcasters Association. Ball State University, Muncie.

April 7-10—National Association of Educational Broadcasters Educational Broadcasting Institute. Purdue University, West Lafayette, Ind.

April 8—Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Red Barber, sportscaster. University campus, Gainesville.

April 8-13 — Atlanta International Film Festival, sponsored by Eastern Airlines, Eastman Kodak and Atlanta film-production firm Cinema East. Awards will be given for features, documentaries, short subjects, TV commercials and experimental films, Roxy theater, Atlanta.

April 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

April 16—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel. New York.

April 16-19—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. Categories include local news, information and documentary programs, special events, station editorials, instructional programs and entertainment. Both commercial and educational stations are eligible in the competition. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

April 18-20—Annual spring convention of Oregon Association of Broadcasters. Thunderbird motel, Eugene.

April 21 — National Association of Educational Broadcasters Educational Television Stations Division meeting. Statler Hilton, New York.

■Indicates first or revised listing.



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They open doors and minds and pocketbooks.

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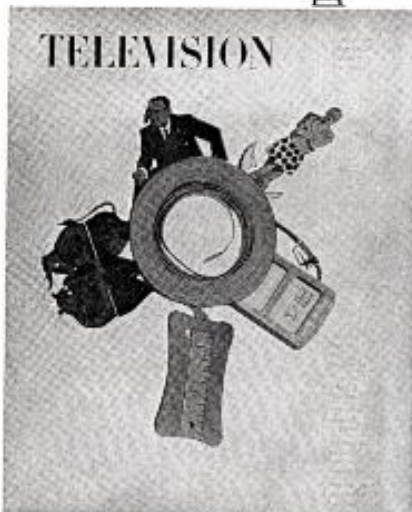


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* Source: ARB Feb. Mar. 1967. Subject to qualifications described in said report.

We get
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In February. A year of tele-political turmoil begins. How TV gains from the promotions now sweeping the gasoline business. Trimming the fat off an overblown Interpublic. The way Wall Street reads the TV ticker now. Is McLuhan's message a peril to TV? And much more. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

OPEN MIKE

Above and beyond duty

EDITOR: As you know, this has been a rough week in Saigon—the reality and horror of war hitting this city of some 2 million when five Red battalions struck in predawn darkness Tuesday (Jan. 30), experiencing the death and wounding of thousands, the continual gunfire day and night and watching the bloody bodies removed, the roar of tanks through the streets, the horror of fires destroying homes—it's been a shock to Saigon.

But the purpose of this note is to ask you to thank publicly the great work of the U. S. Information Service and the Voice of America here. Without their assistance all of us covering the fighting would have been in bad shape. Barry Zorthian, John McGowan and the radio-TV officer, Holbrook Bradley, deserve, in my opinion, a special commendation from the American radio-TV industry.—*Stephen J. McCormick, vice president, news, Mutual Broadcasting System, Saigon.*

Rebirth of old-time radio

EDITOR: Wow! The little item you were good enough to include in Open Mike [Jan. 22] brought results far beyond my wildest expectations. I have been swamped. . . . There seems to be a tremendous fascination with old-time radio shows, and if I am allowed to make a prediction, it won't be long before stations around the country start using some of these to spice up their programing. . . .—*I. C. Haag, I. C. Haag Advertising, Northbrook, Ill.*

Who's to get spectrum space?

EDITOR: In your lead editorial for Feb. 5 you discuss the inroads on radio and television broadcast frequencies land-mobile users are attempting to make. You charge the land-mobile users with seeking frequencies "for purely private gain."

This is true, of course, but you fail to mention why radio and TV also want those frequencies. The answer, of course, is "for purely private gain." No owner of a commercial radio or TV station or network is in business just to watch the flickering needle of a VU meter or the pretty green patterns on an oscilloscope. He wants to make a profit, a big one; and there's nothing wrong with that.

So the basic issue is: Who's going to get the frequencies to make some money, the broadcasters or the land-mobile interests? And where does the

public interest lie?—*Ross E. Petzing, Arlington, Va.*

(Perhaps a good deal of it lies in those 370,000,000 radio and television broadcast receivers now in use throughout the country.)

Plaudits for the prof

EDITOR: I read with a great deal of pleasure your profile on Mr. William C. Dempsey [BROADCASTING, Feb. 5]. In 1951 I was a student at San Francisco State College when Mr. Dempsey was the director of radio and television and later I was fortunate to have worked for him at KPIX(TV) San Francisco. If anyone can achieve brotherhood in the broadcasting industry, I believe Mr. Dempsey can accomplish it. Due to Mr. Dempsey's convictions I am one of only a very few TV directors of Chinese ancestry in the U. S. today. The broadcasting industry needs more people like Mr. Dempsey.—*George Lum, KTVU(TV) Oakland-San Francisco*

EDITOR: I enjoyed your profile of William C. Dempsey. I wonder if he mentioned whatever happened to a Nebraska University pupil of his and a classmate of mine. Where is Johnny Carson these days, anyway?—*Robert Askey, sales manager, KLMO-AM-FM Longmont, Colo.*

Surveying the audience

EDITOR: I was very interested in the article concerning the shopping survey conducted by WJXT(TV) Jacksonville, Fla. [BROADCASTING, Feb. 12]. This is a step in the right direction by TV.

I would like to point out that Jones College Radio has been conducting similar research since May 1966 on our audience. We are the only radio outlet in the market that goes to this expense. . . .—*Wayne Mashburn, commercial manager, WDCJ Arlington and WKTZ-FM Jacksonville, Fla.*

Bad bounce on Reds' figures

EDITOR: . . . In reporting baseball sponsorship for WLWT(TV) Cincinnati and the Cincinnati Reds (BROADCASTING, Feb. 19), your chart on page 44 shows one-third sold to Hudepohl and two-thirds available. The scoreboard should have read: one-half sold to Hudepohl Brewing (Stockton-West Burkhardt); one-third to Sun Oil Co. (Wm. Esty); and one-sixth to R. J. Reynolds (Dancer-Fitzgerald-Sample). . . .—*Mary Bates, director, public information, Avco Broadcasting Corp., Cincinnati.*

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Bureaus

New York: 444 Madison Avenue, 10022. Tele-
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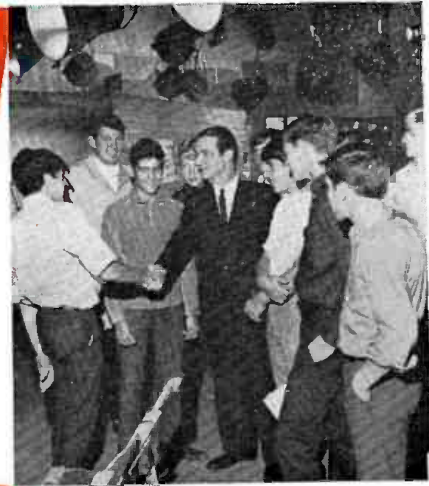
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WLBW-TV



GETS



INVOLVED



WLBW-TV personalities take more interest in
 local activities than their counterparts at other
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 eign correspondents to a Junior College inter-
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WLBW-TV

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Do media guides do more harm than good?

With infinite patience and questionable tact, I have just devoted still another session to explaining to one of our clients why Carson/Roberts does not publish handy-dandy guides to television reach and frequency. It seems the client is on the mailing list of several advertising agencies who do publish such information in booklet form for general distribution, together with other pertinent media academics. After much discussion, the client promised himself never to attempt to use a reach/frequency chart again and to discourage others in his organization from doing the same.

Media-guide publishers know that similar gross rating points can vary widely by schedule placement in terms of reach (if that is the prime consideration) or in terms of frequency to more productive groups within the television audience, if a minimum frequency goal is of greater importance to achieve marketing objectives.

The same publishers pride themselves on keeping up with the increased media sophistication and technology within their own agencies. Yet, they continue to turn out archaic reference materials that ask the reader to make a judgment about his advertising schedule based on net homes reached. Obviously, the reference guides I refer to are intended only for those individuals not intimately acquainted with the details of any given plan or schedule. If he were sufficiently informed to use a guide intelligently and if he cared enough, he would either possess the pertinent reach/frequency data or the means of obtaining more meaningful data.

Dangers ■ But why not publish anyway? What's the harm? Why should the media experts "put down" a client ad type or his own account executive who would like such information?

It's misleading—no media guide to net audience can contain enough qualifiers to make it a meaningful tool without becoming a textbook. If you marketed a product in a package labeled "75 come/four frequency," what would you expect to find inside? Study the small type listing the ingredients and all you'd find is that it "contains 300 rating points." It is better that you should call your product a surprise package. Does that "four frequency" mean every "home" has seen your commercial four times? We all know better.

The frequency distribution between heavy to light fifths of the viewers of that particular schedule may range from

10-one. Or, it may only range from three-one. If we really intended to buy a frequency of four and consider less impact to be meaningless, then so is our reach figure meaningless.

For instance, 300 gross rating points on a single station in prime time could have a reach/frequency figure of 57%/5.4 times among households, or 300 GRP's might deliver a 49%/6 of all young adults, but only 34% of male young adults and 62% of young adult women in the area. In order to obtain a valid estimate of the dimensions of our package, the user should go back to the media expert and ask how the parts were assembled.

Reversing Decisions ■ Omnibus media guidelines mean omnibus media strategies to accomplish marketing omnibus objectives.

The media guides can inadvertently reverse sound planning direction. Why start with an "average answer" and try to build a question?

Circulation as the only guide to print media is as dangerous a single guide, and the application of media mixes receive no mention in the guide booklets we have seen.

A second reason not to publish is that it's expensive. Only so much internal agency time can be made available to any client by any agency before both become losers. Assuming that both client and agency have expertise, an approved marketing plan and a set of valid media objectives, it should be assumed that all good questions will have been posed and answered prior to final approval of the ultimate strategy to be employed and before the client investment is committed.

Consider the waste of time (money)

that results after the fact by a well-intended question emanating from a uninvolved member of the client marketing team (holding a handy-dandy media guide): "It says here that our schedule is producing thus and so. But the plan summary I read said it was producing so and thus. How come?"

Sometimes, a "how come?" like that can be dispensed with quickly. But more often than not the question goes back to the media experts, who reluctantly begin to write another version of their original rationale—the only difference being that this version now relates the old objectives to the new question. Nothing changes except the number of hours devoted to the problem.

Proper Use ■ Which brings me to the question: Should handy-dandy media guides be published at all? We think so. We think there is a need and a place for a useful pocket piece that clients and agency men can use for quick "for instance" references or to derive ballpark figures. They can be a real aid to move planning discussions along or to arrive at general directions to pursue. The best of those in our collection is the 1967 BBDO publication. In addition to eliminating cumulative-audience data, BBDO confined other averaging of media characteristics by demographic groups to "average", "above average" and "below average." Anyone with the ability to misquantify from these base labels is on his own.

C/R's 1968 media guide is now at the printers. We've done our best to increase its usefulness while, without reservation, eliminating the type of omnibus information that so often leads to incorrect snap judgments and confusion.



Eddie Smardan, vice president and director of media for Carson/Roberts/Inc., Los Angeles, started as a radio personality in Portland, Ore. He subsequently produced TV shows in Los Angeles, worked for Capitol Records, wrote, directed and produced films in Mexico and sold time for Blair TV. He came to C/R as head of the broadcast media and production departments, working on such accounts as Mattel, Max Factor, Packard-Bell, Gallo Wines and Bullock's department stores.

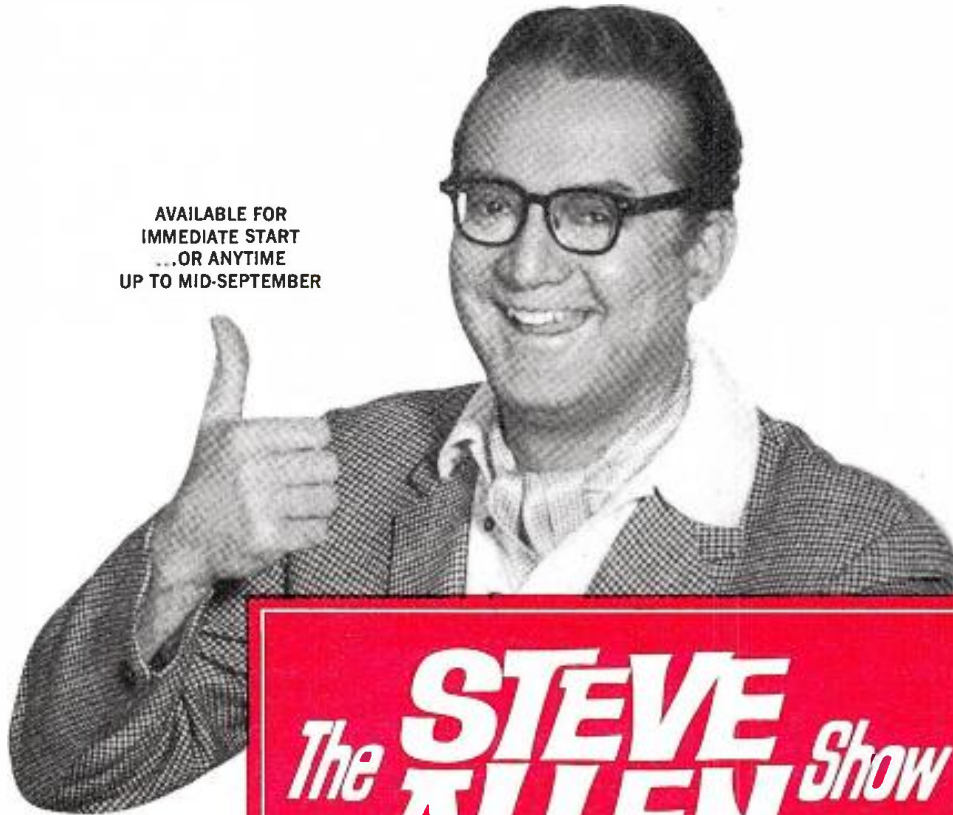
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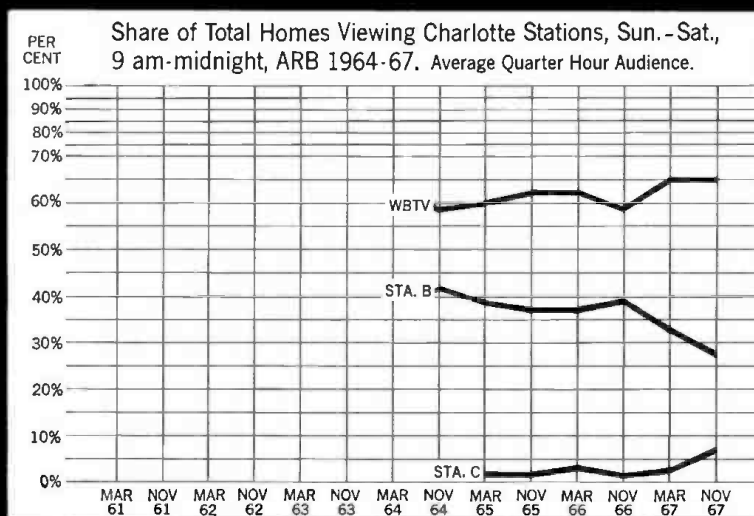
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Being number one makes us a tough act to follow.



That's the problem other stations all over the country have been faced with. For many years they've had to do just that. Follow us.

As the graph indicates, this has been going on for a long time. But just take for an example our November Ratings (ARB)*. They give us the highest metro share of audience of any station in the country's top 50 television markets — 56%. The same ratings give us the highest share of homes (ADI) of any station in the top 50 markets — 64%.

And you should check our Nielsen figures for November. They're even higher.

You've seen our past performance. Just imagine what we'll do for an encore.

WBTV CHARLOTTE

JEFFERSON STANDARD
BROADCASTING COMPANY
WBT / WBT-FM / WBTV / WBTV
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Represented Nationally by 

*Share of metro homes and ADI homes viewing Charlotte stations, average quarter hour Sun.-Sat., 9 am-midnight, ARB Nov. 1967.

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

Upbeat in talk-variety syndication

Established all-talk and variety-talk programs lead sales for many producers in past year while others climb on bandwagon with NAB convention entries

The "TV talkie" cycle of programing is widening in 1968 with a growing number of syndication programers devising new and varied sub-formats to inform, provoke, stimulate and, above all, entertain an increasingly sophisticated and stratified viewing audience.

The talk pattern on television is virtually as old as the medium itself, but what's new in 1968 is the expanding number of programs moving into the marketplace, and the diverse approaches planned to attain that of difference.

Though talk is an integral part of these programs, this element is combined in some with variety-entertainment. Others emphasize interviews with guests and questions from the audience. Still others accent comedy, or satire. In this era of the demographics, some TV talkathons are aimed at the women's audience and others at the 18-to-34 age classification, irrespective of sex.

Relatively New ■ Prior to 1967 the talk and the variety-talk format was a fairly limited one in the syndication arena and restricted on the network level to NBC-TV's *Tonight* show with Johnny Carson and the *Joey Bishop Show* on ABC-TV (*The Las Vegas Show* with Bill Dana was on the United Network, which operated for a month last year). Among such programs in distribution to stations were ABC Films' *Girl Talk*; Westinghouse Program Sales' *Merv Griffin Show* and *Mike Douglas Show*; Wolper Television Sales' *Alan Burke Show*; National Telefilm Associates' *David Susskind Show*; American International Television's *Gypsy Rose Lee Show*; Hartwest's *Joe Pyne Show*, and Showcorporation's *Firing Line with William F. Buckley Jr.*

Partially because of the resounding success of the Douglas and Griffin series of daily 90-minute programs (in 175 and 122 markets, respectively) and the creditable showing of other talk stanzas, activity in this area stepped up in 1967. Among the series introduced last year were Wolper's *Woody Wood-*

bury Show, King Features Television's *Outrageous Opinions* with Helen Gurley Brown; and Filmways' *Pat Boone in Hollywood*.

But 1968 looms as the year of talk-fests. A canvass of some leading distributors-producers last week reveals that ABC Films has pilots of three talk-variety series in development and aimed at women; Trans-Lux Television has four such series in planning and set to be unveiled during the National Association of Broadcasters Convention; Triangle Program Sales is weighing in with two series; Wolper is placing *The Les Crane Show* into syndication and is co-producing with Canaan Productions a weekly variety-satire program starring

Pierre Salinger; Showcorporation has three under consideration, and Filmways is introducing *The Steve Allen Show*, and has two others in the development stage.

The audience and the advertiser appeal of the talk-variety segment, particularly the Griffin and Douglas programs, has not escaped the attention of network program planners. Starting next month, ABC-TV will present a 90-minute Monday-through-Friday series, *This Morning* (10:30 a.m.-12 noon), with comedian Dick Cavett as host. The program was conceived to appeal to today's younger, more sophisticated homemaker. It will place its accent on topical events and comedy, with much

TFE to unveil new programs at NAB convention

The spate of new talk and talk-variety programs that are in development (see story above) will be unveiled from March 31 to April 3 during Television Film Exhibit '68 which is held during the period of the NAB convention in Chicago. Non-TFE member companies will launch their new programing at the same time in their individual exhibits.

Twenty-two companies have signed to date to participate in TFE. This is the seventh year the exhibit is being held and the third year it is being held under the auspices of the NAB. Alvin Unger of Independent Television Corp., 1968 TFE chairman, reported that TFE will not participate this year in the official NAB program since the association wants to rotate participation among various industry groups.

Companies taking part will hold a joint cocktail party on the evening

of Sunday, March 31. Throughout the week, TFE members will hold screenings of their programing in suites on the fifth floor of the Conrad Hilton hotel.

The companies listed with TFE '68 as of last week were: Allied Artists Television, Embassy Pictures, Filmways Syndication Sales, Four Star International Inc., Sandy Frank Program Sales, Independent Television Corp. (ITC), King Features Syndicate.

Krantz Films, LIN/Medallion Pictures, Medallion Television Enterprises, National Television Associates (NTA), North American Television Associates, Official Films, Peter M. Robeck & Co., Warner Brothers-Seven Arts, Showcorporation, The Teledynamics Corp., Teleworld, TransLux Television, United Artists Television, the Walter Reade Organization, and Wolper TV Sales.

of its material derived from "whatever and whoever is making today's news." Not so coincidentally, its producer is Woody Fraser, who was instrumental in developing *The Mike Douglas Show*.

The Reasons ■ Proponents of the talk-variety format point to these propitious factors setting off the boom in this type of programing:

- There is a scarcity of satisfactory feature films and off-network series, the backbone of syndication. Features are being run as many as four times on the network before their release to stations and this depreciates their value. The number of off-network shows has been declining because of the high mortality rate of new series, high residual costs and the attrition that has set in on the large number that were "dumped" on the market in prior years.

- The talk and talk-variety series provide a method by which the group station owner particularly can supply the program needs of his own stations and help amortize the cost through syndication. It is this element that is most active in producing or coproducing the talk and the talk-variety programing.

- This format, with its specialized appeal to certain types of audiences, can provide the demographics that many advertisers require at comparatively low cost. Many stanzas may not obtain large station lineups but can deliver the selective viewer.

- There is nothing so contagious in television as success. With various talk-variety and talk shows creating a splash, other producers-distributors can't resist the challenge.

- A resounding vote of confidence was given to the variety-chatter approach when prestigious WCBS-TV New York canceled its *Early Show* of feature films, effective in March, to replace it with the *Mike Douglas* series.

Despite its many vocal supporters, the talk format has some vociferous detractors. Its critics, composed largely of syndicators who distribute feature films and off-network series, can offer some arguments against the trend toward "dialogue programing," as one scoffer termed it.

"There are enough of them on the air right now, maybe too many," one top-level distributor said. "With the new ones, the market will really be flooded. Where are stations going to put them?"

Another distributor maintained that the only significant gains have been achieved by the *Griffin* and *Douglas* programs and added:

"These programs aren't easy to duplicate. It takes a lot of money.

"If you remember, these shows took a long time to take off. Westinghouse remained with them for more than two

years before they became profitable. You have to be a well-financed organization, as is Westinghouse, to be able to do this, and you have to have a lot of patience. I don't see many distributors or producers taking the same risks that Westinghouse has."

Still another detractor pointed out that a viable talk-based show must have two vital ingredients: an empathetic or stimulating host and a format that is "truly different." He commented that "neither of these elements is easy to come by," and continued:

"You know, I just don't want to mention any names, but there are four or five of these strictly talk shows that are just about hanging on. I don't see them starting even a small fire, and some

Batman flies the coop

ABC-TV last week confirmed what had already been reported in the main: *Batman* goes off March 21 (Thursday, 7:30-8 p.m.). It'll be replaced by *The Second Hundred Years*, which moves from Wednesday, 8:30-9 p.m., and a nighttime version of a daytime game show, *Dream House*, will take over the Wednesday spot. Come next fall, none of these three is expected to return (see page 23). The network's pink slip was preceded several weeks ago by the announcement that 20th Century-Fox was syndicating the show.

of them will be going down the drain before too long."

Reason for Success ■ A spokesman for Westinghouse indicated that the reason for the success of both the *Griffin* and *Douglas* programs are as follows: Hosts both were attractive performers with particular appeal to women; they were able to attract top-notch talent, and Westinghouse showed patience and loyalty in giving the series the opportunity to take hold. He said that for the foreseeable future, Westinghouse does not plan additional series of this type ("These two series keep us busy") but additional specials spotlighting Merv Griffin and Mike Douglas are in production.

Walt Kingsley, vice president of Wolper Television Sales, reported the company has two talk series in syndication and will introduce two additional ones at the NAB convention in Chicago. He

noted that *The Woody Woodbury Show*, a daily, 90-minute talk-variety program, has been on the air since last September and is in 20 markets. The weekly two-hour *Alan Burke Show* went into syndication last April, he added, and is now in almost 30 markets.

The two new programs, he said, are a weekly, variety-satire program spotlighting former White House News Secretary Pierre Salinger, and the daily, one-hour *Les Crane Show*, which began on KTTV(TV) Los Angeles last year and has been carried for about a month on WNEW-TV New York. (Wolper Television Sales as well as KTTV and WNEW-TV are part of the Metromedia complex.) Mr. Kingsley pointed out that advance sales on *Crane* already have been made to Kaiser's WKBS-TV Burlington, N. J.-Philadelphia, WKBG-TV Boston-Cambridge, WKBD Detroit, and WKBF-TV Cleveland, and to WHCT(TV) Hartford, Conn.

Relying heavily on the talk format is Trans-Lux Television Corp., which has invested substantially in four new series, according to Richard Carlton, executive vice president. He voiced the view that at the outset, the programs will find acceptance at independent and UHF stations and hopefully they will spread to VHF outlets.

Trans-Lux TV will take to the NAB convention in April, he said, programs in four series: *The Phil Lind Show*, for adults only, a weekly two-hour program on adult subjects; a weekly half-hour comedy-talk series featuring comic-writer Pat McCormick; *The Joan Rivers Show*, a daily half-hour comedy series aimed at the housewife, and a one-hour weekly series with Murray the K as host and focusing on today's music.

Arguments ■ "Each one of these series will feature guests with opposing points of view and should engender excitement and involvement," Mr. Carlton said.

ABC Films has the longest running talk show in syndication, *Girl Talk*, featuring Virginia Graham. A spokesman said the daily-half-hour series has been on the air six-and-a-half-years and is now being shown in 82 markets.

He indicated this type of specialized programing, appealing to a definite segment of the audience, holds attraction for both viewers and advertisers. He said *Girl Talk* is supported substantially by cosmetics, foods and home-products manufacturers.

"ABC Films has three more talk shows, with different personalities as hosts, in development, but we cannot discuss them further at this time," the company spokesman stated.

Showcorporation syndicates *Firing Line with William F. Buckley Jr.*, now in its third year on the air and presented on 34 stations. Robert Manby, president, believes the Buckley series can be

distinguished from other talk shows in that the host debates a subject with a single authority in a specific field, rather than participating in discussions with guests. Mr. Manby said Showcorporation is considering two other program series in this area.

Triangle Program Sales plans to put two talk shows into syndication this spring. One is *Morgan at the Movies*, with Rex Morgan, WFIL-TV Philadelphia, interviewing stars on sets throughout the world (half-hour weekly show), and *The Cleveland Amory Show*, a daily one-hour series of interviews and discussions by the author-critic. A Triangle spokesman said the Amory program has been carried on WFIL-TV since last November and is fully sponsored. He claimed that the decline in the supply of feature films and the rise in price of movies are factors accelerating the trend toward talk-centered shows.

Boone Show ■ Filmways, which entered the first-run syndication field last fall with *Pat Boone in Hollywood* (variety-talk), announced recently it will offer stations a new *Steve Allen Show* on an across-the-board basis in either 90- or 60-minute versions. Filmways has not formally announced the cancellation of the *Pat Boone* series but indications are strong that it will. The program may continue if Mr. Boone can find another partner company to co-produce the series.

As is the case with the *Boone* series, the new *Allen* talk-variety stanza will be offered to stations by Filmways Syndication Sales through Firestone Film Syndication Ltd. The *Boone* program has been sold in 29 markets.

Len Firestone, president of his own syndication company, said the *Allen* program has been sold in 15 markets, including WOR-TV New York, WTOP-TV Washington, KTLA(TV) Los Angeles, WGN-TV Chicago, and WWJ-TV Detroit. He said that Filmways, which his firm represents, now is developing two additional series—one a talk-variety and one a straight talk program.

Among the other talk type series that have been on the air for some time are the *Gypsy Rose Lee Show*, daily, half-hour program which is carried on 26 stations with American International Television distributing; *The David Susskind Show*, handled by National Telefilm Associates, and *The Joe Pyne Show*, handled by Hartwest in 85 markets.

The challenge inherent in the talk show format was summed up last week by Dan Goodman, vice president of syndicated sales for Screen Gems, when he said:

"There is no doubt there is a trend toward the talk show. There's a lot of interest in it and I would like to see Soreen Gems involved in this area. We have discussed this among ourselves and

Trouble in England with censorship, too

The BBC claimed the series was "exhausted"; the writer charged he faced increasing censorship. Whatever the reason, *Till Death Do Us Part*, a weekly TV series on the British Broadcasting Corp., has come to an end.

The show, about a wildly quarreling Cockney family whose loud-mouth head, Alf Garnett, jibes at different minorities, is viewed by 18 million people each week. It has become the BBC's widely watched and most controversial television show.

London insiders think the series will be taken over by one of the independent program companies. The most likely candidate seems to be London Weekend Television whose head of light entertainment, Frank Muir, was with the BBC when *Death* began its run. Mr. Muir was said last week to be negotiating with Johnny Speight, writer of the series.

The BBC maintained that the ser-

ies was simply "exhausted" and told Mr. Speight to stop doing scripts.

From the writer's side of the camera came a tale of excessive BBC censorship that began when Lord Hill became top man at BBC. Mr. Speight said: "It was the irritation of it all that finished me, like having to restrict the 'bloodies' to a certain number each week." Since Mr. Muir left BBC, the writer added: "We have been irritated by a number of idiotic and unreasonable cuts."

Till Death Do Us Part probably marks the demise of BBC political satire shows, which began in 1962 with *That Was the Week That Was*. *TW3* rang down the curtain after a year, when parodies of the Queen and the then prime minister, Harold Macmillan, brought national protests. *TW3's* successor, *Not so Much a Program, More a Way of Life*, went on the air after the 1964 election, lasted only six months.

we've had some talks with outside people. But what we must have is, first, a top-attraction host, and, second, a format that has the element of difference from other shows of this type. This combination is not easy to put together. But we're giving it a lot of thought here at Screen Gems."

National General to be CBS Films distributor

National General Corp. will distribute a minimum of two and maybe as many as four motion pictures produced by CBS Films, the theatrical production wing of CBS Inc. Eugene V. Klein, chairman and president, told shareholders attending National General's annual meeting in Los Angeles last week that the company has a contract to distribute features CBS plans to produce. He disclosed that CBS and National General have some \$85 million budgeted for theatrical movie production.

Mr. Klein cited the CBS move into theatrical feature-film production as "of great significance" to the industry. In answer to a shareholder's question, he indicated that the movie industry has no grounds for complaint against the recent decision by television networks to enter theatrical film production. (ABC also is producing its own movies for theaters.)

National General, primarily a motion-picture theater exhibitor, also is in-

olved in movie production. It has court approval to make movies, but can't block book them or discriminate against other films in its own theaters.

Phoenix to get \$2-million film plant

What is claimed to be the first modern film studios in the Southwest will be constructed by Phoenix-based Southwestern Research and General Investment Co. An investment of \$2 million is projected for the facility, which will be on 160 acres (with 670 more acres under option) in the town of Carefree, 16 miles northwest of Phoenix. The studios would encompass 25 buildings, including two underground stages, a Western street, offices and a commissary. A corporation, Cine Logistics Corp., has been formed to operate the project.

ITC moves 90-minute special

Independent Television Corp. announced last week it has placed a 90-minute color special, *The Heart of Show Business*, into syndication and has sold the program to WNEW-TV New York, KTTV(TV) Los Angeles, KMBC-TV Kansas City, Mo. WBBM-TV Chicago and KMOX-TV St. Louis. The special stars Elizabeth Taylor, Richard Burton, Sammy Davis Jr., Tommy Steel, Shirley Bassey and Peter Sellers.

ABA adopts Reardon report

News media now shift fight against restrictions on crime, trial coverage to state, local levels; court test of contempt provision seems likely

The battle of the news media to retain their present freedom in coverage of criminal proceedings shifted last week to the state and local level.

The switch came about as the House of Delegates of the American Bar Association on Monday adopted the controversial Reardon committee report which sets forth stringent new guidelines affecting coverage of court trials in criminal cases. It does this by tightening the flow of information from police, court and lawyer sources. The ABA's purpose is to curb "prejudicial publicity" to fair trials.

The ABA house, meeting in Chicago, turned down by substantial majority various media and state-bar delegate pleas to delay adoption for one year pending receipt of the results of major new studies in the field. The house acted after hearing arguments from the Reardon committee and representatives of the principal mass-media groups.

Now that the Reardon report is the policy of the ABA it will not go into full practical effect until it is adopted as part of the canons of ethics of the state bar associations, is implemented as rules of court by the state and local courts themselves or is codified through actions of state legislatures. Indirect implementation could be achieved through

voluntary bar-press codes.

Meanwhile, however, criminal-proceeding coverage could become more difficult should individual courts or judges rule on news access in the light of ABA's adoption of the Reardon proposals.

New Committee ■ Implementation was not overlooked at the Chicago meeting. The ABA house also approved the formation of a new continuing legal advisory committee on fair trial and free press. Its function will be to provide liaison between the ABA and the bar-press committees of state and local bar associations. It also would assist implementation "by voluntary means" such as the voluntary state codes which now exist in about a dozen states.

This new implementation committee succeeds the Reardon committee which drafted the standards over the past three years and was headed by Justice Paul C. Reardon of the Supreme Judicial Court of Massachusetts. Appointments to the new advisory committee will be made by ABA President Earl F. Morris.

In essence the Reardon report sets tighter rules for crime-news coverage in two areas: pretrial publicity and trial coverage.

In the pretrial phase the Reardon policy forbids lawyers, judges and police officials to talk about such things as criminal records of the accused; confession or the results of tests; identity of witnesses; possibility of pleas of guilty, or of the accused's innocence or guilt. They could, however, answer questions about the facts of the arrest, seizure of evidence, nature of the charge and whether the accused denied his guilt.

During trial coverage reporters could be excluded from those portions of a trial conducted outside the presence of the jury. Depending on the issues or notoriety of a case the court also could order lawyers and other participants to refrain from making any statements or giving information not part of the record.

The most controversial aspect of the Reardon policy is a further provision relating to limited use of the contempt power of the court. Although modified from its original proposal, this provision would allow a judge to cite a newsman or medium for contempt if it were found they had willfully attempted to affect the outcome of a trial through dissemination of information considered prejudicial.

Media's Views ■ The news media representatives participating in the case before the ABA House of Delegates expressed disappointment over the adoption action. They particularly cited the refusal to the ABA to grant a "continuance" pending completion of significant new studies in the area of publicity impact on trials. They noted even the ABA itself had admitted this was an area where more evidence is desirable. The thrust of their presentation sought a postponement of the "verdict" until "all the evidence was in."

The media spokesmen included Theodore Koop, CBS vice president, Washington; D. Tennant Bryan, publisher, *Richmond (Va.) Times-Dispatch* and *News Leader*, and Michael J. Ogden, executive editor of the *Providence (R.I.) Journal and Bulletin*. Mr. Koop is chairman of the joint media committee on news coverage problems, representing Sigma Delta Chi, Radio Television News Directors Association, American Society of Newspaper Editors, Associated Press Managing Edi-

Senator urges delay in new press-trial rules

News media fighting the implementation of crime-news curbs voted by the American Bar Association last week gained an ally in the U.S. Senate. Edward V. Long (D-Mo.), chairman of the Subcommittee on Administrative Practice and Procedure, urged that state bar associations and the federal bar honor a one-year moratorium on the proposed ABA rules requested by newsmen.

The senator said the delay was warranted by today's high crime levels (and the service news media can provide in alerting citizens to dangers or in allaying fears), a pending study by the American Newspapers Publishers Association

on the effects of crime news on juries and by the fact that voluntary agreements in some states should be given a chance to work.

Senator Long also suggested that the proposed curbs are contrary to the spirit of the federal freedom of information law. Under his committee assignment, he noted, he intended to "continue to encourage federal government agencies to abide both by the spirit and letter" of that law.

"Accordingly," he concluded, "I do not feel that it would be in the best interests of the American public at this to adopt the ABA guidelines as the policy of the federal government."

tors and the National Press Photographers Association. He also spoke in behalf of the National Association of Broadcasters, the National Newspaper Association and the American Newspaper Publishers Association. Mr. Bryan represented ANPA while Mr. Ogden is president of ASNE.

The Reardon committee's chief presentation to the ABA house was given by Judge Reardon. He was assisted by the committee's reporter, David L. Shapiro of Harvard University, and by Bernard S. Meyer, a committee member.

Their case was strengthened by strong calls for adoption voiced by several top ABA officials who rose in rebuttal to moves for delay proposed by several state bar delegates. The thrust of the majority opinion was that further studies now underway, such as the ANPA survey of trial judges, would reveal little not already known. The urgency of the need for the rules to help curb rising crime also was cited.

The ABA House of Delegates action drew prompt protest last week from RTNDA. The news group's president, Jay Crouse, news director of WHAS-TV Louisville, Ky., noted that the ABA president-elect, William T. Gossett, described the Reardon report adoption as the "mildest, least restrictive, most moderate step possible to provide fair trial." Mr. Crouse thought it significant Mr. Gossett "did not mention the threat it poses to freedom of the press as guaranteed by the First Amendment of the Constitution."

Appeal ■ Mr. Crouse predicted that the Reardon policy contempt provision "certainly will face a court test." He said the RTNDA board will take up the ABA action this Friday and Saturday at its meeting being held in Los Angeles.

The RTNDA president further commented: "There is an adage in journalism to the effect that let the people see the light and they shall find their own way. Our democracy is based on an informed public and any barrier to knowledge is a loathsome thing. Adoption of the Reardon report by the ABA amounts to a dangerous restraint to that vital flow of information. The ABA action interferes with freedom of the press and contains the seeds of possible dangerous alteration of freedom of the press as we know it today."

Mr. Koop later in the week reported that the ABA action will be on the agenda of the SDX Freedom of Information Committee which meets in Washington Friday. Meanwhile comments also were pending from the National Association of Broadcasters and other mass media organizations.

Chief Justice Robert C. Findley of the Washington State Supreme Court predicted last week that the bar association in his state will ignore the Rear-

don report. He termed the ABA action unwarranted and said the completely voluntary bar-media plan in Washington is the better "common sense" method of achieving exactly the same results.

Judge Daniel A. Covelli of the circuit court of Cook county in Chicago also criticized the ABA action as unnecessary and termed it potentially dangerous. Judge Covelli said the books already are full of laws which assure fair trial without prejudicial publicity and he feels that additional rules are redundant.

Networks start race for sales

Salesmen hit the street as schedules are set for 1968-69 TV season

The official selling season for 1968-69 began last week, as all three television networks released unofficial nighttime schedules to advertising agencies.

The networks said these schedules will stick for the fall, with only minor adjustments to be made, changes presumably predicated on possible moves of a program or a time period to accommodate a specific situation. As one network executive put it: "The lineup will stay pretty much as it is, but we now have to sell it."

The highlights of the new program season:

■ For the first time, there will be a network movie every night of the week. NBC will have three nights, ABC and CBS two each, for a total of at least 14 hours of weekly network movie programming.

■ As had been expected, the networks are limiting the number of programming changes. CBS's schedule resembles this year's more than does that of either of the other networks. NBC's biggest changes are to the long form in programming, and ABC's plans are to retain as many shows of the current schedule as possible, including several programs begun at midseason this year.

■ For the first time, there may be as many as two series produced and sold by British sources, starting the U. S. network season in prime time. These are *The Saint* on NBC (Saturday, 7:30-8:30) and *The Avengers* on ABC (Friday, 8:30-9:30). Of these two programming moves, NBC's is the more certain.

■ A current 10-11 p.m. Sunday entry on NBC, *High Chaparral*, will, as predicted, open NBC's Tuesday-night prime-time period at 7:30 (BROADCASTING, Feb. 19), while a CBS decision to make a similar shift of a 10-11 series was reversed on Feb. 16 and *Mannix* will stay right where it is, in its present Saturday spot.

■ Contrary to most past seasons, next season will see few, if any, trends in new-show types. It'll be more of the same program format in the coming season.

■ In another reversal of procedure, the season will start later. CBS expects to start 1968-69 on Sept. 23; the other networks have not confirmed their starting dates, but a day-after-Labor-Day (Sept. 3) premiere is doubtful. That would limit the time available to promote shows, particularly in view of the political conventions occupying much of the viewing time during the summer.

The Changes ■ On the basis of the schedules now making the rounds of agency buyers, the new shows and casualties, by title and by weekly program hours, are as follows:

ABC: There are seven new programs: *Mod Squad*, *The Outcasts*, *That's Life*, *Here Come the Brides*, *The Ugliest Girl in Town*, *The Tales of the Unknown*, and *The Land of the Giants*. Total new weekly programming by hours: six on the basis of 7:30-11 p.m., six-and-a-half hours, including the 7-7:30 p.m. period Sunday.

These seven shows will not be back at ABC: *Cowboy in Africa*, *Rat Patrol*, either *NYPD* or *The Felony Squad*, *The Invaders*, *The Second Hundred Years*, *Off to See the Wizard*, *Voyage to the Bottom of the Sea*. In addition, *Dream House*, a new spring entry (see page 20), will not return. In weekly hours: five-and-a-half in the 7:30-11 p.m. periods, six hours including Sunday at 7.

In its new schedule, ABC recaptures a half hour of station time on Thursdays, 10-10:30 p.m.

CBS: There are six new shows: *Mayberry R.F.D.*, *Lancer*, *The Doris Day Show*, *The Good Guys*, *Blondie*, *Hawaii Five-O*. They total four hours weekly.

These five shows will be dropped: *Andy Griffith Show* (though *Mayberry R.F.D.* actually is an extension of that long-running series), *Good Morning, World*, *Cimarron Strip*, *He and She*, *Lost in Space*, totaling four hours weekly.

NBC: There are five new shows in the 7:30-11 periods plus an additional movie night. The five: a new variety hour on Sunday, *Adam-12*, *The Ghost and Mrs. Muir*, *The Outsider* and *The*

Name of the Game. These total four-and-a-half hours, with the addition of the third movie night, the total new programming comes to six-and-a-half hours per week. *The New Adventures of Huck Finn* is a new show on NBC at Sunday, 7-7:30.

These eight shows will be dropped: *The Monkees*, *Danny Thomas Hour*, *I Spy*, *I Dream of Jeannie*, *Run for Your Life*, *Tarzan*, *Hollywood Squares*, and *The Bell Telephone Hour* which alternated with news shows. Total hours represented weekly (including *Telephone Hour* on a weekly basis) are six-and-a-half.

The Schedules ■ ABC's 1968-69 schedule: Sunday—7-8 p.m., *The Land of the Giants*; 8-9, *FBI*; 9-11, movie. Monday—7:30-8:30, *Mod Squad*; 8:30-9, *Peyton Place I*; 9-10, *Outcasts*; 10-11, *Big Valley*. Tuesday—7:30-8:30, *Garrison's Gorillas*; 8:30-9:30, *It Takes a Thief*; 9:30-10, *N.Y.P.D. or Felony Squad*; 10-11, *That's Life*. Wednesday—7:30-8:30, *Here Come the Brides*; 8:30-9, *Peyton Place II*; 9-conclusion, movie. Thursday—7:30-8, *The Ugliest Girl*; 8-8:30, *Flying Nun*; 8:30-9, *Bewitched*; 9-9:30, *That Girl*; 9:30-10:30, *Tales of the Unknown*; 10:30-11, sta-

tion time. Friday—7:30-8:30, *Operation: Entertainment*; 8:30-9:30, *The Avengers*; 9:30-10, *Guns of Will Sonnett*; 10-11, *Judd*. Saturday—7:30-8, *Dating Game*; 8-8:30, *Newlywed Game*; 8:30-9:30, *Lawrence Welk*; 9:30-10:30, *Hollywood Palace*; 10:30-11, station time. (According to latest information from reliable sources at ABC, Friday periods from 7:30-9:30 are still flexible and may include new series.)

CBS's fall schedule: Sunday—7:30-8, *Gentle Ben*; 8-9, *Ed Sullivan*; 9-10, *Smothers Brothers*; 10-11, *Mission: Impossible*. Monday—7:30-8:30, *Gunsmoke*; 8:30-9, *Lucy*; 9-9:30, *Mayberry*; 9:30-10, *Family Affair*; 10-11, *Carol Burnett Show*. Tuesday—7:30-8:30, *Lancer*; 8:30-9:30, *Red Skelton*; 9:30-10, *Doris Day*; 10-11, *CBS News Hour*. Wednesday—7:30-8:30, *Daktari*; 8:30-9, *The Good Guys*; 9-9:30, *Beverly Hillbillies*; 9:30-10, *Green Acres*; 10-11, *Jonathan Winters*. Thursday—7:30-8, *Blondie*; 8-9, *Hawaii Five-O*; 9-conclusion, movie. Friday—7:30-8:30, *Wild Wild West*; 8:30-9, *Gomer Pyle*; 9-conclusion, movie. Saturday—7:30-8:30, *Jackie Gleason*; 8:30-9, *My Three Sons*; 9-9:30, *Hogan's Heroes*; 9:30-10, *Petticoat Junction*; 10-11,

Mannix.

NBC's schedule: Sunday—7:30-8:30, *Walt Disney*; 8:30-9, *The Mothers-in-Law*; 9-10, *Bonanza*; 10-11, a new variety hour. Monday—7:30-8:30, *Star Trek*; 8:30-9, *Adam 12*; 9-conclusion, movie. Tuesday—7:30-8:30, *High Chaparral*; 8:30-9, *The Ghost and Mrs. Muir*; 9-conclusion, movie. Wednesday—7:30-9, *The Virginian*; 9-10, *Kraft Music Hall*; 10-11, *The Outsiders*. Thursday—7:30-8:30, *Daniel Boone*; 8:30-9:30, *Ironside*; 9:30-10, *Dragnet*; 10-11, *Dean Martin*. Friday—7:30-8:30, *Jerry Lewis*; 8:30-10, *The Name of the Game*; 10-11, *Rowan and Martin*. Saturday—7:30-8:30, *The Saint*; 8:30-9, *Get Smart*; 9-conclusion, movie.

Mark Century plans for NAB breakfast session

The seventh annual programming-sales seminar of Mark Century Corp., to be held during the National Association of Broadcasters convention in Chicago, will target on radio as an on-going medium. According to plans released last week by Milton Herson, president of Mark Century and the seminar's moderator, there will be four panelists at the 8 a.m. April 1 session in the Conrad-Hilton hotel.

The event, as in past years, includes breakfast for the broadcasters in attendance.

The panelists are Ralph Beaudin, ABC Radio group vice president, who will discuss the ABC Radio four-network concept; Frederic Gregg Jr., chairman and president of LIN Broadcasting, who will speak on "social responsibilities in programming"; Stan Kaplan, president of WAYS Charlotte, N. C., on contemporary radio, and Ed Winton, president and general manager of WOCN Miami, on promoting a good-music station. The seminar's title is "Radio—the Changing and Challenging Medium."

A question-and-answer period will follow the panel discussion. Mr. Herson said that about 300 broadcasters attended last year's seminar and similar attendance is expected this year. Broadcasters who are interested in attending should write to Mark Century, Warwick Hotel, 65 West 54th Street, New York 10019, for invitations.

Fellowships offered for study in D.C.

The Washington Journalism Center, a nonprofit educational institution, has announced it will award 20 fellowships during 1968-69 to outstanding young journalists and graduate students in journalism. The fellowships, which in-



The Kennedy Birds: a new D.C. singing group?

Telethons, in one form or another, have been a part of television since the days when Uncle Miltie used to get hit in the puss with a powder puff on Tuesday nights. However, they have been missing from the Washington scene for many years.

On Feb. 17 the telethon returned to Washington with a stellar list of names corralled by Senator Robert Kennedy's wife, Ethel. The five-

hour, 40-minute colorcast on WTTG-TV was for the benefit of Junior Village, a home for underprivileged children. Over \$170,000 was pledged during the show, which closed with a quintet featuring two vocalists better known for their touch-football prowess. (L-r): Andy Williams, Senator Robert Kennedy, Perry Como, Senator Edward Kennedy and Eddie Fisher.

clude internships, research projects and informal discussions with government officials, members of Congress and Washington reporters and editors, provide four months of study in Washington and a stipend of \$2,000 to cover living expenses. There are no tuition charges,

Internships are with the Washington offices of such organizations as *The Washington Post*, *The Washington Evening Star*, Associated Press, United Press International and television news departments. Research projects involve study of problems of concern to public-affairs journalists, with particular emphasis on government-press relations in Washington.

The deadline for applications for fall fellowships is April 1 and the deadline for spring 1969 fellowships is Nov. 1. Fall fellowships begin Sept. 3 and continue through Dec. 20. The spring fellowships are for the Feb. 3-May 23, 1969, period.

Information and application forms may be obtained by writing to the director, The Washington Journalism Center, 2410 Virginia Ave. N.W., Washington 20037.

Networks plan shows on riot panel's report

The President's advisory commission on civil disorders is expected to present its report next Sunday (March 3), and the networks plan a variety of treatments of its work.

NBC News plans a special one-hour edition of *Meet the Press* (12:30-1:30 p.m. EST) on which the mayors of five cities most affected by Ghetto insurrections will be interviewed: Hugh J. Adonizio of Newark, N. J., Jerome P. Cavanaugh of Detroit, Henry W. Maier of Milwaukee, Carl Stokes of Cleveland, and Samuel Yorty of Los Angeles. A special one-hour edition of *The Frank McGee Sunday Report* devoted entirely to the work of the commission will be aimed at 5 p.m. EST.

Saturday, March 2, there will be a special report (7:05-7:30 p.m.) on NBC Radio. There also will be a number of shorter special reports throughout the basic weekend *Monitor* format.

NBC-TV's *Today* will conduct a half-hour interview with Senators Edward E. Brooke (R-Mass.) and Fred R. Harris (D-Okla.) on Monday, March 4.

CBS News has planned a one-hour special report, *Remedy for Riot*, on Sunday, March 3 (5-6 p.m.). It will present the main features of the commission report and cover a number of relevant trouble spots across the country.

ABC News announced no plans last week.

Court rejects McCarthy's bid

But decision may lead to revision of FCC's public-announcement rule

A federal court in Washington has upheld the FCC in its turndown of Senator Eugene J. McCarthy (D-Minn.) for equal time on the air in response to President Johnson's Dec. 19, 1967, three-network *Conversation with the President*. But the court's unsigned opinion contains language thought by some communications lawyers to open the door to a revision of the 27-year FCC rule on who is a legally qualified candidate.

Senator McCarthy, running for the Democratic nomination for President on an avowed peace platform, claimed that he should be given an hour of free time on all three TV networks that carried the interview with the President. The networks and the FCC denied this request on the ground that the President has not announced his candidacy and thus is not a legally qualified candidate under Section 315 of the Communications Act. In his appeal to the U. S. Court of Appeals for the District of Columbia, Senator McCarthy said he had offered to prove that President Johnson is an active candidate even though he has not announced the fact. But the FCC, he said, refused to give him a hearing at which he could present his evidence.

In its unsigned opinion last week, a three-judge panel of the appeals court noted that its review is limited to determining whether the commission's rule is reasonable and properly related to the Communications Act. The court said it found that the FCC was not unreasonable in applying the rule to Senator McCarthy, "considering the content and the timing of the not unprecedented year-end interview with the President."

But, obviously shying away from endorsing the public-announcement rule in toto, the court added: "The obvious difficulty in determining whether a likely public figure is a candidate within the intent of the statute justifies the commission in promulgating a more or less absolute rule. If the application of such a rule more often than not produces a result which accords with political reality, its rational basis is established. But no rule in this sensitive area can be applied mechanically without, in some instances at least, resulting in unfairness and possible constitutional

complications."

Political Reality ■ The court went on: "But program content and perhaps other criteria may provide a guide to reality where a public figure allowed television or radio time has not announced for public office."

These phrases seem to indicate, some lawyers say, that the commission must be prepared to vary its application of the public-announcement rule in some instances where a political figure has not announced that he is a candidate. The court's words are also taken to be in response to the point made by FCC General Counsel Henry Geller that the commission could insure equality by invoking its fairness doctrine where Section 315 does not come into play.

Senator McCarthy's lawyers, Joseph Rauh, Benedict P. Cottone and John Silard, said after studying the decision that they had decided not to ask the full nine judges of the D. C. circuit to rehear the case, or the U. S. Supreme Court to review.

The case was heard two weeks ago in an expedited hearing due to the imminence of the New Hampshire primaries next month (BROADCASTING, Feb. 19) by Senior Circuit Judge Charles Fahy, and Circuit Judges J. Skelly Wright and Carl McGowan.

TV and newspapers called complementary

News directors and producers for the San Francisco-Oakland area's four commercial VHF stations assembled last week at the 21st annual conference of the Western Radio and Television Association to answer the question, "Is the Newspaper Obsolete?" The participants in the session, a key one of the three-day (Feb. 20-22) educational broadcasters' convention, were quick to agree that newspapers are far from worn out despite a strike that started Jan. 5 against San Francisco's two daily papers. The gentlemen of the TV news consequently spent the next hour or so of their discussion concluding that television news is not really in competition with newspaper news.

The two media serve different purposes and are geared differently, was the consensus. Newspapers sometimes provide good source material to TV news departments, yet in the absence of newspapers during the current strike, the stations hadn't lacked for story leads or background copy.

Chalmers H. Marquis, executive director of the National Association of Educational Broadcasters, broke into the general accord to tell of disconcerting experiences he had being interviewed by TV newsmen in recent weeks. While stumping the boards on behalf of the

Public Television Act, Mr. Marquis said that he was interviewed by TV reporters who seemed completely unaware of what the public television concept is all about. He indicated that the TV news men had no background for their assignments and, based on the asinine questions he was asked, clearly showed they had not done any homework.

Last week's WRTA conference, which brought together leaders from educational and commercial radio and television stations primarily from the 12 western states, (including Hawaii) attracted some 500 people. The conference included a series of seminars designed to evaluate the current status of broadcasting and to project future developments.

Climaxing the affair was the presentation of distinguished service awards to James Day, president and general manager of noncommercial KQED(TV) San Francisco, who for 18 years was president of WRTA; Allison McNay, coordinator, school and college relations, Standard Oil Co. of California; and Dr. James Morris, informational services director, Oregon state system of higher education. The presentations were made by James L. Loper, president of WRTA and general manager of noncommercial KCET(TV) Los Angeles. John Cambus, ETV coordinator of California State College at Hayward, was chairman of the conference.

Another Kaiser storm

Who says UHF stations can't make large waves? In less than six months two U's owned by Kaiser Broadcasting Corp. have aired items that caused perturbations reaching from Boston to Vietnam and resounded with global implications.

Last September an interview with Michigan's Governor George Romney on WKBD-TV Detroit brought forth the now-famous "brainwashing" response.

On Feb. 11, an interview with Representative Margaret Heckler (R-Mass.) on WKBG-TV Cambridge-Boston, jointly owned with the Boston Globe Co., raised a related brainwashing charge. The congresswoman said General William C. Westmoreland was "de-luding members of Congress" on American success in the war. Many congressmen rushed to the general's defense but others credited Representative Heckler with bringing privately held dissatisfaction with General Westmoreland out in the open.

Mutual has plans for film, TV production

Matthew J. Culligan, president of the Mutual Broadcasting System, revealed last week in Los Angeles, that Mutual is attempting to go into motion-picture and television production. Mr. Culligan made Mutual's plans known after telling some 200 members of the Hollywood Radio and Television Society about his recent trip to Vietnam.

News media coverage of the war "leaves much to be desired," he said, because it ranges from "brilliant" through "uneven" and "incomplete" down to "incompetent." He indicated that it was more often incompetent than brilliant.

Mutual, which now has 523 affiliates, has acquired rights to "Country Team," a novel by Robin Moore, author of "The Green Berets." Mr. Culligan said the property will be made into a 90-minute feature film for theatrical release and will serve as a television pilot if current plans jell. MBS would put up the development money with Sylvester (Pat) Weaver, now communications director of Wells, Rich, Greene Inc., New York, in charge of production.

Mr. Culligan indicated the project might be filmed in the Philippine Islands.

Mr. Culligan in his address to the radio-TV society was generally critical of news people's failure to see "the entire mosaic" of the Vietnam situation. He contended that there is a "simple reason" why news coverage is inadequate. Experienced men, he said, are reluctant to accept long-term assignments in Vietnam because it's a bad and uncomfortable place to be. Instead war zone assignments are given to young reporters who don't have the background to accurately evaluate what they're experiencing and who are headline happy because it's a golden opportunity to make a name for themselves.

Springfield editorials upset CATV operators

Springfield Television Broadcasting Corp., which has had intermittent jousts with local CATV's in the service areas of its Massachusetts TV stations, faces still another duel.

The Community TV Association of New England, a group of cable operators, has asked the FCC to revoke the licenses of or impose the maximum monetary penalty against Springfield's WWLP(TV) Springfield, and its satellite, WRLP(TV) Greenfield. The association also wants the commission to start

cease-and-desist proceedings against the licensee's practices that form the basis of its complaint.

Community TV alleges that Springfield President William L. Putnam has broadcast several editorials that are of a "vituperative nature" and "malicious design," and constitute "personal attacks upon the character, honesty and integrity of area CATV proprietors." The most recent editorial, the group says, terms the alleged benefits of cable reception as "clearly a bit of larceny." That editorial, it claims, is at least one of five broadcast since February 1966 in which Mr. Putnam is alleged to have attacked the cable industry.

What piques Community TV is that Springfield has not presented any "pro-CATV spokesmen or viewpoints," has not informed CATV owners of its editorial comments, and has not "regularly made specific offers for use of its facilities." Community TV claims that Springfield has "failed to make even minimal attempts at compliance" with fairness-doctrine rules.

In 1965 the commission denied a similar attempt by a Brattleboro, Vt. CATV operator to revoke the WRLP license on the grounds that Mr. Putnam had broadcast editorials highly critical of local CATV operations. But the commission, at that time, also warned Springfield that the editorials "clearly support" the personal attack charges made by the cable operator, and that Springfield had "seriously failed to discharge its responsibility to operate in the public interest" (BROADCASTING, March 15, 1965).

NAB files brief in copyright case

Another attack on the idea of exempting cable-TV systems carrying local stations from copyright liability was made last week. The opposition was voiced by the National Association of Broadcasters in a friend-of-the-court brief filed in the U. S. Supreme Court, preparatory to the March 12 argument in the United Artists v. Fortnightly CATV case.

NAB protested the suggestion made by Solicitor General Erwin D. Griswold that CATV systems carrying TV stations putting a grade-B signal over the community should be free from royalty payment requirements (BROADCASTING, Feb. 5). Such a move, NAB said, would have "untoward" consequences. It would seem to be applicable, the association said, to "radio retransmission such as that performed by background music systems . . . as well as to retransmission of television signals by . . .



Costume by Joseph Magni

The city that turns us on

San Francisco is the city that sets the pace, makes the trends, starts the styles. San Francisco: one of a kind. Unique.

In the San Francisco Bay Area, viewers are turning on KTVU, the only television station that programs its entire schedule to match the varied tastes of this market.

*So when you need impact and coverage, go to the independent that's tuned to the market and gives you a net weekly circulation of 1,204,700 TV homes.*The Nation's Leading Independent TV Station.*

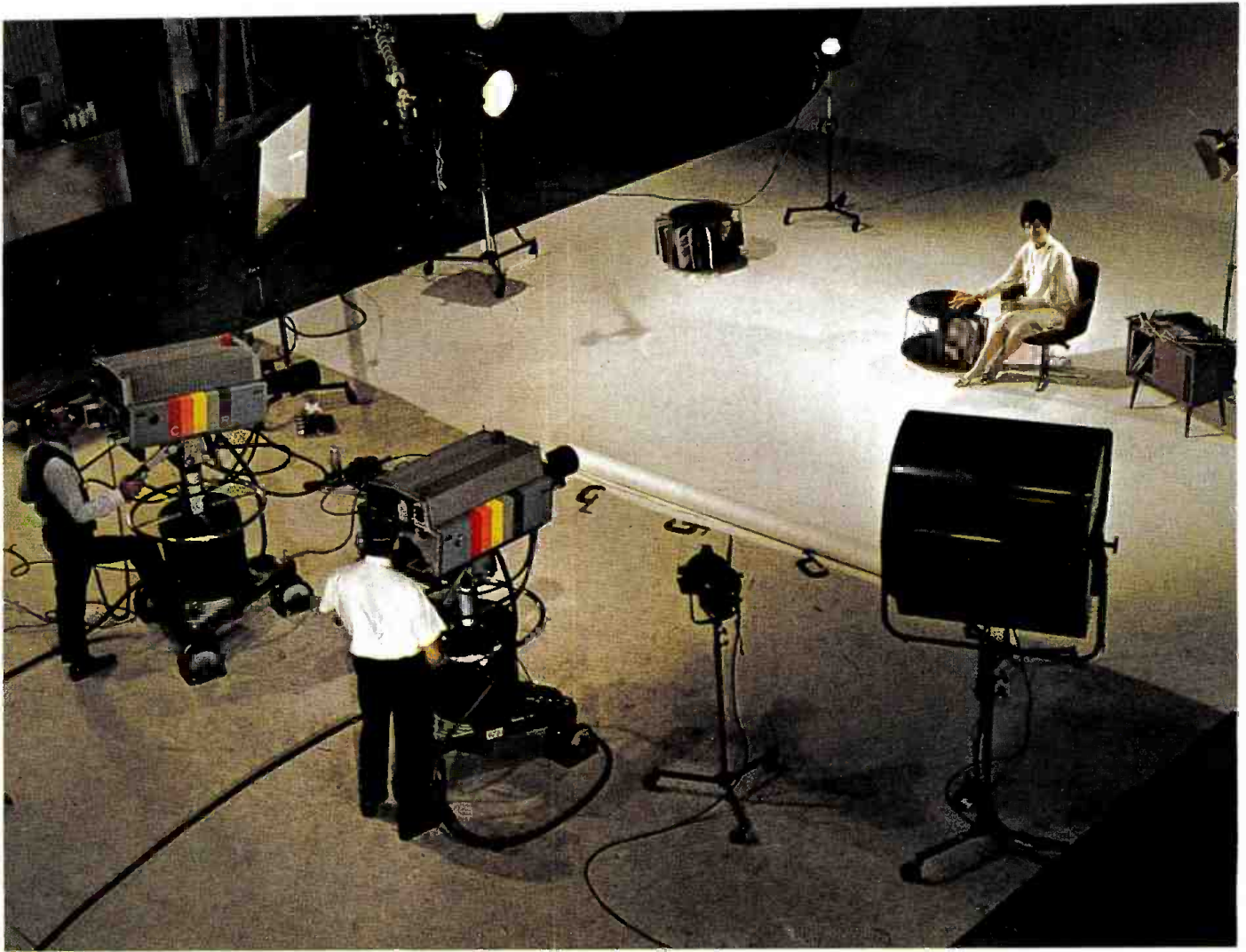
REPRESENTED BY H-R TELEVISION

*ARB Net Weekly Circulation March 1966 Coverage Study. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. Original reports can be reviewed for details on methodology.

KTVU 2

SAN FRANCISCO • OAKLAND

CBC Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; WIIC-TV, Pittsburgh; KTVU San Francisco-Oakland



The sweep of the RCA TK-43 color cameras on this large set for a furniture commercial brings out every selling nuance in the scene. "How the *Record-Go-Round* replaces old-fashioned clutter" is a story well told.

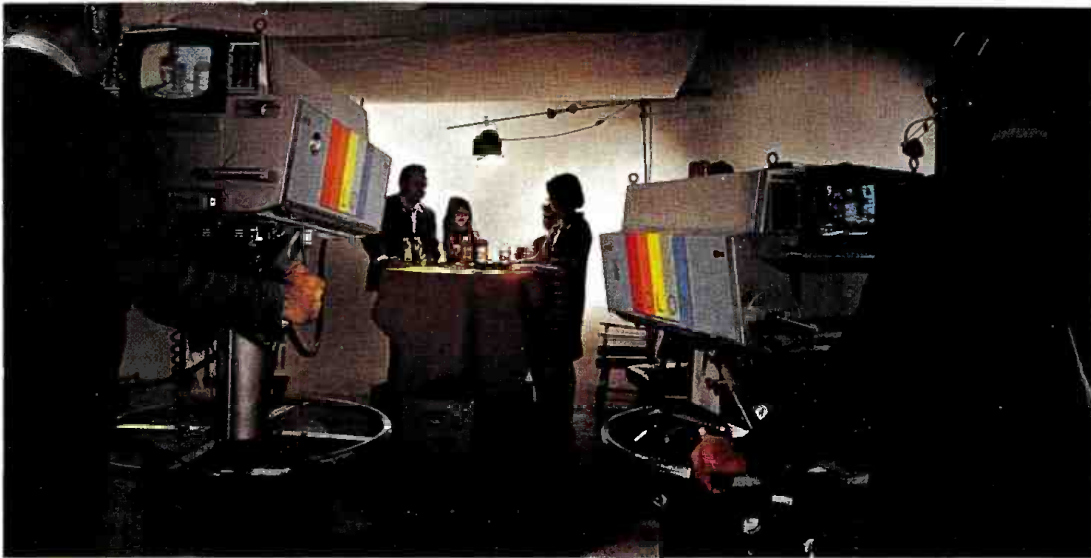
We put a kick in our commercials with RCA TK-43's! . . . Pictures are the sharpest, colors more vivid, skin tones most natural.

With two mobile units and four TK-43 color cameras always ready to take off to points unknown at a moment's notice, LewRon Television, Inc. makes quality with mobility the keynote of their color television production service. In their own words they "do anything, go anywhere, with the finest of studio equipment."

The two vans house the complete production system—cameras, control, switching, monitoring and taping. Their RCA color cameras produce the finest studio quality pictures, under all conditions—whether on location in hot sands of California or in air-conditioned studios of the East.

"The RCA TK-43 color cameras provide the kind of pictures that sell on sight," says Ron Spangler, president of LewRon. "Once we get oriented on a job, we know it will be a success . . . colors are more vivid . . . skin tones are the way skin really looks . . . pictures consistently sharp. Our clients like the believability and freshness these cameras give their commercials."

You don't have to go as far as LewRon goes to prove the superiority of RCA color cameras! Ask your Broadcast Representative to fill you in on other users. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.



The "magical disappearances of King Syrup at the breakfast table" is faithfully depicted by the TK-43 cameras. Only the hands and the product are seen in the finished commercial, so natural colors—from fingers to golden brown syrup—are a must.

Remote color pickups on tape—commercials, sports events and local performances of any type are handled from this color control center.



The two big mobile television vans which LewRon provides for on-location commercials contain a complete production facility.



RCA

Why Won't You Submit a Programming Statement to SRDS?

Is it because you feel it would take away the representative's selling time and promote closet buying?

Is it because you can't describe the station sound in print, or because 100 words is not enough?

Is it because you feel the SRDS program cannot be policed and misstatements will appear?

Is it because what you can say will be misinterpreted or will be prejudicial?

Is it because you feel the material reported will be misused and otherwise confused?

Essentially, these are the reasons offered by stations who have not as yet submitted programming statements. On the other hand, over 1,600 stations voluntarily preferred statements which appear routinely in Spot Radio Rates and Data. This total grows each month.

What *has* happened?

The trend towards closet buying or the infringement on representative selling time has not been influenced one way or another. Nor will it be when all stations participate.

Agency buyers of spot radio have been high in their praise of this SRDS effort. Statements do not report station sound. This would be subjective and promotional. Rather, they describe the programming placed on the air and the audience for whom it is intended.

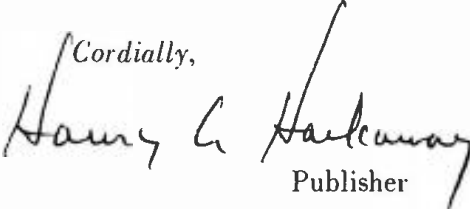
Each time a station has been accused of a misstatement, SRDS has investigated. If the allegations had merit, the station will-

ingly and voluntarily modified and corrected its statement. Everything in the world around us is subject to misrepresentation and/or prejudice. In broadcast, these influences are nurtured each day by your competitors and their sales agents. SRDS provides each station the opportunity to describe its programming rather than deliver this function by default to the competitor or the uninformed editor of a trade publication. Have you ever listened to a tape of your station submitted by someone else — not you?

Your sales responsibility, your sales function, has not been usurped. The programming statement you submit does not substitute for salesmanship — rather, it inspires it. Its appearance leads to further questions. The agency buyer of spot radio is encouraged to seek more information. No agency worthy of its name would permit a radio buy without adequate investigation of all station values. The programming statement is only one element of this evaluation process. It provides a beginning point for the buyer. It is not and cannot be construed as an end unto itself.

1,600 stations have demonstrated that programming can be described objectively in 100 words.

Convinced? We hope so. Check the statements appearing in your market; then sit down and write one. This valuable service is free. SRDS will be glad to include yours in our next issue.

Cordially,

Publisher

satellites, translators and boosters."

What the solicitor general has done, NAB said, is to suggest that the court rewrite the copyright law. "That power," NAB declared, "resides only in the Congress."

Copyright law is critically important to the development of local broadcast stations, the trade association observed, because it helps protect a station's program exclusivity which is "central to the health of a broadcast station."

Growing Stronger ■ CATV in its early days, NAB said, posed no serious threat because it merely extended the range of local stations into homes within the same market area. More recently, the association noted: "CATV systems have come on a large scale to import into the market areas of local stations programs broadcast by far-distant stations serving a different market." This not only damages copyright owners, NAB stated, "but will also, by denying to local broadcast stations the exclusive program rights upon which they depend, seriously undermine the public policy in favor of local broadcast stations."

Earlier, the All-Channel Television Society (ACTS), representing UHF television stations, charged that CATV systems "are nothing less than commercial 'closed circuit' television stations" because they import distant TV-station programs and in many cases originate

their own programs.

In filing its friend-of-the-court brief with the Supreme Court, ACTS stressed that program exclusivity is of "primary importance" to independent UHF stations. "CATV retransmission of syndicated and feature-film programs broadcast by distant television stations can destroy" this right, ACTS said.

Program notes . . .

Embassy package ■ Embassy Pictures Corp.'s television division has announced availability for TV of its "28 for '68" off-network package of feature films. In the package are such films as "Woman Times Seven," "Nevada Smith," and "The Sands of Kalahari." Ninety percent of the features are in color.

Record division ■ The Campbell, Silver, Cosby Corp., Beverly Hills-based company that produces *The Bill Cosby Radio Program* among other entertainment business enterprises, has formed Tetragrammaton Records, a record-producing division. Arthur Mogull, former director of Eastern operations for Warner Bros. Records and executive with the music division of Warner Bros., has been named president of Tetragrammaton. He also will head Manger Music and all other music publishing ac-

tivities of the new division. Earlier Campbell, Silver, Cosby formed a first-run TV syndication wing in New York under the direction of Bob Guy, formerly program development manager for Storer Broadcasting Co. First program is *The Kissy-Face Show*, to star actress Carol Wayne.

Vice President interviewed ■ Westinghouse Broadcasting Co. is producing a one-hour special, *Hubert Humphrey: A Conversation*, with WBC commentators Rod MacLeish and Carl Rowan interviewing the vice president on various topics. Taped at KYW-TV Philadelphia, today (Feb. 26) the program will be shown on KDKA-TV Pittsburgh, Feb. 27; WJZ-TV Baltimore, Feb. 28; KPX(TV) San Francisco, Feb. 28, and WBZ-TV Boston, Feb. 28.

Distribution rights ■ North American Television Associates, Hollywood-based TV production and distribution company headed by Dick Dinsmore, has acquired rights for "The Long, Red Shadow," a color feature produced in South Africa. The acquisition is said to mark the opening of a new source of films for the world market. According to Mr. Dinsmore, "The Long, Red Shadow," will be the first to be produced at the Percival Rubens Studios in South Africa.

BROADCAST ADVERTISING

AAMCO raises its ad budget

Radio-TV will get about \$6.5 million, most placed locally

AAMCO Transmission Inc., King of Prussia, Pa., said last week its advertising program this year will be at a spending rate of about \$10 million. Of this amount, some \$6.5 million will be in radio and TV, and, as explained last week to BROADCASTING, some 90% of broadcast ad placement will be by local dealers buying at the local rate.

The \$10-million expenditure represents a 25% increase over 1967's spending level, AAMCO officials said.

Advertising for AAMCO Transmissions is being prepared and handled by a house agency, The Bell Agency, Bridgeport, Pa. AAMCO franchises transmission repair and replacement centers throughout the U. S.

AAMCO officials said 18 regional agencies in the U. S. would place the advertising on behalf of local franchised dealers on the theory the regional agency would have "intimate knowledge of the stations there." All ads will contain dealer identification. The advertiser said the campaign would not be co-op "in the usual sense" but described its buying method as "dealer supported and funded."

Density ■ In its announcement last week, the company said its campaign would be saturation in nature and use "heavy concentrations of television and radio with extra coverage in high-driving areas." Also in the campaign plans are a "sizeable" newspaper and "some magazine" activity. The campaign started Feb. 19.

A series of commercials is themed to family groups experiencing "some of the most common causes of transmission troubles," with the danger lifted once the transmission dealer comes into the picture. Filming of the one-minute color commercials was by Pelican Films, Hollywood. This is the same company that previously used Leo Durrocher and Zsa Zsa Gabor in its commercials.

AAMCO's regional agencies are Mil-

ler Advertising Agency Inc., New York; Albert Jay Rosenthal & Co., Chicago; Carlton Advertising Inc., Pittsburgh; Gus Parmat Advertising Inc., Providence, R. I.; Jasin Advertising, Chicopee, Mass.; Barron & Maffie, Boston; Saks/Pinsky/Fishhaut Advertising Inc., Minneapolis; Sher & Jones Inc., Kansas City; Charles Tombras & Associates, Knoxville, Tenn.

Also: C. Noel & Associates, Louisville, Ky.; Enyart & Rose Advertising, Los Angeles; E. J. Schaeffer & Associates, Miami; Dennis, Parsons & Cook, Jacksonville, Fla.; Evans Advertising Agency Inc., Houston; George Worden Co., Washington; Paul Silver Advertising Inc., Baltimore; Heims and Turtle-dove, Portland, Ore.

Rep appointments . . .

■ KEMO-TV San Francisco and WSTV-TV Wheeling, W. Va.-Steubenville, Ohio: Edward Petry & Co., New York.

■ KTMS Santa Barbara, Calif.: Bernard Howard & Co., San Francisco.

■ WTJS Jackson, Tenn.: Walton Broadcasting Sales, New York; C. K. Beaver and Associates, Memphis, Tenn.

Spot, network radio drop only slightly

RAB nine-month report for 1967 shows less than 1% decline despite cigarette, automobile losses

Spot radio's estimated revenues for the first nine months of 1967 were \$221.8 million and network radio's were \$54.5 million, the Radio Advertising Bureau reported last week.

RAB said the totals represented a near even point with the same period in 1966 despite a sharp curtailment in spot-radio spending by tobacco advertisers and automobile declines in spot caused largely by labor strikes.

The radio declines were 0.6% in spot and 0.5% in network. RAB said that excluding tobacco advertising the gain in spot for the period would have come to 4%, noting that a number of "diverse and influential major advertisers substantially increased their spot investments in 1967." Network radio, RAB said, "showed a similar pattern."

TOP-100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS (BY BRANDS) FIRST 9 MONTHS 1967

	Est. Expenditures
1. General Motors	\$16,860,000
Buick cars	3,064,000
Cadillac cars	949,000
Chevrolet cars	5,937,000
Delco-United Motors Service	26,000
Fisher Body	2,000
Frigidaire	340,000
G.M.A.C.	868,000
GMC trucks	6,000
Guardian Maintenance	983,000
Harrison Radiator	760,000
Oldsmobile cars	925,000
Pontiac cars	2,177,000
Soap Box Derby	5,000
Institutional	818,000
2. Ford Motor	9,352,000
Autolite	13,000
Ford cars	8,086,000
Ford trucks	83,000
Lincoln-Mercury cars	593,000
Institutional	577,000
3. Chrysler	9,318,000
Chrysler cars	2,209,000
Dodge cars	3,951,000
Dodge trucks	292,000
Plymouth cars	2,725,000
Simca cars	129,000
Institutional	12,000
4. Coca-Cola/Bottlers	6,894,000
Coca-Cola	4,977,000
Fresca	696,000
Sprite	396,000
Tab	488,000
One-way bottles campaign	44,000
Teenage campaign (Duncan Foods)	71,000
Butternut coffee	222,000

	Est. Expenditures
5. Pepsico/bottlers	6,495,000
Devil Shake	167,000
Diet Pepsi	1,473,000
Mountain Dew	641,000
Patio Diet Cola	2,000
Pepsi-Cola	4,029,000
Teem	108,000
Frito Lay Div.	
Crispys	1,000
Fritos	5,000
Lays potato chips	14,000
Rold Gold pretzels	55,000
6. R. J. Reynolds Tobacco	5,586,000
Camel cigarettes	1,540,000
Day's Work chewing tobacco	7,000
Prince Albert pipe tobacco	176,000
Salem cigarettes	128,000
Winston cigarettes	2,747,000
Winston 100 cigarettes	946,000
R. J. Reynolds Foods Div.	
My-T-Fine puddings	42,000
7. American Home Products	4,372,000
Anacin	1,574,000
Black Flag	10,000
Conquest	10,000
Denalan	18,000
Drial	1,000
Dristan	12,000
Easy-off	17,000
Neet	49,000
Preparation "H"	2,555,000
Snarol	24,000
Triptone	9,000
American Home Food Div.	
Chef-Boy-Ar-Dee pizza	93,000
8. Jos. Schlitz Brewing	3,842,000
Blitz Bavarian beer	3,000
Burgermeister beer	693,000
Old Milwaukee beer	218,000
Primo beer	3,000
Schlitz beer	2,802,000
Schlitz malt liquor	123,000
9. AT&T	3,600,000
Combined Bell System companies	3,600,000
10. American Oil	3,431,000
Amoco gas & oil	1,977,000
Amoco heating fuel	5,000
Amoco tires, batteries, accessories	234,000
Standard gas & oil	1,019,000
Standard heating fuel	12,000
Standard tires, batteries, accessories	158,000
Agricultural chemicals	26,000
11. Anheuser-Busch	3,155,000
Budweiser beer	1,650,000
Busch Bavarian beer	711,000
Michelob beer	745,000
Cotton Maid starch	47,000
Delta syrup	2,000
12. American Tobacco	3,047,000
Carlton cigarettes	51,000
Half & Half cigarettes	5,000
Lucky Strike cigarettes	53,000

	Est. Expenditures
Mayo cigarettes	8,000
Montclair cigarettes	48,000
Pall Mall cigarettes	1,689,000
Sweet Caporal cigarettes	1,000
Tareyton cigarettes	1,191,000
Tennyson cigarettes	1,000
13. Royal Crown Cola/bottlers	2,837,000
Diet Rite	1,203,000
Kickapoo	7,000
Quench	17,000
Royal Crown Cola	1,610,000
14. Campbell Soup	2,733,000
Campbell beans	17,000
Campbell soups	2,432,000
Campbell tomato juice	43,000
Campbell V-8 juice	78,000
Franco-American foods	3,000
Pepperidge Farm products	160,000
15. P. Lorillard	2,684,000
Beech-Nut chewing tobacco	2,000
Kent cigarettes	845,000
Newport cigarettes	276,000
Old Gold cigarettes	11,000
True cigarettes	1,550,000
16. Pan American World Airways	2,463,000
Air travel	2,463,000
17. Humble Oil & Refining	2,430,000
Esso gas & oil	2,262,000
Esso heating fuel	136,000
Tires, batteries, accessories	32,000
18. Falstaff Brewing	2,372,000
Falstaff beer	2,132,000
Krueger beer	28,000
Narragansett beer	212,000
19. General Foods	2,292,000
Gaines Burgers	17,000
Great Shakes	881,000
Jello gelatin	177,000
Jello instant pudding	11,000
Log Cabin syrup	39,000
Maxib coffee	91,000
Maxwell House coffee	663,000
Orange Plus	30,000
Post Cereals	4,000
Sanka coffee	349,000
Tang	30,000
20. Colgate-Palmolive	2,212,000
Action bleach	24,000
Ajax	17,000
Cold Power	11,000
Colgate dental cream	139,000
Cue	3,000
Fab	647,000
Floriant	10,000
Halo	39,000
Hour After Hour	101,000
Lustre Creme	54,000
007 toiletries	35,000
Respond	25,000
Tackle	413,000
Ultra-Brite	542,000
Wash 'n Dri	152,000
21. Bristol-Myers	2,112,000
Ammens powder	204,000
Ban Spray	431,000
Bufferin	43,000
Duramax	39,000
Excedrin	528,000
Score	1,000
Vitalis	18,000
Vote tooth paste	14,000
Clairol Shampoo	6,000
High Lightening	6,000
Midnight Sun	169,000
Numero Uno	16,000
Pssst	4,000
Summer Blond	404,000
Summer Blond spray	56,000
Sudden Summer	6,000
That Look	4,000
Uncurl	40,000
Vitapoint	15,000
Drackett Div.	
Behold	3,000

	Est. Expenditures		Est. Expenditures		Est. Expenditures
O'Cedar	6,000	Seven-Up	982,000	Agricultural chemicals	1,000
Prolong	8,000	47. United Air Lines	1,154,000	55. Liggett & Myers Tobacco	968,000
Sweep	3,000	Air travel	1,154,000	Chesterfield cigarettes	185,000
Whistle	88,000	48. Midas	1,127,000	Granger pipe tobacco	12,000
22. Canada Dry/Bottlers	2,067,000	Midas mufflers	1,127,000	Lark cigarettes	454,000
Bitter Lemon	142,000	49. Warner-Lambert Pharmaceuticals	1,112,000	L & M cigarettes	208,000
Canada Dry beverages	1,213,000	Bromo Seltzer	23,000	Redman chewing tobacco	100,000
Wink	712,000	Cornhuskers lotion	1,054,000	Velvet pipe tobacco	9,000
23. Florida Citrus Commission	1,893,000	Listerine	5,000	56. Union Oil Co. of Calif.	952,000
Florida citrus fruits & juices	1,893,000	Reef	28,000	Pure Firebrand gas & Purelube	
24. Equitable Life Assurance Society	1,825,000	Three Flowers	2,000	oil	673,000
Insurance	1,825,000	50. Standard Oil Co. of Calif.	1,105,000	"76" gas & Royal Triton oil	279,000
25. Beneficial Finance	1,806,000	Chevron gas & oil	1,105,000	57. Firestone Tire & Rubber	882,000
Loans & financing	1,806,000	51. Noxell	1,097,000	Firestone tires & tubes	882,000
26. Heublein	1,787,000	Cover Girl	540,000	58. Eli Lilly (Elianco Products Div.)	846,000
Byrrh wine	91,000	Noxema cream	326,000	Agricultural chemicals	269,000
Hamm's beer	1,695,000	Noxema lotion	18,000	Greenfield lawn products	577,000
Maltex cereal	1,000	Noxema shave cream	29,000	59. M. J. B.	839,000
27. Carling Brewing	1,786,000	Therablum	184,000	M. J. B. coffee	839,000
Black Label beer	1,721,000	52. Sinclair Refining	1,066,000	General Brewing	819,000
Heidelberg beer	29,000	Sinclair gas & oil	1,028,000	Lucky Lager beer	819,000
Stag beer	36,000	Sinclair heating fuel	32,000	61. General Electric	819,000
28. Sun Oil	1,765,000	Tires, batteries, accessories	6,000	Appliances	5,000
Sunoco gas & oil	1,729,000	53. B. C. Remedy	985,000	Commercial & Industrial Div.	5,000
Sunoco heating fuel	33,000	B. C. headache & neuralgia		Flash bulbs	13,000
Tires, batteries, accessories	3,000	remedy	985,000	Lamps	469,000
29. Shell Oil	1,722,000	54. Gulf Oil	974,000	Radios	5,000
Shell gas & oil	1,449,000	Gulf gas & oil	459,000	Institutional	181,000
Shell heating fuel	204,000	Gulf heating fuel	13,000	62. Nestle	812,000
Tires, batteries, accessories	5,000	Tires, batteries & accessories	501,000		
Shell Chemical	64,000				
30. Wm. Wrigley Jr.	1,655,000				
Wrigley gum	1,655,000				
31. American Motors	1,609,000				
Rambler cars	1,609,000				
32. Trans World Airlines	1,584,000				
Air travel	1,584,000				
33. Household Finance	1,487,000				
Loans & financing	1,487,000				
34. Northwest Orient Airlines	1,457,000				
Air travel	1,457,000				
35. American Airlines	1,446,000				
Air travel	1,446,000				
36. American Cyanamid	1,425,000				
Agricultural products	107,000				
Drugs	67,000				
Wood Preen	3,000				
Breck Shampoo	1,248,000				
37. F & M Schaefer Brewing	1,377,000				
Schaefer beer	1,377,000				
38. American Express	1,349,000				
Credit cards	694,000				
Money orders	8,000				
Travelers cheques	647,000				
39. Studebaker (S.T.P. Div.)	1,335,000				
S.T.P. additives	1,335,000				
40. P. Ballantine & Sons	1,322,000				
Ballantine beer & ale	1,322,000				
41. Pearl Brewing	1,309,000				
Country Club malt liquor	850,000				
Goetz beer	11,000				
Pearl beer	448,000				
42. Rheingold Breweries	1,283,000				
Gablinger Beer	364,000				
Knickerbocker Beer	215,000				
Rheingold	704,000				
43. Plough	1,218,000				
Black & White ointment	1,000				
Coppertone	315,000				
Di-Gel	57,000				
Mexsana	112,000				
Moroline	5,000				
Musteroie	121,000				
Nix	9,000				
Q. T. Lotion	199,000				
Ril-Sweet	21,000				
St. Joseph Aspirin	239,000				
Solorcaine	137,000				
Zemo	2,000				
44. Mobil Oil	1,210,000				
Mobil gas & oil	1,168,000				
Mobil farm lubricants	42,000				
45. Delta Air Lines	1,178,000				
Air travel	1,178,000				
46. Seven-Up/Bottlers	1,163,000				
Like	181,000				



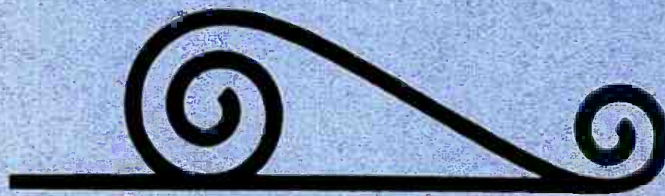
Commercial preview: shoot up for sales

Chicago's St. Valentine's Day massacre lives again in Southern California. Davis, Johnson, Mogul & Colombatto Inc., Los Angeles agency, has restaged the Capone-era happening replete with hoodlums in pin-stripe suits and loud ties, their rivals lined up against a wall, blasting machine guns and a divvying up of cash loot. It's meant to be funny and to provide the spur for a big "Win-You-Over Sale" by the agency's client, Plymouth Dealers As-

sociation of Southern California. The TV end of the campaign got underway last week with two 60-second TV spots based on the gangland shoot-up theme. The spots will be given saturation play on a combination of network-owned and independent stations in the Los Angeles market. The total TV schedule, to be shown in three separate two-week flights, is primarily scheduled for evening viewing and includes prime-time rotates.

ON MARCH FIRST

WNEM-TV channel 5
FLINT, SAGINAW,
BAY CITY, MIDLAND
is represented by...



STS

STORER TELEVISION SALES

NEW YORK, CHICAGO, DETROIT, ATLANTA, LOS ANGELES, SAN FRANCISCO

FIRST IN EASTERN MICHIGAN

**MORE ADULTS WATCH WNEM-TV channel 5,
FLINT, SAGINAW, BAY CITY, MIDLAND, THAN
ANY OTHER TELEVISION STATION* IN EASTERN
MICHIGAN**

- ... leading early and late evening local newscasts
- ... leading Network News
- ... first in early morning (Today Show)
- ... first in mid-morning (Hollywood Movie)
- ... first in the afternoon (Mike Douglas)
- ... first in early fringe (Merv Griffin)
- ... first in late fringe (Tonight Show)

plus

over 5000 top feature films ... quite possibly the largest
film library of any television station in the country.

WNEM-TV

Channel 5

GERITY
BROADCASTING
COMPANY

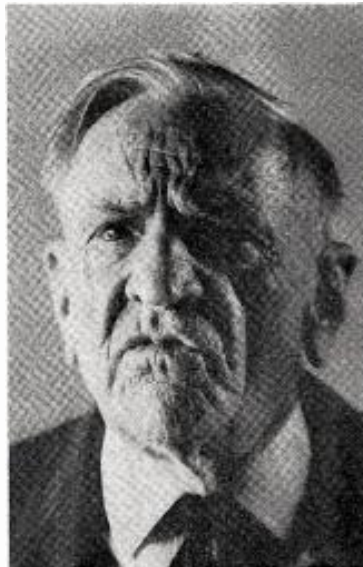


Source ARB 11/67 9AM-Mid

	Est. Expenditures
Cross & Blackwell products	17,000
Decaf	649,000
Nescafe	91,000
Tasters Choice coffee	55,000
63. Stroh Brewing	802,000
Goebel beer	72,000
Stroh's beer	730,000
64. Eastern Air Lines	765,000
Air travel	765,000
65. Carnation	732,000
Alber's grits	3,000
Carnation milk	85,000
Contadina tomato products	258,000
Friskies cat food	4,000
Ice cream	13,000
Instant breakfast	368,000
Tuna	1,000
66. Pabst Brewing	721,000
Blatz beer	218,000
Pabst beer	503,000
67. International Nickel	705,000
Nickel products	705,000
68. Chas. Pfizer	703,000
Agricultural products	150,000
Coty perfumes	196,000
Pacquins cream	221,000
Pacquins Rinse-off	61,000
Thermodent toothpaste	53,000
Un-Burn	18,000
69. Robert Hall Clothes	701,000
Clothing	701,000
70. Atlantic-Richfield	687,000
Atlantic gas & oil	470,000
Atlantic heating fuel	3,000
Richfield gas & Richlube oil	199,000
Richfield heating fuel	4,000
Tires, batteries, accessories	11,000
71. Sterling Drug	672,000
Bayer aspirin	36,000
Campho-Phenique	140,000
Cope	3,000
D-Con	327,000
Dr. Caldwell's	3,000
Fizrin	32,000
Midol	20,000
Lehn & Fink Div.	
Beacon wax	56,000
Lysol	51,000
Stridex	4,000
72. McCormick	671,000
McCormick spices	656,000
Schilling coffee	2,000
Schilling tea	2,000
73. Melville Shoe	658,000
Miles shoes	16,000
Thom McAn shoes	642,000
74. Miller Brewing	657,000
Gettleman beer	12,000
Miller High-Life beer	645,000
75. Qantas Empire Airways	647,000
Air travel	647,000
76. National Brewing	638,000
Aites Golden lager beer	22,000
Colt 45 malt liquor	378,000
French 76 Sparkling malt liquor	7,000
National Bohemian beer	104,000
National Premium beer	75,000
007 beer	25,000
Regal beer	27,000
77. Quaker State Oil Refining	636,000
Quaker State oil & lubricants	636,000
78. Monarch Wine Co.	627,000
Manischewitz wine	627,000
79. Blue Cross/Blue Shield	624,000
Hospital & medical insurance	624,000
80. Menley & James Labs	620,000
Contact	620,000
81. National Biscuit	586,000
Cookies	97,000
Crackers	30,000
Cream of Wheat	17,000
Hammies	32,000
Honey-Maid Grahams	34,000
Millbrook bread	6,000
Pretzels	4,000

	Est. Expenditures
Shakes ala Mode	5,000
Shredded Wheat	52,000
Shreddies	30,000
Vanilla wafers	279,000
82. Cities Service Oil	575,000
Citgo gas & oil	575,000
83. Borden	574,000
Coffee Combo	23,000
Danish margarine	1,000
Fluid milk	137,000
Ice cream	148,000
Old London foods	66,000
Realemon juice	190,000
F. H. Snow Div., canned foods	1,000
Wise potato chips	2,000
Wyler soups	1,000
Smith-Douglas Div., agricultural products	1,000
84. Genesee Brewing	567,000
Genesee beer	567,000
85. National Airlines	566,000
Air travel	566,000
86. B. F. Goodrich	560,000

	Est. Expenditures
Goodrich tires & tubes	558,000
Rayco Div.	2,000
87. Western Air Lines	556,000
Air travel	556,000
88. Revlon	553,000
Comeback	34,000
Natural Wonder	335,000
Sunnyside Up	150,000
Knomark Div.: Tintex dye	14,000
89. Standard Brands	546,000
Blue Bonnet margarine	154,000
Chase & Sanborn coffee	124,000
Fives dog food	41,000
Fleischmann's margarine	76,000
Fleischmann's yeast	92,000
Hunt Club dog food	1,000
Planters peanuts	26,000
Royal desserts	7,000
Shake-A-Pudding	13,000
Siesta coffee	12,000
90. Arnold Bakers	544,000
Arnold Bakery products	545,000
91. American Sugar	536,000
Domino sugar	536,000
92. Volvo	519,000
Volvo cars	519,000
93. American Bakeries	513,000
Barbara Ann bread	71,000
Bunny bread	3,000
Dressels cakes	7,000
Langendorf bread	139,000
Merita bread	54,000
Tastee bread	239,000
94. General Finance	497,000
Loans & financing	497,000
95. Tidewater Oil	496,000
Flying A gas & Veedol oil	496,000
96. Levi Strauss	486,000
Casual & sports wear	486,000
97. General Mills	480,000
La Pina flour	10,000
Morton snacks	89,000
"Total" cereal	9,000
Wheaties cereal	372,000
98. du Pont	478,000
Butte Knit	71,000
Cantrice	308,000
Lorox	11,000
Lycra girdles	6,000
#2 Car Wax	10,000
Rally car wax	63,000
Remington Arms. Div.	9,000
99. Miles Laboratories	469,000
Bactine cream	469,000
100. Piel Bros.	466,000
Piel's beer	466,000



A treat from Tabby

Such nationally known figures as Betty Grable, Jack Dempsey, Jane Russell and Casey Stengel (above) are starred in a group of one-minute color commercials for various Tabby cat food products that will be shown on five feature-film segments on ABC-TV, CBS-TV and NBC-TV as well as NBC-TV's *Dean Martin Show*, starting on March 3.

The commercials were produced for Usen Products Co., a division of P. Lorillard & Son, Woburn, Mass., by Galfas Productions, New York. The commercials stress that cats need a varied diet and Tabby products contain at least two and as many as five different foods. The agency for Tabby is Lois Holland Calaway, New York.

Source: Radio Advertising Bureau/Radio Expenditure Reports
All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV. Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

TOP 100 NETWORK RADIO ADVERTISERS (By Brands) FIRST 9 MONTHS—1967

	Estimated Expenditure
1. General Motors	\$4,369,000
Buick cars	416,000
Chevrolet cars	1,655,000
Chevrolet trucks	137,000
Delco-United Motors Service	658,000
Fisher Body	241,000
Frigidaire	393,000

	Estimated Expenditure
Guardian Maintenance	166,000
Oldsmobile cars	439,000
Institutional	264,000
2. P. Lorillard	1,953,000
Kent cigarettes	329,000
Newport cigarettes	92,000
True cigarettes	1,532,000
3. Bristol-Myers	1,846,000
Ammens powder	383,000
Bromo-Quinine	239,000
Excedrin	624,000
No-Doz	600,000
4. State Farm Mutual Insurance	1,639,000
Insurance	1,639,000
5. Colgate-Palmolive	1,594,000
Fab	737,000
Ultra-Brite	803,000
Wash 'N Dri	54,000
6. Campbell Soup	1,527,000
Campbell soups	595,000
Campbell V-8 juice	932,000
7. Sterling Drug	1,423,000
Bayer aspirin	614,000
Ironized yeast	209,000
Phillips Milk of Magnesia	368,000
Lehn & Fink—Lysol	213,000
Medi-Quik	19,000
8. Chrysler	1,246,000
Chrysler cars	43,000
Customer care	191,000
Dodge cars	96,000
Plymouth cars	847,000
Marine Div.	69,000
9. AT&T	1,185,000
Long-distance service	1,185,000
10. Wm. Wrigley Jr.	1,151,000
Wrigley gum	1,151,000
11. Morton Salt	1,142,000
Morton salt	1,142,000
12. Borden	1,039,000
Aunt Jane's pickles	140,000
Cremona	83,000
Instant mashed potatoes	6,000
Realemon juice	317,000
Wylar fruit drink mixes	199,000
Wylar soups	294,000
13. Liggett & Myers Tobacco	980,000
L & M cigarettes	326,000
Lark cigarettes	654,000
14. R. J. Reynolds Tobacco	978,000
Camel cigarettes	401,000
Winston cigarettes	483,000
R. J. Reynolds Foods Div.	
*My-T-Fine desserts & Vermont Maid syrup	94,000
15. American Home Products	951,000
Anacin	291,000
Dristan	286,000
Preparation "H"	114,000
E. J. Brach & Sons Div.—candy	260,000
16. Time	947,000
Life magazine	625,000
Time magazine	322,000
17. Eversharp	
(Schick Safety Razor Div.)	922,000
Schick razors & blades	922,000
18. American Tobacco	913,000
Lucky Strike cigarettes	116,000
Pall Mall cigarettes	421,000
Tareyton cigarettes	222,000
Roi Tan cigars	154,000
19. Plough	877,000
Coppertone	174,000
Di-Gel	529,000
Solarcaine	174,000
20. American Dairy Association	796,000
Fluid milk & dairy products promotion	796,000
21. American Motors	765,000
Rambler cars	765,000
22. Florida Citrus Commission	738,000
Florida citrus fruits & juices promotion	738,000
23. Wynn Oil	692,000
Wynn friction proofing	692,000
24. American Express	688,000

Atlantic-Richfield a big baseball fan

The Atlantic-Richfield Co., with headquarters in both Philadelphia and Los Angeles, has significant baseball sponsorships going on both coasts. Already established as probably the longest continual sponsor of major-league baseball in the U. S., having sponsored both the Pittsburgh Pirates and Philadelphia Phils for 30 years and the Boston Red Sox and New York Yankee games for more than 20 years in its Eastern marketing territory (all out of N. W. Ayer & Son), Atlantic-Richfield also was quick to grab off long-term exclusive rights to TV-radio broadcasts of the resettled Oakland Athletics.

The gasoline and motor oil advertiser, through its West Coast agency, Hixson & Jorgensen Inc., negotiated a five-year package with the Athletics, with an additional five-year option. According to the agency, the deal calls for "in excess of \$1 mil-

lion a year."

Actually, major league baseball is only one of four major professional teams Atlantic-Richfield is sponsoring on West Coast radio and TV. Early last year, the advertiser, again through H&J, negotiated a 10-year contract with Jack Kent Cooke for exclusive broadcast rights to games of his Los Angeles Lakers National Basketball Association team and his Los Angeles Kings National Hockey League club. Later that year, Atlantic-Richfield secured the broadcast rights for five years for the Seattle SuperSonics, another NBA team. In addition, the company sponsors Pacific Eight basketball and UCLA football and basketball games on radio and two separate weekly TV programs featuring UCLA coaches. This all makes Atlantic-Richfield, probably, the biggest sports sponsor on the West Coast.

	Estimated Expenditure	Estimated Expenditure	
Credit cards	40,000	Ford cars	206,000
Travelers cheques	648,000	Lincoln/Mercury cars	28,000
25. National Dairy Products (Kraft Foods)	674,000	*Philco-Ford Div.—Radio & TV sets	153,000
Parkay margarine	666,000	39. AFL/CIO	368,000
Kraft music hall T.V. program promotion	8,000	Union promotion	368,000
26. du Pont	658,000	40. Bankers Life & Casualty	361,000
Antron	26,000	White Cross hospital & medical insurance	361,000
*Automotive products	303,000	41. Cities Service Oil	354,000
Dacron	59,000	Citgo gas & oil	354,000
Orlon	138,000	42. Pennzoil	347,000
Stren	83,000	Pennzoil gas, oil & lubricants	347,000
Zerex	28,000	43. Knox Gelatine	316,000
Remington Arms Div. Hunting & camping equipment	21,000	Knox Gelatine	316,000
27. 3M	593,000	44. Formula 409	314,000
Games	22,000	"Formula 409" cleaners	314,000
Scotchgard	60,000	45. Pepsico	307,000
Tapes	301,000	Pepsi-Cola	307,000
Tarni-Shield	210,000	46. American Cynamid (J. H. Breck Div.)	301,000
28. Cowles Communications	570,000	Breck shampoo	301,000
Family Circle magazine	220,000	47. Meredith Publishing	298,000
Look magazine	350,000	Better Homes & Gardens magazine	298,000
29. General Foods	526,000	48. Hastings Mfg.	278,000
Maxwell House coffee	122,000	Casite additive	278,000
Sanka coffee	404,000	49. Mutual of Omaha Insurance	273,000
30. Block Drug	497,000	Insurance	273,000
Nytol	201,000	50. National Biscuit	272,000
Polident	260,000	Crackers	78,000
Tegrin	36,000	100% Bran cereal	194,000
31. Kellogg	473,000	50. Chas. Pfizer	272,000
*Cereals	473,000	Imprevu perfume	272,000
32. Quaker State Oil Refining	443,000	52. Billy Graham Evangelistic Assn.	267,000
Quaker State oil & lubricants	443,000	Religious	267,000
33. Armstrong Cork	435,000	Purex	267,000
Epic Floor wax	435,000	Ayds reducing candy	267,000
34. Sinclair Refining	418,000	54. Ocean Spray Cranberries	260,000
Sinclair gas & oil	418,000	Cranberry products	260,000
35. Warner-Lambert Pharmaceuticals	415,000	55. F & F Laboratories	255,000
Cornhuskers lotion	415,000	F & F cough drops	255,000
36. Miller Brewing	394,000	56. Luden's	241,000
Miller High Life beer	394,000	Luden's cough drops	241,000
37. Retail Clerks International Assn.	389,000	57. In-Sink-Erator Mfg.	234,000
Union promotion	389,000		
38. Ford Motor	387,000		

	Est. Expenditures
Garbage disposal units	234,000
57. Del Monte	234,000
*Del Monte catsup & tomato juice	234,000
59. MacFadden-Bartell	231,000
*Magazines	231,000
60. General Mills	230,000
Bisquick	8,000
"Total" cereal	222,000
60. Brunswick	230,000
Mercury outdoor motors	176,000
Zebco fishing tackle	54,000
62. International Harvester	211,000
Cub Cadet tractors	211,000
63. Gillette	206,000
Gillette Safety Razor Co. Div.— razors & blades	45,000
Toni Div.—Toni home permanents	161,000
64. Quality Courts Motels	205,000
Hotel & motel service	205,000
64. Rich Products	205,000
Coffee Rich	205,000
66. Union Carbide	197,000
Prestone	7,000
"6-12" insect repellent	190,000
67. Aetna Life & Casualty	193,000
Insurance	193,000
67. Keebler	193,000
Cookies & crackers	193,000
69. Pillsbury	190,000
Sweet-10	190,000
69. RCA	190,000
*Home-entertainment products	145,000
Tape cartridges	45,000
69. National Plastic Products (Vectra Div.)	190,000
Ozite rugs & carpets	190,000
69. Holiday Inns of America	190,000
Hotel & motel service	190,000
69. Amana Refrigeration	190,000
*Amana appliances	190,000
74. Kerr Glass Mfg.	189,000
Food preserving jars	189,000
75. Cessna Aircraft	176,000
Flying lessons	115,000
Cessna aircraft	61,000
76. Mobil Oil	165,000
Mobil gas & Mobil oil	100,000
Travel-guide promotion	65,000
77. Benjamin Moore	163,000
Benjamin Moore paints	163,000
78. Jeffrey Martin Laboratories	157,000
Compoz	157,000
78. Nationwide Insurance	157,000
Insurance	157,000
80. Benrus Watch	152,000
Benrus watches	152,000
80. Newsweek	152,000
Newsweek magazine	152,000
82. Metropolis Brewery of N. J.	151,000
Champale malt liquor	151,000
83. International Minerals & Chemical	147,000
Accent seasoning	147,000
84. Foster-Milburn	146,000
Doan's pills	146,000
85. Anderson	145,000
Anco windshield wipers	145,000
86. V-M	144,000
V-M phonographs & tape recorders	144,000
87. Standard Brands	142,000
Fleischmann's margarine	142,000
88. Borg-Warner	141,000
Stereo tapes & cartridges	141,000
89. North American Van Lines	139,000
Moving service	139,000
90. Curtis Publishing	138,000
Holiday magazine	8,000
Saturday Evening Post magazine	130,000
91. Shakey's	126,000
Pizza parlors	126,000
92. Penna Grade Crude Oil Assn.	125,000
Penna Grade oil promotion	125,000
92. Cooper Tire & Rubber	125,000
Tires	125,000

	Est. Expenditures
94. Renuzit Home Products	124,000
*Household cleaners & deodorants	124,000
95. C.I.B.A.	123,000
Binaca	123,000
95. Dunn & McCarthy	123,000
Enna Jettick shoes	123,000
97. United Van Lines	115,000
Moving service	115,000
98. CBS	113,000
TV programs promotion	113,000
99. Ball Bros.	111,000
Food preserving jars	111,000
100. Mountain Valley Water	110,000
Mineral water	110,000

Source: Radio Advertising Bureau, Inc./Radio Expenditure Report

Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS, and NBC networks. This makes them comparable to data for other media including spot radio, spot TV and network TV.

*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy.

TV to be used for low-caffeine colas

The latest race among soft drinks appears to have begun between Canada Dry, which says its new Sport Cola is 99% caffeine free, and Cott, which says its Lo-Caffeine is 99.5% caffeine free and has no sugar besides.

Canada Dry's plans for Sport Cola were outlined in New York last week by President David J. Mahoney, who said the cola would receive more advertising support than any other new product in the company's 46-year history, with "65% to 70% and, later on, perhaps more" of the action going to television.

The marketing plan calls for Sport Cola's introduction in "key eastern, mid-western and West Coast cities" during the next six months. Canada Dry's agency on the account is Ted Bates & Co., New York.

Cott is already engaged in test marketing in Long Island and Connecticut, through J. M. Mathes Advertising, New York.

ANA western meet to look into future

Youth and tomorrow's markets, the future tools of communications, and the creative techniques to be used in the next 10 to 20 years will be the main topics at the 22d annual western meeting of the Association of National Advertisers at Del Monte Lodge, Pebble Beach, Calif., March 20-23.

Speakers include Representative Catherine May (R.-Wash.), ranking Republican member of the House Agriculture Committee's Consumer Relations Subcommittee, an informed ob-

server on consumer legislation.

Other participants and speakers include James R. Lewis, director of advertising and public relations for Litton Industries Inc., who will speak on worldwide communications in the year 2000; Miles David, president of the Radio Advertising Bureau, and William Bernbach, board chairman of Doyle Dane Bernbach.

A showcase of business-sponsored films will be featured the final day of the meeting.

C-E assigns four to West Coast branches

Campbell-Ewald Co., which last year underwent a broad reorganization of its corporate structure in Detroit (BROADCASTING, Dec. 18, 1967), now is realigning its West Coast operation. The agency's Los Angeles branch office, now located at 3200 Wilshire Blvd., will move to 1717 N. Highland Ave. in Hollywood as of March 1. In addition, four new assignments for the office have been announced by Thomas B. Adams, C-E's chairman of the board.

Richard W. Byrne, assistant branch manager in Los Angeles, will head Chevrolet-account operations in that office. Ray S. Delman, broadcast vice president and broadcast production manager of the agency's western division, will supervise broadcast activities in Los Angeles. John E. Cullen, account executive, will be in charge of C-E's West Coast service to North American Rockwell Corp. Richard H. Katerndahl will be in charge of Chevrolet-account activity as manager of the agency's San Francisco branch office.

Campbell-Ewald sold its western division on Jan. 1. The sale was made to a group of employees headed by Peter Dailey, senior vice president, who formed Dailey & Associates, with offices in Los Angeles and San Francisco (BROADCASTING, Dec. 25, 1967). At that time it was indicated that C-E would maintain a branch office on the West Coast to serve clients such as Chevrolet and North American Rockwell.

Also in advertising . . .

Name change ■ Ward Archer & Associates Inc., is the new name for Archer & Woodbury, advertising and public relations firm in Memphis. Harry Woodbury, former partner in the 16-year old company, has accepted a position with the Memphis city government.

All-around house ■ Steinberg, a television film commercial production house that started in Hollywood last month, is offering advertisers and agencies what it claims is "complete service capability." Included in the new com-

mercial producer's service are sound stages of various sizes, standing crews, creative assistance and processing labs. Lou Steinberg, former free-lance TV film producer, is principal in the new operation at 1025 N. McCadden Place, Hollywood 90038.

Business briefly . . .

Shulton Inc., New York, in announcing 1968 promotion plans for the Burtley line of men's toiletries, said spot TV will be used in a Father's Day campaign and network TV during the Christmas holidays. Wesley Advertising, New York, is agency.

Pontiac Motor Division, General Motors Corp., Pontiac, Mich., will sponsor two hour-long skiing specials on NBC-TV. The Roch Cup race at Aspen, Colo., will be televised March 17, 5:30-6:30 p.m. EST, and the Governor's Cup Race at Heavenly Valley, South Lake Tahoe, Calif., is scheduled for April 7, 5-6 p.m. EST. MacManus, John and Adams, Bloomfield Hills, Mich., is agency.

Associates Investment Co., South Bend, Ind., through Campbell-Mithun, Chicago, has purchased a 13-week sponsorship in NBC Radio's *Monitor Sports with Joe Garagiola*.

Buick Motor Division of General Motors Corp., Flint, Mich., through McCann-Erickson, Detroit, bought participations in 15 nighttime programs on NBC-TV. Also buying participations on NBC-TV were **E. R. Squibb & Sons** division of **Olin Mathieson**, through Benton & Bowles, both New York, in eight nighttime series plus weekend news reports by Frank McGee; **Sunset Growers Inc.**, through Geyer-Oswald, both San Jose, Calif., in 10 night shows and the Frank McGee weekend shows; **McDonald Corp.**, through D'Arcy Advertising, both Chicago, in 11 nighttime series. **Simmons Co.**, through Young & Rubicam, and **RCA**, through J. Walter Thompson, all New York, will co-sponsor *The Bill Cosby Special* on Monday, March 18 at 8-9 p.m. NYT.

American Airlines, through Doyle Dane Bernbach, both New York, will sponsor NBC-TV coverage of the American Airlines Astrojet Golf Classic Sunday, March 17 (5:30-6:30 p.m. NYT) from the LaCosta Country Club. In other buys on NBC-TV, **Florist Transworld Delivery Association**, Detroit, through Post-Keyes-Gardner, Chicago, has participations in seven prime-time programs, while **Polaroid Corp.**, Cambridge, Mass., through DDB, New York, bought time in 11 nighttime programs.

Bristol-Myers Co., through Young & Rubicam, both New York, has bought

sponsorship in NBC Radio's *Chet Huntley's Perspective on the News*, *David Brinkley Reports*, *News on the Hour*, *News of the World*, and *Monitor*. **The Borden Co.**, also through Y&R, both New York, has purchased time in the Huntley, Brinkley and *Monitor* programs, and **Emphasis**. **Morton Salt Co.**, division of **Morton International Inc.**, through Needham Harper & Steers, both Chicago, has also bought time in *Emphasis*.

West Chemical Products Inc., Long Island City, N. Y., will use television extensively in its 1968 advertising program. CN and Westpine Liquid Cleaners will be promoted on spot TV in the New York metropolitan area, and a new product, Westpine Aerosol Spray Deodorizer, will be introduced in the spring with spot TV. Another new product, Westpine Spray Cleaner, will use print advertising. CN Liquid Cleaner will be tested in Syracuse, N. Y., Louisville, Ky., and Nashville prior to national introduction. J. M. Mathes Inc., New York, is West's agency.

New rates for NBC Radio

Network says some charges will be up

but others will allow buying at same level

NBC Radio has tentatively targeted April 1 as the date it will issue a new rate card, representing its first increase in rates in more than three years (CLOSED CIRCUIT, Feb. 5).

Network officials, however, said last week that the new card may be issued later, indicating they were working "without haste" with advertisers to permit them "to buy network differently if they can, and thus take advantage of the card's provisions."

NBC Radio's proposed new rate card and the network's use of studies, such as Radio's All-Dimension Audience Research and imagery transfer projects as selling tools, were among subjects touched last week at an NBC Radio network affiliates' executive committee meeting in New York (Feb. 20).

During the session, Stephen B. Labunski, president of the NBC Radio Division, spoke of the network's "continued stability and future growth," noting also new advertisers attracted to network radio and the development of new programming services "to fit tomorrow's way of doing things."

'Daring' Move ■ NBC officials, observing that NBC Radio has "the highest prices of all the radio networks," said that in some respects it was "daring" for the network to issue a new

Agency appointments . . .

■ Shoe Corporation of America, Columbus, Ohio, has appointed Holzer/Taylor/McTighe/Dawson, Hollywood, to handle its budget, estimated to bill about \$3 million annually. Television and radio, along with national magazines, outdoor and newspapers are on the footwear manufacturer-retailer's media list. H/T/M/D already was handling SCA's West Coast division, Gallenkamp Stores Co.

■ Reach McClinton & Co., New York, has been appointed to handle four lines of Shulton Inc.'s cosmetic and toiletries division, also New York. Desert Flower bath and fragrance line and Bronzetan sun products moved from Wesley Advertising Feb. 1; Taji fragrances, handled by Caldwell Davis, and Ice-O-Derm medicated skin products, at Street & Finney, move effective April 30. A spokesman for Shulton estimated combined billings at over \$1 million, and said no definite plans for radio or television have been set.

rate card. They said they could not express the new prices in terms of an "average percentage increase," adding that increases probably would encompass a considerable range, up to more than 15% in some instances, while some advertisers "may not have to pay anything more than they do now" depending on such factors as frequency.

Advertisers will be afforded regular contract protection under the new rate card.

According to Reggie Martin, WSPD Toledo, Ohio, vice chairman of the affiliates' executive group, the meeting was "the most productive and finest since I've been on the committee." He acted as chairman in place of Elmo Ellis, WSB Atlanta, who could not attend the session.

Donald J. Mercer, NBC vice president, station relations, presided. Among other NBC officials who attended in addition to Mr. Labunski were Marion Stephenson, vice president, administration, NBC Radio Division; Robert Wogan, vice president, programs, NBC Radio network, and Reuven Frank, executive vice president, NBC News.

It was announced at the meeting that the NBC Radio network affiliates' convention would be held in New York Oct. 24-25 at the Plaza hotel.

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4:30	PITTSBURGH	KDKA-TV
4:30	PHILADELPHIA	KYW-TV
4:30	SAN FRANCISCO	KPIX
5pm	CLEVELAND	WEWS
8:30	NEW YORK	WNEW-TV
8:30	LOS ANGELES	KTTV

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ATING	SHARE	HOMES (000)	ADULTS (000)	TOTAL WOMEN (000)
9	32	200.5	238.6	159.9
10	33	72.6	96.1	60.5
23	62	347.2	512.5	315.3
8	49	178.4	254.0	153.6
8	50	380.2	555.2	342.3
2	46	159.2	208.5	129.0
4	37	159.9	206.9	129.6
8	13	481.9	764.9	468.9
8	13	258.6	370.5	238.8

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Space for 10-w FM's will continue: Cox

Educational-FM broadcasters who have been worried about the FCC's expressed interest in phasing out 10-w operations have been given some reassurance. Commissioner Kenneth A. Cox says his "best guess" is that the commission will continue to authorize such stations, though on the five lowest educational FM channels. Such an arrangement would help in the commission's effort to eliminate FM interference to television channel 6.

Commissioner Cox, in a speech before the New England Intercollegiate Radio Conference at Wesleyan University, Middletown, Conn., on Feb. 17, noted that many colleges and high schools had reacted with alarm to the commission's notice on inquiry suggesting that 10-w operations present "problems" and don't appear to represent an efficient use of the spectrum. In the same inquiry, issued in November 1966, the commission proposed the creation of a table of assignments for the 20 educational FM channels (BROADCASTING, Nov. 11, 1966).

Many comments filed in the inquiry

said that 10 w is sufficient to reach the audience involved and that a requirement to go to higher power would be financially burdensome, in terms both of initial costs and higher operating expenses.

Better Spectrum Management ■ The commission isn't interested in causing FM operations to shut down, but it does want to "achieve a more rational and effective use of our educational frequencies," the commissioner said. He noted "that a few class-D [10-w] stations serving very limited audiences may prevent higher-power operations which would be capable of much broader public service."

And while warning he couldn't speak for his colleagues, he said that his "best guess as to the outcome" of the pending proceeding is that the commission will continue to authorize 10-w stations—but that it would try to confine them to the five lowest channels, 201-205. Sixty-three of the 197 existing 10-w stations now operate on those channels.

Those on higher-numbered channels will be allowed to remain there, but may be faced with competing applications proposing higher-powered stations. This, he said, would require the 10-w operations to increase their power or move to one of five lowest channels,

if such an assignment is available.

The commissioner, who expressed the belief that the commission will adopt an allocations table for FM broadcasting, as one has been adopted for commercial FM broadcasting, said educational channels 206-210 will be used for class-A assignments and channels 211-220 for class-B or class-C stations. Class-A stations may operate with up to 3 kw with 300-foot antennas; class B, with up to 50 kw and 500-foot antennas; and class C, with up to 100 kw and a 2,000-foot antenna.

Help TV ■ This would provide some protection against FM-caused interference to television channel 6—one of the concerns of the inquiry—since it would place the lowest-powered FM stations on frequencies closest to those occupied by channel 6. That channel occupies spectrum space between 82 and 88 mc, and FM channel 201 starts at 88.1 mc.

Commissioner Cox said a table of allocations appears likely because of a need to coordinate U. S. FM allocations policy with Canada, which plans to issue a table of its own soon, and because the Department of Health, Education and Welfare has urged that one be adopted to simplify its administration of congressional policy in educational broadcasting.

He said the commission hopes to "conclude the matter" by summer. At present, he said, the commission is awaiting word from Canada on its final action in its allocations proceeding.

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Changing hands . . .

APPROVED ■ The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 69).

■ **Kwic Salt Lake City:** Sold by Dale R. Curtis and associates to Sherwin and Abe Brotman, Delwin Morton, William Don Hughes and Jack Van Volkenburg, for \$150,000 upon closing and \$2,000 per year for five years for consultant fee. Mr. Sherwin Brotman is director of Mayfair Associates Advertising Agency and owner of Wil Sher Advertising Agency, both in Dallas, as well as owner of amusement corporation and apartment-construction company. Mr. Abe Brotman owns movie theater and is in construction. Mr. Volkenburg is television-sales representative with John Blair & Co., New York. Mr. Hughes is employe with KTEO San Angelo, Tex. Mr. Morton is 50% partner in KEES Gladewater, 25½% partner in KDOX Marshall, 30% owner of KAWA Waco-Marlin, 25% owner of KYAL McKinney and 100% owner of KCAD Abilene, all Texas. Kwic is a daytimer on 1550 kc with 10 kw.

■ **WLAP-AM-FM Lexington, Ky.:** 80% sold by Robert P. O'Malley and asso-

ciates to Illinois Broadcasting Co. for \$129,000, with option to purchase remaining 20% within 10 years (see story below).

Cable Television

▪ Kalispell, Columbia Falls, Polson and Big Fork, all Montana: Sold by Northwest Video Corp. to H & B American Corp. in exchange of stock valued at \$1.2 million. Contract is to be worked out. H&B American, multiple CATV owner with 47 systems in 10 states and Canada serving 108,000 subscribers, only recently acquired 80% of a CATV franchise in Portland, Ore., and is buying KNEZ Lompoc, Calif., and has applied for channel 16 in Dubuque, Iowa (BROADCASTING, Feb. 5). Northwest Video is principally owned by John R. and G. Norman Penwell, together owning 62%, and Archer S. Taylor, 24% and others. The four systems serve 5,000 customers. Malarkey, Taylor and Associates, Washington, assisted in the transaction.

Lexington sale okay draws two dissents

Illinois Broadcasting Co.'s acquisition of a majority interest in WLAP-AM-FM Lexington, Ky., was given FCC approval last week. But the approval came over the objection of Commissioner Nicholas Johnson that a hearing on the transfer should have been held because of the alleged involvement of IBC's newspaper connected owners in anticompetitive practices. Also dissenting was Commissioner Robert T. Bartley, Commissioner Lee Loevinger abstained.

At issue was the transfer of 80% of the stock of the stations principally owned by Robert P. O'Malley (33 1/3%) and John D. Huckstepp (20%) to Illinois Broadcasting Co. for \$129,000. IBC also holds an option to acquire the remaining 20% from Incentive Capital Corp., either for \$1 within 10 years if a \$244,000 debt the licensee owes Incentive Capital is paid, or for \$10,000 within five years of closing if the licensee is not in default of its payments.

IBC is principally owned by members of the Lindsay and Schaub families who own Lindsay-Schaub Newspapers Inc.

Other Interests ▪ In addition, IBC is licensee of WSOY-AM-FM Decatur and WVLN-AM-FM Olney, both Illinois; and Lindsay-Schaub Newspapers owns 20% of Midwest Television Inc., licensee of WCIA-TV Champaign, WMBD-AM-FM-TV Peoria, both Illinois, and KFMB-AM-FM-TV San Diego, Calif. Seven holders of minority interests in Lindsay-Schaub

also own, collectively, 21.5% of the stock of Quincy Newspapers Inc. 88% owner of WGEM-AM-FM-TV Quincy, Ill.

Commissioner Johnson's complaint centers on the connection between IBC and Lindsay-Schaub Newspapers—and the fact that the Justice Department in March 1967 filed a civil complaint under the Sherman Act alleging that the newspaper group had operated in a manner designed to drive the competitor of its Champaign-Urbana newspaper out of business. The proceeding was ended when Lindsay-Schaub entered into a consent decree prohibiting it from engaging in various practices.

How the strike hit NABET's wallet

The total cash operating funds of the National Association of Broadcast Employees and Technicians was reduced by more than \$400,000 last year, making 1967 "the single most costly year" in the union's history. NABET's deposits in U.S. banks and savings and loans institutions as of Dec. 1, 1966 were \$517,526. One year later the balance was \$104,319, a record-breaking ex-

penditure of \$413,207.

According to a financial report released by Arthur Hjorth, international secretary treasurer and published in the *NABET News*, the 64-day strike against ABC was primarily responsible for bringing the union's cash balance sheet to an "unhealthy low." The strike against ABC cost more than \$200,000. An additional \$66,000 was paid to the network for premiums on the medical and life insurance programs that benefit NABET members. A portion of this total is normally covered by individual members but as a consequence of the strike no attempt was made to recover the premium payments.

NABET's domestic defense fund, \$179,961 on June 30, 1967, had shrunk to \$41,138 by the end of the year. During the ABC strike a total of \$263,280 was doled out to locals in New York, Washington, Chicago, San Francisco and Hollywood. These locals have an aggregate membership of 1,350.

Besides the strike itself, other reasons given for the "staggering" union expenditures were the lengthy negotiations with NBC and CBS in Miami and New York and the cost of fighting intraunion battles. *NABET News*, in referring to the latter situation, described it as "money spent to repair the rip within union ranks."

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Lee hopes to extend local service to entire grade-B area

The FCC decision two weeks ago to make greater use of CATV systems as instruments for implementing the commission's TV allocations plan is a departure in CATV policy (BROADCASTING, Feb. 19). But it may also turn out to be a first step toward a commission policy of requiring television stations to employ the technical means needed to make real, as well as apparent, the extent of their service area.

Such a development is the aim, at least, of Commissioner Robert E. Lee, who, under the commission policy of ascribing responsibility for orders in hearing cases to commissioners, prepared the decision in the landmark Shenandoah proceeding.

In that one, a cease-and-desist case involving four CATV systems in the Wilkes-Barre-Scranton, Pa., area, the commission held that it will, in general, require a CATV system to accord local stations carriage and nonduplication protection, regardless of whether the stations provide a viewable signal in any part of the CATV community.

The commission on previous occasions had held that lack of a signal was a ground for waiver of the rules providing such protection. But it now

says that those rulings are "super-seded."

Local Service ■ The Shenandoah decision rests on the concern for an allocations policy which is based on the concept of local service. And although the decision will probably be tested in the courts, Commissioner Lee last week said he is mulling ways of broadening the implications of that decision for broadcasters.

"We have in effect carved out an area the size of the station's grade-B contour and said to the station, 'this is yours to serve.'" But there are places that a station cannot reach for technical reasons—the station may be in a low spot, for instance. "I'd like to find a way to require the station to overcome those technical problems, by one means or another."

CATV systems provide one means. Translators and boosters could provide others, he said. His thinking isn't complete on the subject. But he indicated he might attempt to persuade the commission to issue a notice of inquiry to explore the questions involved.

Meanwhile publication last week of the Shenandoah order disclosed that the commission had modified language in a passage discussing the

responsibilities of the station given protection under the new policy.

Requirement ■ Originally, the passage said: "Where a waiver request is denied on the allocations ground, we shall therefore require a specific showing by the local station at renewal time as to its efforts to ascertain and serve as a local outlet for the community in question. . . ."

The final version retains a reference to the station's "heightened" responsibility as a local outlet as a result of the decision, but then stresses that "it remains to the good faith and reasonable judgment of the licensee as to what programing should be presented, taking into account the many demands upon him for broadcast time and the relative importance of such demands," then adds:

"What is required here is only that in making his judgment the licensee will have appropriately surveyed the needs of these communities in his service area."

Commissioner Lee, who was responsible for the modification, said it was intended only to make clear that the commission is not requiring "anything new" but is simply continuing its policy of requiring licenses to meet community needs.

Florida survey studied by CATV conference

Cable-TV operators attending the second cablecasting conference in Salt Lake City this week are carefully studying a survey of closed-circuit CATV activities in Florida.

The Salt Lake City meeting is being sponsored by the National Cable Television Association. Cable operators in attendance are being shown the operation of originating studios, from the simplest one-man operation, to a full-scale color studio. They also are scheduled to participate in a discussions on buying films, advertising, and the potential for joint programing of CATV channels by local radio stations and cable owners.

The three-day meeting is also expected to hear a discussion of the future of CATV and of origination by Bill Daniels, CATV operator and broker, and George C. Hatch, group broadcaster-CATV operator. Sam Street, NCTA director of field services, is to moderate the discussion.

Florida Study ■ But, perhaps, the most intense interest by the estimated

75 cable operators attending the meeting is centered on the Florida survey undertaken by that state's CATV association.

The report shows that of the 24 CATV systems operating in the state, 23 provide weather, and 22 background FM music. Other types of closed-circuit programing are originated by 15—community announcements, local origination, stock ticker reports, news services and movies.

Significantly, four of the 15 CATV systems reported that they carry advertising on a regular basis.

Three of these four reported monthly revenues of \$100 to \$500; one grosses over \$1,000 a month. The four systems were not identified, and Florida CATV Association officers declined to identify them.

Although the addition of local-origination programs cost the cable TV operators something, nine of the 15 in the state reported the extra cost was nominal; five estimated their cost as between \$100 and \$500 a month, and one said he incurred monthly expenses in excess of \$500.

Plus Factors ■ Thirteen of the 15 systems engaging in origination expressed the belief that their closed-circuit activ-

ities resulted in increased subscriber satisfaction and the betterment of the cable systems' public image, according to W. Clarke Swanson Jr., Sebring, Fla., a vice president of the association and chairman of its local-origination committee.

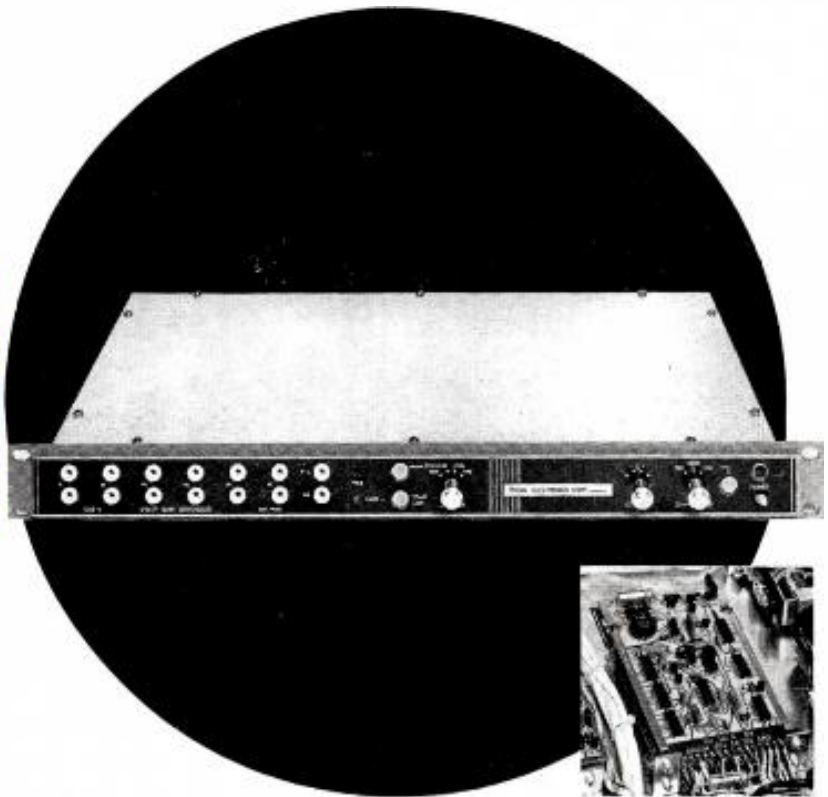
Another cable owner considered substantial advertising revenues, as well as increased customer satisfaction as the most benefit from cablecasting.

Morgan heads Columbia panel

Columbia University will hold an all-day symposium on the influence of the press on the American society Saturday, March 9, at Ferris Booth hall on the university campus in New York. Panels will be held on broadcasting, books and newspapers.

The broadcasting panel will be moderated by Edward P. Morgan of the Public Broadcast Laboratory. Participants will be James C. Hagerty, vice president, corporate relations, ABC; David Schoenbrun, former CBS News correspondent and now on the faculty of international affairs at Columbia, and Gordon Manning, vice president and director of news, CBS News.

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Wage negotiations between the Communications Workers of America and the Western Electric Installation Division of the Bell System opened in New York February 5, near the 18-month point of a three-year contract. The deadline date is March 6; after that, parleys cannot continue without agreement by negotiators.

Company	Deadline	Location of Talks	Number Represented	Top CWA Official
Western Electric Installation: Installers and job clerks — nationwide	3/6	New York City	22,470	Patrick J. Morgan, National Director 212/349-3775
Ohio Bell	3/10	Cleveland	19,200	Walter Schaar, Vice President 517/IV 4-5486
Illinois Bell: State & Suburban Area, traffic department	3/17	Chicago	5,900	Arthur B. LeFevre, Vice President 312/HOLLYcourt 5-4685
Northwestern Bell (Iowa, N.D., S.D., Minn. & Neb.)	3/27	Omaha	18,300	D. K. Gordon, Vice President 402/341-1041
Western Electric: production and maintenance plant, Buffalo, N.Y.	3/27	Buffalo	1,835	George Miller, Vice President 212/349-0800
Wisconsin Tel.: plant, traffic and accounting departments	3/30	Milwaukee	6,460	Arthur B. LeFevre, Vice President 312/HOLLYcourt 5-4685
New Jersey Bell: traffic department	3/30	Newark	7,400	George Miller, Vice President 212/349-0800
Illinois Bell: Chicago Toll, traffic department	3/31	Chicago	1,070	Arthur B. LeFevre, Vice President 312/HOLLYcourt 5-4685
Michigan Bell: plant, traffic & accounting departments	4/2	Detroit	17,950	Walter Schaar, Vice President 517/IV 4-5486
Cincinnati & Suburban Tel. & Citizens Tel.	4/2	Cincinnati	3,000	Walter Schaar, Vice President 517/IV 4-5486
Pacific Northwest Bell, (Wash. & Idaho area)	4/9	Seattle	10,800	R. W. Hackler, Vice President 415/KLondike 2-1422
C & P of Washington	4/9	Washington	10,880	W. K. Edwards, Vice President 202/337-6700
Indiana Bell: plant, traffic & accounting departments	4/12	Indianapolis	6,515	Arthur B. LeFevre, Vice President 312/HOLLYcourt 5-4685
Pacific Tel. & Tel.: plant, traffic & accounting departments — Northern Calif. & Nevada	4/16	San Francisco	26,595	R. W. Hackler, Vice President 415/KLondike 2-1422
New England Tel. & Tel.: directory-clerical departments	4/25	Boston	550	George Miller, Vice President 212/349-0800
C & P of Maryland: plant, commercial, accounting & treasury departments	4/26	Baltimore	4,940	W. K. Edwards, Vice President 202/337-6700
Illinois Bell: traffic department, Chicago area	4/28	Chicago	3,400	Arthur B. LeFevre, Vice President 312/HOLLYcourt 5-4685

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Company	Deadline	Location of Talks	Number Represented	Top CWA Official
C & P of West Virginia	4/29	Charleston	3,825	W. K. Edwards, Vice President 202/337-6700
C & P of Virginia	5/1	Richmond	9,400	W. K. Edwards, Vice President 202/337-6700
Mountain States Tel. & Tel.: plant & traffic departments, (Ariz., Idaho, Wyo., N. Mex., Texas & Utah)	5/9	Denver	14,905	John Carroll, Vice President 303/AComa 2-1514
Malheur Home Telephone Co.	5/9	Denver	20	John Carroll, Vice President 303/AComa 2-1514
Pacific Tel. & Tel.: plant & accounting departments, Southern Calif.	5/13	San Francisco	14,200	R. W. Hackler, Vice President 415/KLondike 2-1422
Southern Bell (Ala., N.C., S.C., Miss., Fla., Tenn., La., Ky. & Ga.)	5/14	Atlanta	65,300	R. B. Porch, Vice President 404/Jackson 3-2917
Western Electric — production & maintenance plant, Merrimack Valley	7/8	North Andover, Mass.	6,495	George Miller, Vice President 212/349-0800
Western Electric, North Carolina: production & maintenance plant	7/12	Winston-Salem	5,130	R. B. Porch, Vice President 404/Jackson 3-2917
A. T. & T. Long Lines: nationwide	7/16	New York City	24,180	Robert T. Minnery, National Director 212/349-4223
Southwestern Bell: plant, traffic, commercial, accounting & directory (Texas, Kan., Ark., Okla. & Mo.)	8/4	St. Louis	50,685	D. L. McCowen, Vice President 314/GArfield 1-2211
New England Tel. & Tel.: directory salesmen	8/10	Boston	140	George Miller, Vice President 212/349-0800
New York Tel. Co.: plant department	8/26	New York City	25,420	George Miller, Vice President 212/349-0800
Bell Telephone Labs	9/6	Newark	1,470	George Miller, Vice President 212/349-0800
Western Electric Sales	9/25	New York City	12,370	F. J. Novotny, National Director 212/349-3734
Western Electric: production & maintenance plant, Kansas City	10/1	Kansas City	3,750	D. L. McCowen, Vice President 314/GArfield 1-2211
New Jersey Bell: commercial & marketing departments	11/1	Newark	2,600	George Miller, Vice President 212/349-0800

Joseph A. Beirne, President
Lee White, Director of Public Relations
202/FE 7-7711

Cox, Johnson chide staff on mass renewals

FCC approval was given last week to the license renewals of 194 radio-TV stations in Iowa and Missouri, but not without some harsh comments from Commissioners Kenneth A. Cox and Nicholas Johnson. Following their practice in past renewal periods, the commissioners expressed displeasure at staff action in renewing without question the licenses of stations proposing to provide what they consider an inadequate amount of news and public-affairs programming.

Among the current list of renewals are five stations proposing less than 5% news programming; 14 with less than 1% public affairs programming, and 12 with less than 5% public affairs and "other" (religious, instructional and agricultural) programming. Some stations are listed as allegedly deficient in more than one

category.

Commissioner Cox noted that "as a matter of processing, I think all of these stations should have been queried as to their program proposals. Some of them may have valid explanations," he said, "but I doubt if all of them do." At least one station in the St. Louis market proposed the "lowest percentage" of news programming out of the 194-station list, the commissioner claimed, noting that it wasn't a marginal, small town, class-IV AM station, but a "profitable" metropolitan TV outlet.

Commissioner Johnson termed the renewals a "cynical squandering of the valuable largess" the commission dispenses, "a shameful fraud on the public." The only parties who may have profited from the renewal process, he suggested, are members of Washington's Federal Communications Bar.

The commissioner also noted that most of the "responsible" broadcasters

in the renewal list are "hurt worst of all by our [the commission's] lackadaisical winking at their less conscientious colleagues." He expressed the hope that the "unrepresented American viewer" would someday be told of his rights, and would "rise up and demand better service from his representatives, the seven men who man this commission."

WQAD-TV's ownership

Ownership of Moline Television Corp., reported in a BROADCASTING, Feb. 12 story about WQAD-TV Moline, Ill., should have been listed as Arthur M. Swift, executive vice-president (14.225%), and Francis J. Coyle, president (10.744%), and others. WQAD-TV (ch. 8), licensed to Moline Television Corp., had its license renewal application set for hearing by the FCC with a competing application for the facility from Community Telecasting Corp.

FCC's Wadsworth finds relaxation in painting pastorals

What does an FCC commissioner do when he's not occupied with the business of regulating? Some may be holed up with staff or other experts exploring possible new areas of regulation. Others may be at home secretly watching television. But Commissioner James J. Wadsworth may be off somewhere with paint and easel doing a landscape or collecting sea shells by the seashore with which to fashion surprisingly delicate shell paintings of flowers and fish.

There may be other painters at the commission. But Commissioner Wadsworth is the only one to have surfaced—his work, both in oils and in shells, adorns his office walls, all of it signed WADS. Perhaps a score more decorate his home in suburban Maryland.

Pastoral Scenes ■ Most of the paintings are of scenes remembered from his youth and young manhood in and around Geneseo, in rural upstate New York (or at least suggested by his memories)—farms, including one where he once lived, lush valleys and fields, a one-room school house, country roads.

Commissioner Wadsworth has never had formal training—informal, either, for that matter—and paints in what he calls a Grandma Moses type of primitivism. His colors are not extremely subtle, but some of his work can evoke a mood, as for instance a tree-shaded country lane in early fall that has about it a hush-of-evening feeling.

The commissioner started painting in 1949. "My wife [who died Dec. 31, 1965] and some friends decided they would take up painting, and formed a club. But after four or five weeks, she gave it up, gave me her equipment, and said: 'You do it.'"

For the next 10 years, during most

of which time he was a member of the U. S. mission at the United Nations—for seven years as deputy ambassador and in 1960 as ambassador—he found it a good way to relax, "a Sunday kind of thing, a lot of fun."

Shell Constructions ■ But in recent years he's been concentrating on his



Commissioner Wadsworth—FCC's 'Grandma Moses'

Van Deerlin on agenda of NAFMB convention

Representative Lionel Van Deerlin (D-Calif.), member of the House Commerce Committee, will be the luncheon speaker on the opening day of the National Association of FM Broadcasters convention in Chicago March 29-31.

Registration for the convention is running ahead of last year's record 334. NAFMB will hold its Friday and Saturday sessions at the Palmer House and will move to the Great Hall of the Pick-Congress for the Sunday FM Day program, run jointly by NAFMB and the National Association of Broadcasters.

NAFMB, which programs the morning session on FM Day, has three speakers lined up: Miles David, Radio Advertising Bureau, on management's

shell paintings. He began several years ago, when he came upon some attractive shells while vacationing in Fort Myers, Fla. Now he uses shells he picks up there as well as at his summer home in Black Point, Conn., where he now does most of his shell work. He simply collects a supply of shells, sorts them out as to color and size, forms them into the object he has in mind and attaches them to canvas or to some other backing with cement. Flowers and fish seem to be his favorite subjects. But his collection includes a number of friendly looking beasts—geese, parrots, elephants, all done in shells set off with bits of blue, red and green glass. The results are frequently festive, and he's given away many of his products—including a pair of elephants that went to former President Eisenhower on his 50th wedding anniversary.

The commissioner's hobby would seem to indicate a yearning to return to his rural origins. But it is in a couple of paintings hanging on a wall in his home in which the urbanite comes out. Both are scenes of family picnics, one at the shore the other in the country. And in both, along with the family clustered around the picnic lunch, one can see an army of ants advancing on the food, some vultures hovering overhead and thunderclouds gathering in the distance. If one must go home again, he seems to be saying, let it be through the hobbyist's paint brush.



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SUNDAY-SATURDAY 9 AM-Midnight	9%	12%	33%

It's time for tiger talk in the Rockies

CHANNEL



DENVER

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function; Harold Kassens, assistant chief of FCC's broadcast facilities division, on stereo monitors and subsidiary communications authorization, and David Yellen, Memphis State University, on education.

Much of the Saturday sessions will be devoted to various types of promotion. Among the participants in the promotion meetings and their subjects: John Laurence Jr., Taft Broadcasting, Cincinnati, on using your own facilities; Philip Lesley, Philip Lesley Co., Chicago, on public relations and publicity; Jay Smolen, Institute of Outdoor Advertising, New York, on outdoor, and John Mecchella, Dartnell Corp., Chicago, on direct mail. Other panelists will cover sales promotion devices, AM, TV and print promotion.

TV objections don't stop two CATV systems

The FCC last week gave two CATV's permission to begin operations despite objections by local television stations that they would suffer adverse economic impact from the competition. The commission action affects Cotton Hill Cablevision Inc.'s Malden, Mo., system and Webster All Channel Cablevision Inc.'s Providence, Ky., system.

WPSD-TV Paducah, Ky., WEHT (TV) Evansville, Ind., and KFVS-TV Cape Girardeau, Mo., called for an evidentiary hearing on the proposals, saying the proposed cable operations would have an adverse effect on their ability to serve the public interest.

The commission said the stations failed to make a basic showing of economic impact by not supplying specific facts about their own finances or the effect of present CATV activity on their operations. "We believe it extremely unlikely," the commission said, "that they could make a persuasive showing that the present level of CATV activity in their markets has had an adverse effect on their operations."

FCC acts in translator cases

Two VHF TV translator actions came out of the FCC last week. One involved a hearing examiner's initial decision in the commission's first comparative hearing on competing applications for a translator. In the other, the commission renewed a translator license, despite a question of whether or not the translator is providing program exclusivity a complaining Idaho station says it should. The commission said that the nonduplication conditions in its present

translator rules don't apply in this case.

Hearing Examiner Charles J. Frederick recommended that KOOK-TV Billings, Mont., be granted a construction permit for a 100 w translator on channel 13 in Lewiston. The examiner would deny a competing application of KULR-TV Billings, Mont.

Mr. Frederick said he couldn't prefer either applicant on a hearing issue that would determine which was the best prospect for building and operating a regular TV station on the Lewiston facility. He said, however, that the KOOK-TV proposal would provide its service area "an off-the-air service from the standpoint of local, regional and recorded programing that is entirely new to translator viewers in central Montana. . . ."

In the other translator action, the commission renewed the license of K13FQ Burley, Idaho, a 1 w VHF translator that is community sponsored. K13FQ rebroadcasts KIFI-TV Idaho Falls, an NBC affiliate.

The renewal was opposed by KMVT (TV) Twin Falls, Idaho, also an NBC affiliate. KIFI-TV is within the grade A contour of KMVT.

KMVT claimed that translator duplication of its NBC programing fractionalized its viewing audience of which Burley represented 8%. It also claimed the translator violated the commission's rules because it did not get NBC's permission to rebroadcast its programs. The station asked the commission either to deny the translator's renewal or to grant it with same-day program exclusivity extended to KMVT.

The commission denied the request because it said it found that "no substantial or material questions of fact" had been offered regarding the renewal. But it also said that until a study of its translator rules is completed, the current interim policy doesn't cover KMVT's nonduplication complaint.

A nonduplication restriction on translators, similar to that imposed on CATV, is one of the key rulemaking proposals currently under study by the commission (BROADCASTING, Oct. 30, 1967). The translator rules apply nonduplication conditions only where a licensee-owned VHF translator is located within the grade A contour of a duplicated station.

The commission said that although K13FQ doesn't have NBC's consent to rebroadcast of its programs, the translator does have KIFI-TV's consent, and this, the commission concluded, meets the rule's requirements.

Commissioner Kenneth A. Cox, who has dissented in the past to the commission's refusal to require translators to afford same-day nonduplication protection to TV stations, dissented to this action as well.

Satellite reception in 10-15 years

Speaking in Dayton, Ohio, to members of the Newcomen Society in North America, J. Leonard Reinsch, president of Cox Broadcasting Corp., outlined his company's efforts in keeping pace with dramatic changes in the communications industry.

Mr. Reinsch reported that Cox's cable division and program-production division are putting the company in a position to participate in future communications not only in the transmission of programing, but in the creation and production of programs as well.

He predicted that in the next 10 to 15 years television stations will be receiving network programs via satellite and that the use of cable-TV systems to bring program fare directly into the homes will be greatly expanded.

Negro TV-radio habits underscored

A five-year study shows Negroes are willing to pay more for television sets than are whites, according to Dr. John E. Allen III, vice president of Brand Rating Research Corp. Speaking at the Southern Retail Executives Institute meeting in New Orleans, he said that Negroes spend an average of \$13 per person for TV sets, compared to \$8.80 for white persons.

Dr. Allen also said that the study showed that "a great number of Negroes surveyed didn't know who Ralph Bunche or Martin Luther King were, but almost all of them knew who their local Negro disc jockey was."

WBOC to join CBS Radio

WBOC Salisbury, Md., will become a CBS Radio affiliate on March 1. The station operates on 960 kc, with 5 kw daytime and 1 kw nighttime. WBOC was an ABC affiliate until Dec. 31, 1967. There is no CBS Radio affiliate currently in Salisbury.

WCOV to be NBC affiliate

WCOV Montgomery, Ala., joins NBC Radio as an affiliate when its contract with CBS expires at the end of April. WCOV-TV will remain a CBS-TV affiliate. The station operates on 1170 kc, with 10 kw during the day and 1 kw at night. WCOV replaces WHYY as the NBC affiliate in Montgomery. CBS Radio has not yet named a new affiliate there.

Panel urges basic spectrum research

Collection of data from field investigations would be first step to solving space squeeze

This year's first congressional excursion into frequency-allocation problems—a matter that's been under study for decades—was officially a quest for what House Small Business Subcommittee Chairman John Dingell (D-Mich.) termed the "best and quickest solutions." But the preponderance of testimony heard during two full days of subcommittee panel discussions held last week pointed toward a need for still more study.

What was being recommended, however, was not another round of theoretical examinations, but a new breed of investigations: "spectrum engineering" became a banner for many of the panelists to rally around. And it soon became apparent that spectrum engineering meant re-examination of all basic assumptions in spectrum-allocation problems—including whether or not there is an actual shortage of frequency space for land-mobile radio.

To be sure, business-radio forces didn't retreat from the position that land-mobile congestion was real, tangible, and "now," but at the same time, as the panel discussion progressed, Representative Dingell gave periodic indications that the message he was receiving through the congestion of claims and counter-claims in the hearing room was that "best" solutions were not likely to be the "quickest," and vice versa.

Field Research ■ Spectrum engineering—which would begin with basic data collection of actual field use of facilities and frequencies—got prompt support at the start of the hearing from James D. O'Connell, director of the White House's Office of Telecommunications Management. In the process, Mr. O'Connell seemed to hint that, with proper engineering to squeeze maximum use from frequencies, channels now reserved for government radio service might be available for sharing. But it remained unclear whether Mr. O'Connell was referring to intragovernment sharing or an opening up of some federally reserved space for business transmissions.

In response to a question put by

Subcommittee Counsel Gregg Potvin on whether Mr. O'Connell thought that the federal frequencies were being so efficiently used that sharing by land mobile was precluded, he replied: "As a general statement I would say that is true at this time."

But, he continued: "This is not to say that if we could achieve an adequate engineering capability in these congested areas that more sharing could not be accomplished. I want to give as my opinion that if we had an adequately engineered capability . . . more sharing could take place, government and non-government, than is now taking place. . . ."

Supporting later interpretations that Mr. O'Connell was indeed discussing government-business sharing were his next words: ". . . with the present lack of an engineering capability, it would cause more chaos than it would reduce

to effectively open up in a blanket sense government frequencies."

Added Emphasis ■ At the opening of the second day's session, panelist Lester Lindow, executive director of the Association of Maximum Service Telecasters, laid heavy stress on Mr. O'Connell's statement on the possibility of government frequencies being made available after the proper engineering spadework, but the White House official was not on hand to provide a clarification. His role, in deference to his official position, had been as a witness and not as a panelist.

Similarly, Richard P. Gifford, general manager of General Electric's communications products department, was granted witness status in view of his position as chairman of the Joint Technical Advisory Committee (JTAC) of the Institute of Electrical and Electronics Engineers and the Electronics Industries Association. Neither Mr. Gifford nor Mr. O'Connell participated in the give-and-take among panelists.

Basic to the hearing's focus on spectrum engineering was an unissued JTAC report cited favorably by Mr. O'Connell, who said he had just been briefed verbally on the JTAC findings (the report is slated to be issued in late April). "I believe they indicate," he noted, gaining confirmation from his seatmate, Mr. Gifford, "the need for much more extensive engineering-data collection in the saturation areas . . . to actually deal with the problems of the fitting in from



Richard P. Gifford, JTAC chairman (l), and James D. O'Connell, administration's director of telecommunications.



Commerce Department's
Kenneth Norton

an engineering point of view of more services than can be done in the generalized assignment methodology."

That methodology, summed up as "block allocations," soon qualified as the villain of the panel discussions; misallocation of forestry frequencies in Brooklyn, N.Y., or marine channels in Kansas found no defenders. But land-mobile spokesmen argued that correction of such obvious mismatches would only provide "a drop in the bucket" of needed relief.

What Shortage? ■ But broadcasters, led by Vincent Wasilewski, National Association of Broadcasters president, and Mr. Lindow of AMST, countered, in effect, that radical solutions such as pre-emption of space now reserved or in use for broadcasting should not even be considered until the precise dimensions of the land-mobile shortage can be established and all steps are taken to insure efficient use of all nonbroadcast frequencies.

Radical proposals were present in quantity, but the most radical specter—diversion of broadcast signals to a cable distribution system—was raised not by the business-radio forces but by the broadcasters. Land-mobile forces, led by William J. Weisz (Motorola Inc. executive and chairman of the Advisory Committee on Land Mobile Radio Services) and William L. Detwiler (director of the National Association of Business and Educational Radio, and, as proprietor of a radio-equipped firm in Denver, a representative of small

business), were vociferous in denying that an all-wire broadcasting system was a land-mobile goal. Mostly, it was indicated that only the bottom seven UHF channels were needed.

The panel discussions themselves began with prepared remarks from Seymour N. Siegel, director of New York City's municipal broadcasting system. Mr. Siegel represented both land-mobile (safety and public services) and broadcasting (WNYC-AM-FM-TV) responsibilities, detailing the urgent utility-communications needs of a large city while at the same time defending the contributions to community life that broadcasting can provide.

Rather Fight ■ One early dispute that emerged in connection with use of the lower seven UHF channels for land mobile was the cost of moving a television facility to a higher channel (characterized as minimal by some of the business-radio forces present). Mr. Siegel noted that an impending move for his WNYC-TV transmitter to the World Trade Center buildings now under construction would involve a new-antenna cost in the vicinity of \$100,000. (Changing channels also requires new antennas cut to the correct frequency, it was noted.)

Broadcasters' evidence that some of the moved channels could not be re-assigned elsewhere above channel 20 led the discussion back to engineering considerations for land mobile.

While emphasis was placed on efficiency engineering for nonbroadcast uses, broadcasting engineering also came in for attack. Kenneth Norton, a Department of Commerce spectrum specialist with the department's Boulder, Colo., radio propagation laboratory, urged short spacing between TV stations (to provide a "more efficient" interference-limited, rather than noise-limited, distribution of TV signals) and offset carriers (for providing space for sharing between adjacent channels).

These ideas had long ago been considered and discarded by decision-makers, Mr. Lindow countered, leaving Mr. Norton in the position of a minority of one.

Another dimension of broadcast efficiency was probed by John J. Williams, minority counsel for the subcommittee. Noting that in Washington one UHF channel in the lower seven was dark until 5 p.m. while another featured syndicated rerun material during land-mobile peak hours, Mr. Williams suggested that such use of spectrum space represented a less-than-efficient use of a scarce resource. The exchange came during a general panel discussion on Mr. Lindow's prepared remarks and Mr. Lindow had no shortage of allies in parrying the thrust. Mr. Wasilewski abruptly asked Mr. Williams what government agency was going to define and



AMST's
Lester W. Lindow

prescribe "efficient programing." Aid from a different quarter appeared when Mr. Norton said he supported broadcasters completely on this point. Programming choices are made, he said, in competitive situations and there should be no censorship other than that exercised in the market by those who watch. In fact, he said, the market might be a solution to spectrum shortages, too, if frequencies were opened up to competitive bidding.

Technical Voice ■ Broadcasters' positions on most of the technical arguments raised during the hearing were summarized by Howard Head, Washington consulting engineer representing AMST, who from the audience soon gained an unofficial position as an auxiliary panelist. He also gave the subcommittee capsule explanation of UHF "taboos" (that complicate assignment of neighboring frequencies) and an FCC report on monitored land-mobile usage in the New York area (that showed some services saturated but others used lightly if at all).

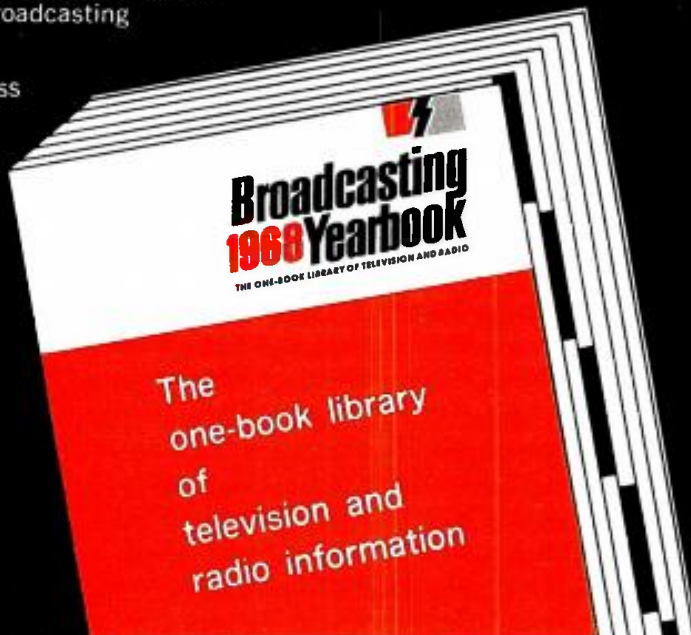
His resume of the FCC report attracted the critical fire of the land-mobile forces. Mr. Weisz suggested that the subcommittee should turn to a land-mobile engineer for information on land-mobile reports, as he said, land-mobile advocates ask broadcast engineers on broadcasting matters. And Mr. Head's UHF-taboo comments brought forth a burst of discussion on their continued necessity that led to general agreement on another area for study—

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| 11. NAB Television Code | 26. Group TV Ownership | | 49. Consulting Engineers |
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TV-receiver design.

The presence of millions of TV receivers, built and installed to specific standards and purchased by constituents of congressmen also put a damper on some of Mr. Norton's suggestions for eliminating the taboos or re-engineering the system to narrower bandwidths.

And Mr. Dingell's regard for the welfare of constituents warmed broadcasters' hearts when he publicly reaffirmed his support for a system of free broadcasting and vowed to fight any move to take television broadcasting off the air and put it onto cable.

But the taboos came under fire from another land-mobile advocate later in the hearing. Mr. Weisz told the subcommittee of studies under way to change the prohibitions so as to permit more station assignments within the present UHF bands. If the same number of outlets now allocated could be slotted into fewer channels, the implication was that space could be opened for other services.

Special Target ■ The FCC at another point in the discussion got a sample of Mr. Dingell's heat. Sparked by a suggestion that another study was earmarked for FCC consideration, the congressman, who is also an activist member of the Commerce Committee, lashed out that the FCC must file all the studies unread because nothing ever happens. It all sums up "the outrage I feel at the FCC," he said. "I think they're not doing their job. I've seen them lying down comfortably beside problem after problem."

He also added that, except for his despair for the FCC acting in the public interest, he would like to give the commission all the money it would need to do the job the law charges it with. He noted that he had just entered a bill to facilitate FCC funding problems (it would free the commission from Budget Bureau restraints and provide for direct funding by the congressional appropriations committees [BROADCASTING, Feb. 19]).

The discussion of money needed for

spectrum engineering brought forth one estimate of \$50 million annually, which was noted to be more than twice the FCC's current budget for all activities.

The commission will get its turn at bat at a later but still unspecified date. Mr. Dingell indicated before last week's hearing that the record developed by the panelists will be provided to the FCC and commission members will be then given a chance to discuss the issues raised. Discussion is as far as the Dingell subcommittee can take the land-mobile matter; it has no authority to report legislation.

But the hearing could ultimately have legislative repercussions if Mr. Dingell proves to be influenced one way or the other by the argument as it develops. For he and some close colleagues also wield considerable influence on the Commerce Committee, which directly oversees the FCC and rules on legislation affecting broadcasting.

No slow down in spectrum fight

NAB officials meet with Comsat, LBJ's task force, but position remains firm

After a meeting with members of the President's telecommunications task force last week, executives of the National Association of Broadcasters showed no tendency to diminish attempts to ward off wholesale changes in spectrum allocation or management.

Five top representatives from the task force, including its chairman, Under Secretary of State for Political Affairs Eugene V. Rostow, met with eight NAB staff members and 11 broadcasters representing the association's executive and Future of Television committees on

Wednesday (Feb. 21).

On Tuesday (Feb. 20) the NAB representatives met with James McCormack, chairman of Comsat, and three of his top people for a review of Comsat's experimental satellite plan.

The meetings, planned almost a month earlier (CLOSED CIRCUIT, Feb. 5), came as broadcasters, their allies and enemies paraded to Capitol Hill to participate in two days of panel discussions before the House Small Business Subcommittee, which is seeking a prompt solution to the shortage of land-mobile frequencies (see page 53).

No Prejudging ■ The task force representatives repeatedly told the broadcasters that they had no preconceived notions about what to do with the spectrum or who should control frequency allocation. Reportedly, they attempted to allay fears that task force staff members were opting for moving TV from an on-air to a wire service and said they were studying broad areas in which there was a variety of opinions.

However, the government representatives intimated that their view might change with further research and that several studies are planned but are not as yet implemented.

NAB officials refused to comment, but it was learned that the task force has commissioned Complan, a Washington research firm, primarily made up of former AT&T personnel, to study and come up with answers to the broad questions of what consumer services are likely to be in the 1980's, including the possibilities of switching of television and other "ether" services to wire. Implicit in the study is how more program services can be provided.

The task force spokesmen also said they were not committed to any course of action in the over-all consideration of a new regulatory structure for spectrum usage. Some reports have indicated a movement afoot to move spectrum management from the FCC to the executive branch.

Partial Report ■ Although the task force is under a presidential directive to report its findings by mid-August, the feeling after last week's session was that the deadline seemed improbable for a complete report. However, a partial, or at the least, a preliminary report probably would be made by the deadline.

One broadcaster at the meetings found the sessions "frank" with the task force "trying to play soft music for us, trying to quiet any fears we might have" as to what they have in mind.

However, he added, he has even stronger feelings now that there's "trouble in the air" for broadcasting and that the industry should be "concerned and watchful."

Originally scheduled by the Future of Television Committee as part of its



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25% have color TV

The number of color-equipped TV households in the U. S. climbed to 14,130,000 as of Jan. 1, according to NBC's latest estimate announced by Hugh M. Beville Jr., NBC vice president for planning.

This represents a gain of 4,950,000 color TV homes in 1967, the largest annual increase to date and a gain of 54% over the Jan. 1, 1967 figure of 9,180,000. Mr. Beville said that 25.1% of U. S. TV households owned color sets on Jan. 1.

policy of outside briefings on the future of the medium, last week's sessions and the broadcaster's opinions of them had direct relationship to the spade work being initiated by the industry's own Spectrum Study Committee. That group, made up of the NAB, Association of Maximum Service Telecasters, All-Channel Television Society, National Association of Educational Broadcasters, Television Bureau of Advertising and Television Information Office, is developing areas of study to support broadcasting's claim to its present share of the spectrum.

The committee was formed in January (BROADCASTING, Jan. 15) and held its second meeting on Feb. 16 (BROADCASTING, Feb. 19). Research experts from the SSC members are expected to meet soon to develop detailed areas for further study and to find out just how much the necessary research will cost.

Line-up ■ Attending last week's meetings from the task force, in addition to Mr. Rostow, were: Leonard Marks, task force member and director of the U. S. Information Agency; Alan Novak, staff director; Richard Posner, general counsel, and Oscar Gray, special counsel.

Besides Mr. McCormack, other Comsat executives were: Bruce Matthews, vice president; Dan Karasik, marketing representative for television, and Robert Button, director of policy planning.

Broadcasters at the sessions included: John F. Dille Jr., Communicana Group of Indiana; C. Howard Lane, KOIN-TV Portland, Ore.; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Dwight W. Martin, WDSU-TV New Orleans; John T. Murphy, Avco Broadcasting Corp., Cincinnati; G. Richard Shafto, Cosmos Broadcasting Corp., Columbia, S. C.; William Grove, KFBC-TV Cheyenne, Wyo.; Grover C. Cobb, KVBG Great Bend, Kan.; Richard R. Dudley, WSAU Wausau, Wis.; Robert

W. Ferguson, WTRF-TV Wheeling, W. Va.; Daniel W. Kops, WAVZ New Haven, Conn., and Donald H. McGannon, Westinghouse Broadcasting Co., New York.

NAB staff members were: Vincent Wasilewski, president; Douglas Anello, general counsel; George W. Bartlett, vice president for engineering; William Carlisle, vice president for television; Paul B. Comstock, vice president for government affairs; James H. Hulbert, vice president and assistant to the president; Howard Mandel, vice president for research, and Harold Niven, vice president for planning and development.

Color sales up 11% in 1967, says EIA

Color television set sales by distributors to retailers moved up 11.1% in 1967, although the sales of black and white TV receivers slumped 21%. Overall, TV set sales dropped 8.5%, the Electronics Industries Association reported last week.

Major jump in color sales occurred in table and portable models, zooming a heavy 89.1%. Color consoles and

radio-TV color combinations slumped 5.6% and 10.2% respectively.

Radio sales for the year were soft; down 7.4% overall, 8.9% for home radios, and 5.2% for auto radios. Actually, the only plus in any category of radio sales was for FM; sales were up by 9% in the home radio field and by a hefty 35.5% in the automotive field. Biggest jump in the home radio FM field was in the portable category, up 27.5%.

Set sales for the year ended Dec. 31, 1967:

	TELEVISION	
	Color	Monochrome
1967	5,224,499	5,434,702
1966	4,702,463	6,949,744
	RADIO	
	Home	Auto
	(with FM)	
1967	12,393,051	8,900,208
	(4,035,939)	
1966	13,601,781	9,389,288
	(3,702,829)	

RCA introduces five-megawatt antenna

RCA's Commercial Electronics Systems Division, Camden, N. J., has developed a UHF antenna capable of radiating an omnidirectional TV signal

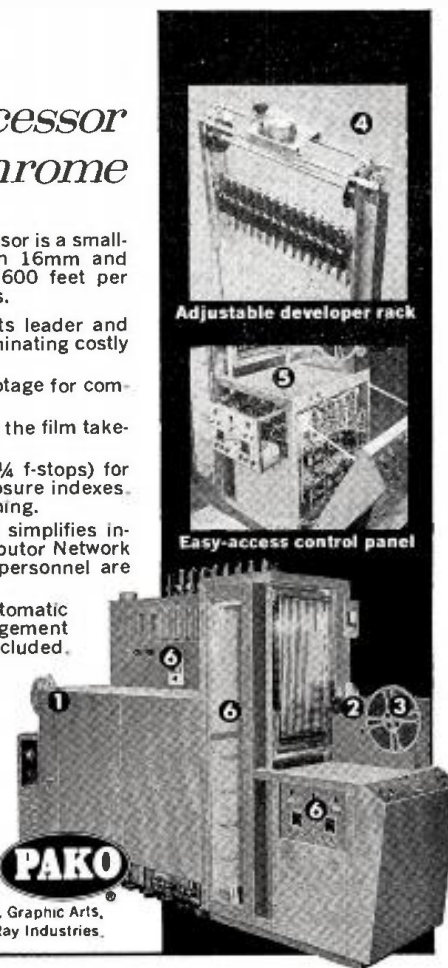
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Film labs recover from strain of switching to color

The film-processing laboratories in Hollywood and New York all have experienced and have all but adapted to a profound change in their business—the shift from black-and-white production and printing to color. The jump from an over-all three-network average of some 30% in color in prime-time television during the 1964-65 season to 80% in the fall of 1965 found few film laboratories fully prepared to meet the challenge. A major consequence was a serious squeeze on laboratory facilities and personnel. There just wasn't enough machinery and personnel to handle the color load on normal schedules. Labs servicing television were forced into overtime and weekend hours to try to keep up with the deadlines.

But now with virtually all prime-time color programming on the three networks and most syndication offerings also in color, the film labs seem to be on the top of the situation and prospering because of the color breakthrough. "Color has been a boon," assures Neal Keehn, vice president of sales, De Luxe Laboratories, Hollywood. "Sure our profit margin the first year was cut into by all the confusion and overtime," he explains. "But with color we're dealing in a higher priced area. It should make for greater profit margins."

High Profits ■ De Luxe Labs, with a major plant in New York as well as Hollywood, is a division of 20th Century-Fox. General Film Laboratories, with a separate plant in Hollywood, is a division of De Luxe.

While 20th Century-Fox does not reveal details on its income sources, industry observers believe that the DeLuxe-General Film operation provided the company with a profit of some \$5 million for the nine-month period ended Sept. 30, 1967.

Yet to reap the golden harvest that color promises, DeLuxe-General Film and other film laboratories had to make sizeable investments in manpower and equipment. Almost all of the labs have added to their facilities and taken pains to retrain personnel because processing color is different from processing black-and-white film, requiring different machines, different ways of treating and handling. It's estimated that the capability of film labs around the country has maybe doubled since the color breakthrough of the 1965-66 season.

Men and Money ■ DeLuxe-General Film has kept step with the color stampede by investing between \$2 million and \$3 million in new equipment within the last two years. The processor also increased its total manpower by some 50%. The company now has some 750 employees in its bigger New York plant and another 750 people divided between its two facilities in Hollywood (revenues are roughly equal between the two coasts, but New York, because it's concerned more with release printing as opposed to the West Coast's emphasis on production or front-end work, generates substantially more footage).

Among the new equipment De-

Luxe General Film has crowded into its facilities is a reportedly "very successful" turbine drive negative dryer developed by a company employe, Everett Hanson. It's a high-speed machine that is said to "be easy" on the film going through, with rarely a strain or break developing.

More Contracts ■ Some 85% of the total volume of business being handled by DeLuxe-General Film is color work. This is believed to be indicative of the current industry-wide situation. "In all the contract talks we've been having over recent months, it's always color we've been talking about," reports Neal Keehn.

In hopes of staying ahead of color processing demands, DeLuxe-General Film still is expanding its facilities on both coasts. Its Chicago operation, a black-and-white facility that was shut down when color came in strong, will be reopened in the near future as a fully equipped 16mm and 35mm professional laboratory.

The company, which has a basic processing contract with ABC-TV, and on the West Coast does two-thirds of its work in television programs and commercials, is confident that the network surge into color film still has a lot more dividends to pay. "On the basis of a market survey we recently completed," says Neal Keehn, "we're quite sure of color film continuing to grow even though some other media may be cutting in here and there."

of five megawatts, the maximum power allowed by the FCC.

The five-sided unit emits a signal of five megawatts, effective radiated power, when used with 110-kw transmitter,

RCA's most powerful UHF unit. Dubbed the "Polygon," the antenna is constructed with panels welded together at the edges to give a pentagonal cross-section and make the unit self support-

ing. A fibreglass dome covers the antenna assembly to protect against weather effects, reduce headwind and provide a cylindrical appearance.

The antenna has a gain of 60, ranges from 120 to 190 feet in length, and costs from \$150,000 to \$200,000, depending on transmitting frequency.

RCA said the Polygon's pentagonal shape results in horizontal pattern circularity better than plus or minus 1.5 db for any UHF channel. In the vertical plane, the antenna radiates a strong signal below the main beam to cover areas close to the transmitting site.

It can also be supplied as a directional antenna.

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ABC Inc. plans \$75-million debentures

REVENUE ROSE IN 1967, BUT EARNINGS FELL \$1.31 A SHARE

ABC Inc. last week announced a \$75-million refinancing plan, a drop in last year's earnings and the resignation of a top TV executive.

Company officials said ABC would make a public offering of \$75 million in convertible subordinated debentures, due March 1, 1993. Proceeds from the sale will repay bank loans and a loan made early in 1966 by the International Telephone & Telegraph Corp., ABC's erstwhile partner in a merger that fell through earlier this year (BROADCASTING, Jan. 8).

The loans total about \$53 million, according to ABC officials. The remainder of the \$75-million debenture issue will be added to the corporation's working capital.

ABC officials say the corporation owes four banks \$27.9 million and owes \$25 million to ITT. ABC also owes some \$66 million to the Metropolitan Life Insurance Co., according to data on file with the FCC in January. Repayment of that debt would not be affected by the refinancing plan.

According to ABC, the offering will

be made by a group of investment-banking firms managed by Lehman Brothers, New York, sometime next month. Coupon, price, and conversion price will be set then.

Merger Preliminary — ABC officials indicated that successful issuance of the debentures is a preliminary to any merger or acquisition. Since the failure of the ABC-ITT deal, ABC officials have entered into discussions with other companies, among them Monogram Industries Inc., Los Angeles producer of sanitation systems and electrical materials.

Last week, however, Monogram said the talks were off. An ABC spokesman acknowledged, for the first time, that talks had been held, but ABC would issue no formal statement. Sources indicated that discussions between the two corporations had not concerned a merger, but rather with acquisition of Monogram by ABC.

Simultaneous with announcement of the refinancing plan, ABC Inc. President Leonard Goldenson reported financial results for 1967: Operating

earnings, he said, were \$11,759,000 or \$2.50 a share, compared with \$17,860,000 or \$3.81 a share in 1966. Earnings, in 1967, including capital and nonrecurring gains, were \$13,529,000 or \$2.88 a share, compared with \$18,066,000 or \$3.85 a share for 1966.

Revenue in 1967 was \$574,952,000 compared with \$539,972,000 in 1966. ABC's Broadcast Division, which includes the TV and radio networks and the owned stations, in 1967 rose to \$431,325,000 from \$413,684,000 in 1966.

Theater revenues increased in 1967 to \$84,877,000 from \$82,390,000 in 1966. Revenue from merchandise sales and other ABC activities rose to \$58,750,000 from \$43,898,000.

Higher Color, News Costs — Mr. Goldenson explained that ABC's lower earnings were in no small way attributable to the "prevailing uncertainty in the advertising community." ABC, he said, also experienced rising costs attributable to the TV network's colorization, news coverage of June's Middle-East crisis, the effects of two labor disputes and a

SEC's January report of transactions

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

Corinthian Broadcasting Co.—C. Wrede Petersmeyer sold 4,100 shares, leaving 123,400. He beneficially holds 600 for his children.

Cowles Communications Corp.—Robert Tincher bought 100 shares, giving total of 2,000. [Mr. Tincher died Feb. 7 (BROADCASTING, Feb. 12)]

Cox Broadcasting Corp.—Carl J. Reith bought 1,000, giving total of 2,050.

Doyle, Dane, Bernbach—William Bernbach sold 138 class-A shares, leaving 93,927, sold 187 class-A shares held beneficially with wife, leaving 142,046. Ted H. Factor, holding 22,222 in own name, sold 400 class-A shares held with wife, leaving 3,000 class-A shares in trust. Eben W. Keyes II bought 100 class-A shares, giving total of 1,200. Nat Kornfeld exercised option to buy 200 class-A shares, giving total of 200. Albert Lieberman acquired 500 class-A shares, giving total of 1,600; Mrs. Lieberman holds 100. Jerome Wertans acquired 400 class-A shares, giving total of 1,200. Maxwell Dane sold 257 class-A shares and acquired 47,769 shares, giving total of 119,423. Mrs. Dane acquired 160 class-A shares, giving total of

320. John F. Dillon acquired 650 class-A shares, giving total of 320. Lester Feldman acquired 563 class-A shares, giving total of 1,482. Robert H. Levenson acquired 938 class-A shares, giving total of 6,437. Leon Meadow acquired 375 class-A shares, giving total of 3,125; Mrs. Meadow is custodian of 200. A. J. Petcavage acquired 1,231 class-A shares, giving total of 3,860. David Reider acquired 1,537 class-A shares, giving total of 4,767. Ronald M. Rosenfeld acquired 1,250 class-A shares, giving total of 7,250. Ben Spiegel holds 100 class-A shares and is custodian for 100 class-A shares. Don M. Trevor acquired 365 class-A shares, giving total of 2,683. Maxwell Dane sold 480 class-B shares, leaving 333. Mrs. Dane sold 2 class-B shares, leaving none. Maxwell Dane Foundation holds 43 class-B shares. John F. Dillon sold 7 class-B shares, leaving 7. Lester Feldman sold 6 class-B shares, leaving 6. Robert H. Levenson sold 10 class-B shares, leaving 10. Leon Meadow sold 4 class-B shares, leaving 4. A. J. Petcavage sold 13 class-B shares, leaving 13. David Reider sold 15 class-B shares, leaving 15. Ronald M. Rosenfeld sold 13 class-B shares, leaving 13. Ben Spiegel sold 6 class-B shares, leaving 6. Don M. Trevor sold 4 class-B shares, leaving 4. Albert Lieberman sold 5 class-B shares, leaving 5.

Grant Advertising International—Robert J. Runtz bought 100 shares, giving total of 300.

H. & B American Corp.—RKO General Inc. sold \$1,167,935 worth of 6% convertible debentures, leaving \$140,000.

Lin Broadcasting Corp.—Thomas I. Unterberg, holding 6,333 shares personally, and 100 with daughter, bought 4,213 and sold 3,900 on partnership trading account,

leaving total of 313. Peter J. Solomon acquired \$35,000 worth of 5.5% convertible subordinated debentures, giving total of \$35,000. Thomas I. Unterberg, on partnership trading account, acquired \$42,000 worth of convertible subordinated debentures and sold \$30,000 worth, giving total of \$12,000.

Metromedia Inc.—Mark Evans Austad acquired 2,650 shares, totaling 14,100. John P. Crisconi sold 700 shares, leaving 5,500. With Robert A. Dreyer personally holding 9,000 shares, Mrs. Dreyer as custodian acquired 180 shares, giving total of 180. Mark Evans Austad sold \$2,000 worth of 6% convertible debentures, leaving none.

A. C. Neilsen Co.—Robert L. Freeman sold 300 class-A shares, leaving 980. J. P. Napier sold 1,000 shares of class-B common, leaving none.

Ogilvy & Mather International Inc.—Stanhope Shelton sold 500 shares, leaving 12,370.

Reeves Broadcasting—J. D. Hastie sold 1,500 shares, leaving 30,850.

Storer Broadcasting Co.—Reginald B. Martin exercised option to buy 6,000 shares and bought 200 shares on open market, giving total of 6,200. Mr. Martin also sold 200 class-B common shares, leaving none.

Teleprompter Corp.—John D. Couturie, through private purchase, bought 4,000 shares, giving total of 4,000. Hughes Aircraft Co., in private sale, sold 30,000 shares, leaving 168,000.

Walt Disney Productions—Oliver B. Johnston sold 800 shares, leaving 1,334.

Wometco Enterprises—Ralph A. Renick, through stock purchase plan, bought 102 class-A common shares, giving total of 3,053.

"lack of flexibility in planning and operations because of the long delay of the proposed ITT merger.

"Cumulatively, these factors affected over-all broadcasting results. Earnings from nonbroadcast activities, theaters and phonograph record operations, were ahead of the prior year," he said.

Mr. Goldenson added that while the second quarter of 1968 looks better than the comparable period last year, "earnings for the first quarter of 1968 will be substantially lower than for the like period of 1967," a development he attributed to the continuing cost-earnings squeeze experienced in 1967, plus the start-up costs of ABC's four-network radio service.

Mr. Goldenson said the outlook for 1968 was considerably improved because program changes have increased the TV network's audiences; there has been an "increased advertiser demand for ABC prime-time availabilities; and "certain economy measures have been undertaken in all operating areas, particularly with respect to network programming and news and public affairs."

New Chain of Command ■ One economy measure just implemented brought a realignment of the chain of command at ABC-TV, resulting from the resignation of Edward Bleier as vice president in charge of public relations and planning. Under Mr. Bleier, ABC-TV's marketing, advertising and publicity departments were integrated in public relations. Each department now reports directly to Elton Rule, ABC-TV president.

ABC-TV's advertising and promotion is headed by Donald Foley and press relations by Ellis Moore. Both are vice presidents. Richard Swart Jr., who was director of marketing and sales under Mr. Bleier, has resigned to take a similar job with *Life* magazine. Jerome Zucker remains as director of sales development.

Mr. Bleier, a veteran of 14 years at ABC and a vice president since 1960, said he will start an "independent enterprise to combine television program production with marketing and promotional extensions in other media."

Despite recent across-the-board economy measures, ABC News announced last week that it has retained Audits & Surveys Inc., marketing research organization, to conduct all political polls during the year. Audits & Surveys will provide ABC News with information and statistics beginning with the New Hampshire presidential primary on March 12.

SEC Filing ■ In a registration statement, filed with the Securities and Exchange Commission in Washington last Wednesday (Feb. 21), ABC proposed to issue the debentures in multiples of \$1,000. The notes are to be due March

1, 1993. The registration carried no interest or conversion price. These are to be filed later.

ABC plans to begin retiring \$3 million annually beginning March 1, 1979; beginning March 1, 1973, it may also, it said, begin to retire an additional \$3 million annually. The debentures would be redeemable at the option of the company on 30 to 60 days notice.

ABC said it had long-term debt of \$63,750,000 in 4.55% notes running to 1985; and \$6,024,697 in 4.5% to 6.5% mortgages and other loans payable through 1981.

In its consolidated financial statement as of Dec. 30, 1967, ABC showed total assets of \$365,210,000, of which \$199,223,000 were current assets; total current liabilities of \$116,173,000 and long-term liabilities of \$97,207,000. The company had \$78,494,000 in retained earnings at the end of 1967.

In addition to its radio and television station holdings, ABC has agreed to buy KXYZ-AM-FM Houston for ABC stock plus assumption of liabilities, for a total consideration of about \$3 million (BROADCASTING, Feb. 5).

ABC also has minority interests in TV in Australia, Canada, Lebanon, Japan, the Netherlands, Okinawa and the Philippines. It also owns 400 movie theaters, is a record manufacturer, is engaged in motion-picture production, owns tourist attractions at Silver Springs and Weeki Wachee, both Florida, and is building Marineworld at Redwood City, Calif., due to open later this year. ABC also owns the *Prairie Farmer*, *Wallace's Farmer* and the *Wisconsin Agriculturist*.

For 12 months ended Dec. 31, 1967:

	1967	1966
Earned per share	\$2.50	\$3.81
Revenue	574,952,000	539,972,000
Operating earnings	11,759,000	17,860,000

Westinghouse Electric had gains in 1967

Westinghouse Broadcasting Co. had record revenue and profits in 1967, while Westinghouse Electric Corp., its parent company, in its annual report to stockholders reported an increase in sales, net income and earnings per share.

WBC coproduced 11 feature films in 1967 for local television distribution and has scheduled 13 for production this year. The broadcasting group also acquired CATV systems in Florida and New York, bringing the number of its CATV franchise interests to seven.

For the year ended Dec. 31: (Westinghouse Electric Corp.):

	1967	1966
Earned per share	\$3.21	\$3.16
Sales	2,900,698,000	2,389,909,000
Net income after taxes	122,490,000	119,657,000
Average shares outstanding	37,731,000	37,382,000

Tax court gets IRS, Corinthian briefs

Network affiliation contracts are more uncertain today than ever before because of the growth of UHF and CATV, the potentials of pay television and direct broadcasting to the home from satellites and the development of home recording devices, Corinthian Broadcasting Corp. told the U. S. Tax Court last week.

Corinthian is fighting to overturn a ruling by the Internal Revenue Service disallowing amortization of KHOU-TV Houston's CBS affiliation. The disputed taxes for 1957-59 total \$316,078.36. Corinthian bought the then KGUL-TV Galveston from Paul Taft and associates in 1956 for \$4.8 million. It allocated \$2.7 million of the purchase price to the CBS affiliation, and was amortizing this sum over a 14-year period. The case was argued before tax court Judge John W. Kern last fall (BROADCASTING, Nov. 6, 1967).

In its brief last week, Corinthian stressed that the best estimate is that an affiliation contract, limited to two-years by FCC rules, can be considered to have a life of six renewals (14 years). And, it added, TV affiliations "are no more immune to change than the structure of the television broadcasting economy. . . ."

Because of technological, economic and political influences, Corinthian said, "there can be no reasonable certainty that any affiliation contract . . . would be renewed for more than six successive terms."

Because of the growth of UHF and CATV, and the portents of pay TV and direct-satellite broadcasting, Corinthian said, there is "no reasonable certainty that petitioner's [Corinthian's] affiliation contract would be renewed for more than six future terms and that there [is] at least one chance in three that it would not be so renewed."

Not So ■ Contradicting this approach, IRS maintained, as it has in other affiliation amortization cases, that an affiliation contract is automatically renewed for an unlimited number of successive two-year terms, and therefore has no determinable life.

An affiliation contract, IRS contended, is more like goodwill; it's not property, and, since it's not a "wasting" asset, it is not subject to an allowance for depreciation.

In fact, IRS said, an affiliation contract can fluctuate in value; it does not gradually diminish as an ordinary asset does. The CBS affiliation for KHOU-TV has increased in value since Corinthian acquired the station, it noted.

IRS added that there is no evidence

to show that any network ever disaffiliated from a VHF station in favor of a UHF station. The fears of industry "turbulence" from CATV, it continued, "is more imagined than real." IRS said, the FCC is determined to keep cable TV as a supplement to over-the-air broadcasting. As for direct-satellite broadcasting and home recording, these were not a threat for the years at issue, it noted. IRS also attacked Corinthian's argument that affiliations should be treated like leaseholds.

This is Corinthian's second try in the tax court to win approval of network-affiliation amortization. In 1966, it won a tax court ruling in favor of straightline, 20-year amortization for the CBS affiliations of WISH-AM-TV Indianapolis and WANE-TV Fort Wayne, Ind. It bought those stations in 1956 from C. Bruce McConnell and others for \$11 million. A federal appeals court, however, reversed the tax court, and the U.S. Supreme Court refused to review.

The next move in the current case is Judge Kern's decision, expected in a month or two.

Comsat goes into black for first time

Communications Satellite Corp. (Comsat), Washington, reported a profit for the final three months of 1967—the first profit since the corporation was founded in 1962.

Earnings for the fourth quarter totaled \$1,740,000 or \$0.17 per share. Comsat reported a 1967 net income of \$4,638,000 or \$0.46 per share and a net operation loss of \$642,000, which was offset by other income totaling \$5,280,000.

Operating revenues increased in 1967 to \$18,464,096 from \$4,273,000 for 1966. Comsat leased 717 full-time half-circuits during 1967, compared with 73 in 1966, when Early Bird was the only full-time operational satellite. It now has four operating satellites—two over the Pacific and two over the Atlantic.

Comparative earnings figures were not available for 1966.

National General rises

National General Corp., Los Angeles, with theater exhibition and TV and motion picture interests, reports operating income in the first quarter of the current year that ended Dec. 26, 1967, amounted to \$561,775, or 15 cents a share as compared to \$425,776, or 11 cents a share for a comparable period last fiscal year. Revenues increased 7.4% to \$21.2 million. Figures include operations of the Banner Productions subsidiary, producer of *Tarzan*.

Chris-Craft's year shows slight rise

Chris-Craft Industries Inc., Oakland, Calif., a diversified company and a television group broadcaster, reported a new high in sales but only a slight increase in earnings.

For 12 months ended Dec. 31, 1967:

	1967	1966
Earned per share	\$1.75	\$1.73
Net sales	76,973,829	72,255,907
Net earnings	2,966,881	2,877,773
Average number of shares outstanding	1,695,137	1,661,389

New publications cause Cowles's loss

Cowles Communications Inc., a broadcast and publishing group, reported a loss during 1967 on record high revenues.

The major part of the loss, according to President Marvin C. Whatmore, was due to the "heavy costs of launching and establishing new publications," *Suffolk* (N. Y.) *Sun*, *Education News*, and the British magazine *Living*.

Cowles publishes *Look*, *Family Circle*, and *Venture* as well as special-interest magazines, four daily newspapers, books and educational materials. It owns three television and two radio stations. For the year ended Dec. 31:

	1967	1966(*)
Earned per share (loss)	(\$1.00)	\$1.12
Revenues	150,909,000	146,727,000
Net income (loss)	(3,434,000)	3,786,000

*Restated to include operating results of two foreign publications not previously included, and change in accounting for *The Suffolk Sun*.

Ameco shows less red ink in latest report

Ameco Inc., Phoenix, CATV equipment manufacturer reported lower net sales for the fiscal six-month period ended Dec. 31, 1967, although it showed red ink in the profit column, its losses were less than half those of the same period in 1966.

For first half, ended Dec. 31:

	1967	1966
Earned (lost) per share	(\$0.09)	(\$0.24)
Net sales	3,455,810	3,754,969
Net income (loss)	(104,768)	(282,697)
Common shares outstanding	1,200,000	1,200,000

Corinthian earnings up despite lower sales

Corinthian Broadcasting last week reported lower sales but, because of reduced operating costs, slightly higher earnings during the third fiscal quarter and the nine months ended Jan. 31.

Per-share earnings declined, however, because of a greater number of shares outstanding.

C. Wrede Petersmeyer, chairman and president, said local sales for the company's five TV stations were up 19%, national sales were down 8% and network revenues were level during the third quarter in comparison with the same quarter last year.

Revenues totaled \$4,698,086, net income, \$1,014,747 and income per share 30 cents for the third fiscal quarter. This compares with \$4,719,276, \$1,013,572 and 32 cents a share for the same period last year.

For nine months ended Jan. 31:

	1968	1967
Earned per share	\$0.84	\$0.88
Revenues	13,668,349	13,725,078
Net income	2,830,768	2,797,069

Plough sets records across the board

Plough Inc., Memphis-based drug, cosmetics and household company and group broadcaster reported 1967 sales, net income and earnings per share to be the highest in the company's 60-year history.

Net sales rose 11%, net income 18%, and earnings per share 20% over 1966.

The 1967 estimated sales and earnings and the 1966 figures were reported on a pooling-of-interests basis to reflect the result of Maybelline Co., producer of eye cosmetics, which Plough acquired in December 1967.

For year ended Dec. 31:

	1967	1966
Earned per share	\$3.84	\$3.03
Net sales	107,000,000	96,717,718
Net income	13,500,000	11,398,158
Shares outstanding	3,377,786	3,360,144

Avco to acquire Carte Blanche

Avco Corp., a diversified company with interests in manufacturing, insurance, finance, research and broadcasting last week announced it was negotiating for the acquisition of all class-A voting stock of the Carte Blanche Corp., a national credit-card operation, from the First National City Bank, New York.

In 1966, Carte Blanche earned \$1.9 million on revenue of \$123,494,000, and had 2,988,000 shares outstanding in each class-A voting and class-B non-voting categories.

Avco also reported consolidated earnings for the fiscal year ended Nov. 30, 1967, before an extraordinary capital gain of \$54,171,000 or \$3.71 per share, compared with \$52,600,000 or \$3.30 per share in the previous fiscal year.

Major mergers in offing in Britain

Britain's television industry is still reverberating from two major merger developments—Thorn Electrical's \$372-million bid for Radio Rentals and the proposed merger between Electric & Musical Industries and Associated British Pictures Corp.

EMI, which has agreed to buy 25% interest in ABPC from Warner Brothers-Seven Arts for a reported \$22.8 million, plans to bid for the remaining equity. But before it does, EMI wants to know how the Independent Television Authority will react. ABPC is the parent of London's ABC Television which, in turn, controls 51% of new program contractor Thames Television (the other 49% is held by Rediffusion). ITA reserves the right to alter the Thames contract if control of ABPC changes hands. As a consequence EMI may suggest floating ABC Television as an independent subsidiary—an idea it has under consider-

Good finish to '67

Britain's independent television companies netted \$63 million in advertising revenue during the last three months of 1967, a rise of more than \$2.4 million over the corresponding 1966 quarter. The total is after deduction of agency commissions and discounts, but before payment of the excise duty, applied at varying rates up to 45%. Much of the increase is due to the independents offering extremely high discount rates to advertisers in the pre-Christmas period. During December, for example, one company offered as much as 75%.

ation as a means to securing ABPC board and ITA approval.

Radio Rentals merger into Thorn Electrical will result in a TV corporation with an annual cash flow of about \$60 million. Together Thorn

and RR will dominate the TV-rental market, servicing an estimated 2.5 million of the industry's 7.5 million customers. The merged companies will control one-third of all TV-set and one-half of color-tube production.

Central to the merger is the virtually untapped potential for color TV. The companies are convinced of fast expansion of the color market, estimating a demand for 150,000 sets this year with increases to 600,000 sets in the early 1970's. The industry expects that 75% of British color-TV sets will be rented.

Filmex expands its Mexican production

Filmex Inc. is stepping up its film production activities in Mexico by scheduling more feature films, TV series and commercials there, according to Robert I. Bergmann, president.

Through the company's Filmex International, a producing organization

FANFARE

Freedom honors to radio, TV

ABC-TV, KDKA receive top recognition from Freedom Foundation

Radio and television, including networks and stations, broadcast advertisers and producers, received substantial recognition in the 19th annual awards competition of the Freedoms Foundation of Valley Forge, announced Thursday (Feb. 22).

The principal radio award, an encased George Washington Honor Medal, went to KDKA Pittsburgh for its *America Family Album*; in television, the principal award was to ABC-TV for two programs ("The Declaration of Independence" and "The Constitution" in its *Discovery* series for children.)

Listed in the order given by the foundation were the following awards in TV:

George Washington Honor Medals: Avnet Inc. and Block Drug Co. for their *The America Image* program on NBC-TV; U.S. Chamber of Commerce for its *The Incredible Voyage of Mark O'Gulliver*; Christian

Television & Films, Portland, Ore., for *This is Our Country*; Chrysler Corp. for *The Bob Hope Christmas Special* on NBC-TV.

Also, Columbia Gas of Ohio Inc., Columbus, Ohio, for *Chet Long: Far East Report*; KLRN-TV San Antonio, Tex., "A Song Unfurled" episode in the *Sounds of Our Times* music series; KJZZ-TV Denver, *You Can See Four Years*; KYW-TV Philadelphia, *Viet Nam Review*; McDonald's Hamburger restaurant chain, *World Boy Scout Jamboree* on ABC-TV; Radio Free Europe, *Window to the West*; U.S. Military Academy, West Point, N.Y., and ABC-TV, "This is the Point"; Miles Laboratories-Singer Sewing Machine-Schick Safety Razor, *The Brave Rifles*.

Also WBNS-TV Columbus, Ohio, "Service to God and Country" program in its *Aware* series; WEAR-TV and Project Alert, both Pensacola, Fla., *Our Constitution*; WFIL-TV and Philadelphia Public Schools, "The Thanksgiving Story" in the *Junior Americans* series; WFTV-TV Orlando, Fla., *Law Day—1967*; WJBL-TV Detroit, *The Blessings of Liberty*.

Also, WLWT-TV Cincinnati, *America: A Tapestry*; WMAL-TV Washington, *We Have Not Forgotten*; WMAQ-TV Chicago, *Lest We Forget*; WRC-TV Washington, Annapolis: *Citadel of Freedom*; WSPB-TV Toledo, Ohio, editorial on the flag; WWJ-TV Detroit, *Feature Story: Fourth of July*.

Television honor certificate awards went to KCAU-TV and the Security National Bank, both Sioux City, Iowa, *Profile—Law Day U.S.A.*; Federal Loan and Building Association and WCHS-TV, both Portland, Me., *By the People*; KNBC-TV Los Angeles, *Teen Beat*; WKYC-TV Cleveland, *The Young 'Uns*; WSB-TV Atlanta, *Tribute to the Astronauts*.

Awards in radio:

George Washington Honor Medals: *The Nelson Boswell Program*, Fort Lauderdale, Fla., several episodes from *The Challenge and Response* series; John R. Carraway, Chesapeake, Va., *I am an American*; KGO San Francisco, *Why Fly the Flag?*; KLVY Levelland, Tex., *Fourth of July*; KSL Salt Lake City, *Public Pulse*; KVI Seattle, *July Fourth* series; KXL Portland, Ore., *What is Patriotism?*; Liberty Records, Los Angeles, and Lundberg-Thompson & Associates, Grand Rapids, Mich., *An Open Letter to My Teenage Son*.

Also, MBS for *Freedom on the Move—The Sing-Out Revolution*; NBC Radio, *Uncom-*

mon Courage; Project Alert, Pensacola, Fla., *July 4th*; Radio and Television Commission of the Southern Baptist Convention, Fort Worth, *Independence Day Special*; Tri-ad Productions, Los Angeles, *Perspective America*; WARM Scranton, Pa., *Day of Infamy*; WDAZ Philadelphia, *Are These Americans?*; WFMW Madisonville, Ky., and Peabody Coal Co., St. Louis, *Salute to Liberty*; WISN Butler, Pa., *Boasting a Better America*; WLIV Livingston, Tenn., *The Spirit of '67* series.

Also, WMAL Washington, *Hill 488*; WNAW Norristown, Pa., *Memorial Day 1967*; WOKR York, Pa., *For God and Country*; Woroner Productions, Miami, Fla., *The Bill of Rights*; WPTT Pittsburgh, *Memorial Day 1967*; WXLW Indianapolis, editorial comment on freedom.

Radio honor certificate awards: KDBS Alexandria, La., *Law Day—USA*; Signal Broadcast Productions, Denver, *Armed Forces Day—1967*; WCAO Baltimore and Maryland State Society, *Daughters of the American Revolution, History of the Flag*; WCKB Dunn, N.C., *Where is America?*; WEEZ Boston, *Oh Say, Can't You See?*

Also, WFIL Philadelphia, Temple University and Philadelphia Public Schools, *Americana* series; WWSB Miami, Fla., *At the Suffrage of the People*; WCAQ Kingston, N.Y., *Interview with New Citizen*; WINA Charlottesville, Va., for editorial comment; WKRC Mobile, Ala., a July 4th show; WPMF Pascagoula, Miss., and Chamber of Commerce there, *Flag Day* program; WTVN Columbus, Ohio, *The First Fourth of July*, and WWCW Waterbury, Conn., *Let This Be Their Hour*.

RCA (Moorestown, N.J.) received an honor certificate award in advertising.

In the "Americana" category the following won George Washington Honor Medal Awards: Atlanta Federal Savings and WSB Atlanta, *Great American Awards*; WMC-TV Memphis with the *Memphis Daily News* and Memphis and Shelby County Bar Association, *Law Day USA—What's the Law?*; KLCB Los Angeles and the USO, special radio announcements for sale of flag display kits to help show support for forces in Vietnam, with proceeds to USO; KTAZ-TV Phoenix and Arizona Public Service Co., *The Indispensables*.

Also, WAVE-AM-TV Louisville, Lincoln and Speed: *An Intimate Friendship*; WBRG-TV Birmingham, Ala., *Operation: Message from Home*; WJAC Norfolk, Neb., Campaign urging support of a loyalty day parade; WLWB-TV Miami, "Salute to Freedom" campaign;

called Filmexico S.A. has been organized. Already in production, according to Mr. Bergmann, are four theatrical films, "Trip to Death"; "Requiem for an Assassin," starring Jose Ferrer and Dolores Del Rio; "Rezzado," starring Patrick O'Neal, and "Amor, Amor, Amor." The first three will be for English-Spanish release and the fourth for the Spanish market only. In preparation is "Shadow of a Bull" (for theatrical release) and two TV series, details on which will be disclosed at a later date.

Mr. Bergmann said that Filmex and several other companies have been asked by the Mexican government to produce TV commercials for Latin America as well as TV series. Overseeing the company's operation in Mexico is Frank Marerro, vice president in charge of Filmexico S.A.

Abroad in brief . . .

'Jeannie' in Central America ■ Whitehall International and Boyle-Midway divisions of American Home Products, through Dillon-Cousinc & Associates,

both New York, have contracted with ABC International for a combination buy of spots and cosponsorship of *I Dream of Jeannie*, Series II, on the Central American Television Network, to run between mid-January and mid-December. The nine products covered in the buy are Griffin Shoe Polish, Bronitin Tablets, Black Flag Insecticides, Easy-Off Oven Cleaner, Dristan decongestants, Wizard deodorizers, Sani-Flush, Freezone, and Sperti Preparation H.

Over the mark ■ International billing at Young & Rubicam has risen about 75% in the past five years to almost \$105 million in 1967, the agency has reported. The billing outside the U. S. was revealed following an international managers meeting recently held by Y&R in London.

High-powered religion ■ RCA is producing four 100-kw short-wave transmitters for the World Radio Missionary Fellowship Inc., operators of HCJB Quito, Ecuador. Now broadcasting on five frequencies simultaneously with 30

kw each, HCJB will about triple its program coverage with installation of the new transmitters. The acquisition is part of an expansion program including construction of a machine shop.

Benton & Bowles gets first Italian account

The new Italian subsidiary of Benton & Bowles announced its first account and the appointment of two managing directors last week.

The new account is S. C. Johnson & Son, Italiana (household products). The B&B group handles advertising for the Johnson organization in the U. S. and the United Kingdom as well.

The new managing directors of Benton & Bowles (Italia) are Dr. Francisco de Barberis, a partner in Studio Testa, Turin, and Crosby Nash, who will be moving to Italy from London, where he has been associate director of B&B Ltd.

WSAR Fall River, Mass., *The Knight Shield Award* essay program for high school students; WSB Atlanta, *Salute to America Parade*; WSVB-AM-TV Harrisonburg, Va., and local Elks Lodge, on-air support of Elks promotion of freedom week; WTAE-TV Pittsburgh and Pittsburgh National Bank, *Junior Hi Quiz* competition.

"Americana" honor certificate award went to WBAL-TV Baltimore, *Operation City Hall Action*; Government unit activities (James Madison Awards) certificate was awarded to KYTV (TV) Springfield, Mo., and the school system there for *Songs of Freedom '67* and several overseas detachments of the American Forces Radio-Television services also received recognition (George Washington Honor Medals) in the James Madison Awards category.

Art work pays off for radio too

KENT Prescott, Ariz. says it is proving again that a picture is worth a thousand words. In an effort to add color to its programming and advertising, KENT has developed its own radio art department that serves the community as well as the station.

The project involves creating posters, window displays and other art work for area businesses. It started last Halloween when KENT designed and silk-screened a large number of color figures of witches, jack-o-lanterns and pumpkins and distributed them at no cost for local window displays. KENT's art department has been at work since then and according to the station, the result has been an increase in advertiser response, listeners enthusiasm and community spirit.

Ohio State honors 39

NBC-TV, CBS-TV each

take three prizes;

ABC-TV wins two

Ohio State awards for "excellence in educational, informational, and public-affairs broadcasting" were presented to 22 television and 17 radio programs on Feb. 15. For network TV programs, the Institute for Education by Radio-Television, a part of Ohio State University, recognized NBC and CBS with three awards each and ABC with two.

A special award was presented to NBC-TV for *The Investigation*, "a stark, graphic illustration of one extreme on man's relationship to man." It was cited because "there is no question that television's intimacy makes this drama incredibly compelling, thought provoking and insightful."

In addition to the special award, NBC-TV was recognized for *Life on Other Planets* and *Project 20's* "End of the Trail," both for children and youth.

CBS News captured three awards for adult programming. In the fine arts and

humanities it was cited for *The Italians*; in public affairs and community problems, *Morley Safer's Viet Nam: A Personal Report*, and in the personal problems category, *Who, What, When, Where, Why: The Hippie Temptation*.

ABC-TV was recognized for two adult productions: *Robert Scott and the Race to the South Pole* in the natural and physical sciences division, and *General Eisenhower on the Military Churchill*, hosted by Alistair Cooke, in the social-sciences category.

Following is a complete list of the 39 awards:

Television
(Local formal instruction)
Category I—Fine arts and humanities (for children and youth): Pennsylvania State University Division of Broadcasting and Department of Art Education, and Pennsylvania Department of Public Instruction and AEBC, *Metal Forms Around Us*.

(Local informal instruction)
Category I—Fine arts and humanities (for children and youth): WHDH-TV Boston, *This Man Shakespeare*: (for adults) (two awards of equal merit): WBKB-TV and Schwartz-Wallace Productions, both Chicago, *The World of Andrew Wyeth*; WNBC-TV New York, *Sandlot Ballet*.

Category II—Natural and physical sciences (for adults) (two awards of equal merit): WCBS-TV New York, *The Doctor*; WABC-TV New York, *Sleep: The Fantastic Third of Your Life*.

Category III—Social sciences (for adults): WCBS-TV New York, *The Golden Mountain on Mott Street*.

Category IV—Public affairs and community problems (for adults) (two awards of equal merit): WRC-TV Washington, *The Other Washington*; WMAL-TV Washington, *The Sweet Smell of Freedom*.

Category V — Personal problems (for adults): WCBS-TV New York, *A Look the*

Other Way.

(Local informal instruction)

Category III—Social sciences (for adults): WOW-TV Omaha, *Fifteen Minutes from War*.

Category IV—Public affairs and community problems (for adults): WJZ-TV Baltimore, *Exit to Nowhere*.

(Network formal instruction)

Category III—Social sciences (for adults): WNDT-TV Newark, N. J.-New York (Educational Broadcasting Corp.) and New York State Educational Department, Albany, *Privacy and the Right to Know*.

Category IV—Public affairs and community problems (for children and youth): South Carolina ETV Center (under auspices of American Automobile Association), *Night Driving and Seeing*.

(Network informal instruction)

Category I—Fine arts and humanities (for adults): CBS News, *The Italians*.

Category II—Natural and physical sciences (for adults): ABC, *Robert Scott and the Race for the South Pole*; (for children and youth): NBC, *Life on Other Planets*.

Category III—Social sciences (for adults): ABC, *General Eisenhower on the Military Churchill*; (for children and youth): NBC, *Project 20, "End of the Trail"*.

Category IV—Public affairs and community problems (for adults): CBS News, *Morley Safer's Viet Nam: A Personal Report*.

Category V — Personal problems (for adults): CBS News, *Who, What, When, Where, Why: The Hippie Temptation*.

Special award—NBC, *The Investigation*.

Radio

(Local formal instruction)

Category III—Social sciences (for children and youth): WNYC-FM New York, *Money . . . Where Does It Come From?*

(Local, informal instruction)

Category I—Fine arts and humanities (for adults): WBUR(FM) Boston, *The End of an Era*; (for children and youth): KFYO Clayton, Mo., *Listen and Play*.

Category II—Natural and physical sciences (for adults): WNBC and the Human Resources Center, both New York, *Manprobe #6, The Runners-up*.

Category III—Social sciences (for adults): KDKA Pittsburgh, *Scrapbook in Sound—April, 1942*.

Category IV—Public affairs and community problems (for adults) (two awards of equal merit): WMCA New York, *Prescription for Medicaid*; KABC Los Angeles, *Here in These Fields*; (two special awards): Union of American Hebrew Congregation, New York, *Beyond the Bible* (Adventures in Judaism series); WNEW New York, *Voice of the Ghetto*.

Category V — Personal problems (for adults): WFBM Indianapolis, *Indiana's Ignored Crisis*.

(Network informal instruction)

Category I—Fine arts and humanities (for

adults): NBC Radio (in cooperation with the Jewish Theological Seminary of America), *Eli: A Mystery Play*.

Category II—Natural and physical sciences (for adults): NBC News, *Famine*.

Category III—Social sciences (for adults): WHA Madison, Wis., *The People of the Ozarks* (*This Land, This Heritage, This People*).

Category IV—Public affairs and community problems (for adults): CBS News, *Debriefing: Morley Safer's Red China*.

Category V — Personal problems (for adults) (two awards of equal merit): NBC News, *The Doorway to Death*; Division of Radio-Television, Executive Council, Episcopal Church of the U.S.A., New York, *Alcoholism: Dread Disease*.

Special Award for experimental programming—WBFO Buffalo, *City-Links*.

NCTA alters film with FCC's Johnson

A tentative final chapter was written last week on FCC Commissioner Nicholas Johnson's budding film career, but the indications are that he'll have to live with his star performance in a CATV promotional film for some time to come.

The National Cable Television Association has agreed to dilute the effect of, for the present, and eventually delete the commissioner's remarks contained in an NCTA-sponsored \$50,000 20-minute promotional film for the cable industry entitled "CATV: A Response to Public Demand." The film received a Washington premiere three weeks ago at which time the commissioner was caused no little discomfort (BROADCASTING, Feb. 12).

NCTA said last week that it will insert into current prints of the film (100 were made) an introductory statement by NCTA President Frederick W. Ford. The statement attempts to clarify the commissioner's participation as well as that of Representative Silvio O. Conte (R-Mass.).

(Representative Conte appears in one brief segment to tell how he uses CATV to reach his constituents. It's understood that he did not object to the use of the film clip. Commissioner Johnson appears in five separate film segments or voice-overs for a total of just about five minutes. He objected, principally to the context in which his remarks were placed.)

Spoken Introductions ■ In connection with prints already in circulation, NCTA has requested that the Ford statement be read prior to each showing of the film. About 80 prints (either sold or leased) are in distribution throughout the U. S. Once the leased films are returned the statement will be inserted.

The statement by Mr. Ford: "In cable television, as in any new industry, there are problems still to be resolved in which the Congress, the FCC and the courts are involved. The film you are about to see contains statements by FCC Commissioner Nicholas Johnson and Congressman Silvio Conte of Massachusetts. These gentlemen do not appear as spokesmen for cable television or for the bodies in which they serve.

"Their statements do reflect a keen interest in the present and future potential of the technology used by cable television systems, but should not be construed as endorsement of cable television service to prospective customers or an indication of their support of any governmental policies favorable to the cable industry. We gratefully acknowledge their participation in this project."

NCTA said that in revised or updated editions of the film Commissioner Johnson's remarks will be deleted.

A spokesman for the commissioner said that he was "satisfied" with the NCTA arrangements and considers the incident now "a closed matter."

AP radio-TV group gives station awards

The Associated Press Radio-Television Association has honored 22 member stations for cooperation in news coverage during 1967.

Special plaques for volume in contributions were given to WFBR Baltimore (1,482 stories), KTOK Oklahoma City (1,319 stories) and WQAM Miami (1,125 stories). Other stations receiving plaques were KGBT-TV Harlingen, Tex.; KAAV Little Rock, Ark.; WCBM Baltimore; KGHL Billings, Mont., and WALK Pat-chogue, N. Y.

Citations were awarded to runners-up: WMAK Nashville; KQEO Albuquerque, N. M.; wsjs Winston-Salem, N. C.; WSAZ Huntington, W. Va.; WKRC Cincinnati; WGAU Athens, Ga.; KIKO Globe,

Playing for big stakes in Chicago

Radios and other prizes were showered on over 600 midwestern agency and advertiser representatives last week at the first radio festival of Chicago's Broadcast Advertising Club. But they had to work for it spinning program promotional carnival wheels, shooting darts at balloons, or just plain and fancy card sharking. Keeping keen eyes on blackjack dealer Gene Taylor (l), ABC vice president and general manager of WLS Chicago, are Dale Stevens, sales manager of WIND Chicago and radio vice president of the BAC who headed festival planning; Peggy Reed,



BBD0, and Bill Wilson (r), Young & Rubicam. All major Chicago-area radio stations participated.

Ariz.; WSOY Decatur and WRTL Rantoul, both Illinois; WSBT South Bend, Ind.; WEMD Easton, Md.; KBOW Butte, Mont.; KTTT Columbus, Neb.; and WTRY Troy, N. Y.

Winners were selected by an APRTA board of directors committee including James Brady, KIFI Idaho Falls, Idaho; Thad Sandstrom, WIBA Topeka, Kan.; and John Day, WHDH Boston.

Drumbeats . . .

Getting the picture ■ KMTV(TV) Omaha, which bought the famed Bostwick-Frohardt collection of early Omaha and Nebraska scenes shot by one of the nation's most renowned pioneer photographers, has donated a collection of 180 of the historic pictures to the Omaha school system, according to Owen L. Saddler, executive vice president and general manager of KMTV. The large, panel-mounted pictures have been part of a public exhibit at the Jocelyn Museum in Omaha during the Nebraska Centennial Celebration. School officials plan to make a mobile classroom and exhibit the pictures in a special truck, circulating it throughout the Omaha school system.

Mrs. America rates 50 states ■ Noyes, Moran & Co., suburban Chicago advertising agency which also specializes in promotion materials and services to radio-TV stations, has been signed by Mrs. America Inc., Chicago, as national broadcast consultant. The Noyes firm will seek to expand the annual Mrs. America contest into a broader national station promotion event than heretofore with local and state contests in all 50 states. The multiple-contest events provide unique tie-in possibilities for radio-TV station sponsors, according to the Downers Grove, Ill., agency. Mrs. America Inc. is now an interest of Don Young, head of his own Chicago public relations firm.

Community advice ■ WCCB-TV Charlotte, N. C., has formed a community advisory board. The board, consisting of 13 business, professional and civic leaders, will keep the station advised of the interests and needs of the community as far as television is concerned.

Swinging jingles ■ Paul Horn, a well-known flutist and composer, has put together an unusual orchestra for a singular purpose—to create radio jingles. The orchestra consists of eight brass; tuba; French horn; vibraphone and rhythm section, including two guitars—electric and 12-string—piano and harpischord. The first result of this melding is a group of station IDs featuring swing waltz, bossa nova and contemporary rhythm signatures and styles. The jingles were created for KMPC Los Angeles.

The money problem

Secretary of the Treasury Henry H. Fowler last week called on broadcasters to help provide "increased knowledge and understanding" of the international monetary system and the balance of payments problem. He was the speaker at an International Radio and Television Society newsmaker luncheon in New York. Mr. Fowler explained the necessity of President Johnson's proposals in his State of the Union address to increase exports, restrict investments, lending, and travel abroad, increase taxes and enact other anti-inflationary measures. He asked radio and television to "render invaluable service" by creating public awareness.

Poster power ■ WQAM Miami has combined the current poster fad and requests for pictures of the station's air personalities into a popular promotion. The station offers a large lithograph poster featuring WQAM personalities in 1930's style, perched upon a vintage car, ready to make their getaway. They are giving the poster to listeners through contests both on and off the air.

Poverty-program citation ■ Dr. Peter C. Goldmark, president of CBS Laboratories Stamford, Conn., has received a national award from the U. S. Office of Economic Opportunity for his efforts in the war on poverty. Dr. Goldmark is chairman of the Committee for Training and Employment. The award is part of the Urban Service Award Program, established to honor those persons "whose dedicated efforts have helped alleviate the problems of the poor in the cities."

TV founder cited ■ Dr. Vladimir Zworykin, honorary vice president of RCA, has been named winner of the 1968 founder's medal of the National Academy of Engineering. The 79-year-old scientist, who was born in Russia, is the inventor of the iconoscope and the kinescope. His other inventions include infrared devices such as the "sniperscope", an early form of the "electric eye", an electronic diffraction camera and a clock that has no moving parts.

Awards for directors ■ For the third time, George Schaefer was named best television director of the year by the Directors Guild of America. Mr. Schaefer, the only three-time winner in DGA history, was honored for his direction of the CBS *Playhouse* production of "Do Not Go Gentle Into That Good Night." Mike Nichols was named best

film director for "The Graduate." The awards were presented Feb. 17 in Beverly Hills, Calif.

Library promotion ■ The State Library of Connecticut has purchased radio public service spot announcements from Public Library Productions Inc., New York. Connecticut radio stations will receive a kit containing 18 recorded announcements of various lengths, and a set of written spots to be supplemented during the year. The promotions are similar to those used on New York State radio and television stations during the past three years.

Pioneers honor 47-year-old WSPD

Honored in its 47th year as a pioneer station that has consistently rendered outstanding service to the public and to broadcasting, WSPD Toledo, Ohio, last week was presented with the eighth annual Broadcast Pioneers "Mike" award at a dinner ceremony in New York.

Among dignitaries attending the event were FCC Chairman Rosel H. Hyde; Vincent T. Wasilewski, president of the National Association of Broadcasters; Ohio community and political leaders, including Senator Frank J. Lausche (D-Ohio), and executives of the Storer Broadcasting Co. group. Participating in the program was George B. Storer, chairman of Storer Broadcasting (WSPD was its first station). The station commenced operations April 15, 1921, as WTAL; Mr. Storer purchased it in 1927 and the call letters were subsequently changed to WSPD. The Storer group now owns six television and seven radio stations.

Proceeds of the dinner go to the Broadcasters Foundation, the philanthropic adjunct of the Broadcast Pioneers.



Accepting the replica of an early studio microphone is Reggie Martin (l), vice president and general manager, WSPD, from Clair R. McCollough of the Steinman Stations, president of Broadcasters Foundation.

FATES & FORTUNES

BROADCAST ADVERTISING

Eugene J. McCarthy, VP and media director, Young & Rubicam, San Francisco, named director of media relations and planning for agency on West Coast with headquarters in Los Angeles. **Eugene J. Grealish**, director media relations, Y&R, Los Angeles, transfers to handle major assignment for agency in East.



Mr. Bowen

John S. Bowen, senior VP and management supervisor, Benton & Bowles, New York, elected executive VP and appointed director of account management.

Alfred W. de Jonge, VP in charge of international operations for Benton & Bowles, New York, named senior VP and head of new corporate Benton & Bowles International, that city.

James Miller and **Robert Berman**, account group heads with North Advertising, Chicago, named senior VP's.

William M. Claggett, director of frozen products for Ralston Purina Co., St. Louis, named director of newly created communication and marketing services department, consumer products division, to handle advertising, media management and promotion.

William H. Genge, member of board of directors, Ketchum, MacLeod & Grove, New York, elected executive VP.

Kevin Begos, creative associate with Knox Reeves Advertising, Minneapolis, elected VP.



Mr. Brown

Edward D. Brown Jr., account supervisor with Doyle Dane Bernbach, New York, elected VP.

Richard F. Best, administrative manager in creative department, and **Irvin N. Lanning** and **Warren**

B. Wiethaupt, both senior account executives, elected VP's of Gardner Advertising, in St. Louis. **James D. Weakley**, account supervisor, New York, and **Don Forbes**, West Coast director of programming and manager of Los Angeles office, also named VP's.

William H. Coleman appointed general manager of Bozell & Jacobs, St. Louis, succeeding **Lloyd Graff**, assigned to agency's Omaha office.

Anne Tolstoi Foster, associate creative supervisor on Lever Brothers and

Miles Laboratories accounts at J. Walter Thompson Co., elected VP.



Mr. Ralske

Robert G. Ralske, account supervisor with AC&R Advertising, New York subsidiary of Ted Bates & Co., named VP.

Ramon Lago, from Doyle Dane Bernbach, McCann-Erickson and Hicks &

Griest, all New York, joins McDonald & Saussy, Nashville, as VP and creative director.

Jim Adair, senior art director with Geer, DuBois & Co., New York, elected VP.

Clifford Ray, account supervisor with Street & Finney, New York, named VP.

Jim Adams, copy chief with Street & Finney, named VP and creative coordinator.

Joseph A. Levy, account executive with Helitzer Advertising, New York agency, named VP.

Ira Slakter, from ABC, New York, joins CBS Radio Spot Sales as assistant to director of sales promotion.

Bruce N. Wallen, from Geyer-Oswald and Clyne Maxon, both New York, joins Hicks & Greist, that city, as account supervisor.



Mr. Patt



Mr. Crutchfield

Robert G. Patt, with Avery-Knodel, New York, named director of marketing. **Ralph Crutchfield**, director of station relations for Broadcast Advertisers Reports, joins A-K in New York as director of research.

Martin Cagan, media supervisor with Wesley Advertising, New York, joins Tatham-Laird & Kudner, that city, in similar position.

Emil Dispenza, with Carl Ally Inc., joins Spade and Archer, New York, as senior art director.

Joe Cifarelli, media supervisor at Dancer-Fitzgerald-Sample, and **Jack Levins**, TV salesman for Peters, Griffin, Woodward, join H-R Television, New York, as western division salesman and eastern division research manager, respectively.

Nancy Stevens and **James Santora** join Cunningham & Walsh, New York,

as research project director and project director in copy research department, respectively.



Mr. Dalton

Peter J. Dalton, VP and media director with West, Weir & Bartel, New York, joins Gardner Advertising, that city, as director of media department.

Kenneth Cowan, director of creative services and sales development for WOR-TV New York, assigned additional duties in charge of advertising and public relations for parent RKO General Inc.

Daniel R. Fineberg, with Gardner Advertising, St. Louis, joins Krupnick & Associates, that city, as director of media and market research.

Kenneth B. Hurd Jr., with Gaynor & Ducas, New York, joins Carl Ally Inc., that city, as account supervisor, American Home Products.

Charlie Moss, copy supervisor with Wells, Rich, Greene, New York, named associate creative director.

Robert Jordan joins Goodwin, Dannenbaum, Littman & Wingfield, Houston agency, as director of marketing and research.

Dick Calender, sales manager for KNBR San Francisco, joins television sales staff of Edward Petry & Co., that city.

Carlo Anneke joins WKBS-TV Burlington, N. J., as general sales manager and assistant general manager. He was general manager of KTLA(TV) Los Angeles (BROADCASTING, Feb. 12).

James K. Wasley, account executive with KSFR(FM) San Francisco, named general sales manager.

Irvin T. Shapiro, advertising manager for *Journal of Homebuilding*, National Association of Homebuilders, Washington, joins Compton Jones Associates, Bethesda, Md., as director of creative services.

Diana Marstella, creative coordinator for Honig-Cooper & Harrington, San Francisco, appointed personnel manager, succeeding **Cecelia Miller**, who retires.

Deanne Pearson, casting director for Foote, Cone & Belding, Los Angeles, joins Charles H. Stern Agency, that city, as head of children's department.

Alvin Mullenax, assistant general manager in charge of sales and marketing for WSAV-AM-FM-TV Harrisonburg, Va., named station manager. **John T. McNamara**, national-regional sales

manager for stations, also named local sales manager.

Kay T. Jenkins, program-sales supervisor with WLOS-TV Asheville, N. C., appointed to newly created post of director of sales development.

William T. Hazard, with Doyle Dane Bernbach, New York, joins N. W. Ayer & Son, that city, as account supervisor. **Henry White**, from Ogilvy & Mather and J. Walter Thompson Co., Ltd., London, joins N. W. Ayer as copywriter.

Lee Redfield, general sales manager of Metromedia's CKLW Detroit-Windsor, named to Chicago sales staff of Metro TV Sales.

Dick Galender, sales manager, KNBR San Francisco, joins San Francisco sales staff of Edward Petry & Co.

Ollie Hayden, account executive at CBS Radio Spot Sales, Chicago, transfers to New York office.

Phyllis Seifer, assistant manager of advertising promotion for WPIX(TV) New York, joins Avco Radio Television Sales, that city, as director of information services.

James A. Sowards, account executive with KNXT(TV) Los Angeles, joins CBS TV Stations National Sales, San Francisco, as account executive.



Mr. Hinson

ager.

R. Douglas Oliver, account executive with WALB-TV Albany, Ga., named local sales manager.

William Morrison, assistant traffic manager for KNXT(TV) Los Angeles, named national sales representative.

Gus Gourdin, general manager of KDIG(FM) San Diego, joins KGB, that city, as account executive.

Mary Arlis Bates, broadcast account supervisor at Foote, Cone & Belding, Chicago, joins Earle Ludgin & Co. there as manager of broadcast traffic.

MEDIA

Ken Baugh, KQEO Albuquerque elected president of New Mexico Broadcasters Association. Others elected: **Walt Rubens**, KQBE Las Cruces, VP, and **Bill Mitchell**, KVOB Albuquerque, treasurer.

William Mavrides, assistant professor of education and director of in-

structional media, University of Akron (Ohio), appointed general manager of university's noncommercial WAUP-FM.

Ray McClees, assistant manager of WRCS Ahsokie, N. C., named general manager.

Herman Sitrick, manager of WNUS Chicago, resigns effective March 1.

Doug Berle, with WLEE Richmond, Va., as account executive, appointed station manager of WANT, that city.



Mr. McLaughlin

Edward F. McLaughlin, general manager, KGO San Francisco, elected VP.

James Parks, station manager of KNBC(TV) Los Angeles, resigns effective April 15. Future plans indefinite.

Morris Schechter, treasurer of Reeves Broadcasting Corp., New York, since 1963, elected VP-finance. He will continue as treasurer.

PROGRAMING

Marilyn Hohmann, production assistant with Ralph Edwards Productions, Hollywood, named production assistant to VP and general manager of Hollywood Video Center.

James Gates appointed manager of special projects for Independent Television Corp., New York. **Jerry Lee** named western division manager, Santa Monica, Calif., and **John H. Louis** appointed Midwest division manager, Cincinnati.

Milton Greene, formerly with United Artists and Twentieth Century-Fox, joins Warner Bros.-Seven Arts, New York, in newly created post of office manager to administer unified operations.

Lawrence C. Einhorn, executive producer with WBKB-TV Chicago, and **Arno Marcaccio**, producer with WXYZ-TV Detroit, named program director and executive producer, respectively, at WXYZ-TV.

Henry Walter, director of public affairs, WMCA New York, named to same post for parent Straus Broadcasting Corp. that also owns: WTLB Utica-Rome, WQVA Geneva, WALL-AM-FM Middletown, all New York.

George R. Brown, newsman with WOR New York, named VP and director of programing.

Jack Swindell, with National Telefilm Associates, joins MGM-TV as head of new Dallas sales office.

Richard D. McHenry Jr., news director of noncommercial KUSC-FM Los Angeles, named talk program producer for

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HEART FUND

KLAC Los Angeles. **Mel Leeds**, radio commercial producer, appointed assistant program director for KLAC and operations director for its affiliated KMET-FM Los Angeles.

Gene Okerlund, music director for KOIL Omaha, joins KDWB Minneapolis-St. Paul as program director.

Walter L. Smith, with WRVA Richmond, Va., appointed operations manager.

Jackson Kane, with WNOR Norfolk, Va., joins KGA Spokane, Wash., as operations manager.

Jay Giles named programing coordinator for WFAA-AM-FM-TV Dallas. **Bob Turner**, assistant production manager, named production manager.

Barbara Schultz, executive story editor with CBS-TV, New York, named executive producer for *CBS Playhouse*.

Lawrence A. Rodkin appointed coordinator of public service-radio-television programing, University of Illinois, Chicago.

Bruce W. Geddes, producer-director with WTTV(TV) Bloomington-Indianapolis, Ind., joins WKBF-TV Cleveland in similar position.

NEWS

Bill McLaughlin, overseas reporter for CBS News, named correspondent and bureau chief, CBS News, Bonn.

Joanna Omang, with UPI, appointed Springfield, Mass., bureau manager, succeeding **Carlton Vogt**, who joins Holyoke, Mass., *Transcript-Telegram*. **Donald P. Myers**, Denver bureau manager for UPI, moves to New York general desk as writer and editor. **Peter A. Cosgrove**, UPI engineer, Cleveland, appointed eastern division chief telephoto engineer, Trenton, N. J. **Timothy J. Kelly**, with AT&T, succeeds Mr. Cosgrove in Cleveland. **Roland Lindsey**, reporter for *Austin (Tex.) American* and *Statesman*, joins UPI, that city, succeeding **Terry Young**, who resigns to enter PR work. **Richard Good** joins UPI, Portland, Ore.

Christopher C. Miniclier, writer and editor with AP, New York, appointed East African correspondent, Nairobi, Kenya, succeeding **Dennis Neeld**, named assistant to chief of Middle East services, Beirut, Lebanon.

Jerry Hammons appointed news director for KTAL-TV Texarkana, Tex.-Shreveport, La.

Dan Nelsen, administrative assistant to city manager of Sioux City, Iowa, joins KMEG(TV), that city, as news director.

Bill Winchell, reporter for WIL St. Louis, appointed director of news for WROK Rockford, Ill.

CBS News recasts six

CBS News has announced following network newsroom reassignments: **Ralph Paskman**, assistant director of TV news, assumes additional duties as executive editor, CBS News; **Marshall Davidson**, director of film operations, named director of operations; **Robert Little**, foreign assignment manager, and **David Miller**, national assignment manager, named foreign and national editors, respectively; **Arthur Kane**, manager, live and video-tape production, named assistant director of operations, and **Charles Van Bergen**, film supervisor, named manager of film production.

Fred Lewis, news and public affairs director for KGB San Diego, named director of news, sports and special events for KDEO El Cajon, Calif.

Doug Dudley, from KRHM(FM) Los Angeles, joins news staff of KHJ-TV Los Angeles.

FANFARE

John C. Burpee, formerly director of advertising and promotion, Avco Broadcasting Corp., Cincinnati, named director of public relations for Ralph H. Jones Co., Cincinnati agency.

Richard Fehr, PR director, Needham, Harper & Steers, New York, joins Rockwell, Quinn & Wall, that city, in similar capacity.

Ed Poulsen and **Tom Erwin** join Goodwin, Dannenbaum, Littman & Wingfield, Houston, as director of public information and public relations communications director, respectively.

Fred Baum, West Coast publicity manager for Filmways Inc., appointed to newly created post of studio publicity director for CBS Films, North Hollywood, Calif.

Jim Pratt, production manager for WFAA-AM-FM-TV Dallas named promotion manager for TV. **Bob Lawler** named assistant promotion manager.

Wallace R. Westphal, producer/director with WOR New York, appointed director of public relations.

Jerry Hahn, manager of KXOL-FM Fort Worth, joins KXOL as head of newly created department of promotion and community affairs.

Carter G. Elliott, regional PR manager for Ampex Corp., Elk Grove Village, Ill., named manager, public relations and advertising, for International Video Corp., Mountain View, Calif.

Jim Cremins, with WBT-AM-FM Charlotte, N. C., named to newly created position of director of promotion and creative services.

Peter C. Weiglin, manager of Mohr & Co., Pittsburgh office, joins WJAS, that city, as manager, advertising and promotion.

Stephen Scott, chief supervisor for food stamp division of Marion county (Ind.) welfare department, joins WFBM-AM-FM-TV Indianapolis as assistant manager, public affairs.

EQUIPMENT & ENGINEERING



Mr. Hoke

James H. Hoke, chief engineer for Southern Broadcasting Co., Winston-Salem, N. C., group owner, elected VP in charge of engineering.

Glenn R. Peterson, marketing manager for communication products division of General Electric Co., Lynchburg, Va., named head of GE's mobile radio business section, that city. **Harry J. Craig**, sales engineer in visual communication products division, GE, Schenectady, N. Y., appointed district sales representative, Cleveland office.

Wilford D. Wilkes, transmitter supervisor for noncommercial WPSX-TV Clearfield, Pa., joins noncommercial WWVU-TV Morgantown, W. Va., in similar position.

Paul M. (Mike) Hassett, sales manager, commissioned representative, for Oak Manufacturing Co., division of Oak Electro/Netics Corp., Crystal Lake, Ill., named director of marketing for switch products division of Oak Manufacturing, that city.

Jim Bebee, with WIXY Cleveland, joins WCOA-AM-FM Pensacola, Fla., as chief engineer, succeeding **Jon David Kiker**, who joins United Air Lines, Denver.

William A. Koenig, with Owens-Corning Fiberglas Corp., Washington, joins Memorex Corp., Bethesda, Md., as sales engineer. **Robert B. Williams** named sales engineer for Memorex, Westmont, N. J.

INTERNATIONAL

Donald Edwards, general manager, local radio development, BBC, London, named to newly created post of managing director, Independent Television News, that city, effective May 1. **Nigel Ryan**, assistant editor for ITN, named editor, succeeding **Geoffrey Cox**, who

resigns to become deputy chairman, Yorkshire Television, Leeds, England.

Norman Young, account director at Ogilvy & Mather, London, elected VP of New York office in addition to regular duties as transatlantic coordinator on Hertz International account. He will continue to be in London.



Mr. Landy

James E. Landy, sales manager with Central Dynamics Ltd., Montreal, named VP, general manager, for sales and service of television switching and terminal equipment products.

Robert Lusty, vice chairman of BBC, London, since 1966 and member of board of governors since 1960, retires with no plans announced.

ALLIED FIELDS

A. Louis Read, president of WDSU-AM-FM-TV New Orleans, appointed by

President Johnson to National Advisory Council on Supplementary Centers and Services, 11-man special-program evaluation team for elementary and secondary education.



Mr. Holt

Arthur H. Holt, assistant to president of Robert E. Eastman Co., New York, joins William T. Stubblefield Co., media broker, Casanova, Va., as VP.

Barry Chaikin, Neil Greenzweig, William Liebman, Barry Sinrod and Christina Williams, all project directors in test audit division of Audits & Surveys Inc., New York, appointed group supervisors.

Herbert E. Forrest becomes partner in Washington law firm of Steptoe and Johnson.

DEATHS

John A. Cimperman, 60, director of practices for NBC, died, Feb. 16 at

Memorial Sloan-Kettering cancer center, New York, after brief illness. Mr. Cimperman joined NBC in 1960 after 25-year government career with Federal Bureau of Investigation and the U. S. embassy in London. At NBC he conducted continuing research analyses of all practices followed in connection with TV and radio programs. He is survived by wife, Eileen, daughter and two sons.

Henry Parker Smith, 67, manager of WVJS Owensboro, Ky., since 1958, died of heart attack Feb. 17 at Our Lady of Mercy hospital, Owensboro. Mr. Parker started with WTJS Jackson, Tenn., and WLAC Nashville, in 1930's before joining WKYW Cincinnati in 1947 as commercial manager. He is survived by wife, Tona, daughter and son.

Howard Ellis, 76, senior member of law firm of Kirkland, Ellis, Hodson, Chaffetz and Masters, died at his home in Chicago Feb. 18. He had long been champion of freedom of news in law firm representing many broadcast station interests.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 14, through Feb. 21 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w-watts. *—educational.

New TV stations

FINAL ACTION

■ Commission has waived provisions of short-spaced rules (Sec. 73.610) and granted application of St. Louis Educational Television Commission, licensee of *KETC(TV) to relocate transmitter site southwest of St. Louis, 157 miles from center of Evansville and 168.1 miles from the site proposed in a pending noncommercial TV application. Action Feb. 14.

OTHER ACTION

■ Review board on Feb. 20 in Jacksonville, Fla. TV broadcast proceeding, Docs. 10834, 17582-84, granted motion for extension of time filed on Feb. 18 by Florida-Georgia Television Inc. and extended to Feb. 27 time for filing oppositions to joint petition for enlargement of issues filed by Florida Gateway Television Co., Community First Corp. and The New Horizons Telecasting Inc. on Feb. 5

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French in Aurora, Ill. (Aljir Broadcasting Inc. and South Kane-Kendall Broadcasting Corp.) TV ch. 60 proceeding, reopened record; granted

request by South Kane-Kendall Broadcasting Corp. for leave to amend application to up date information with respect to additional business interests of one of its stockholders; and closed record (Docs. 17407-8). Action Feb. 15.

■ Hearing Examiner Jay A. Kyle on Feb. 15 in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV channel proceeding, continued hearing scheduled for March 20 to March 21 (Docs. 17609-10).

■ Office of Opinions and Review on Feb. 16 in Chicago (Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council) TV ch. 38 proceeding, granted request by Chicago Federation of Labor and Industrial Union Council and extended time to Feb. 26 to respond to application by Chicagoland for review (Docs. 15668, 15708).

CALL LETTER APPLICATIONS

■ Rochester Telecasting Co., Rochester, Minn. Requests KCTR-TV.

■ Susquehanna Broadcasting Inc., Oneonta, N. Y. Requests WCAF-TV.

Existing TV stations

FINAL ACTIONS

KECC-TV El Centro, Calif.—FCC granted modification of CP and waived Sec. 73.685 of rules and granted application of Tele-Broadcasters of California Inc. for mod. of CP to change ERP, trans. location and ant. system of KECC-TV. Action Feb. 14.

*KQED(TV) San Francisco—Broadcast Bureau granted CP to change type trans.; condition. Action Feb. 15.

*KRMA-TV Denver—Broadcast Bureau granted CP to change type trans. Action Feb. 15.


WALB-TV Albany, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 16. Action Feb. 16.

WTEV(TV) New Bedford, Mass.—Broadcast Bureau granted license covering changes in station and license to utilize formerly licensed main trans. as alternate main trans. Action Feb. 15.

KSHO(TV) Las Vegas—Broadcast Bureau granted mod. of CP to change ERP to 204 kw visual, 40.7 kw aural; transmitter and

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studio location to 3349 South Valley View, Las Vegas; type ant.; ant. structure; and increase ant. height to 290 ft. Action Feb. 19.

*KWSC-TV Pullman, Wash.—Broadcast Bureau granted CP to change ERP to 14.1 kw vis., 1.41 kw aur., change type trans. Action Feb. 15.

CALL LETTER APPLICATIONS

■ WOOK-TV, United Television Inc., Washington. Granted WFAN-TV.
 ■ WFAM-TV, RJN Broadcasting Inc., Lafayette, Ind. Granted WLET-TV.
 ■ KONO-TV, The Outlet Co., San Antonio, Tex. Granted WELI-TV.

CALL LETTER ACTIONS

■ KMSO-TV Inc., Kalispell, Mont. Granted KCFW-TV.
 ■ Gilmore Steel Corp., Portland, Ore. Granted KPVC-TV.

New AM stations

APPLICATIONS

Sanford, Fla.—Blue Ridge Broadcasting Inc. Seeks 1190 kc, 250 kw. P.O. address: Box 793 Seneca, S. C. 29678. Estimated construction cost \$31,030; first-year operating cost \$48,000; revenue \$50,000. Principals: J. A., president, and Virginia F. Gallimore, vice president-treasurer (each 50%). Mr. Gallimore is 52% owner of *The Journal and Tribune* (Seneca, S. C.) and *The Messenger* (Clemson, S. C.); is 30% owner of WFLA Lafayette, Ga. Mrs. Gallimore is 30% owner of WLFA Blue Ridge Broadcasting Inc., of which Mr. & Mrs. Gallimore each own 50%, is 100% owner of WSNW and WBFM, both Seneca, S. C. Ann. Feb. 21.

Flora, Ill.—Doyle Bay Flurry, Seeks 1530 kc 25 kw, P.O. address: 3001 Elisha Avenue, Zion, Ill. 60099. Estimated construction cost \$14,900; first-year operating cost \$14,750; revenue \$32,500. Principal: Doyle Bay Flurry. Mr. Flurry is director of Elkins Radio License School of Chicago. Ann. Feb. 21.

Shelbyville, Ill.—Shelbyville Broadcasting Co. Seeks 1560 kc, 500 w. P.O. address: Box 54 Montrose, Ill. 62445. Estimated construction cost \$35,550; first-year operating cost \$48,000; revenue \$72,000. Principals: Donald E. Cutts, president (63.3%), William H. Beach, secretary-treasurer (33.3%), and

Ross Massey, vice president (3.3%). Mr. Cutts is owner of two lumber companies. Mr. Beach is manager of lumber company. Mr. Massey has no other business interests indicated. (See also new FM stations: applications.) Ann. Feb. 19.

Owensboro, Ky.—Edward G. Atsinger III. Seeks 1140 kc, 500 w. P.O. address: 925 Washington Building Washington 20005. Estimated construction cost \$17,890.61; first-year operating cost \$29,620; revenue \$48,384. Principal: Edward G. Atsinger III, sole owner. Mr. Atsinger has CP for WKBQ Garner, N. C. Ann. Feb. 21.

Warsaw, N. C.—Quinn Broadcasting. Seeks 1560 kc, 10 kw. P.O. address: Box 585 Warsaw 28398. Estimated construction cost \$74,815; first-year operating cost \$68,400; revenue \$78,480. Principals: Milford R. Quinn, partner (51%), I. J. Quinn, partner, and Gerald H. Quinn, partner and general manager (each 24.5%). Milford R. Quinn owns 51% of wholesale grocery business. Messrs. Gerald H. and I. J. Quinn each own 24.5% of wholesale grocery business. Ann. Feb. 21.

Camden, S. C.—McKershaw County Broadcasting Co. Seeks 1130 kc, 1 kw. P.O. address: Box 428 Camden 29020. Estimated construction cost \$30,634.86; first-year operating cost \$42,000; revenue \$48,800. Principals: Austin M. Sheheen Jr., Donald H. Holland and Cecil A. Bowers, all general partners and each 33.3%. Mr. Sheheen Jr. is CPA and 50% owner of ladies' clothing store. Mr. Holland owns law firm. Mr. Bowers is salesman and announcer for WAGS Bishopville, S. C., and owner of restaurant. Ann. Feb. 19.

Charlottesville, Va.—Charlottesville-Ablemarle Broadcasting Inc. Seeks 1470 kc, 5 kw. P.O. address: 1310 Brevard Road, Hendersonville, N. C. 28739. Estimated construction cost \$52,094.01; first-year operating cost \$40,000; revenue \$65,000. Principals: Wendell W. Wood, president, and Dan Hydrick, vice president, treasurer (each 50%). Mr. Wood is 51% owner of real estate development company, has interests in two mobile park development firms and has general real estate investments throughout Virginia. Mr. Hydrick is sales executive with advertising agency, owns advertising agency. Ann. Feb. 19.

FINAL ACTIONS

■ FCC denied petition by Plattsburgh Broadcasting Corp., licensee of WEAV Plattsburgh, N. Y., asking for review of review board's order denying reconsideration of its action granting CP for new AM station. Action Feb. 14.

Dodgeville, Wis.—W. D. Hamlin d/b as Dodge-Point Broadcasting Co. Broadcast Bureau granted 810 kc, 250 w. D. P.O. address: 110 Dodge St., Mineral Point, Wis. 53565. Estimated construction cost \$30,262; first-year operating cost \$38,000; revenue \$36,000. Principal: W. D. Hamlin, M. D. Dr. Hamlin is surgeon and motel owner. Ann. Feb. 18.

OTHER ACTIONS

■ Review board in St. Louis, AM broadcast proceeding, Docs. 17210-15, 17217, and 17219, granted petition to intervene filed Dec. 18, 1967, by Kansas Broadcasting Inc. and granted motion to enlarge issues filed Dec. 18, 1967, by Kansas Broadcasting Inc. Action Feb. 16.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Kettering, Ohio (Kittyhawk Broadcasting Corp.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr., in lieu of Hearing Examiner H. Gifford Irton, to serve as presiding officer; and scheduled hearing conference for Feb. 23 (Docs. 17243-7, 17249-50). Action Feb. 15.

■ Hearing Examiner Isadore A. Honig on Feb. 14 in Henrietta, Geneseo and Warsaw, all New York ("What the Bible Says Inc.," Oxbow Broadcasting Corp., John B. Weeks), AM proceeding granted petition by Oxbow and rescheduled date for resumption of hearing from Feb. 29 to March 8 (Docs. 17571-3).

CALL LETTER APPLICATIONS

■ South Cobb Broadcasting, Austell, Ga. Requests WACX.
 ■ B-K Broadcasting Co., Chardon, Ohio. Requests WBKC.

CALL LETTER ACTION

■ Green Valley Radio, Del Rio, Tex. Granted KWDR.

Existing AM stations

APPLICATIONS

KXOW Hot Springs, Ark.—Seeks CP to make changes in ant. system (increase

height); increase MEOV; and change ant. location (short move, same site). Ann. Feb. 19.

KGOL Palm Desert, Calif.—Seeks CP to increase power from 500 w to 1 kw; make changes in DA pattern. Ann. Feb. 19.

KCBQ San Diego, Calif.—Seeks CP to make changes in MEOV's. Ann. Feb. 19.

WYSE Inverness, Fla.—Seeks CP to change hours of operation from unlimited to daytime and make changes in ant. system (increase height). Ann. Feb. 19.

WLIZ Lake Worth, Fla.—Seeks CP to increase power from 500 w to 1 kw. Ann. Feb. 18.

WYFE Rockford, Ill.—Seeks CP to increase power from 500 w to 1 kw; change ant. trans. location to Shaw Road, 5 mi. north of Guilford and install new trans. Ann. Feb. 16.

WPVL Painesville, Ohio—Seeks CP to change hours of operation from daytime to unlimited, with power of 500 w nighttime; change from DA-D to DA-2. (Petition for waiver of rule 73.24.) Ann. Feb. 19.

WSKT Colonial Village, Tenn.—Seeks amendment (which requests a CP to increase power from 250 w to 5 kw (1 kw CH), install new trans. and make changes in ant. system) change station designation to Knoxville, Tenn., and request waiver of Sec. 1.571 and Sec. 73.188 of rules. Ann. Feb. 16.

KHEY El Paso, Tex.—Seeks CP to change ant.-trans. location to 17 mi. north-northeast of center of El Paso; make changes in daytime DA system and make changes in daytime and nighttime DA patterns. Ann. Feb. 19.

FINAL ACTIONS

KVOR Colorado Springs—Broadcast Bureau granted license covering changes in ant. system. Action Feb. 13.

WTYS Marianna, Fla.—Broadcast Bureau granted license covering change in ant.-trans. and studio location. Action Feb. 15.

WQXI Atlanta—Broadcast Bureau granted mod. of license to operate main trans. (DA-N) and auxiliary-alternate main trans. by remote control from 2970 Peachtree Road, northwest Atlanta. Action Feb. 19.

WTCA Plymouth, Ind.—Broadcast Bureau granted mod. of license to change studio location to 112 West Washington, Plymouth, and operate trans. by remote control from studio. Action Feb. 13.

KSVL Alexandria, La.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as alternate main trans. Action Feb. 13.

WLCS Baton Rouge—Broadcast Bureau granted license covering installation of new trans. as alternate main trans. at main trans. location. Action Feb. 13.

WOSH Oshkosh, Wis.—Broadcast Bureau granted mod. of CPs to change ant. sys. and extend completion date to May 15. Action Feb. 16.

WTRI Brunswick, Md.—Broadcast Bureau granted license covering increase in power. Action Feb. 14.

WDBC Escanaba, Mich.—Broadcast Bureau granted mod. of CP to change daytime directional ant. patterns (MEOV). Action Feb. 13.

WILS Lansing, Mich.—Broadcast Bureau granted license covering change in studio location, change in night DA pattern, ground system, and MEOV's; specify studio location same as trans. Action Feb. 13.

WSJC Magee, Miss.—Broadcast Bureau granted license covering use of main night trans. as auxiliary day trans. at main trans. location. Action Feb. 14.

KTGR-FM Columbia, Mo.—Broadcast Bureau granted license covering new FM station. Action Feb. 14.

WLGW Logan, Ohio—Broadcast Bureau granted license covering new AM station, remote control permitted. Action Feb. 14.

WLOW Aiken, S. C.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as auxiliary trans., remote control permitted. Action Feb. 14.

WKDK Newberry, S. C.—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans., specify type trans. Action Feb. 15.

WGUS North Augusta, S. C.—Broadcast Bureau granted license covering change in ant. system. Action Feb. 14.

■ Commission has denied petition by WENO Madison, Tenn. requesting reconsideration of March 29, 1967, action dismissing application to change designation of station location from Madison, Tenn., to Nashville. Action Feb. 14.

WMCT Mountain City, Tenn.—Broadcast Bureau granted license covering new stand-

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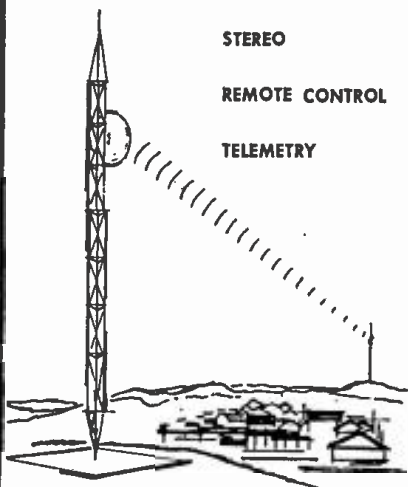
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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 15, 1968

	ON AIR		NOT ON AIR		Total Authorized
	Lic.	CP's	CP's	CP's	
Commercial AM	4,159 ^a	15	86		4,262
Commercial FM	1,758	40	256		2,048
Commercial TV-VHF	493 ^a	8	14		518
Commercial TV-UHF	118 ^a	27	161		307
Educational FM	323	6	30		362
Educational TV-VHF	67	4	5		76
Educational TV-UHF	53	22	34		109

STATION BOXSCORE

Compiled by FCC, Dec. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,153 ^a	1,732	611	320	120
CP's on air (new stations)	16	48	34	6	26
CP's not on air (new stations)	87	252	173	36	39
Total authorized stations	4,258	2,031	822	362	185
License deleted	1	1	0	1	0
CP's deleted	0	2	0	0	0

^a In addition, two AM's operate with Special Temporary Authorization.

^b In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

ard station; specify type trans. Action Feb. 13.

■ Commission has granted application of KLLF Dallas to increase nighttime power from 1 kw to 5 kw, with continued operation on 1190 kc, 50 kw local sunset, directionalized ant. day and night, and change nighttime site to 1.5 miles south of intersection of Interstate Route 30 and State Route 549, Rockwall, Tex. Action Feb. 21.

WACO Waco, Tex. — Broadcast Bureau granted license covering changes in auxiliary trans. and studio location; changes in ant. system. Action Feb. 13.

WNRV Narrows-Pearisburg, Va.—Broadcast Bureau granted license covering increase in power and installation of new trans.; specify type trans. Action Feb. 13.

KXLE Ellensburg, Wash.—Broadcast Bureau granted mod. of license covering change in name of licensee to KXLE Inc. Action Feb. 14.

WVAR Richwood, W. Va.—Broadcast Bureau granted license covering change in frequency, ground-system and ant.-trans. location. Action Feb. 15.

KATI-AM-FM Casper, Wyo. — Broadcast Bureau granted mod. of license to change name to Modcom Corp. Action Feb. 14.

OTHER ACTIONS

■ Review board in Arvada, Colo., AM proceeding, Doc. 14817, granted petition for leave to amend and for official notice filed January 19 by KQXI. Action Feb. 16.

■ Review board in Wanahese, N. C., AM proceeding Docs. 17886-88, granted petition for extension of time filed February 13 by Onslow Broadcasting Corp., and extended to March 1 time within which to file reply pleadings to Onslow County Broadcasters' opposition to petition to enlarge issues filed Feb. 6. Action Feb. 16.

■ Commission has waived three-year ownership rule and granted application for assignment of license of WBLC Lenoir City, Tenn. from WBLC Radio Station Inc. to Livesay Broadcasting Co. Petition to deny application filed by WLIL Inc., licensee of WLIL Lenoir City, was denied. Action Feb. 16.

■ Review board in Statesboro, Ga., AM broadcast proceeding, Doc. 17722, denied petition for review of Examiner's ruling or, in the alternative, for enlargement of the issues filed Nov. 15, 1967 by WVNS Inc. and denied motion to strike and/or response, filed Dec. 19, 1967 by Farnell O'Quinn. Action Feb. 16.

ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClanning

on Feb. 14 in Camden, N. J. (City of Camden [WCAM] and L & P Broadcasting Corp.). Assignment of license of WCAM proceeding, granted petition by L & P for dismissal of application for assignment of license of WCAM to L & P, and terminated proceeding (Doc. 16792). By mutual agreement contract of sale of station WCAM to L & P has been terminated.

■ Office of Opinion and Review in Indianapolis (Star Stations of Indiana, Inc.) renewal of licenses for WIFE-AM-FM, granted motion by Star Stations of Indiana and extended time from Feb. 19 to March 1 to file exceptions and brief in support of exceptions to initial decision (Doc. 16612). Action Feb. 15.

■ Office of opinions and review in Honolulu (Royal Broadcasting Inc., KHAI, and Radio KHAI, Inc.) AM proceeding, granted motion by Royal Broadcasting Inc. and extended time to Feb. 19 to respond to Broadcast Bureau's request to dismiss Royal's application (Docs. 16676-7). Action Feb. 16.

FINE

■ Commission has notified James K. Turner and Robert D. Whitehill d/b as Turner-Whitehill Broadcasting Co., licensee of KBKX Elkhart, Okla., that it has incurred an apparent liability for forfeiture of \$500 for willful or repeated violation of the commission's rules. Action Feb. 14.

CALL LETTER APPLICATIONS

■ KMOP, Golden State Broadcasting Inc., Tucson, Ariz. Requests KHYT.

■ KQCY, Plumas County Broadcasting Co., Quincy, Calif. Requests KPCO.

CALL LETTER ACTION

■ KETO, Amco Inc., Seattle. Granted KSNB.

New FM stations

APPLICATIONS

Shelbyville, Ill.—Shelbyville Broadcasting Co. Seeks 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 133 ft. P.O. address: Box 54, Montrose, Ill. 62445. Estimated construction cost \$35,550; first-year operating cost \$48,000; revenue \$72,000. Principals: Same as AM. (See also New AM stations: Applications.) *All above figures represent total costs and revenues for both AM and FM stations. Ann. Feb. 19.

Wichita, Kan.—Mr. D's Radio Inc. Seeks 103.7 mc, ch. 279, 28 kw. Ant. height above average terrain 255 ft. P.O. address: 3357 West Central, Wichita 67203. Estimated construction cost \$33,500; first-year operating cost \$12,000; revenue \$12,000. Principal: Lowell D. Denniston, president (100%). Mr. Denniston owns retail grocery chain. Ann. Feb. 19.

Bowling Green, Ky.—Daily News Broadcasting Inc. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 804½ College St., Bowling Green 42101. Estimated construction cost \$57,735; first-year operating cost \$30,000; revenue \$35,000. Principals: J. R. Gaines, president and John B. Gaines, vice president-treasurer (each 40.2%) et al. Messrs. Gaines are partners in Park City Daily News and WKCT Bowling Green. Ann. Feb. 19.

Ironwood, Mich.—Upper Michigan-Wisconsin Broadcasting Co. Seeks 99.7 mc, ch. 259, 52 kw. Ant. height above average terrain 446 ft. P.O. address: 124 East McLeod Avenue, Ironwood 49938. Estimated construction cost \$40,000; first-year operating cost \$20,000; revenue \$27,000. Ann. Feb. 19.

Moberly, Mo.—Moberly Board of Education. Seeks 90.1 mc, ch. 211, .01 kw. Ant. height above average terrain 45 ft. P.O. address: 101 North Johnson, Moberly 65270. Estimated construction cost \$1,950; first-year operating cost none; revenue none. Ann. Feb. 20.

Kenedy-Karnes City, Tex.—McCammel Co. Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 259.5 ft. P.O. address: 214 Tower Building, San Antonio, Tex. Estimated construction cost \$25,747; first-year operating cost \$5,200; revenue \$5,000. Principals: Charles W. Balthrope, president and treasurer (95.8%) et al. Mr. Balthrope is majority stockholder in KAML Kenedy-Karnes City; KEEZ(FM) San Antonio and KZFM(FM) Corpus Christi, all Texas. Mr. Balthrope is also majority stockholder in music publishing and advertising firm and also a Muzak franchise firm. Ann. Feb. 20.

FINAL ACTIONS

Salem, Ore.—Oregon Radio Inc. Broadcast Bureau granted 105.1 mc, ch. 286, 23.26 kw. Ant. height above average terrain 380 ft. P.O. address: Box 631, Salem 97308. Estimated construction cost \$50,105; first-year operating cost \$24,000; revenue \$25,000. Principal: Mrs. Lou McCormick Paulus, president and principal stockholder. KSLM Salem is owned and operated by applicant. Action Feb. 14.

Dodgeville, Wis.—W. D. Hamlin d/b as Dodge Point Broadcasting Co. FCC granted 107.1 mc, ch. 298A, 3 kw, ant. 300 ft. P.O. address: c/o W. D. Hamlin, 110 Dodge St., Mineral Point, Wis. 53565. Estimated construction cost \$19,735; first-year operating cost \$10,000; revenue \$10,000. Dodge Point Broadcasting is owned by W. D. Hamlin, physician and applicant for AM station on 810 kc with 250 w-D at Dodgeville. Ann. Feb. 15.

Maricao, P. R.—Wael Inc. Commission granted CP for class B FM to operate on ch. 241, 96.1 mc, ERP 10 kw, and ant. height of 1,950 ft. Principals: Manuel Pirallo Lopez, president and treasurer (86.75%), Carlos Pirallo Lopez, secretary (10%), and Jose Luis Pirallo Lopez, vice president (3.25%). Manuel and Jose Pirallo Lopez have interests in WRAI Rio Piedras and WMIA Arecibo, P. R.; Manuel and Carlos Lopez have interests in WBYM(FM) Bayamon, P. R. and Manuel, Jose and Carlos Lopez have interests in WISO, Ponce, P. R. Wael Inc. is licensee of Wael Mayaguez, P. R. Ann. Feb. 15.

OTHER ACTION

■ Review board in Lebanon, Mo., FM broadcast proceeding, Docs. 17898-99, dismissed motion to enlarge issues filed Jan. 8 by Risner Broadcasting Inc. Action Feb. 16.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding, granted motion by applicants and continued from Feb. 12 to April 12 date for exchange of written exhibits; continued evidentiary hearing from Feb. 27 to April 29, or to earlier date which may be specified by examiner after consultation with all parties (Docs. 17648-9). Action Feb. 14.

■ Chief Hearing Examiner James D. Cunningham in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.) FM proceeding, designated Examiner Thomas H. Donahue to serve as presiding officer; scheduled a prehearing conference for April 3 and hearing for May 27 (Docs. 18005-6). Action Feb. 13.

■ Hearing Examiner Millard F. French in

Thomasville, Ga. (Triple C Broadcasting FM proceeding, granted motion by Triple C Corp. and Thomasville Broadcasting Co.) and continued from Feb. 13 to Feb. 21 date for exchange of exhibits; continued further prehearing conference from Feb. 21 to Feb. 26, and ordered that presently scheduled hearing date of Feb. 28 shall remain same (Docs. 17853-4). Action Feb. 14.

■ Hearing Examiner Chester F. Naumowicz, Jr. on Feb. 16 in Independence, Kan. (Pitts Enterprises Inc. and Central Broadcasting Inc.) FM proceeding, granted petition by Pitts Enterprises Inc. and dismissed with prejudice its application (Doc. 17953; BPH-5925).

RULEMAKING PETITION

Camden, S. C. — The Kershaw County Broadcasting Co. requests institution of rule making to amend the FM Table of Assignments. Ann. Feb. 16.

CALL LETTER ACTIONS

■ William M. Bigley, Magnolia, Ark. Granted KFMV(FM).

■ Nobco Inc., Archbold, Ohio. Granted WHFD(FM).

■ Twin States Broadcasting Inc., Sylvania, Ohio. Granted WGLN(FM).

DESIGNATED FOR HEARING

Pompano Beach, Fla.—The World Christian Radio Foundation Inc. Almaron Inc. of Florida, and Sunrise Broadcasting Corp. Commission has designated for consolidated hearing applications for new FM stations to operate on ch. 274, 102.7 mc, with ERP of 100 kw in Pompano Beach. World Christian with ant. height of 445 ft., Almaron with ant. height of 352 ft. and Sunrise with ant. height of 203 ft. Ann. Feb. 15.

■ Commission designated for consolidated hearing applications of Mark Twain Broadcasting Co. and Great River Communications Inc. for new FM stations to operate on ch. 225, 92.9 mc in Hannibal, Mo. Mark Twain with ERP of 50 kw, ant. height of 464 ft. and Great River with ERP of 96.8 kw, ant. height of 476.5 ft. Action Feb. 15.

Existing FM stations

FINAL ACTIONS

*KVCR(FM) San Bernardino, Calif.—Broadcast Bureau granted license covering installation of new ant., change in ERP and ant. height. (BLED-622). Action Feb. 13.

KBBW(FM) San Diego, Calif.—Broadcast Bureau granted license covering new vertical type ant. Action Feb. 15.

KVEZ(FM) San Mateo, Calif.—Broadcast Bureau granted mod. of CP to install new trans., new vertical polarized ant. Action Feb. 16.

KSTN-FM Stockton, Calif.—Broadcast Bureau granted license covering installation of new type trans. and ant., change ERP, and ant. height. Action Feb. 15.

KONG-FM Visalia, Calif.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new type trans. and ant., change ERP and ant. height. Action Feb. 15.

WGAY(FM) Washington—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action Feb. 14.

WGUS-FM Augusta, Ga.—Broadcast Bureau granted license covering new station, specify type ant. Action Feb. 14.

WNWC(FM) Arlington Heights, Ill. — Broadcast Bureau granted renewal of license for FM station and SCA. Action Feb. 16.

*WLTI(FM) Lowell, Mass.—Broadcast Bureau granted license authorizing new FM station. Action Feb. 13.

WMIC-FM Sandusky, Mich. — Broadcast Bureau granted mod. of CP to extend completion date to Aug. 14. Action Feb. 13.

KCMT-FM Alexandria, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 21. Action Feb. 13.

KDNA(FM) St. Louis—Broadcast Bureau granted mod. of CP to specify studio and remote control location as 4367 Westminster, St. Louis, change type trans., and ERP to 50 kw. Action Feb. 16.

WCCA(FM) McComb, Miss. — Broadcast Bureau granted license authorizing new FM and specify studio and remote location as 612 Delaware Avenue. Action Feb. 13.

KWTO-FM Springfield, Mo. — Broadcast Bureau granted license authorizing new FM. Action Feb. 13.

WKNE-FM Keene, N. H.—Broadcast Bureau granted mod. of CP for extension of completion date to Aug. 6. Action Feb. 13.

■ Commission has returned as unacceptable for filing application of WHBI(FM) Newark, N. J. to change station location to

Newark, N. J.—New York. Cosmopolitan Broadcasting Corp. of New York City, licensee of WHBI(FM) had asked waiver of Sec. 73.315 of rules. Action Feb. 14.

WSEN-FM Baldwinville, N. Y.—Broadcast Bureau granted license authorizing new FM station. Action Feb. 13.

WGR-FM Buffalo, N. Y.—Broadcast Bureau granted mod. of CP to extend completion date to June 1. Action Feb. 13.

WHUC-FM Hudson, N. Y.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 7. Action Feb. 13.

WIZR-FM Johnstown, N. Y. — Broadcast Bureau granted mod. of CP to extend completion date to July 24. Action Feb. 13.

*WKCR-FM New York—Broadcast Bureau granted license covering change in studio and remote control location, installation of new type ant., change in ERP. Action Feb. 15.

WOR-FM New York—Broadcast Bureau granted license covering use of type trans. with type ant. at main trans. location, change ERP to 1.4 kw, ant. 1220 ft., for auxiliary purposes only. Action Feb. 14.

WVWB-FM Bridgeton, N. C.—Broadcast Bureau granted mod. of CP to extend completion date to March 31. Action Feb. 13.

WQMG(FM) Greensboro, N. C.—Broadcast Bureau granted CP to change ant.-trans. location to U.S. 220, 12 miles northwest of city, Greensboro, install new type trans., new type ant., ant. height 560 ft. Action Feb. 14.

WNCR(FM) Wilmington, N. C.—Broadcast Bureau granted CP to replace expired permit for new FM station. Action Feb. 13.

WAKR-FM Akron, Ohio—Broadcast Bureau granted license covering change in ant.-trans. and studio location, installation of new trans. and ant., increase in ERP and ant. height. Action Feb. 13.

Sylvania, Ohio. Twin States Broadcasting Inc.—Broadcast Bureau granted mod. of CP for FM broadcast station to change type trans., type ant. Action Feb. 16.

*KBOO(FM) Portland, Ore. — Broadcast Bureau granted mod. of CP to extend completion date to April 30. Action Feb. 13.

KLIQ-FM Portland, Ore.—Broadcast Bureau granted license covering new FM specify type trans., type ant. Action Feb. 14.

WHGM(FM) Bellwood, Pa. — Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action Feb. 13.

WWSW-FM Pittsburgh—Broadcast Bureau granted mod. of CP to extend completion date to April 30. Action Feb. 13.

WPRO-FM Providence, R. I.—Broadcast Bureau granted license covering change in trans. equipment. Action Feb. 13.

KSIX-FM Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP to change type trans., install dual circular polarized ant., and change ant. to 840 ft. Action Feb. 16.

WIVE-FM Ashland, Va.—Broadcast Bureau granted license authorizing new FM station. Action Feb. 13.

*WTJU(FM) Charlottesville, Va.—Broadcast Bureau granted license covering installation of new trans. and ant., increase in ERP. Action Feb. 13.

Chester, Va., WIKI Radio Inc.—Broadcast Bureau granted mod. of CP for FM station to change type trans., install dual polarized ant., and change ant. height to 260 ft.; condition. Action Feb. 16.

WPUV-FM Pulaski, Va.—Broadcast Bureau granted license authorizing new FM station. Action Feb. 13.

Columbia, Ky. Tricounty Radio Broadcasting Corp.—Broadcast Bureau granted mod. of CP for FM station to change type trans., type ant., ERP 3 kw, ant. 180 ft.; condition. Action Feb. 14.

*WNUB(FM) Northfield, Vt.—Broadcast Bureau granted license authorizing new FM station. Action Feb. 13.

KBQ(FM) Edmonds, Wash.—Broadcast Bureau granted license covering installation of dual ant., change in ERP, ant. height (main). Action Feb. 13.

*WLFM(FM) Appleton Wis.—Broadcast Bureau granted license covering installation of new type trans. Action Feb. 15.

FINE

WDDS-FM Syracuse N. Y.—Broadcast Bureau by letter of Feb. 14 notified WDDS-FM, that it had incurred apparent forfeiture liability of \$200 for violations of rules, including sec. 73.254, failure to make equipment performance measurements at yearly intervals.

RULEMAKING PETITION

WBNB-FM Charlotte Amalie, V. I.—Requests institution of rulemaking looking toward amendment of sec. 73.211. Ann. Feb. 16.

CALL LETTER APPLICATIONS

■ KJOY-FM, Joseph Gamble Stations Inc. Stockton, Calif. Requests KJAX(FM).

■ WMRO-FM Aurora FM Inc., Aurora, Ill. Requests WAUR(FM).

■ KGME-FM, KELA Corp., Centralia, Wash. Requests KELA-FM

MODIFICATION OF CP'S, ALL STATIONS

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WAOA Opelika, Ala. to July 15; WNUZ Talladega, Ala. to April 1; KEOS Flagstaff, Ariz. to July 4; KUZZ-FM Bakersfield, Calif. to July 16; KYOR Blythe, Calif. to March 30; *KERS(FM) Sacramento, Calif. to April 22; KCBQ San Diego, Calif. to Aug. 1; KDAY Santa Monica, Calif. to May 9; KRYT, Colorado Springs to July 10; WDJZ Bridgeport, Conn. to June 24; WKEN, Dover, Del. to July 9; *WAMU-FM Washington, to July 31; WTAI Eau Gallie, Fla. to April 15; WJTS Jupiter, Fla. to March 15; KOZE-FM Lewiston, Idaho to July 23; KOAK Red Oak, Iowa to August 15; *KDCR(FM) Sioux Center, Iowa to August 22; WDKR Paducah, Ky. to April 15; *WEKU-FM Richmond, Ky. to July 1; KCTO Columbia, La. to July 31; WCAO-FM Baltimore to August 19; WCOP-FM Boston, to July 18; KAUS-FM Austin, Minn. to June 21; KZYM-FM Cape Girardeau, Mo. to May 20; WNAT Natchez, Miss. to April 1; WNAT-FM Natchez, Miss. to March 1; WVLY, Water Valley, Miss. to June 15; KMFL-FM, Marshall, Mo. to August 27; KDNA(FM) St. Louis to June 1; *KCLC(FM) St. Charles, Mo. to April 19; *WBFO(FM) Buffalo, N. Y. to July 20; WTNS, Coshocton, Ohio to July 8; KPNW, Eugene Ore. to August 19; *KWAX(FM) Eugene, Ore. to May 20; KJIB(FM) Portland, Ore. to April 30; KSWB Seaside, Ore. to May 1; WHYL Carlisle, Pa. to March 25; WGET-FM Gettysburg, Pa. to August 23; WKOK Sunbury, Pa. to August 12; WMNT Manati, P. R. to April 15; KBRK-FM Brookings, S. Dak. to August 9; WERI-FM Westerly, R. I. to April 17; WJOY Burlington, Vt. to August 1; WESR-FM Tasley, Va. to July 24; KGDN Edmonds, Wash. to June 24; KIXI-FM Seattle, Wash. to July 11; WCHS Charleston, W. Va. to June 28. Actions Feb. 14.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliaries: KALM Thayer, Mo; KAYL Storm Lake, and KCFI Cedar Falls, both Iowa; KRCH(FM) St. Louis; WATW Ashland, Wis.; WDEB-FM Jamestown, Tenn.; WKZI Casey, Ill.; WLMJ Jackson, and WMOH Hamilton, both Ohio, and WLEM Emporium, Pa. which is granted subject to provisions of sections 73.87 and 73.99 of the Commission's Rules and Regulations. Actions Feb. 13.

■ Broadcast Bureau granted renewal of licenses for following broadcasting stations and co-pending auxiliaries: KDFN Doniphan, and KFTW Fredericktown, both Missouri; KICD Spencer Iowa; KWCC-AM-FM Popular Bluff and KXLW Clayton, both Missouri; WBAM Montgomery, Ala. and WWJB Brooksville, Fla. Actions Feb. 19.

LICENSE GRANTS, ALL STATIONS

■ Broadcast Bureau granted licenses covering following new stations: WTHD, Milford, Del.; WVPC-FM, Monmouth, Ill.; WIGG Wiggins, Miss.; WANS-FM Anderson, S. C. and KPQ-FM Wenatchee, Wash. Actions Feb. 15.

Translators

ACTIONS

K09AQ Ketchum, Idaho. Broadcast Bureau granted license covering changes in VHF TV trans. station. Action Feb. 19.

K07HP Dubois and surrounding area, Wyo. Broadcast Bureau granted license covering new VHF TV trans. station. Action Feb. 19.

CATV

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper in Merced, Calif. (General Electric Cablevision Corp.) CATV proceeding, granted petition by General Electric and continued from Feb. 12 to April 15 date for exchange of written exhibits; from Feb. 19 to April 22 date for start of evidentiary hearing, or to such earlier dates as may be specified by Examiner following Commission action on pending petition for reconsideration (Doc. 17861). Action Feb. 13.

■ Chief Hearing Examiner James D. Cunningham in Akron, Lorain, Cleveland Heights, all Ohio (Akron Telerama Inc., Lorain Cable TV Inc. and Telerama Inc.)

Continued on page 79

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted

Management

Wanted/professional producer looking for first shot at management/number one rated/west/secure future/growing, expanding, deluxe facilities/top dollar potential/get excited/lose your cool/Box B-223, BROADCASTING.

General manager needed by successful AM-FM in northeast small market. Must be able to sell and have experience in all phases. Send resume and salary requirements. Excellent starting salary plus commission and fringes. Box B-226, BROADCASTING.

We're looking for an ambitious man, 28-35, with solid sales and programing background to take over management of established station in medium market of North Carolina. Send complete resume. Box B-277, BROADCASTING.

Manager for new full-timer in small northern Arizona city on busy interstate highway. Some ownership available. Send complete resume in confidence to Grand Canyon Aircasters, P. O. Box 182, Scottsdale, Arizona 85251.

Help Wanted—Sales

California daytimer seeks hard core sales manager, preferably RAB trained, who can and will personally sell, train and direct producing sales staff. Excellent salary, bonus, incentives. Updated resume and photo requested. Box A-322, BROADCASTING.

Go with a winner! Write KVON, Napa, Calif.

Immediate opening experienced salesman country and western format—500 watt—610 kc. References required, contact Ray Tolar, WMEL, P. O. B. 870, Pensacola, Fla.

Sales—help!! Would you like generous starting wage—plus—20% commission—chance for management? No collect calls, no resumes, just you in person, at your expense. Contact Tom Armshaw, WFET radio, P.O. Box 950, Greensboro, North Carolina, 919-275-4464, 6 to 7 PM only.

Top rated station, outstanding market acceptance, seeks young aggressive man experienced in radio sales. If you have a proven sales record and are willing to work hard, enjoy the challenge of working for a station that offers you the opportunity to progress according to your own ability, to sell professionally, live in a beautiful area, with excellent living conditions. Money commensurate with ability and experience. Send resume and picture to: Don Foutz, WROV Radio, Roanoke, Virginia 24015.

Announcers

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Hard working contemporary music personality to work in 180M southern market. Salary open. Send resume and tape to Box A-380, BROADCASTING.

Great MOR station, strong on personality and news dominance seeks creative, mature, appealing announcer. Tight production, fine city in the west. Radio with excellence, beautiful place to live. Send tape and resume to Box B-72, BROADCASTING.

Announcer-salesman. Send complete info in confidence. No contact with your boss; no refs needed. Fine medium market operation; good pay, working conditions. Box B-91, BROADCASTING.

Announcers—(Cont'd)

On the way up? This could be it! Mid-Atlantic market of 400,000 5 kw needs mature sounding MOR 1st phone announcer. Evening shift. Salary open. Tape and particulars to Box B-124, BROADCASTING.

Announcer-professional delivery; good voice; production ability preferable. Morning shift. Top salary-fringe for right man. Central Arkansas. Send resume and tape to Box B-198, BROADCASTING.

Ambitious announcer to become salesman-newsman. Unlimited potential. Your income automatically reflects your success. Midwest. Box B-236, BROADCASTING.

Afternoon drive dj to serve as chief announcer. Top 40. Experienced with stability and record of success. Base \$215.00 weekly to start Good hop market. Send tape, current picture and references. Box B-238, BROADCASTING.

Wanted immediately! First ticket combination man. Good working conditions. Phone De Witt Waites, Area Code 501-946-1470, in DeWitt, Arkansas. Will accept recent graduate. Box B-289, BROADCASTING.

Adult oriented air personality with imagination and experience needed by high image midwest metro. 50 kw station with strong position in market. Forward tapes and resume to Box B-297, BROADCASTING.

N.Y.C. suburban wants mature, intelligent, lively, MOR announcer with depth, diversified interests, solid education background. Send resume, air check. Box B-314, BROADCASTING.

Opportunity for first phone. Permanent position. Extra benefits. Progressive Montana station. Send tape, resume, photo. KSEN, Shelby.

First phone? Try a winner, Write: KVON, Napa, Calif.

Immediate opening—mature, professional announcer for afternoon MOR format and occasional TV work. Send tape, picture and resume to Program Director, WBAY Radio, Green Bay, Wisconsin 54301.

Immediate opening — experienced morning man. Established single station MOR, heavy local news, sports. Active account list if you have sales experience. Good salary plus 15% commission. General Manager, WCBY Radio, Cheboygan, Michigan.

Chicago suburban: 1st class. Complete information and tape to WEAW, Evanston, Illinois.

Start March 4, announcer/newsman. Stable, mature voice. 3rd class. 40 hour week, good music station. No swinging djs. Send photo and tape. WFMN, 104 Broadway, Newburgh, N. Y.

Our production manager has been promoted within our 7 station chain. Replacement should have 1st class ticket, ability to create hard sell commercial copy, administrative ability, short air trick. In return we offer security, insurance program, retirement plan, paid vacation, opportunity for advancement and salary commensurate with experience and ability. Send resume, tape photo, immediately to Bob Todd, WGEA, 4800 E. Raymond St., Indianapolis. Personal interview at our expense a must.

Needed one announcer experienced in play-by-play. Good working conditions, salary negotiable. Call John J. Bailes, Gen. Mgr., WJAT, Swansboro, Ga., 912-237-2011.

Good announcer . . . 5:00 p.m. to midnight . . . Middle of the Road, AM-FM operation. Above average remuneration . . . send resume and tape to WKAJ, Saratoga Springs, New York.

Announcers—(Cont'd)

Progressive Virginia modern country station is looking for a mature professional announcer. Bright sound and tight production a must. We pay above average and you would be joining an above average team. Air check and full details to WKCY, P.O. Box 1007, Harrisonburg, Virginia.

Straight staff board announcer. Network station. 3rd endorsed required. Must be immediately available. Beginner considered, but some experience preferred. WLDB, Atlantic City, New Jersey.

First phone announcer needed by WLMD, Laurel, Md. Within 20 miles of Washington and Baltimore. Middle of the Road format. Day shift. Permanent position. Send tape and resume to Thomas S. Carr or call 301-776-5500.

Top rated station outstanding market acceptance, seeks smooth, creative top 40 announcer. Must have 2-3 years experience, good production ability and willing to work hard. Beautiful area, excellent living conditions. Salary commensurate with experience for 40 hour week. Send resume and tape with picture to Don Foutz, WROV Radio, Roanoke, Virginia 24015.

Leading radio-TV operation has opening for topflight night dj for radio, with some television if qualified. Send tape. WSAV Radio and Television, Savannah, Georgia.

Central New England's top FM stereo station has a pressing need for an announcer-copywriter, strong on creative copy. This 25,000 watt good music outlet serves five states. We offer tremendous growth potential for the right man. Endorsed 3rd phones only. Start at \$372.80. Write or call Peter O'Neil, WSRB, P. O. Box 286, West Side Station, Worcester, Mass. 01521.

DJ—salesman for modern country station. Tight board, salary open. Call daytime 301-834-8141, WTRI, Brunswick, Md.

Immediate opening for experienced announcer with first phone for night shift. Network MOR station. Call Manager at 318-442-6611.

Need mature announcer for MOR top Ohio station in single station market. Excellent starting salary for right man. Call 636-3175 in Bryan, Ohio.

If you're saying something and have a first ticket—call 617-677-9477 collect. Also need newsman or news director with first ticket.

Technical

Director of engineering needed for group of three stations. Good salary for experienced man. Box B-252, BROADCASTING.

First phone-maintenance and operation for FM Xmitter and studio, college station in the east with new equipment. Send resume to Box B-305, BROADCASTING.

Chief engineer, excellent facilities. Little announcing. Soon to install new transmitter and FM. No smog, ice, snow, tornadoes, sandstorms, hurricanes. Mexico is next door. Send complete details to KVOZ, Laredo, Texas.

Combo man with first phone, Light maintenance. Preferably family man. MOR format. Salary open. Coastal Alabama. Send resume, audition, to WABF, Fairhope, Alabama 36532.

Help Wanted

TECHNICAL—Continued

First phone man for transmitter, no announcing. Will train beginner. Station WAMD, Aberdeen, Md.

Immediate opening—experienced engineer for established fulltime AM, single station market adding FM. Almost new equipment throughout, short announcing shift required. Heavy tourist resort area offers unlimited freelance Marine radio opportunities for supplementing salary, if interested. Year round activities if you're a sportsman. Salary open, contact General Manager, WCBY Radio, Cheboygan, Michigan.

Immediate opening in top AM-FM, Atlanta. 1st phone, with maintenance experience. No board work. Send resume to Technical Director, WQXI, Atlanta, Georgia.

NEWS

News director for midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well organized, creative applicants with journalism degree and newspaper or broadcast experience send complete resume and photo to Box A-230, BROADCASTING.

Experienced on-air news director needed by southern California contemporary station to expand and manage department. Send resume, tape, and photo to Box A-341, BROADCASTING.

Newsman . . . with experience, or potential. Radio-TV news department, upper south. Chance to grow, 6 person department, pleasant living area. Resume and salary requirements to Box B-138, BROADCASTING.

Top rated TV news operation needs all around newsman. Will consider radio experience. Excellent opportunity with growing group. All color NBC affiliate in midwest. Box B-254, BROADCASTING.

Newsman-head up one man news staff. New York City suburban. Box B-272, BROADCASTING.

Newsman—top news operation, accent local news, state capital coverage, 2 mobile units, information network, flagship station of 6-market group. Aggressiveness and know-how a must. Send tape and resume first reply, immediate opening. Salary open. Contact News Director, KFOR, Lincoln, Neb.

Newsman wanted immediately for Central Florida's top station. Should be experienced in gathering, writing, and on-air reporting. Phone Bob Raymon, News Director, 305-241-1491, WDBO, Orlando, Florida.

Newsman—experienced in gathering, writing and on-air-reporting. Send resume, snapshot, audition tape, and advise minimum salary requirements to John M. Spottwood, General Manager, WKWF, Key West, Florida 33040.

Suburban New York station needs newsman to round out its energetic news staff. Must be able to gather, write & broadcast. Heavy emphasis on local news. WLNA, Peekskill, N. Y.

Help!! Need top notch newsman. If you're good and news is your "bag" we want to talk. We're 10,000 yours! If you wish to be number one this year call 304-252-6452. No "collect." Ask for manager.

We're still looking for a radio-TV newsman. On camera experience desired, but not necessary. Must have good references. Good change for radio man to move up to TV news. Call Ron Hall, AC 817-PL6-4451, Waco, Texas.

Production—Programing, Others

Gal Friday. Gather and write news, write good commercial copy, voice with seductive qualities. Good pay, successful small market AM-FM stations. Box B-92, BROADCASTING.

Production manager for five thousand watt fulltime key suburban northeast market number 1 station. MOR, sports, community service, growing company. Mature voice, P.D. experience or equivalent. Opening immediately available due to internal promotion. Box B-146, BROADCASTING.

Country music program director experienced in modern format Nashville radio, skilled in copywriting, creative programming, hard production commercials. Send qualifying info, personal data & samples of production to Box B-147, BROADCASTING.

Production—Programing, Continued

Wanted radio pro for forty hour board and production shift. Only experienced adult, mature person should apply. Need for Florida based AM FM stereo operation. Apply to Box B-150, BROADCASTING.

Situations Wanted—Management

General manager. Strong on sales. Creative. Good administrator. 22 years successful all-around broadcaster. Wishes to relocate in small market where ability and versatility pay off. Box A-323, BROADCASTING.

California station owners—general manager available—outstanding industry record. Will prove aggressive, creative radio television record. Box B-192, BROADCASTING.

Let a solid "dollars and cents" broadcast businessman run your station. As your manager, he'll bring you the benefits of over twenty years experience in all phases of radio, an overwhelming amount of know-how and an abundance of retail-oriented ideas. He has worked for agency and directly with retailers. Write or wire. Box B-230, BROADCASTING.

As station manager will increase revenue as your best salesman and offer aggressive sales direction. Increase station acceptance with 20 years uninterrupted experience, broadcaster thru station managerships. Box B-251, BROADCASTING.

General manager with 17 years experience available due to station sale. Now in top 100 market but will consider smaller markets. Strong on sales, engineering (1st ticket), programming, FCC regulations and procedures. Box B-258, BROADCASTING.

Mr. Owner: interested in this man? College graduate, large family, hard worker, successful experience in following: copy, announcer, news, programming, promotions, sales, management, growth sales, cost reduction, community involvement, FCC rules, presently employed in blind alley. He has over 15 years experience and has a record of personal successes that he will discuss in a personal interview only. He is interested in your station only if it offers long term growth possibilities in a community where his large family can put down roots, and where he can see his efforts and hard work pay through mutual financial growth. Interested? Reply Box B-313, BROADCASTING.

Sales

Experienced salesman with broadcast endorsed 3rd, married, age 36. Have combo experience. Desire to sell adult sound permanently. Box B-288, BROADCASTING.

Announcers

Sportscaster, Experienced. Superlative play-by-play. First phone. Some TV. Box B-23, BROADCASTING.

First phone combo: experienced, college, management potential, like? Box B-158, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box B-217, BROADCASTING.

Attention cities by the sea: Talented disc jockey who can do everything . . . interviews, production, promotion, sales, news, management. 10 years experience. Am not excluding small market by the sea. Box B-240, BROADCASTING.

Help! Prisoner in medium market! Have creative top-40 show, humorous voices, four years experience, college. Must escape!! Key hidden in Box B-257, BROADCASTING.

Swinging rock & roll dj with 3rd phone and broadcast endorsement desires small to medium market. Available June 1st. Send for tape and references. Box B-261, BROADCASTING.

Former university basketball star, now actively working as sports commentator and play-by-play announcer—television and radio—desires sports position in major market. Box B-262, BROADCASTING.

Ambitious young family man, draft exempt, 1st class ticket. 2½ years experience, excellent references. DJ and newscaster, can do production, prefers top 40 or MOR. Looking for permanent position in Florida with advancement. Write Box B-263, BROADCASTING.

Lively young top 40 jock. First phone. Experienced. Looking for advancement. 308-324-4996. Box B-264, BROADCASTING.

Radio-television, all phases. I can do any job better. Box B-265, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

College degree . . . four years experience third endorsed . . . 22 years old . . . married. Seeking established, adult, MOR station in south Florida. Responsible, mature voice, now morning man in 300,000 plus market. Available June 10. Box B-266, BROADCASTING.

Almost two years experience, some college, third phone. Box B-268, BROADCASTING.

Announcer with professional sound, mature, MOR personality, college graduate, five years experience. Box B-278, BROADCASTING.

DJ—newscaster—salesman. Experience, college grad. Third class endorsed. Tight board, Edit and write news. Draft exempt. Box B-282, BROADCASTING.

Female disc jockey, announcer, newscaster. Tight board, third endorsed. Creative commercials-writing, versatile. Sales, aggressive, dependable. Box B-285, BROADCASTING.

Excellent voice and references, young professional west coast announcer. Immediately available due to unprecedented circumstances. Box B-293, BROADCASTING.

Sportscaster, 21, play-by-play, college, draft exempt, eight months experience. Box B-294, BROADCASTING.

Busy manager's right hand man! Top flight air man, strong copy and production. Seven years experience all phases. Married, stable, straight. Box B-295, BROADCASTING.

You name it, talk to television. 20 years experience with world's largest radio-television network. Available July '68. Box B-298, BROADCASTING.

Announcer, dj, authoritative newscast. Mature sound, looking to settle. Box B-307, BROADCASTING.

Authoritative newscaster, dj, announcer. Family man, no floater. Box B-308, BROADCASTING.

Great sound, clever, creative, witty! I lie a lot . . . but do have 7 years large market experience. Mature announcer, authoritative newscaster, 3rd endorsed, responsible. Need PD, ND, or announcing position. Let's talk about what you need. Box B-309, BROADCASTING.

Large market drive time jock now at modern country station. Six years experience. Family man. Prefer top-forty or modern country in far west, will consider other large markets. Good solid production, comprehensive news delivery. Box B-310, BROADCASTING.

Versatile, young, experienced, third phone Florida announcer wants fulltime opportunity in Florida only. Specialty: MOR combo work, but can adapt to any format. College, single, draft exempt. Can obtain first phone. Box B-315, BROADCASTING.

First phone, married, Top 40. Five years experience. Medium, metro market only. Draft exempt veteran. William. 612-PA4-9067, 741-2251.

Radio-TV announcer, college grad, 24, draft exempt. Seeking first position and eager to work hard. Free to relocate. Jim Blume. 12529 Elm, Blue Island, Ill. 60406, or call (312) 388-2172.

Mature announcer—strong news—MOR—Gospel—sales—3rd phone endorsed—prefer southwest—call 714-658-7462.

First phone major market experience mature voice available immediately. 509-MA4-1409.

Available March 15—announcer—10 years experience. First class license—modern country or middle-of-the-road—Bob Millsp, Rt. 6, Box 231B, Hot Springs, Arkansas 71901, phone CO 2-1706.

Announcer, first class license, Broadcasting school graduate. Prefer Massachusetts. Contact Paul 207-854-8364.

Proficient experienced write Anthony Grudnoski, 1016 Crystal Avenue, Crystal Falls, Michigan 49920, call 906-875-6766, available June 1968—resume, tapes.

Career Academy graduate—dependable—pleasant voice—strong dj, commercial, third endorsed. 401-539-7550.

First phone, married, experience top 40 and C&W, available immediately, contact Don Yager. 1520 E. 28, Albany, Oregon.

Situations Wanted

Announcers—(Cont'd)

Bright air personality, not a floater, or prima donna. Box B-312, BROADCASTING.

Experienced French dj seeks employment on French speaking stateside station, previously with leading French station, now on the most powerful commercial station in the Caribbean. Reply to: Guy Bennett, Box 262, Montserrat, British West Indies.

Talent, good voice and a lot of desire. Just out of Career Academy, New York. Need a start. Willing to work hard for experience. Have a 3rd phone endorsed. Draft exempt. Dan Sanders, 90 Sand Lane, Staten Island, N. Y. 212-448-2333.

Fully experienced British ex-pirate dj, previously with British Forces Network, now with the most powerful commercial radio station in the Caribbean, used to top 40 or MOR. Seeks a good swinging stateside station. Reply to Lee Mason, Radio Antilles, Box 262, Montserrat, British West Indies.

Hard worker loves west: 3rd/end. Personal/resp. in all phases. 7716 Amber, Stockton, California 95207.

Technical

Experienced chief engineer desires position in south or central Florida. Box A-304, BROADCASTING.

First phone/deejay. Fifteen years experience. Now want transmitter watch only, in order to write a book. No maintenance; will pull occasional air shift if necessary. Box B-267, BROADCASTING.

NEWS

Mature newsmen available June first. Good authoritative airman. Good digger. Family man. One man news director for two years in 120,000 market. News director here in charge of two newsmen for past two years. Want job as newsmen in larger organization that is in top 2 ratings. Warren Boldt, KROS, Clinton, Iowa.

TELEVISION—Help Wanted

Sales

Southwest TV major market network VHF. Exceptional opportunity for salesman of proven ability to join aggressive sales-oriented operation. Assume established list with opportunity to grow. Send complete resume including references and picture to Box B-279, BROADCASTING.

WTMJ-TV, NBC in Milwaukee, seeking local salesman to activate local retailers. Prefer young college graduate with good sales record in small or medium market. Send resume including sales record to Roger Micheln, WTMJ-TV, Milwaukee, Wisconsin 53201.

New midwest UHF CBS affiliate needs energetic self-starter, looking for growth opportunity in local sales. Broadcast sales experience essential, TV sales desirable. Salary, commissions, fringe benefits. A chance for growth in earnings and career. Write or call Terry Alley, KMEG, 7th and Floyd Blvd., Sioux City, Iowa, 712-277-3554.

CBS affiliate in a leading southeastern market needs experienced local/regional account executive immediately. Protected account list and excellent compensation plan. Fine opportunity for capable man. Write or call Ed Bizzell, Local/Regional Sales Manager, WFMV-TV, Greensboro, N. C.

Announcers

Major VHF color CBS-TV affiliate needs immediate replacement for announcer entering service February 15th: Outstanding opportunity for "up and coming" performer in excellent community. Reply immediately to Box B-83, BROADCASTING, stating salary requirements in first letter.

Newsman capable of 16mm silent and sound filming, writing, reporting, air work and interviews. Send resume and VTR or film to Stan Scott, News Director, WSTV-TV, Stuebenville, Ohio.

Experienced TV announcer chance for weather and news shows. Contact Barry Lillis, Medium Ohio market. 419-225-3010 (no collect calls).

Technical

1st class engineers for operations transmitter and maintenance. Midwest network VHF, medium market. Good place for family living. Send details, photo and salary requirements. Box B-76, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

Maintenance supervisor — group operation, maximum power, color VHF. Advancement opportunity, midwest. Send resume and photo to Box B-218, BROADCASTING.

Immediate opening for two experienced television engineers with 1st class licenses for northern California VHF station. Send resume to Chief Engineer, KVIQ-TV, Eureka, California 95501.

Immediate openings for qualified technicians in all color station. Experience desirable. 1st class license required. Contact R. L. Renaud, Chief Engineer, WWJ-TV, 622 Lafayette Blvd., Detroit 48231. Phone (313) 222-2182.

Television studio VTR and transmitter engineers for operation, maintenance of ETV system in American Samoa. Good living conditions, liberal benefits. Send resume to: R&D Office, NAEB, 1346 Conn. Ave., Washington, D. C. 20036.

Television studio technician requires first-class radio telephone license. Minimum three years experience. Write: Lou Bell, Studio Supervisor, Television Station KNTV, 645 Park Avenue, San Jose, Calif., 95110 (408) 286-1111, Equal opportunity employer.

NEWS

News director for midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well organized, creative applicants with journalism degree and newspaper or broadcast experience send complete resume and photo to Box A-231, BROADCASTING.

Top rated TV news operation needs all around newsmen. Will consider radio experience. Excellent opportunity with growing group. All color NBC affiliate in midwest. Box B-254, BROADCASTING.

Midwest tv/radio. Enlarging staff. Seeking 3 men—reporter, newscaster, and combination SOF-newsman. Age no barrier. Newscaster and SOF positions send salary requirements, resume, and VTR or tape. Reporter—salary and resume. Box B-296, BROADCASTING.

News producer for major broadcast, at least 2 yrs. experience with complete familiarity with video tape and film production. Must be prepared to produce an aggressive ½ hour multi-talent newscast. Box B-300, BROADCASTING.

Production—Programing, Others

Combined TV-FM-AM station in Iowa needs 1st class technician for either operations or maintenance. Previous experience not essential. Box B-29, BROADCASTING.

Stage manager and assistant to film director. Two men with good TV background and leadership qualities. Production man must have thorough knowledge of color lighting, scene building, camera operation, and directing potential. Film man must have at least two years experience in film handling and on air procedures. "Take charge" men, here is your opportunity for experience and advancement in a full-color, Illinois CBS affiliate. Box B-287, BROADCASTING.

If you are a truly creative television producer, interested in working in ETV, an individual who knows television production well, can write, is flowing over with ideas, and has the ability to translate informational material into imaginative, creative, stimulating television programs, send a resume and salary requirements to Associate Director, Mississippi Authority for Educational Television, P.O. Drawer 2470, Jackson, Mississippi.

Situations Wanted—Management

Television station manager with impressive commercial experience in general management, sales, programing, film buying, personnel training, and design/construction/operations in highly competitive market. Married, industry and civic leader, degrees, and available soon. Responsibility and future more important than salary. Box B-260, BROADCASTING.

Now v.p. general manager, 41. Experienced in all phases of television and CATV. Community involvement, sense of direction and urgency contagious. Adept in orienting groups toward common purpose. Subordinates admire consistency and decision making ease. Leadership bearing clear. Desires move. Confidential, Box B-269, BROADCASTING.

Situations Wanted

Management—(Cont'd)

Television stations, improve your national spot sales! Create the extra in sales effort by inserting a new ingredient—your own sales specialist for New York. Well-established sales contacts plus broad knowledge of national spot sales problems. Reduce your availability list—even your rep will approve. Box B-301, BROADCASTING.

TV/radio general manager, experience all phases TV, radio, advertising. Looking for challenge and long association. Resume available. Call or write: Kenneth D. Caywood, 319 Lincoln Park Blvd., Dayton, Ohio 45428, (513) 299-4495.

CATV manager—16 years radio and TV, 14 with major group owner, all phases engineering. Last five years with broadcast products manufacturer in marketing. First phone. Paul Franklin, 1513 Ferndale, Niles, Mich. 616-684-0931.

Sales

Need a TV salesman? College degree in radio-TV, family man, military complete. 7 years experience in most phases of broadcasting, past two in top 10 market. Limited sales experience but have great potential. Want opportunity to grow with progressive organization in Texas or Florida. Box B-283, BROADCASTING.

Situations Wanted—Announcers

Experienced, authoritative airman and reporter. A pro on and off the air. Move to adequately staffed station in larger market in mind. Box B-286, BROADCASTING.

TV staff announcer. Mature, long experience. Salary requirement, \$175 weekly. Box B-299, BROADCASTING.

Radio/television, all phases. I can do any job better. Box B-306, BROADCASTING.

Situations Wanted—News

I'm trapped, frustrated as assignment editor in top six market. I want to return as news director at a station where I can use my 14 years news director experience. Can film, edit, write and air, sponsor getting, award winning newscasts and documentaries. Excellent recommendations. Box B-195, BROADCASTING.

News director: 31 years old, 12 years experience with 8 in television. Want opportunity to move up in markets, gain larger salary and more challenge. B. A. degree and graduate work plus continued delivery of major newscasts. Willing to locate anywhere . . . minimum 13,000. Box B-284, BROADCASTING.

Production—Programing, Others

Television program manager with valuable sixteen year record, available in March. Can successfully analyze, coordinate, and implement a highly competitive, creative television program department. Box B-182, BROADCASTING.

University television instructor with commercial, educational, and consulting experience in station management, programing, sales, and production. Desires association with large television operation or educational institution. Box B-183, BROADCASTING.

Bottom rung TV artist seeks move up. Photo, and production background. Box B-239, BROADCASTING.

Have gun—will travel! Trailing partners with good spread, savvy TV executive, pearl-handle 45er, notched for experience in management, creation, production, direction, budgets, liaison. Spread can be industrial, advertising agency, packager, medical, scholastic, etc. Moneybelt holds average 18-22 big ones yearly and that ain't hys. This cowboy sits well, shoots straight, rides tall in saddle. Hankerin to roundup gabfest. Box B-248, BROADCASTING. P.S. Don't let lingo lasso-U, actually talented good-guy Eastern dude.

Executive producer: creative, energetic, productive. Age 29. Seeks to develop exciting local programing and documentaries for aggressive station. Experienced in programing, production, writing. Presently in major market. Box B-259, BROADCASTING.

Production—Programing, Continued

Producer/director desires return to active commercial or ETV station. Now in non-challenging, non-creative close-circuit government job. Ten years experience from the floor up. Heavy remote and film experience. Proven record of top quality productions. Box B-292, BROADCASTING.

Experience-color tv art director. Seeking progressive major market. Have ideas, will create. Box B-311, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: guyed or self-supporting tower 610 ft. Capable of supporting 12 bay hi-band pedestal mount antenna and 6 bay FM antenna and related equipment. Minimum 40 pound wind load. Contact William A. Ekberg or Ivar Nelson, KFYR-TV, Bismarck, North Dakota, telephone 701-223-0900.

Stereo equipment needed—immediate buyer for used Ampex PD-10 stereo duplicator with minimum of three slaves. Box B-270, BROADCASTING.

Long Island AM-FM wants equipped used remote broadcast van/truck. Box B-271, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—helix, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

For sale: must move, real buy on known brand 5-kw AM transmitter. Box B-99, BROADCASTING.

TK-26 color film chain. Has separate centering supply, includes processor, shading amp, colorplexer with carrier balance and aperture/corrector. TM-6 monitor & two WP-15 power supply. Available soon. Asking 8,000. Box B-221, BROADCASTING.

TK26 Color Film Camera available, ideal for low budget color. Contact Jim Lockerd, Chief Engineer, KSWO-TV, P. O. Box 708, Lawton, Oklahoma, 355-7000.

RF Bridge GR 916A, BC 221 Frequency Meter, CRL Bridge, drafting equipment, LeRoy Templates, pen, etc. Many other items. Bargain priced. Write for list. Retired engineer. Box B-274, BROADCASTING.

UHF 1 1/2 kw RCA transmitter (used). Negotiable sale price to include freight and proper operation upon installation. Price does not include fltplexer which is individually required for each specific channel. Transmitter not being used but available for inspection. \$75,000.00. Box B-275, BROADCASTING.

VTR Modulator/Demodulator (LBM) Allen type 1114 RF, excellent condition, reasonable. Write Box B-276, BROADCASTING.

TK-41-C and TK-41-B modified to 41-C. Box B-302, BROADCASTING.

Moseley remote metering and monitoring unit complete with remote studio and transmitter equipment including mounting rack front. Perfect condition. Original cost of \$1,000.00—due to procedural changes will sell this model WRC 25 for best price over \$750 which we carry as our present depreciation value. For details call or write KGUD, 1216 State Street, Santa Barbara, California 93104.

Fairchild stereo limiter, model 670 and stereo conax, model 620, both in excellent condition. Contact Chief Engineer, WDFH, 108 N. State St., Chicago, Illinois 60602.

Scotch audio recording tape, lowest prices, Tape Center, P. O. Box 4305, Washington, D. C. 20012.

Rust AL-A10 automatic transmitter logging system. Unused. Includes two magnetic pull-in parameter alarm meters, one MA meter sampling resistor unit, one plate current sampler, and two DC offsets for AM and FM center reading frequency. Price: \$1,400.00. Box 1005, Hastings, Nebraska 463-1314.

Scully, spotmaster, Russco, GRK, Trade-finance. Write for lists. Audiovox, Box 7067-55, Miami, Florida 33155.

FOR SALE—Equipment—(Cont'd)

Crown-BX 800 recorder with amplifier. Full track monaural. Price: \$800.00. Box 1005, Hastings, Nebraska 463-1314.

1 phase monitor—2 Tower W.E. 2A; 1 phasing unit—2 Tower 5-10 kw, W.E. 33A; 1 kilowatt AM composite transmitter—suitable for auxiliary—large, well-built, some components floor mounted. Contact: Elbyrne F. St. Clair, Chief Eng. Radio Station WDEJ, Post Office Box 150, Roanoke, Virginia 24002.

Translator power. Now put your translator where antenna should be for best coverage, not where power line happens to be. Use the TELAN thermo-electric generator. No moving parts, simple to operate, leave unattended 6-12 months. General Instrument Corp., Thermolectric Division, Box 544-B, Hicksville, New York 11802, 516-681-4300, ext. 205.

Television radio transmitters monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

"365 Days of laughs"—daily radio gag service may be available in your market. Sample a month! \$3.00, Box 3736, Merchandise Mart Sta., Chicago 60654.

Attention top 40 stations. Complete oldies file of 3,000 45's from 1962-1967. All brand-new, top 100, rock only. Private collection. Best offer, Box B-290, BROADCASTING.

License renewal time? Economical, accurate analysis of composite week for Section IV-A, plus writing of narrative exhibits. Economical, efficient, accurate. Noyes, Moran & Co., Inc., 1027 Curtiss, Downers Grove, Ill. 60515 (312) 969-5553.

New corporation providing new service . . . Have exclusive in your market. Already, Cincinnati, Kansas City, and parts of South Carolina gone. Up your ratings by adding four new personalities to your show. Grampa Crawdad, Granny Crawdad, the 90 year old commentators on today's affairs. Richard Shirly, the mod-mad teenager. Patty Turner, the glamorous Washington, D. C. jet-setter who tells all. \$7 brings 50-30 second samples. T. Reuter, Suite 502, Natl. Press Building, Washington, D. C. 20004.

Comedy material. Original, terrific. Details, 10c. Frankel, P.O. Box 983, Chicago 60690.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11299.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

INSTRUCTIONS—(Cont'd)

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, new-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647, (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Mar. 11, April 15, May 20. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Mar. 11, April 15, May 20. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly, 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

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Help Wanted

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Dedicated young man for responsible post of executive secretary of Illinois Broadcasters Association. Contact Milton D. Friedland, WISC-TV, 2680 East Cook St., Springfield, Illinois, (217) 528-0465.

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All new equipment
Excellent facilities

If you are capable of passing
rigid audition—send photos
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**R. T. OLDENBURG 1435 Ellis Road
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ANNOUNCER—TOP 40

Midwest Metro Market—Needs
bright sounding young man to
continue with Number One rat-
ings. Tape and details to
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Production—Programing, Others

PROGRAM DIRECTOR—TOP 40
Number one station in medium size Mid-
west market of 350,000 needs a contest-
promotion minded leader to take charge
of all programing responsibilities. Send
tape and resume to
Box B-281, Broadcasting.

Production—Programing, Others

Continued

PRODUCTION DIRECTOR

Born of the flower generation,
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for our business!

Network-owned station in top ten
Eastern market interviewing most
brilliant young production experts
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remember "Lucky License,"
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and Don Keyes . . . and are now
ready to blaze new trails in radio
. . . we'd like you on our frequen-
cy. Send tape, examples of ideas,
philosophy, references, and pic-
ture to

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MAJOR N.Y.C. STATION

Seeks top notch PROGRAM
DIRECTOR, who really knows
and can select good pop music,
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ball and happy. Please send
resume of proven experiences;
age; salary, etc., to

Box B-304, Broadcasting.

Production—Programing, Others

Continued

We are looking for a DYNAMIC NEWS DIRECTOR

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group & live in "The Land
of Sunshine" in

JACKSONVILLE, FLORIDA

FULL TIME 5000 WATT STATION
ALL NEW EQUIPMENT—STRONG YOUNG
MANAGEMENT TEAM.

If you feel you can qualify
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12 years experience in top 50 mar-
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Network owned VHF station in a top
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top man to assume responsibility for
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management. If you are looking for a
challenge in the active direction of all
facets of company business and corpo-
rate advancement send a resume with
photo that outlines your qualifications
and a letter that tells us why you can
help us run a successful business. Reply to
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Technical

Television Chief Engineer

Opening at midwest UHF. Two
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transmitter, VTR, microwave
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color this year. Excellent living
middle sized university communi-
ty. Assistant and supervisor seri-
ously considered. Maybe your
chance to move up. Must be able
to manage and train others. Send
resume or letter to

Box B-280, Broadcasting.

TV. ENGINEERS Wanted IN Florida

VHF color station
Executive positions

send full resume & references
Box B-256, Broadcasting.

TELEVISION—Help Wanted

Technical—(Cont'd)

**BROADCAST FIELD ENGINEERS
RCA**

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

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ENGINEERS

We have an opening for a particular type of engineer. The man we are looking for has been in television for several years, he is capable and resourceful, he knows television and is looking for a chance to become a specialist in an area that he likes. He is probably working in a small or medium market station and wants the opportunity to move up to a major market VHF station that has the equipment and the plant to allow him to do his job properly—a station that insists on quality and will go all out to get it. If this sounds like you, call or write me today—what can we lose by talking?

Larry Messenger, Technical Manager, WHYY-TV, Philadelphia, Pa. (215) EV2-9300

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Stations

Want to Buy

AM Radio, fulltime or daytime. Minimum 1000 Watts, Minn., Iowa, N.D., S.D., or area. Must be room for improvement. Individual.

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WANTED TO BUY—Stations

Continued

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Gulf	metro	daytime	175M	terms	Ore.	medium	fulltime	175M	terms
East	major	profitable	600M	29%	S.E.	metro	daytime	100M	29%



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Continued from page 73

CATV proceeding, designated Hearing Examiner Forest L. McClenning in lieu of Hearing Examiner H. Gifford Irion to serve as presiding officer and scheduled hearing conference for Feb. 26 (Doc. 17357-9) Action Feb. 15.

■ Hearing Examiner Jay A. Kyle on Feb. 15 in Kalamazoo, Mich. (Fetzer Cable Vision) CATV proceeding in Doc. 17200-3, 17207-8), scheduled oral argument for Feb. 27 on Notice of Taking Deposition of William J. Hart. By separate action, granted request by West Michigan Telecasters Inc. and rescheduled Feb. 26 hearing for Feb. 29.

■ Hearing Examiner Herbert Sharfman on Feb. 14 in Rockford, Loves Park, and Freeport, all Illinois, and Beloit, Whitewater, Jefferson and Janesville, all Wisconsin (CATV of Rockford, Inc., et al.), granted request by Total TV Inc. and rescheduled non-evidential hearing from Feb. 26 to Feb. 27 (Doc. 17234-41). Action Feb. 14.

ACTIONS

■ FCC directed Athens TV Cable of Alabama Inc., owner and operator of CATV system at Athens, Ala., to show cause why it should not be ordered to cease and desist from refusing to provide program exclusivity to WHNT-TV Huntsville, Ala. in violation of sec. 74.1103 of rules. Action Feb. 14.

■ Commission has granted requests by Northwest Illinois TV Cable Co., Monmouth and Kewanee Perfect Pictures T. V. Inc., Kewanee, both Illinois for waiver of hearing requirements of sec. 74.1107 of rules. In same action commission denied requests by Clinton TV Cable Co., Clinton, Iowa, for waiver of sec. 74.1107 of rules and designated its petition for hearing. Action Feb. 14.

■ FCC granted Salyer Radio Co. owner and operator of 217 subscriber, 5-channel CATV system in Whitesburg, Ky., waiver of program exclusivity requirements of sec. 74.1103 of rules for signals of WJHL-TV Johnson City, Tenn. Action Jan. 31.

■ Commission has authorized operation of CATV systems at Malden, Mo. and Providence, Ky., denying opposition petitions of TV licensees in Paducah, Ky., Evansville, Ind. and Cape Girardeau, Mo. Action Feb. 14.

■ Commission has denied petition for waiver of sec. 74.1103 of rules filed by TV Pix Inc., CATV operator at Carson City and Stateline, both Nevada, and Al Tahoe, Calif. Action Feb. 14.

■ Commission has deferred action on complaint by Ashtabula Cable TV Inc., in which the CATV system operator at Ashtabula, Ohio, charged that Ashtabula Telephone Co. has undertaken construction of lines and associated facilities to provide transmission and distribution of signals to competing CATV operator without first obtaining certificate as required by sec. 214 of the Communications Act. Ashtabula Cable notified the Commission by letter of Feb. 8 complaint is being withdrawn. Action Feb. 21.

■ Commission has granted request of Shenango Cable TV Inc. for waiver of hearing requirement of sec. 74.1107 of rules to permit CATV systems in Sharon, Hickory Township, and Sharpville, all Pennsylvania, to import distant signal of *WQED(TV) Pittsburgh, for subscribers and public and parochial school systems in communities until activation of the Youngstown, Ohio, educational assignment of Ch. 58. Action Feb. 14.

■ FCC has directed Center TV Inc. owner and operator of CATV system at Warwood, W. Va., to show cause why it should not be ordered to cease and desist from refusing to afford program exclusivity to WSTV-TV Steubenville, Ohio, and WTRF-TV, Wheeling, W. Va. in violation of sec. 74.1103 of rules. Action Feb. 14.

■ Commission dismissed petition for issuance of a cease and desist order filed by Circle L. Inc., licensee of KCRL(TV) Reno.

Ownership Changes

APPLICATIONS

WSLA-TV Selma, Ala.—Seeks transfer of control from William J. Brennan, deceased, to Frances U. Brennan, executrix (5% before, 45% after). Mr. Brennan owned 90% of WAPE Jacksonville, Fla., 45% of WBAM Montgomery, Ala. and WFLI Lookout Mountain, Tenn. Mrs. Brennan will be recipient. Mrs. Brennan also owns 5% of WBAM and 5% of WSLA-TV. Ann. Feb. 19.

KMPX San Francisco—Seeks assignment of license from Leon A. Crosby, Donald McMahan, J. Edmund Williams, Walter Samulski and Franklin Mieuli, d/b as Crosby-Pacific Broadcasting Co., to Leon A. Crosby, Marilyn I. Crosby, J. Edmund Williams, Walter Samulski and Franklin Mieuli (each 10%). Ann. Feb. 19.

WVMG-AM-FM Cochran, Ga.—Seeks assignment of license from John Hullett d/b as Beckley County Broadcasting Co., to Mid-State Broadcasters Inc. for purpose of incorporation. Principals: John Hullett, president (51%) and John Harris, vice president (49%). Mr. Hullett is president, director and 37.5% owner of WVOH Hazelhurst, Ga. No consideration. Ann. Feb. 19.

WTAX-FM-FM Springfield, Ill.—Seeks transfer of control from Oliver J. Keller, deceased, to estate of Oliver J. Keller. Principals: Mr. Keller owned 53.3% of WTAX-AM-FM. Ann. Feb. 20.

WFKO(FM) Kokomo, Ind.—Seeks assignment of CP from Fidelity Broadcasting Inc. to BGS Broadcasting Co. for \$18,850 cash and promissory note for \$46,150. Principals of BGS Broadcasting Co.: James L. Gregg, president. Principals of Fidelity Broadcasting Inc.: J. P. Sweeney, president. Fidelity Broadcasting is licensee of WVTL(FM) Monticello, Ind., and holds CP for WFDT(FM) Columbia City, Ind. Ann. Feb. 19.

KFAL Fulton, Mo.—Seeks transfer of control from estate of Robert W. Nickles to KFAL Inc. Principals of KFAL Inc.: Dr. Inks Franklin, president (33.3%), Thomas A. Barney, vice president (16.67%), Kenneth E. Meyer, secretary-treasurer (15.87%), Stereo Broadcasting Co. (33.3%) et al. Stereo Broadcasting Co. is licensee of KTXR-FM Springfield, Mo. Consideration: \$230,000. Ann. Feb. 19.

KKJO St. Joseph, Mo.—Seeks assignment of license from Marti Broadcasting Corp. to Elkins Broadcasting Corp. No consideration, changes in ownership or control are involved. KKJO is currently owned by two corporations whose stockholders are identical. Ann. Feb. 20.

WRNW(FM) Mount Kisco, N. Y.—Seeks transfer of control from David Wolper and Stanley Adelman (each 33.3% before, none after) to Walter T. Phillips Jr. (33.3% before, 100% after). Principals: Walter T. Phillips Jr., president, David Wolper, vice president and Stanley Adelman (each 33.3%). Consideration: \$12,632 to Mr. Wolper and \$5,750 to Mr. Adelman. Ann. Feb. 19.

WUNS Lewisburg, Pa.—Seeks transfer of control from Carl E. Miller et al. d/b as Wireline Radio Inc. to Trans-National Communications Inc. (none before, 100% after). Principals of Trans-National Communications Inc.: Ellis E. Erdman, chairman and president, (24.47%), Richard D. Lynch, executive vice president, (16.58%) et al. Mr. Erdman is president, chairman and 41.01% owner of Ivy Broadcasting Co., licensee of WTKO Ithaca, N. Y., and consultant to WOLF Syracuse, N. Y. Mr. Lynch is limited partner in stock brokerage firm. Principals of Wireline Radio Inc.: W. S. Doebler, president (5.76%), H. E. Pray (6.20%), C. E. Miller, treasurer (7.04%) et al. Consideration: \$30,000. Ann. Feb. 19.

WKOK-AM-FM Sunbury, Pa.—Seeks transfer of control from Nita K. (0.5% before, none after) and Basse A. Beck (45% before, none after) and Dorothy B. Moyer (8% before, none after) d/b as Sunbury Broadcasting Corp. to Harry Haddon Sr. (25% before, 53.8% after). Principals: Mrs. Nita K. Beck, president. Mr. Homer R. Smith, secretary, et al. Consideration: \$166,920. Ann. Feb. 19.

KMOO Mineola, Tex.—Seeks assignment of license from KMOO Inc. to Dean Angel and Sammy J. Curry, d/b as Mineola Radio, for \$50,000. Principals of Mineola Radio: Dean Angel and Sammy J. Curry, both general partners and each 50%. Messrs. Angel and Curry are announcers for WFAA-TV Dallas. Principals of KMOO Inc.: J. A. president, and Faye J. Windham secretary and treasurer, each 50%. Ann. Feb. 20.

WYPR Danville, Va.—Seeks assignment of

license from WSSB Inc. to David P. Welborne for \$225,000. Principals: David P. Welborne, owner. Mr. Welborne is 50% owner of WNCA Siler City, N. C. Principals of WSSB Inc.: James S. Beattie, president et al. Mr. Beattie is owner of WSSB Durham, N. C.

WTZE Tazewell, Va.—Seeks assignment of license from Garland A. Hess, William H. Bowen and Fred Cox to Tazewell Broadcasting Co. for incorporation. Principals: Messrs. Hess, Bowen and Cox are each 33.3% owners.

ACTIONS

WNWC(FM) Arlington Heights, Ill.—Broadcast Bureau granted transfer of control from Lester Vihon to Walter M. Mack (100%). Principal: Mr. Mack is president of Cadillac dealership. Consideration \$44,248. Action Feb. 14.

WLAP-AM-FM Lexington, Ky.—Broadcast Bureau granted transfer of control of Thoroughbred Broadcasters Inc. to Illinois Broadcasting Co. Principals: F. M. Lindsay Jr., president, R. D. Schaub, vice president, Ida W. Zoch, secretary-treasurer. K. C. Towle, assistant secretary-treasurer, et al. Officers and directors of IBC are also engaged in operation of Lindsay-Schaub Newspapers Inc.: Mr. F. Schaub is president; Mr. Lindsay is executive vice president, and Miss Zoch is secretary-treasurer. Mr. R. D. Schaub is general manager of *East Louis Metro East Journal*. Mr. Towle is general manager of the *Decatur Herald and Review*. IBC is licensee of WSOY-AM-FM Decatur and WVLN-AM-FM Olney, all Illinois. At present IBC has 40 stockholders, 23 of whom collectively own 38.5% of stock of Lindsay-Schaub Newspapers Inc., which in turn owns 20% of Midwest Television Inc., licensee of WCIA (TV) Champaign, WMBD-AM-FM-TV Peoria, all Illinois, and KFMB-AM-FM-TV San Diego. Seven of the IBC shareholders collectively own 21.5% of stock of Quincy Newspapers Inc., which in turn owns 88% of Quincy Broadcasting Co., licensee of WGEN-AM-FM-TV Quincy, Ill. Consideration \$129,000 of which \$80,000 is to be contributed to paid-in surplus of licensee. Action Feb. 14.

Waynesville, Mo.—Fred Briesacher Jr. Broadcast Bureau granted 1270 kc, 0.50 kw. P. O. address: Route 2, Box 2-B, Waynesville

65583. Estimated construction cost \$3,700; first-year operating cost \$1,000; revenue \$25,000. Principals: Mr. Briesacher is sole owner of TV-appliance center and KFBD-FM Waynesville. Action Feb. 13.

KUDI Great Falls, Mont.—Broadcast Bureau granted transfer of control from Frontier Broadcasting Inc. to Mrs. Gayle C. Kirby, Mrs. Sherlee Graybill, et al. Principals: Sherlee T. Graybill, secretary-treasurer, Gayle C. Kirby, president, J. H. Freeson and Louis W. Flaherty, vice president. There has never been stock issued by Frontier, therefore proposed transfer is by initial issuance of stock in corporation. Action Feb. 14.

WOKO Albany, N. Y.—Broadcast Bureau granted assignment of license from WOKO Inc. to Area Radio Inc. for \$500,000. Principals: Harrison M. Fuerst, president, et al. Stockholders have interest in WSLR Akron, Ohio. Action Feb. 14.

KVLG La Grange, Tex.—Broadcast Bureau granted assignment of license from Vernon R. Nunn and Lloyd E. Kolbe d/b as Nunn-Better Radio Co., to Mr. Kolbe for 25% interest in KVVW Pearsall, Tex. which has application pending for sale. Ann. Feb. 19.

KWIC Salt Lake City—Broadcast Bureau granted assignment of license from Sugarhouse Broadcasting Inc. to Group Communications Inc. for \$150,000 upon closing and \$2,000 per year for five years consultant fee. Principals: Sherwin Brotman, president, Delwin Morton, vice president and secretary, Abe Brotman, treasurer, William Don Hughes, assistant vice president and assistant secretary, and Jack Van Volkenburg (each 20%). Mr. Sherwin Brotman is director of Mayfair Associates Advertising Agency, Dallas; director and stockholder of amusement corporation; partner in apartment construction company, and owner of Wil Sher Advertising Agency, Dallas. Mr. Abe Brotman is owner of movie theater, and partner in construction company and apartments. Mr. Volkenburg is television station sales representative with John Blair & Co., New York, and owns ranch. Mr. Hughes is employe with KTEO San Angelo, Tex. Mr. Morton is 50% partner in KESG Glade-water, 25% partner in KDOX Marshall, 30% owner of KAWA Waco-Marlin, 25% owner of KYAL McKinney and 100% owner of KCAD Abilene, all Texas. Action Feb. 15.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Feb. 21. 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.

Milpitas, Calif.—H & B Communications Corp., Nation Wide Cablevision and Teleprompter Corp. (all multiple CATV owners), have each applied for a franchise. H & B proposes a 12-channel system with a monthly fee of \$4.50 and no installation charge. City would receive 5½% of the firm's annual gross revenues plus a \$20,000 cash advance. Nation Wide would charge a \$5.95 monthly fee for 12-channels with no installation charge. City would receive 5% of the firm's annual gross for more than 2,000 subscribers and up to 6% for over 8,000. Teleprompter would charge a \$9.95 installation fee and \$5 monthly for a 12-channel system. City would receive 4% of firm's annual gross.

Chieftand, Fla.—Micanopy TV Inc. has applied for a franchise. Installation and monthly fees would be \$10 and \$5, respectively. Firm would offer a minimum of five channels.

■ **Thomaston, Ga.**—Thomaston Telephone Co. has been granted a franchise. City will receive 3% of firm's annual gross revenues.

Brentwood, Mo.—St. Louis Cablevision Co. has applied for a nonexclusive franchise. Installation and monthly fees for the proposed 8 to 12 channel system would be no more than \$20 and \$5, respectively.

■ **Burlington, N. C.**—Cablevision of Alamance County Inc., a subsidiary of Jefferson-Carolina Corp., Greensboro (multiple CATV owner), has been granted a nonexclusive franchise.

Williamston, N. C.—Peninsula Cablevision Co., Norfolk, Va., has applied for a 20-year franchise.

Hampton, Glen Gardner and Lebanon

Twps., all New Jersey—Washington Cable Co. represented by George Sisko, has applied for a franchise. Firm proposes free installation for the first six months, and \$10 thereafter. Monthly fee would be \$5.

■ **Mt. Olive Twp., N. J.**—CATV Service Co., Lambertville, has been granted a franchise. Monthly fees are set at \$4.85. Firm plans to offer a 15-channel system and will pay city 3% of its annual gross revenue.

Lockport, N. Y.—Lockport Community Antenna Television Inc. has applied for an exclusive five-year renewable franchise. Monthly fee for the proposed 13-channel system would be \$5.

Freemont, Ohio—Continental Cable Vision of Ohio Inc. (multiple CATV owner), Fostoria, Ohio; Swartzlander Radio Ltd., and WPRO-AM-FM Freemont, have each applied for a franchise. Continental would charge \$9.95 for installation with a \$4.85 monthly fee. Swartzlander's installation fee would be the same with a monthly charge of \$4.95. WPRO would charge installation and monthly fees of \$21.50 and \$4.75, respectively.

Jefferson, Ohio—Jefferson Community Antenna Co. has applied for a franchise. Installation and monthly charges would be \$12 and \$3.60, respectively.

Wellston, Ohio—Jackson County Cable Services Inc. has applied for a franchise.

Jamestown, Tenn.—Jerry Sewell has applied for a franchise. Installation and monthly fee would be no more than \$30 and \$5, respectively.

■ **Clarksville, Va.**—Clear-View Cable Television Co. of Martinsville, Va. (multiple CATV owner), has been granted a franchise. Installation charge will be \$10 with a \$5 monthly fee. City will receive 3% of the first \$100,000 in gross receipts and 4% thereafter.

South Boston, Va.—R. M. Springler Co. of Greenville has applied for a franchise. Clearview Cable Co. in Martinsville is also an applicant.

King county, Wash.—Teletronics Inc. has applied for a franchise to service various areas in the county.

Puyallup, Wash.—KTNT-AM-FM-TV Tacoma; Improved Signal Inc., and Teletronics Inc., both Seattle, have each applied for a franchise.

VICTOR G. Bloede is the man in the driver's seat at Benton & Bowles, an agency that bills over \$192 million worldwide. He was elected president and chief executive officer on Feb. 2, two days after his 48th birthday, and already it has meant new responsibility and readjustment.

To hear him tell it, "the days are longer and busier, though my work is not too much different in scope."

As one of his associates puckishly phrases it: "Vic Bloede the other day stepped down to the presidency." This was a colleague's interpretation of Mr. Bloede's revelation, made during an interview with a reporter several days after the announcement of his election, that "one change in my habits" was the renting of a one-room apartment in Manhattan.

His workday, Mr. Bloede said, was hopefully not "typical" in the job, since he now spends many hours with clients at lunch well into the afternoon as well as at dinner. The apartment is there for him and his wife to use two or three nights a week, so "we'll see a little of each other."

From one wag's point of view, a one-room apartment is not a step up for a family that enjoys a stylish Georgian home in suburban Plandome Manor on Long Island Sound.

It also might be said that a qualification of a Benton & Bowles president is that he be unpretentious and unassuming. The agency is elbowing itself out of its present home at 666 Fifth Avenue; office space is particularly tight on the executive floor (17th). Vic Bloede's current quarters is a two-window affair that's pantry-sized in comparison to some of the sprawling presidential suites at other New York agencies. In contrast to offices he has previously had at B&B, this is also a "step down."

New Billings ■ But everything else about Vic Bloede's new job, including the responsibility, is up and that's the direction in which he is looking for the agency's immediate future. There's no doubt that Mr. Bloede's energy will be devoted to raising the sights of the advertising and the billing.

"A considerable portion of my time," he said, "will be in the creative area. It is what I like to do. The creation of advertising is the most important single function of the ad agency. I have a personal sense of responsibility for the quality of advertising."

But Mr. Bloede, a triple-threat man (copy, client work, company management), emphasized that "most important" in the agency's view is the client. Hence, much of his load will be concerned with that area, he said, "leaving a relatively small amount of my time for administrative duties." The latter sentiment appeared to be expressed

B&B's Bloede steps down to new heights

more in hope than in fact.

"There is room for much growth at Benton & Bowles," he said. Several areas in which the agency "would very much like to become active" and "would like to be represented in," he indicated, are new automotive, beer, liquor and air-travel accounts. "These [areas] are all open to us and we can do a superlative job."

Benton & Bowles, which bills almost \$145 million in the U. S., is weighted to package-goods accounts (General Foods and Procter & Gamble are two of its biggest), and that's where television comes in. Last year, B&B billed almost \$105 million in TV alone.

WEEK'S PROFILE



Victor Gustav Bloede—president and chief executive officer, Benton & Bowles Inc., b. Baltimore, Jan. 31, 1920; attended St. John's College, Annapolis, Md.; BA in English, University of Maryland, 1941; bombardier, Army Air Force (flew 33 missions) during WW II; copy-contact man, Young & Myers, New York, public relations company, 1945-47; creative director, French & Peterson, New York advertising agency, 1947-50; joined B&B in June 1950 as copywriter, became copy group head shortly afterward; elected VP and copy supervisor and became copy chief, member of plans board, 1957; elected to board of directors and senior VP in 1959; director of creative services, 1962; elected executive VP, 1963; chairman of plans board, 1964; executive VP in charge of client services, 1967; president and chief executive officer, Feb. 2, 1968; married former Merle Hule of Texas in 1945; children—Victor Jr., 21, senior, Southern Methodist University, and daughter, Susan, 16; hobbies—swimming, skin diving, reading.

It's obvious there's an advantage for the man in command at this agency to know his television. Mr. Bloede not only knows it, he talks about how he sees it both today and tomorrow.

A few months ago, broadcasters attending the Television Bureau of Advertising's annual meeting in New York heard Mr. Bloede predict what television will be like in 1972.

For one thing, he was quite definite that the 30-second commercial will become the basic unit of sale. Other predictions: There will be more commercials in television, he said, and they will be higher priced, grouped in bigger clusters, and will be delivered by leased line and totally handled by computers.

As would be expected, his views haven't changed in such a short time. But showing the subtle reaction that's part of Vic Bloede, he also qualified his remarks to add that, if anything, his predictions are "coming around much sooner." He said, for example, that "within a year or two" advertisers would already be splitting "time segments" into three units instead of two.

None of these views is a sudden shift of opinion—he expressed similar ones nearly a year ago before the Association of National Advertisers.

Mr. Bloede's career in advertising was whetted just after World War II when he was associated with John Orr Young (cofounder of Young & Rubicam) in Mr. Young's public relations firm of Young & Myers, New York.

It was Mr. Young who assured the young writer that he would make a good advertising man, that he appeared to have "an interest in and a feeling for advertising itself."

Top Efforts ■ Recalling the campaigns that have given him the greatest satisfaction thus far in his career, Mr. Bloede, a wordsmith, perhaps didn't realize the products he named seemed a pun within a pun. He cited the zest of creating a campaign (he named Zest, a P&G product that the agency introduced by using advertising that was revolutionary) and the crest of activity (he also named P&G's Crest toothpaste, an account he was involved in from the beginning through the product's market dominance). Mr. Bloede's enthusiasm for advertising also applies to his activities with General Foods' Yuban coffee and S. C. Johnson's Pledge furniture wax.

For the nonce, Mr. Bloede has his long days, the one-room apartment and some advertising to attend to. He's postponed a 10-day holiday in the British West Indies for snorkeling and skin diving and restricted his continuing interest in reading. Once he gets his job well under wing, he may undertake "a personal survey to see if there is any other president of an advertising agency who doesn't play golf."

50 rounds to go

THE news media lost a round to the American Bar Association last week when the ABA's House of Delegates adopted a code that would rigidly restrict the reporting of criminal arrests and prosecutions. But there are many rounds to go. The ABA code becomes effective only if adopted individually by state bar associations.

The House of Delegates' action last week may indeed represent the true feelings of a majority of members, but it also was taken in response to energetic persuasion by a coterie of senior lawyers whose professional reputations had become involved with advocacy of the code. These lawyers took it as a personal challenge to push the code through, despite the reasonable request by the news media for a year's postponement of action.

Now that those personal interests have been satisfied, the leaders of state bars may be in a mood to listen to further argument. There is much to be said in opposition to the code that was passed in Chicago last Monday. Not the least to be said is that the code, if rigorously applied, would lead to a conspiracy of silence among police, prosecutors, defense counsel and courts that could frustrate investigative journalism.

The various organizations of news media that failed in their resistance to the ABA campaign must now intensify their efforts among state bar associations. Their mission passes to broadcasters, broadcast newsmen, newspaper publishers and editors within individual jurisdictions to carry the word to leaders of the bar in their own cities and states.

But these in-state efforts must be begun at once. The action by the ABA's House of Delegates is bound to be taken by at least some state bars as the signal for prompt imitation.

Slow start

PRESIDENT Johnson, after months of deliberation, has completed his nominations of 15 members of the bipartisan board of the Corp. for Public Broadcasting, thus activating Phase II of this country's boldest venture in the subsidizing of a medium of mass communication.

Implementation of the project will constitute Phase III, which presumably will get under way after the Senate confirms the 15 nominees and Congress provides the seed money in excess of that pledged by private interests (\$1 million each from CBS Inc. and the Carnegie Foundation).

It is obvious that the project, since being rushed through Congress last session, has lost some of its steam. The Vietnam war and the urban civil-rights problem have unquestioned priority. Moreover, this is an election year.

Add to these disturbing events the dismal showing of the Public Broadcast Laboratory, endowed by the Ford Foundation, since its debut last fall. Although unrelated to the legislative project, its failure to revolutionize viewing habits has affected some of the ardor for CPB. The PBL Sunday intellectual adventure, as far as most of the public and even the usually fawning critics are concerned, has practically disappeared from view.

Basic to Phase III is financing. How will the money to sustain CPB programing be funded? And how can this be done in a manner that will completely divorce the project from both congressional and executive-branch control?

Several plans have been advanced, but none has received anything approaching acceptance of the disparate groups involved. The most prudent proposal, from the Carnegie Commission whose report formed the basis for CPB, was an

excise tax on the sales of television receivers, which might yield \$100 million a year. But the manufacturers, understandably, have screamed bloody murder and supported a counter-proposal to impose a tax on television advertising profits.

The task of the 15-man board isn't easy. There are no precedents or guide lines. The enabling legislation does not limit the programing of noncommercial broadcasting to educational, instructional or cultural purposes. There's no barrier to competition with commercial programing, although that obviously is not the intent of the act.

With conditions what they are, it is doubted whether CPB will make great strides in this election year. The board, once it is confirmed, will probably find it necessary to undertake in-depth planning before it embarks on a definitive course.

Ray of light

IT isn't in the bag yet, but there are signs of improvement in television business. Salesmen at all three networks say sales for the second quarter are running higher than they were a year ago, and that sounds promising indeed, because at this time last year the slowdown had not yet struck. In the spot-TV business it's a little early to be talking about the second quarter, but there are indications that spot, too, may be starting to emerge from the softness that slowed all advertising media in 1967. Among the guardedly optimistic reports is one from a leading rep who says that for the stronger stations, at least, February and March show the brightest promise since last June.

Anything can happen, as unsuspecting salesmen discovered to their horror less than a year ago, but the current trends seem at least—and at last—to be running in the right direction. They suggest, even if they do not prove, that advertisers are beginning to shake off their doubts about the course of the economy and face the future with growing confidence. When that happens, of course, recovery will be in the bag.



Drawn for BROADCASTING by Sid Hix

"Remarkable how those CATV outfits are branching out."