What's better than "Hazel" in black and white?

Television's premium family show starring Shirley Booth. 154 half-hours: 34 in black-and-white, 120 in you-know-what.

Distributed exclusively by Screen Gems.
Effective this month, Advertising Time Sales, Inc. has been brought into H-R Television and H-R Representatives, Inc., consummating the biggest single business transaction among independent station representatives in recent years. The “marriage” has important overtones in the buying and selling of Spot broadcast time. One of its prime objectives is to provide buyers of Spot with greater and more efficient services through a single company.

To our good customers at advertising agencies throughout the country, the consolidation of the two firms means you’ll now find ATS personnel among the twelve H-R offices presently serving you: Tom Campbell, Art Elliot, John Andariese, Marty Daniels, Dick Delaney, and Dee Heather are now located at H-R headquarters in New York. In Chicago, Bob Schroeder and John Murphy have moved to 35 East Wacker Drive, and in St. Louis, Bob Hetherington is now located at our Syndicate Trust Building offices. Jim Neal joins us at 211 North Ervay Building in Dallas, and Charlie Rembert can now be reached at 321 Bush Street, H-R in San Francisco.

This blend of professional sales personnel—combining the best know-how and experience of H-R and ATS — can only mean more and better sales service than ever before for advertisers, agencies, and our represented stations. It is another step in our continuing effort to provide you with the best service in the industry, through the development of more efficient techniques to make Spot easier to buy; including H-R pioneering leadership in electronic data processing, and our di-
ARRIAGE MEANS

risionalization of sales manpower to create more concentrated sales service for three limited stationists.

You'll also find the following fine ATS radio and television stations now wearing the H-R logo:

TELEVISION

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The resulting mix of H-R and ATS radio and television stations gives you the opportunity to buy in greater depth, and with more convenience, through a single source.

In short, this 'marriage' means better things for Spot broadcast advertisers in an increasingly complex media world, in which H-R is the one representative "on the move," dedicated to making Spot easier to buy.
When your business is beverages,

WGAL-TV delivers sales

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

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

WGAL-TV
LANCASTER, PA.

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

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

BROADCASTING, February 6, 1967
R and D at CBS

Electronic system of reproducing and transmitting color film at costs comparable to black and white reportedly is under development at CBS Laboratories. Details are closely guarded, but sources close to inside say black-and-white prints are made from color film and these are then transmitted — in color — by special gear. System is reported to have come out of same CBS Labs research program that is said, equally authoritative, to have produced no less carefully guarded developments looking toward system of making and reproducing low-cost TV recordings for home use.

Some time ago there were reports that CBS Labs had developed method of video recording on disk, but they were vigorously denied by CBS. It's now learned that "disk" is not correct word to describe video record that is end result of CBS process. There's one report that CBS system could produce video record in quantity for less than $2 each. Each record has capacity of 26 minutes of video programming, according to one source.

Overmyer plans

Official of Overmyer Network has been in touch with major broadcast groups on propositions involving sale of one or more Overmyer stations, participations in Overmyer ownership or combinations of both. So far as is known, no deal has been made, although high sources at Overmyer say important one is imminent, perhaps not with company now in broadcasting. Overmyer owns one operating UHF in Toledo, Ohio, holds construction permits for U's in Atlanta, Cincinnati, Pittsburgh, Houston and San Francisco areas.

Some time ago D. H. Overmyer, who owns network and stations (and large warehouse and leasing organization), said outside financing for TV enterprises was indicated (CLOSED CIRCUIT, Jan. 2), because of projected costs of $100 million to get ON into full operation. Officials insist that network will meet target date of April 3 to begin feeding two-hour daily variety show from Las Vegas (see page 58).

Bishop lineup

Expectation at ABC-TV now is that it'll clear minimum of 125 stations, with only few on delayed-broadcast basis, for its late evening Joey Bishop Show, which starts April 17. New clearance target at network reflects firming of six new clearances reported late last week: KTVP (TV) St. Louis; KATV (TV) Little Rock, Ark.; WLKY-TV Louisville, Ky.; WLBW-TV Miami; KTUL-TV Tulsa, Okla., and KRTV (TV) Denver. At end of last week, clearance totaled 110 stations.

Mexican sports

Spanish International Network, New York, hoping to capitalize on growing popularity of sports programming in U.S., plans to release for syndication here packages of soccer, boxing, wrestling and jai-alai films, originally produced at Telesistema Mexicano. Programs would be dubbed in English for U.S. marketers, films run from 60 to 90 minutes. SIN plans to show packages at National Association of Broadcasters convention in Chicago in April.

No end of advice

FCC is expected to make public this week whole packet of ex parte letters and wires received in connection with proposed merger of ABC and International Telephone & Telegraph Corp. Score or more are from members of Congress advising commission on how to proceed; some urging commission to stand fast against pressure of Justice Department for hearing, other asking commission to grant hearing Justice has requested. Commission answers, which were being drafted Friday (Feb. 3), presumably will be brief and refer to commission order, issued last Wednesday, requesting Justice to make public its evidence in case (see page 44).

Hot prospects

Current feeling at CBS-TV is that crop of some 20 pilots for 1967-68 season is best in many years. One network executive indicates possibility that this time CBS may program even more than seven new shows it has running this year. His reasoning: In past, when pilots were mediocre it was better to take chance on established programs. Now with pilots seemingly first-rate, there'll be inclination to drop more of network's borderline shows.

SECRET SIGNS

New system of monitoring for proof-of-performance of TV commercials is due for testing this month by Broadcast Advertisers Reports. It's called "Videomatic" and reportedly involves insertion of invisible coding into video signal, with code then picked up by audio monitoring and related to BAR's computers. Test is slated as part of BAR's regular monthly audit of Baltimore stations. Another system, involving subsonic audio coding is meanwhile being developed by Agencies-Media-Performers-Sponsors (AMPS), with field tests tentatively planned for Philadelphia (CLOSED CIRCUIT, Jan. 23, 30).

The copyright bill

Copyright future for CATV is one of several topics on agenda for board meeting this week in Clearwater, Fla., of National Community Television Association, but it's likely to be most significant. Cable leaders expect copyright bill to be enacted this Congress, although they hope to persuade lawmakers to modify some sections.

Big question is how best to organize payment collections. Since it's apparent individual cable owners cannot deal directly with hundreds of license holders, best arrangement would seem to be establishment of some sort of collection agency. This has been major element of exploratory conversations during past few months between copyright representatives and NCTA officers — chairman Alfred R. Stern, Television Communication Corp., and president Frederick W. Ford.

Up in air

Advertising trend developing among major airlines with national and international routes to spend more heavily in network TV is expected to bring their total investments substantially over $6 million spent in 1966. Airlines have been hefty spenders in spot TV (estimated expenditures in 1966: $22 million) to reach prospects in leading cities where they originate flights. Network TV spending will be increased to reach travelers away from originating points of overseas and cross-country flights.
august 22, 1966

**WIOD** brought the **SOUND OF THE MAJORITY** to Miami

miami loves the **SOUND OF THE MAJORITY**

**WIOD** is now the #1 adult-programmed station in miami

*miami mediastat
october-november 1966
#1 total accumulative reach

WHAT SPOTS REALLY COST . . . 23


FCC WANTS EVIDENCE . . . 44

BBDO's Maneloveg expresses disappointment with second-season offerings. Aided by computer, he picks 'invaders' as only potential winner. Sees little hope for next season and berates industry. See . . .

2d SEASON 'SICKENING' . . . 64

FCC's CATV authority again challenged as Jerroid files suit in court of appeals on behalf of Texas system. Jurisdictional issue is also raised by CATV system in Toledo. See . . .

PRESS CHALLENGE . . . 58

Finding lack of 'tangible support' within industry, WHEN-TV Syracuse, N. Y., withdraws its special rate card for color. Says it will re-examine color charges. Katz maintains color is worth extra price. See . . .

RATE CARD ON SHELF . . . 36

UHF applicants may be ultimate winners as WTTV(TV) Bloomington-Indianapolis again seeks to move to capital city. Station offers money and tower space to ETV, tower space to commercial U. See . . .

EVERYBODY LOVES ETV . . . 57

Paris, Ky., gets FM grant; but Johnson, while voting for grant, wants commission to issue statement encouraging others in area to apply for facility when license renewal comes up in 1970. See . . .

JOHNSON CONCURS, BUT . . . 52

NET president White withholds total endorsement of Carnegie Commission report. Backs it in principle, but sees much of it as too idealistic and he is wary of implied criticism and effect on NET. See . . .

DOUBTS ON CPTV . . . 53

Results of ABC's pilot study on radio audience attitudes will be available to network and its six owned stations early next month. Nassau meeting also reveals brisk sales climate for division. See . . .

IN DEPTH STUDY . . . 56

Pick your cause and look to Capitol Hill—someone is sure to have filed a bill on it. Early days of new session finds measures in hopper on daylight time, copyright, ETV funds, longer licenses. See . . .

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Broadcasting
THE MAGAZINE FOR TELEVISION AND RADIO

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Thank you, Needham, Harper, Steers, most recent subscriber to circulation Pulse '67

first radio coverage study in 7 years—It’s in the field now! It will be done in 2 waves (Jan-Mar, July-Sept). It’s done face-to-face.

BULLETIN: NOW WE ARE ALONE!
WE HAVE JUST RECEIVED WORD THAT THE ONLY OTHER RADIO COVERAGE STUDY SCHEDULED FOR 1967 HAS BEEN ABANDONED!
NOW CP'67 IS THE ONLY COVERAGE STUDY BEING OFFERED AND CARRIED OUT!

Nothing takes the place of personal interviews in the home.

The Pulse, Inc.
New York: 730 Fifth Avenue, Judson 6-3316
Chicago: Paul Gillett, 435 N. Michigan Avenue, 644-7140
Los Angeles: Allen Klein, 6404 Wilshire Boulevard, 653-7733
Trigg-Vaughn sale is approved; KMBC sold

FCC announced approval Friday (Feb. 3) of sale of Trigg-Vaughn stations to Doubleday Co., one of country's largest book publishers. Price: $14,125,018.


Stations are being transferred to Doubleday Broadcasting Co., with Cecil L. Trigg, present president of Trigg-Vaughn stations, continuing as chief executive officer under new ownership. Besides Mr. Trigg, other Trigg-Vaughn principals are Jack C. Vaughn and Grady H. Vaughn Jr. Trigg-Vaughn group was formed 12 years ago, and retains KOSA, Odessa, Tex.

Dissenting was FCC Commissioner Robert T. Bartley. Commissioner Nicholas Johnson abstained from voting.

Meanwhile, Metromedia announced Friday (Feb. 3) sale for $2.2 million in cash of its KMBC-AM-FM Kansas City, Mo., to Bonneville International Inc., which is owned by Mormon Church (CLOSED CIRCUIT, Jan. 30).

Metromedia retains KMBC-TV in transaction, which is subject to customary FCC approval. Announcement made by John W. Kluge, Metromedia's chairman and president, and by Arch Madsen, president of Bonneville. Bonneville receives first refusal rights should Metromedia ever decide to sell KMBC-TV.

Both companies are group owners. Metromedia, with sale of Kansas City radio stations, will own 12 radio (AM and FM) stations and four TV stations. Bonneville, based at KSL-AM-FM-TV Salt Lake City, has radio stations in New York (international shortwave WNYW and also WRFM-FM) and KIRO-AM-FM-TV Seattle.

FM sales group

Formation of five-station FM sales network has been announced by WHDH-FM Boston. Other stations are WGAN-FM Portland, Me., WHYN-FM Springfield, Mass., WPRO-FM Providence, R.I., and WNHC-FM New Haven-Hartford, Conn.

Represented regionally by Harold H. Segal Co., Boston, New England Qual-
fewer. Still uncertain is whether representative of NAB Code Authority will make trip.

Task force will be headed by William Carlisle, vice president for station services, and Alvin M. King, director of state association liaison. Field men will be: Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Dan Valentine and Hamilton M. Woodle.

**Mediastats sets separate weeks for TV and radio**

Media Statistics Inc. plans major changes in its Mediastat radio audience reports, highlighted by measuring radio one week and TV next week in place of present method of combined TV-radio diary measurement, it was announced Friday (Feb. 3).

Research organization felt it was “too burdensome” for same sample audience in particular markets to maintain records on both TV-radio during one week. Change-over will begin with April-May reports and during transition, February markets will be surveyed with radio-only diary.

In other changes, Mediastat said, persons who refused to keep and return usable diaries will be reached by depth recall interviews via telephone on daily basis; TV reports based on individual TV diaries will be printed and issued to radio station and agency clients for comparison purposes, and all markets scheduled to be surveyed in June-July will be covered with new techniques in April-May so that delivery of reports can be made in June in time for summer selling season.

Mediastat also plans to expand number of markets covered from 32 to 50 by next fall, it was stated.

**Doubling ad outlays**

Zenith Sales Corp., Chicago, through Foote, Cone & Belding there is doubling advertising expenditure in all media for year's first quarter to sell color TV and other products. Participations in color on CBS-TV and NBC-TV programs also are doubled.

**Revere-Avco plan**

FCC Friday (Feb. 3) told Avco Corp. and Paul Revere Corp. there is no need to file with commission for approval of plan whereby Revere seeks to acquire 4 million shares of Avco stock. Plan by Revere Corp., Worcester, Mass., holding company, was revealed last week. Firm has offered shareholders of Avco $33 per share in effort to gain almost one-third of Avco stock. Formal tender is expected to be made in next few weeks. Revere officials have said

**WEEK’S HEADLINER**

Grant Tinker, whose resignation as second-in-command of NBC-TV programming was disclosed two weeks ago (Broadcasting, Jan. 23), will join Universal City Studios Television in Hollywood as VP-network programming, effective Feb. 13. Mr. Tinker, who had been at Benton & Bowles and McCann-Erickson, returned to NBC (where he had begun in 1950) in late 1961. Last June, he was appointed VP in charge of programs in New York, after serving in same capacity on West Coast.

For other personnel changes of the week see FATES & FORTUNES

they do not intend to seek control of Avco.

Avco, whose shares have been selling at around $28 before offer, rose on stock exchanges. Firm, active defense contractor, is also group owner of broadcasting properties.

**NAB is also querying its members on FM operations**

By time April 2 rolls around there should be little question as to direction FM broadcasters are going and if they are getting there. National Association of Broadcasters and National Association of FM Broadcasters are going to FM stations to learn what they are doing and how they are doing it.

NAB today (Feb. 6) is sending out questionnaire to its 1,055 FM members asking what they are programming, how they are staffed, and—if they have been duplicating their AM affiliate—how they have split operations (Broadcasting, Jan. 16).

Last week NAFMB sent questionnaires to more than 1,600 FM stations, looking for basic programming information. NAFMB survey, being conducted by Inquiry Research Inc., is budgeted at $3,000 to $5,000 and asks for data including overall format, stereo and hours of operation.

Reports on both surveys—either partial or total—will be made in Chicago at NAFMB's March 31-April 2 convention and during FM Day (April 2) of NAB convention.

Religious programs are not bogus, station says

Richard Eaton’s Wook-AM-TV Washington last week denied allegations made by Washington Community Broadcasting Co. that stations are carrying “spurious religious programming (Broadcasting, Jan. 9). Wook, which programs to Washington's Negro community, said that its religious broadcasts "are made in good faith by ordained ministers who offer their listeners nothing at all extraordinary. . . . Stations said that beliefs aired are similar to beliefs and practices of dominant U.S. religions.

Washington Community, whose vice president is Drew Pearson, newspaper columnist and radio-TV commentator, had charged that Wook's religious programs offered for sale such "magic articles" as "money drawing incense," "conquer roots" and "spiritual baths." Washington Community is one of two companies that filed competing applications in August 1966 for Wook's facilities (Broadcasting, Sept. 5, 1966). Wook also denied Washington Community's charge that Mr. Eaton was guilty of offering "fictitious price saving" to people who buy his book sold on one of his programs.

**ACLU joins Justice in seeking ITT-ABC hearing**

American Civil Liberties Union has joined Department to Justice in requesting FCC to reopen ABC-International Telephone & Telegraph Corp. merger case.

ACLU filed petition asking commission to hold hearing on proposed merger and to permit it to intervene as party.

ACLU said it was making request because of proceeding's "enormous implications for keeping open channels of communication and free expression."

ACLU said two-day oral hearing commission held on proposed merger was inadequate to permit consideration of important issues bearing on public interest.

ACLU petition was filed after commission issued order asking Department of Justice to supply information it has relied on in stating merger might produce anticompetitive results (see page 44).

**Ekco to JWT**

Ekco Products Co., Chicago, names J. Walter Thompson Co. there for $1 million account, switching from Doyle Dane Bernbach, New York.
The 34th year of the longest continuous reign of any personality in broadcasting has come to an end. But only to begin the 35th. And what an auspicious beginning. Don McNeill and the Breakfast Club start 1967 completely sold out for the first quarter. A tribute to his increasing popular acclaim and to the friendly persuasion and believability he brings to a product message. To legions of loyal followers, his word-of-mouth is a way of life. 1967 advertisers who would like to share in the acceptance that is Don McNeill's, should hail the ABC Radio Network. Well before the Ides of March.
The All-Time Favorite...

Starring
DUNCEN RENDO
As the "Cisco Kid"
LEO CARRILLO
As Poncho
'Cisco Kid' 
Now in dazzling full COLOR!
SMASHING ALL SALES RECORDS!
(Just like in the good old days!)

Already snapped up by—
WNEW-TV New York, N.Y. • KTTV Los Angeles, Calif. • WMAQ-TV Chicago, Ill. • WECO-TV Pittsburgh, Pa. • WTTG-TV Washington, D.C. • KHTV Houston, Tex. • WCCO-TV Minneapolis, Minn. • WCSC-TV Cincinnati, Ohio • WUHF Milwaukee, Wis. • KVTW Ft. Worth/Dallas, Tex. • WATL-TV Atlanta, Ga. • WDSU-TV New Orleans, La. • WTVT Tampa, Fla. • KGW-TV Portland, Oregon • WTEV-TV Providence, R.I. • WHED-TV Rochester, N.Y. • WDHO-TV Toledo, Ohio • WNYN-TV Syracuse, N.Y. • KLPR-TV Oklahoma City, Okla. • KCWX-TV Salt Lake City, Utah • WJRX-TV Jacksonville, Fla. • WOI-TV Des Moines, Ia. • KTVU San Francisco, Calif. • WRSC-TV Chattanooga, Tenn. • KTAR-TV Phoenix, Ariz. (and 92 more good stations).

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

156 EXCITING HALF HOUR EPISODES
Available for one-run, two-run, three-run or unlimited run at a BARGAIN PRICE

First come, first served. For last action call
WALTER SCHWIMMER, INC.
A Division of Cox Broadcasting Corp.
410 N. Michigan Ave., Chicago, Ill. 60611  [312] 467-5220
112 Central Park South, New York City, N.Y. 10019  [212] 265-4160

P.S. If you haven’t seen "The Sports Package" for your unfilled program needs let us know.

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

indicates first or revised listing.

Feb. 6-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau, Vancouver, B.C.
Feb. 8-9 — Meeting of National Community television association board of directors, Jack Tar hotel, Clearwater, Fla.
Feb. 8-10 — Program meeting sponsored by CBS Owned Radio Stations, exploring new trend in talk radio. Desi Arnaz Indian Wells hotel, Palm Desert, Calif.
Feb. 7 — Annual meeting of stockholders of Columbia Pictures Corp. Studios of EUE/Screen Gems, New York.
Feb. 7 — Annual meeting of stockholders of Walt Disney Productions to elect a board of directors and to transact other business. 309 South Buena Vista St., Burbank, Calif.
Feb. 10 — Luncheon of the Western States Advertising Agencies Association and presentation of association’s “Man of the Year” award. Ambassador hotel, Los Angeles.
Feb. 9-10 — Entry deadline for the 28th annual Overseas Press Club awards for excellence in foreign journalism during 1966. Nominations are sought from individuals, periodicals, wire services and broadcasters. Information and entry blanks should be addressed to Awards Chairman, Overseas Press Club, 54 West 40th Street, New York 10018.
Feb. 11 — Fourth annual awards banquet of the Washington section of the Institute of Electrical and Electronic Engineers Statler Hilton hotel, Washington.
Feb. 9-13 — Annual meeting of stockholders of A. C. Nielsen Co. to elect eleven directors and to transact other business. 2101 Howard St., Chicago.
Feb. 17-18 — Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wasilewski, National Association of Broadcasters president; White Winrock motel, Albuquerque.
Feb. 25-25 — UPI Alabama-Mississippi broadcast news seminar, Holiday Inn, Tuscaloosa, Ala.

MARCH

March 2-4 — Southern states conference (Region II) of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.
March 3-4 — Annual radio-TV conference and clinic sponsored by the University of Oklahoma. University of Oklahoma, Norman.
March 5-7 — Second national conference on long-range financing of educational television sponsored by the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, Washington.
March 7-9 — Special hearing on a space satellite system by the Board of Broadcast Governors, Ottawa.
March 7-9 — Thirteenth annual meeting and dinner of the New York State Broadcasters Association, Speaker will be Marcus Cohn, Washington attorney. Thrway Motor Inn, Albany, N. Y.
March 12-17 — Sixth annual Women’s Page Workshop and the 1966 J. C. Penney-University of Missouri Journalism Awards.

BROADCASTING, February 6, 1967
And all of them stand ready to work for you, helping keep your telephone service as near perfect as possible.
They're the girls who supervise the switchboard. The ones who act fast to help you find a number.
And the girls who handle your other telephone needs—such as finding your lost dime or correcting an overcharge.
And the foreman who sees that your phone is installed on time. And the manager who heads your telephone office.
One complaint from you and these troubleshooters move in fast to keep trouble from troubling you.
We may be the only phone company in town, but we try not to act like it.
"In All Ways An Occasion"

"The most moving original television play of the season... a brilliant introduction of the CBS Playhouse... Fred Coe, the producer, and Paul Bogart, the director, advanced the artistic horizons of television drama with 'The Final War of Olly Winter'... in all ways an occasion."

—THE NEW YORK TIMES

"A gripping, glowing, emotionally shattering play... The acting was superb, the flashback sequences almost hypnotic in their impact, the photography stimulating, the music a perfect aid to the action."

—THE CLEVELAND PRESS

"Ivan Dixon... should certainly win the Emmy as the Best Actor of the Year. Agony, exasperation, humor, love, all flowed from him like one great river from many streams... 'The Final War of Olly Winter' was one of television's most memorable original plays of all time, one that enhances the medium and raises fresh hopes for the future."

—MEMPHIS PRESS-SCIMITAR

"High quality, original drama returned to television last night and provided an evening that was worth remembering."

—THE WASHINGTON POST

"The premiere of CBS Playhouse Sunday night provided an impressive start to the network's series intended to restore good drama to television... a meaningful, memorable piece of theatre."

—BUFFALO COURIER-EXPRESS

"Television's quest for quality drama this season took an impressive step forward on Sunday night... Ivan Dixon turned in a powerful, moving performance... a memorable TV occasion."

—ST. LOUIS GLOBE DEMOCRAT

"A haunting, mordant work of infinite pathos, with a memorable virtuoso performance by Ivan Dixon in the title role, and outstanding portrayals by Tina Chen and Patrick Adiarte... CBS Playhouse had a most auspicious opening."

—NEW YORK DAILY NEWS

"The Golden Age of Television Drama returned for 90 minutes last night. 'The Final War of Olly Winter' was as realistic as the film clips of Vietnam you see every night on the newscasts. This was, in the best definition of the term, meaningful drama."

—THE DETROIT NEWS

"Ronald Ribman's first television script would have stood out in the palmiest season of the middle Fifties."

—THE BALTIMORE SUN

"The cause of a new original TV theater of topical substance was magnificently advanced with the premiere of the new CBS Playhouse series of occasional drama."

—NEW YORK POST

And a nationwide audience agreed: 30 million viewers watched this occasion of special enjoyment on the CBS Television Network.
April 7-13—Third annual MIP-TV International Television Program Market, Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 48th Street, New York 10018. Telephone Plaza 7-0895.

April 10—Annual meeting of stockholders of Wometco Enterprises Inc., Miami.

April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. University of California, Berkeley.

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


April 16-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED), Milan, Italy. Information may be obtained from MIFED Large Domodosola 1, Milan, Italy.

April 18-20—Fifth Instructional radio television conference sponsored by the instructional television division of the National Association of Broadcasters, the Electronics Industries Association and the Educational Media Council. Bilmore hotel, New York.

April 19—Educational Television Stations division meeting of the National Association of Broadcasters. Penn Garden hotel, New York.


April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

April 20-22—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.


April 29—Award banquet of Alpha Epsilon Pi, national radio-TV fraternity. Washington University, Pullman.

MAY


May 3-7—16th annual national convention of the American Women in Radio and Television. Marriott hotel, Atlanta.

May 4-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cory, Douglas Arndt, general counsel of National Association of Broadcasters. Ramada Inn, Topeka.

Indicates first or revised listing.
OPEN MIKE

For briefings abroad

Editor: . . . your special report on color TV (Broadcasting, Jan. 2) would provide a splendid view of the progress and importance of color in the U. S. for decision-making officials in a dozen selected Latin American countries. If you are in a position to make available to us 40 copies, we will arrange to have them placed in the hands of key government and television officials in those countries.

I am sure that this will contribute materially to the successful outcome of our campaign (for the adoption of National Television Systems Committee standards by Latin American countries).


(Copies en route.)

Nobody was offended in Akron

Editor: So WCBS-TV New York postpones a series on sex education? So ABC-TV's Stage 67 doesn't duck the subject?

Nearly two months ago, little WAKR-Akron, Ohio, a gusly, expanding UHF that thinks its viewership deserves programing to think about, ran six shows on the sex education situation.

Spearheading our study was a great gal who appeared on the Stage 67 study, Dr. Mary Caldenere, the nation's foremost authority and articulate spokesman on the subject. We taped her at a daylong Akron University seminar on family living.

We were sure we were doing the right thing in presenting this "delicate subject." About all we heard was praise for providing a community service and for having the decency to talk facts.—Herb Michelson, public affairs director, WAKR-TV Akron, Ohio.

The gold's under your nose

Editor: People have a tendency to refer to the past as golden. With considerable frequency your journal quotes knowledgeable people and reference is made to pretelevision days as the golden age of radio.

With more radio stations today, more sets in use in more places and more advertising revenue, it would appear we are in radio's golden age right now. And as long as radio continues to serve the public and the advertisers, this age can only change to a more beautiful brilliance.—Charles E. Wright, general manager, WBYS Canton, Ill.

BROADCASTING, February 6, 1967
MONDAY MEMO

from AL MILLER, Towne Chrysler-Plymouth, Los Angeles

Run a test and check the figures

Harger Haldeman Chrysler-Plymouth had been in the same Los Angeles location for 29 years. And for 29 years it clung to the same advertising convictions. Now, it's called Towne Chrysler-Plymouth and it's still in the same location. But it took only five weeks to completely overhaul 29 years of advertising philosophy.

As long as I can remember, most of our advertising budget was allocated to the pages of our Los Angeles newspapers. The rest was generally portioned out to the usual auto-dealer direct-mail sources, occasional billboards, point-of-sale, and brief flings at radio and TV. Certainly, 29 years in the same location represented a stable, successful business. But, I wondered, could it have been a more successful business, and was our advertising really paying off?

On June 1, 1966, when the owner of Harger Haldeman retired, I chose to become owner and operator of the dealership. First, we had to find a new name. But we still wanted our old customers to realize that it was the same solid Chrysler dealership, while simultaneously enticing new customers with a dynamic promotional and advertising campaign. The name "Towne" was selected to put forth a cosmopolitan, "classy" image. The penguin was adopted as a symbol, in line with the grand opening which displayed our salesmen in formal attire, enunciating that they were "men about Towne."

Testing • Now it was time to see where we could get the most from our advertising dollar. So, in conjunction with two advertising agencies, Young & Rubicam and Phillip Meany Co., both Los Angeles, we set up a five-week campaign designed specifically to reflect the value of our advertising dollar. We were most interested in the relative worth of newspapers and radio, and took as many precautions as possible to keep the experiment well-controlled.

Our promotional period was to run from Sept. 24 to Nov. 1, 1966. Our over-all advertising budget for this period was set at $24,500.

We spent nearly half of this budget on newspaper advertising, and used only the Los Angeles Times (It is the city's only major morning paper and has a daily circulation of 800,000). We used 1800 line and four-inch by four-column display ads in the Times' sports section.

We concentrated all of our radio money (a little more than a quarter of our budget) on KLAC Los Angeles whose Two-Way Radio telephone format, we felt, was especially appealing to my desire to reach an intelligent adult audience. I further concentrated it by running my spots on the number-one-rated Joe Pyne morning show plus Chuck Benedict's Sports. The KLAC phone programing made it possible for me to personalize my spots by chatting directly with Pyne over the phone each morning. Through my tongue-in-cheek trading of insults with the acid-tongued Pyne, in addition to my basic function of promoting the automobiles and Towne Chrysler-Plymouth, I became a "personality," and many people who came to Towne asked to see me.

The rest of the budget (27%) was spent on direct mail, billboards and miscellaneous, including point of sale.

Registration • During the campaign we promoted "A Night On The Towne." This was the promotional hook that we used to induce people to fill out specially designed registration cards. The winner of the drawing was to receive an all-expenses-paid night consisting of dinner for two at a fine Los Angeles restaurant, room at a plush hotel, and all the trimmings.

Our salesmen were given special incentives to make sure that everyone who came into Towne within the campaign period filled out an entry blank. In doing so, registrants were obligated to fill in their name, address, and most important, what source brought them to Towne. Altogether 1754 cards were filled out and, for the following two weeks, a customer-relations firm we contracted went about the task of screening and validating the cards. The firm also telephoned the registrant named on every 50th card to verify its authenticity and double-check the advertising source. For one reason or another, 2% of the cards were ruled invalid, thus leaving us with 1,584 valid—one-to-a-family—registrations. I am convinced that these remaining cards were as accurate a measure of buyer motivation as could possibly be ascertained under the circumstances.

The results were illuminating.

We invested 46% of our budget in newspaper advertising and 27% of the budget in KLAC radio. And yet, KLAC was responsible for 1% more of the responses (41% from radio, 40% from newspaper). In other words, we got more response from radio for only 58% of our newspaper cost.

These results have made me a confirmed radio booster. Needless to say, my future advertising budget was realigned in favor of KLAC over newspapers. And, at no increase in total budget, business has grown steadily ever since.

Flexibility Too • In addition, we found that radio provides us with a flexibility obtainable through no other medium at a comparable price. This is especially beneficial for "instant change" of specials and copy without costly production charges.

I also have the feeling that were we to stop all of my advertising today, we would be getting customers from radio for many months. It appears that a newspaper ad is effective for one or two days, but the personalization of commercials on radio have made many long-term impressions. But, you may rest assured, it will be a long time before I'll consider halting, or even reducing, our radio budget. I even recommend it to my competitors. Certainly, what's good for the automobile business in general is bound to help us individually. And KLAC showed me that radio is our top auto salesman.

Al Miller, president and general manager of Towne Chrysler-Plymouth, assumed ownership of the two-and-one-half-block, multi-story dealership in Los Angeles on June 1, 1966. The firm employs 108 people. Mr. Miller has been with Towne (known then as Harger Haldeman Chrysler-Plymouth) since 1951. His knowledge of automobile marketing and merchandising is extensive. He began as body shop manager and progressed to general manager, before buying the business.
MAJOR MARKET RADIO, INC.

PROUDLY ANNOUNCES
THAT
WLOL, MINNEAPOLIS-ST. PAUL
HAS JOINED ITS SELECT LIST
OF REPRESENTED STATIONS

WJW CLEVELAND
WJBK DETROIT
KMPC LOS ANGELES
WGBS MIAMI
WLOL MINNEAPOLIS-ST. PAUL
WHN NEW YORK
WIBG PHILADELPHIA
KEX PORTLAND
KSFO SAN FRANCISCO
KVI SEATTLE-TACOMA
WSPD TOLEDO

NEW YORK
W. H. Lossee
J. Barry
12 E. 46th St.
10017
212/682-8500

CHICAGO
J. Glynn
B. McCarthy
400 N. Michigan
60611
312/321-9850

ATLANTA
M. Disney
1375 Peachtree St.
N.E.
404/873-5317

DETROIT
R. Gilbert
829 Penobscot Bldg.
48226
313/963-2177

SAN FRANCISCO
F. Tessin
950 California St.
94108
415/421-6936

LOS ANGELES
J. Sweeney
5939 Sunset Blvd.
90028
213/467-1193
EQUATION
FOR
TIMEBUYERS

ONE BUY = DOMINANCE*
X WKRG-TV* MOBILE
ALABAMA

• PICK A SURVEY --- ANY SURVEY

Represented by H·R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
What participations really cost

New research service pegs average prices paid for minutes in every television network program; also reported: upsurge in total network business

Network television business in January was moving at a rate of more than $33 million a week, exceeding $132 million in the first 29 days of the month—a total that appeared to be well ahead of sales for the full month of January a year ago.

CBS-TV’s 29-day January total was put at $53.3 million, NBC-TV’s at $43.6 million and ABC-TV’s at $35.2 million (see table this page).

These estimates were made available last Thursday by Broadcast Advertisers Reports as drawn from a new BAR weekly service, based on a computer, that details corporate and brand advertising on a minute-by-minute, network-by-network basis and also estimates its cost. The figures represent revenues covering both time and talent (before agency commissions).

BAR also made public, for the first time, estimates of the average commercial-minute price being charged on each program on each network—a price list that, reflecting trends in progress over the past several years, shows wide fluctuation not only among networks but between time periods on the same network. (For complete list of price estimates for both nighttime and daytime programs, see pages 24, 25 and 28).

Close to Truth * Authorities at all three networks conceded that BAR’s average-minute cost estimates were “very close” to the prices actually charged.

They were compiled, according to BAR Chairman Phil Edwards and President Robert Morris, over a period of months by cross-checking—and double checking—estimates gathered from both network and agency sources, including in many cases competing network salesmen and agencies that were offered programs and didn’t buy, as well as those that did.

BAR’s new network service is one of two that sprung up the first of the year to replace the single service that had provided similar data on network TV advertising in the past. The old service was supplied in the name of LNA/BAR as a cooperative project of Leading National Advertisers and BAR. When that was discontinued, LNA as well as BAR leaped to fill the breach, and both are now providing weekly services that observers say are generally comparable.

The emergence of two services has created a special problem for the Television Bureau of Advertising, which subscribed to the LNA/BAR service for the figures that TVB regularly makes public on network TV advertising and network billings. TVB officials said late last week they were still negotiating with both of the new services.

Among the networks, CBS-TV has subscribed to BAR’s new service, while ABC-TV and NBC-TV are said to have subscribed to both BAR’s and LNA’s.

Comparison = BAR’s estimate of

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(Totals may not add due to rounding)

February 6, 1967, Vol. 72, No. 6
A profusion of price tags on network minutes

What are advertisers paying for a minute of commercial time on the TV networks these days?

Here, program by program, network by network, daytime as well as nighttime, are prices compiled by Broadcast Advertisers Reports as part of a new weekly service. The figures represent BAR’s estimates of the average cost of one commercial minute, including time and talent costs, in each regularly scheduled program, and network authorities say they’re close to the actual going prices (also see story page 23).

The networks traditionally make such prices available to clients and prospects “on request” but have never themselves made public a full-schedule price list. With a few exceptions made necessary by preemptions of regularly scheduled programs and one new show introduced later, the figures below came from BAR’s report for the week ended Jan. 22; the rest came from BAR reports for other January weeks.

The listings here show prime-time programs—Monday through Sunday. They are followed by Monday-through-Friday, Saturday and Sunday daytime programs. Where specials preempted regular programs regular programs are shown in parenthesis.

Monday

6-6:30—ABC Peter Jennings News $9,500.
7-7:30—CBS CBS Evening News $26,900; NBC Huntley-Brinkley Report $21,000.
7:30-8—ABC Iron Horse $38,500; CBS Gilligan’s Island $37,000; NBC Monkees $43,500.
8:30-8—ABC Iron Horse $38,500; CBS Mr. Terrific $45,000; NBC I Dream of Jeannie $46,500.
8:30-9—ABC Rat Patrol $46,500; CBS Lucy $65,500; NBC Captain Nice $30,000.
9-9:30—ABC Felony Squad $44,000; CBS Andy Griffith $56,000; NBC Road West $45,000.
9:30-10—ABC Peyton Place $45,000; CBS Family Affair $52,000; NBC Road West $45,000.
10-10:30—ABC Big Valley $41,000; CBS State of the Union, View Report (preempted To Tell The Truth $31,000); NBC Run For Your Life $41,000.
10:30-11—ABC Big Valley $41,000; CBS CBS News Special Report (preempted I’ve Got a Secret $31,000); NBC Run For Your Life $41,000.
11:30-12—NBC Tonight $12,300.

Tuesday

6-6:30—ABC Peter Jennings News $9,500.
7-7:30—CBS CBS Evening News $26,900; NBC Huntley-Brinkley Report $21,000.
7:30-8—ABC Combat $37,000; CBS Daktari $43,000; NBC Girl from U.N.C.L.E. $39,000.
8:30-8—ABC Combat $37,000; CBS Daktari $43,000; NBC Girl from U.N.C.L.E. $39,000.
8:30-9—ABC Invaders $44,000; CBS Red Skelton $62,000; NBC Occasional Wife $45,000.
9-9:30—ABC Invaders $44,000; CBS Red Skelton $62,000; NBC Tuesday Night at the Movies $41,000.
9:30-10—ABC Peyton Place $42,450; CBS Petticoat Junction $51,000; NBC Tuesday Night at the Movies $41,000.
10-10:30—ABC Fugitive $48,000; CBS CBS News Special—The Italians $35,000; NBC Tuesday Night at the Movies $41,000.
11:30-12—NBC Tonight $12,300.

Wednesday

6-6:30—ABC Peter Jennings News $9,500.
7-7:30—CBS CBS Evening News $26,900; NBC Huntley-Brinkley Report $21,000.
7:30-8—ABC Batman II $40,000; CBS Cinderella $52,000 (preempted Lost in Space $32,500); NBC Virginian $40,500.
8-8:30—ABC Monroes $36,000; CBS Cinderella $52,000 (preempted Lost in Space $32,500); NBC Virginian $40,500.
8:30-9—ABC Monroes $36,000; CBS Cinderella $52,000 (preempted Beverly Hillbillies $79,000); NBC Virginian $40,500.
9-9:30—ABC Wednesday Night Movies $40,000; CBS Green Acres $54,600; NBC Bob Hope Christmas Show $85,000 (preempted Chrysler Theater $50,000).
9:30-10—ABC Wednesday Night Movies $40,000; CBS Gomer Pyle, USMC $55,000; NBC Bob Hope Christmas Show $85,000 (preempted Chrysler Theater $50,000).
10:10-11—ABC Wednesday Night Movies $40,000; CBS Danny Kaye $38,000; NBC Bob Hope Christmas Show $85,000 (preempted I Spy $45,000).
10:30-11—ABC Wednesday Night Movies $40,000; CBS Danny Kaye $38,000; NBC Barrump Bump Show $60,000 (preempted I Spy $45,000).
11:30-12—NBC Tonight $12,300.

Thursday

6-6:30—ABC Peter Jennings News $9,500.
7-7:30—CBS CBS Evening News $26,900; NBC Huntley-Brinkley Report $21,000.
7:30-8—ABC Iron Horse $38,500; CBS Gilligan’s Island $37,000; NBC Mr. Terrific $45,000; NBC I Dream of Jeannie $46,500.
8:30-9—ABC Rat Patrol $46,500; CBS Lucy $65,500; NBC Captain Nice $30,000.
9-9:30—ABC Felony Squad $44,000; CBS Andy Griffith $56,000; NBC Road West $45,000.
9:30-10—ABC Peyton Place $45,000; CBS Family Affair $52,000; NBC Road West $45,000.
10-10:30—ABC Big Valley $41,000; CBS State of the Union, View Report (preempted To Tell The Truth $31,000); NBC Run For Your Life $41,000.
10:30-11—ABC Big Valley $41,000; CBS CBS News Special Report (preempted I’ve Got a Secret $31,000); NBC Run For Your Life $41,000.
11:30-12—NBC Tonight $12,300.

What Participations Really Cost continued

$132,114,400 as total revenues (net time and talent) of the three TV networks for the first 29 days of January may be compared to the LNA/BAR service’s estimate of $122,547,500 for the full month of January 1966—although research authorities asserted that the two figures, having been compiled under different auspices, should not be regarded as directly comparable.

They agreed, however, that network business for January this year had run ahead of the previous January’s.

BAR’s report for the full month is due to be published this week. BAR also plans to present quarterly as well as the weekly and monthly reports. Officials said the weekly reports would be distributed on Thursday for the week ended the preceding Sunday.

Its report as of Jan. 29 showed the total divided as follows by major days-parts (all times are New York time): from sign-on to 6 p.m., $43,864,000; from 6 to 7:30 p.m., $10,922,000; from 7:30 to 11 p.m., $75,519,000, and after 11 p.m., $1,810,000 (for more detailed breakdown, see table).

BAR’s estimates of commercial-minute costs for individual programs were notable for the variations they showed. Not because fluctuations are new but because they rarely—and probably never—have been made public before in one mass display covering the entire schedules of all three networks.

New Rate System • The policy of pricing different periods differently has developed over a period of many years with the trend toward the sale of one-minute participations rather than program sponsorships. Within the past year all three networks have announced major rate-card overhauls to reflect the changes in buying and selling patterns. Their prices thus are based on a number of variables, including sets-in—

BROADCASTING, February 6, 1967
CBS Coliseum $29,000; NBC Daniel Boone $39,000.
8-8:30—ABC F Troop $45,000; CBS Coliseum $29,000; NBC Daniel Boone $39,000.
8:30-9—ABC Bewitched $53,000; CBS My Three Sons $61,000; NBC Star Trek $35,000.
9:30-10—ABC Love on a Rooftop $46,000; CBS Thursday Night Movies $48,000; NBC Star Trek $35,000;
CBS T.H.E. Cat $50,000; CBS Thursday Night Movies $48,000; NBC Dragnet $46,000.
10:10-30—ABC To Save a Soldier $20,000 (preempted Stage '67 $38,000); CBS Thursday Night Movies $48,000; NBC Dean Martin $40,000.
10:30-11—ABC To Save a Soldier $20,000 (preempted Stage '67 $38,000); CBS Thursday Night Movies $48,000; NBC Dean Martin $40,000.
11:30-12—NBC State of the Union Republican Appraisal sus.;
12:10-12:30—NBC Tonight $12,300.

Friday
6-6:30—ABC Peter Jennings News $9,500.
7-7:30—CBS CBS Evening News $26,900; NBC Huntley-Brinkley Report $21,000.
7:30-8—ABC State of the Union Republican Appraisal sus. (preempted Green Hornet $27,000); CBS Wild Wild West $39,500; NBC Tarzan $30,000.
8-8:30—ABC Time Tunnel $32,000; CBS Wild Wild West $39,500; NBC Tarzan $30,000.
8:30-9—ABC Time Tunnel $32,000; CBS Hogan's Heroes $56,000; NBC The Man from U.N.C.L.E. $51,000.
9-9:30—ABC Rango $38,000; CBS CBS Friday Night Movies $45,000; NBC The Man from U.N.C.L.E. $51,000.
9:30-10—ABC Phyllis Diller Show $37,500; CBS CBS Friday Night Movies $45,000; NBC T.H.E. Cat $50,000.
10-10:30—ABC Avengers $31,000; CBS CBS Friday Night Movies $45,000; NBC Laredo $27,000.
10:30-11—ABC Avengers $31,000; CBS CBS Friday Night Movies $45,000; NBC Laredo $27,000.
11:30-12—NBC Tonight $12,300.

Saturday
6-6:30—ABC Bing Crosby Golf Tournament $28,500; NBC AFL All-Star Game $25,000.
6:30-7—ABC Bing Crosby Golf Tournament $28,500; NBC AFL All-Star Game $35,000.
7-7:30—ABC Scope sus.; CBS CBS Saturday Evening News $14,300; NBC AFL All-Star Game $35,000.
7:30-8—ABC Dating Game $21,000; CBS Jackie Gleason $50,000; NBC Flipper $39,000.
8-8:30—ABC Newlywed Game $28,000; CBS Jackie Gleason $50,000; NBC Please Don't Eat the Daises $37,000.
8:30-9—ABC Lawrence Welk $36,500; CBS Mission: Impossible $39,500; NBC Get Smart $48,700.
9-9:30—ABC Lawrence Welk $36,500; CBS Mission: Impossible $39,500; NBC Saturday Night at the Movies $46,000.
9:30-10—ABC Hollywood Palace $41,000; CBS Pistols 'n' Petticoats $48,000; NBC Saturday Night at the Movies $46,000.
10-10:30—ABC Hollywood Palace $41,000; CBS Gunsmoke $46,500; NBC Saturday Night at the Movies $46,000.
10:30-11—CBS Gunsmoke $46,500; NBC Saturday Night at the Movies $46,000.
11-11:30—ABC ABC Weekend News $6,000.

Sunday
6-6:30—ABC Bing Crosby Golf Tournament $28,500; CBS NFL Pro Bowl Game $64,000; NBC Frank McGee Report $5,500.
6-6:30—ABC Bing Crosby Golf Tournament $28,500; CBS NFL Pro Bowl Game $64,000; NBC Thoroughbred $25,000.
7-7:30—ABC Voyage to the Bottom of the Sea $37,500; CBS Lassie $45,000; NBC Thoroughbred $25,000.
7-7:30—ABC Voyage to the Bottom of the Sea $37,500; CBS It's About Time $34,000; NBC Walt Disney's Wonderful World of Color $51,600.
8-8:30—ABC FBI $53,500; CBS Ed Sullivan $61,000; NBC Walt Disney's Wonderful World of Color $51,600.
8:30-9—ABC ED $53,500; CBS Ed Sullivan $61,000; NBC Haye Landlord $47,600.
9-9:30—ABC Sunday Night Movie $43,500; CBS Lucille Ball Comedy Hour $33,000; NBC Bonanza $55,000.
9:30-10—ABC Sunday Night Movie $43,500; CBS Lucille Ball Comedy Hour $33,000; NBC Bonanza $55,000.
10-10:30—ABC Sunday Night Movie $43,500; CBS Candid Camera $40,000; NBC Andy Williams $43,000.
10:30-11—ABC Sunday Night Movie $43,500; CBS What's My Line $31,000; NBC Andy Williams $43,000.
11-11:30—ABC ABC Weekend News $6,000; CBS CBS Sunday News $12,500.

Monday through Friday (daytime)
7-7:30—NBC Today $7,900.
7-7:30—CBS CBS Morning News $3,500; NBC Today $7,900.
8-8:30—CBS Captain Kangaroo $3,000; NBC Today $7,900.
8:30-9—CBS Captain Kangaroo $3,000; NBC Today $7,900.
10-10:30—CBS Candid Camera $4,900; NBC Reach for the Stars $4,000.
10-10:30—CBS Candid Camera $4,900; NBC News Report $4,000.
10:30-11—CBS Beverly Hillbillies $4,800; NBC Concentration $5,400.
11:11-30—ABC Supermarket Sweep (Continued on page 28)
WNBC-TV is number one across the board in New York. Have a look at the latest of Nielsen's twice-a-year "sweep" reports (November 1966 NSI):

*Prime Time*: WNBC-TV holds a 19% lead over the second station. This marks the fifth straight "sweep" period in which WNBC-TV has attracted the largest nighttime audience.

*News*: WNBC-TV draws the largest audiences in all major Monday-through-Friday news areas—both in evening and late-night time periods.

*Daytime*: WNBC-TV attracts more adult viewers during the average quarter-hour between 7:00 am—5:00 pm than any other New York station. Which all adds up to the largest Total-Day audience in the market.

When you think of New York television, think of WNBC-TV—*first of all*.
% Lead Over
No. 2 Station

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*WNBC-TV and Station X 6-7 pm; Station Y 5-5:45 pm. **WNBC-TV and Station X 7:30 pm; Station Y 5:45-6 pm.
A PROFUSION OF PRICE TAGS FOR MINUTES continued

$3,400; CBS Andy of Mayberry $7,500; NBC Pat Boone $4,500.
11:30-12—ABC Dating Game $3,800; CBS Dick Van Dyke $10,000;
NBC Hollywood Squares $4,500.
12-12:30—ABC Donna Reed $4,000; CBS Love of Life $12,000 (12:25-
12:30—CBS Mid-day News $9,000); NBC Jeopardy $5,400.
12:30—1—ABC Father Knows Best
$3,800; CBS Search for Tomorrow $12,000 (12:45-1—Guiding Light
$12,000); NBC Eye Guess $4,800 (12-5:1—ABC News Report $4,500).
1-1:30—ABC Ben Casey $4,500.
1:30-2—ABC Ben Casey $4,500; CBS As The World Turns $14,100;
NBC Let's Make a Deal $5,000.
2-2:30—ABC Newlywed Game $4,000; CBS Password $13,000; NBC Days
of Our Lives $5,200.
2-3—ABC Dream Girl $4,600 (2-5:3—News with a Woman's Touch
$3,600); CBS Art Linkletter's House Party $12,000; NBC The Doctors
$5,700.
3-3:30—ABC General Hospital $6,500; CBS To Tell the Truth $11,300
(3:25-3:30—CBS Afternoon News $10,000); NBC Another World $6,100.
3:30-4—ABC The Nurses $4,200; CBS Edge of Night $11,000; NBC
You Don't Say $7,100.
4:4-30—ABC Dark Shadows $3,600; CBS Secret Storm $11,100; NBC Match
Game $6,300 (4-25-4:30—NBC News Report $5,400).
4:30-5—ABC Where the Action Is
$5,000.
Saturday (daytime)
8-8:30—CBS Captain Kangaroo $3,000.
8:30-9—CBS Captain Kangaroo $3,000.
9:30-10—CBS Mighty Mouse $7,800; NBC Super 6 $4,600.
9:30-10—ABC Porky Pig $3,800; CBS Underdog $8,000; NBC Atom Ant
$3,600.
10-10:30—ABC King Kong $5,300; CBS Frankenstein Jr. $8,100; NBC
Flintstones $5,000.
10:30-11—ABC Beatles $6,800; CBS Space Ghost $8,100; NBC Space
Kidettes $4,300.
11-11:30—ABC New Casper Cartoons $5,500; CBS New Adventures of
Superman $8,100; NBC Secret Squirrel $4,900.
11:30-12—ABC Milton the Monster $5,300; CBS The Lone Ranger $7,900;
NBC Jetsons $4,400.
12:12-1—ABC Bugs Bunny $6,000; CBS Road Runner $7,900; NBC Cool
McCool $2,500.
12:30-1—ABC Magilla Gorilla $5,100; CBS Beagles $7,600; NBC Smith-
sonian $4,000.
1-1:30—ABC Hoppity Hooper $5,000; CBS Tom & Jerry $6,900; NBC
Animal Secrets $4,000.
1:30-2—ABC New American Bandstand $4,000.
2-2:30—ABC New American Bandstand $4,000.
3-3:30—ABC Wonderful World of Golf $15,000.
4-4:30—ABC Pro Bowler's Tour $11,000; NBC Wonderful World of
Golf $15,000.
4:4-30—ABC Pro Bowler's Tour $11,000; CBS CBS Golf Classic $18,000;
NBC Pre All-Star Game Program sust. (4:18-4:30—AFL All-Star Game
$35,000).
4:30-5—ABC Pro Bowler's Tour $11,000; CBS CBS Golf Classic $18,000;
NBC AFL All-Star Game $35,000.
5:5-30—ABC ABC's Wide World of Sports $19,200; NBC AFL All-Star
Game $35,000.
5:30-6—ABC ABC's Wide World of Sports $19,200; NBC AFL All-Star
Game $35,000.
Sunday (daytime)
9-9:30—ABC Beany & Cecil $4,100.
10-10:30—ABC Linus the Lionhearted $3,300.
10:30-11—ABC Peter Potamus $3,900.
11:11-12—ABC Bullwinkle $5,300.
12-12:30—ABC Discovery $3,400.
12:30-1—CBS Face the Nation $8,500.
1-1:30—ABC Directions sust.; NBC Meet the Press sust.
1:30-2—ABC Issues and Answers
sust.
2-2:30—ABC NBA Pro Basketball $13,500.
2-3-3—ABC NBA Pro Basketball $13,000; CBS CBS Sports Spectacular
$16,000.
3-3:30—ABC NBA Pro Basketball $13,500; CBS CBS Sports Spectacular
$16,000.
3:30-4—ABC NBA Pro Basketball $13,500; CBS CBS Sports Spectacular
$16,000 (3:45—NFL Today $30,000).
4-4:30—ABC NBA Pro Basketball $13,500; CBS CBS Sports Spectacular
$16,000; NFL Pro Bowl Game $64,000.
4-5-5—ABC American Sportsman $27,000; CBS NFL Pro Bowl Game
$64,000.
5-5-30—ABC American Sportsman $27,000 (5-15:30—Bing Crosby Golf
Tour $28,500); CBS NFL Pro Bowl Game $64,000; NBC Wild King-
don $17,500.
5:30-6—ABC Bing Crosby Golf Tournament $28,500; CBS NFL Pro
Bowl Game $64,000; NBC G.E. College Bowl $17,000.

WHAT PARTICIPATIONS REALLY COST continued

Tuesday at $48,000.
All three networks share low-price honors. The BAR estimates show
that NBC's Captain Nice is low on Monday night at $30,000. CBS's CBS Reports,
Lost in Space and Coliseum are low on Tuesday, Wednesday and Thursday at
$35,000, $32,500 and $29,000, respectively. NBC's Laredo and ABC's Green
Hornet tied for low on Fridays at $27,000 each. ABC's Dating Game
is low on Saturday at $21,000 and CBS's What's My Line? is low on
Sunday at $31,000. (CBS's CBS Reports on Tuesday apparently is subject to
special fluctuations; the $35,000 price listed was for a special on The Italians;
in an earlier week, CBS News Test in

Tuesday at $48,000 a minute and NBC's Captain Nice the same night at $30,000.
It puts ABC's new Invaders (Tuesday), Range and Avengers (both Friday) at
$44,000, $38,000 and $31,000, respectively. NBC's Dragnet on Thursday
is estimated at $46,000. CBS's new Coliseum on Thursdays is entered at $29,
000 a minute.
These estimates were taken for the most part from BAR's report for the
week ended Jan. 22. Exceptions were regularly scheduled programs that were
preempted for specials that week; in these cases the estimates came from rep-
ports for preceding weeks. In addition, the estimate for Coliseum, which re-
placed Jericho in the CBS Thursday night lineup Jan. 26, came from BAR's report issued late last week for
KTVU advertisers don’t skip any of the San Francisco-Oakland market

It takes more than call letters to blanket the hills and valleys of the big San Francisco-Oakland market. It takes signal strength and coverage. And it takes unduplicated programming aimed at local viewing tastes. In the San Francisco Bay Area, there’s only one station that offers both. It’s the Nation’s LEADING Independent Television Station—Channel 2, KTVU.
the seven days ended Jan. 29. The $29,000 estimate for Coliseum was $2,000 lower than the $31,000 estimate BAR had placed on Jericho.

The professional football games in early January, culminating in the Super Bowl championship game carried by both CBS and NBC on Jan. 15, brought far higher prices than the average nighttime program—as the bidding for rights had indicated. BAR's estimate put the average-minute price for Super Bowl sponsors at $81,700 on CBS, $66,500 on NBC.

The American Football League championship game on NBC Jan. 1 was estimated by BAR at $35,000 a minute as compared to $68,500 for the National Football League championship game on CBS later the same afternoon.

NBC's lineup of college bowl games on Jan. 2 carried average-minute price tags of $42,500 for the Sugar Bowl, $72,500 for the Rose Bowl and $47,000 for the Orange Bowl, according to BAR's estimates.

Curtain for 'Chrysler Theater'

NBC-TV last week confirmed that it will drop the weekly one-hour Chrysler Theater series at the end of this season. The dramatic series has been sponsored by Chrysler Corp., Detroit, since 1961 and currently is on Wednesdays, 9-10 p.m. EST. The advertiser is expected to continue with Bob Hope specials during 1967-68. This season, Chrysler sponsored six such specials, and reportedly will pick up the tab for any additional specials beyond six Mr. Hope may agree to do next season.

Sarnoff in press ads

RCA President Robert W. Sarnoff is spotlighted in a full-page advertisement scheduled to run in more than 500 newspapers this week in support of a campaign for newspapers as a market-advertising medium. The campaign, prepared by the Bureau of Advertising of the American Newspaper Publishers Association, centers around the theme that "newspapers sell!" and will make use of the comments of 13 corporate executives.

The advertisement featuring Mr. Sarnoff uses a large-sized photo of the RCA president and quotes him as saying that RCA relies heavily on newspapers for depth and reach. It adds: "Naturally, we also use television. It is very compatible, particularly in color."

Network radio keeps going up

General Motors top buyer

in third quarter of '66

that betters '65 pace

The Radio Advertising Bureau issued its listing of the top 100 advertisers in network radio for the third quarter of 1966 yesterday (Feb. 5) and estimated that expenditures for that period exceeded the comparable 1965 quarter by 10%.

Women are --10 p.m. EST.

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Why WAND-TV purchased Volumes 2, 3, 4, 5, 8, 10 and 11 of Seven Arts' "Films of the 50's and 60's"

the greatest one-two punch since we started telecasting

Says Len Carl:
Vice President and General Manager, WAND-TV

"For the first time, total coverage of the entire Champaign-Decatur-Springfield-Danville market is offered by a single station.

This has been made possible by our new 1,063 ft. tower and new RCA transmitter and antenna, radiating nearly 2,000,000 watts of power which gives us extraordinary signal efficiency via a unique "peanut shaped" transmission pattern (see below).

Our good signal is matched by good feature film programming. WAND-TV colorcasts features every night of the week from 10:30 p.m. to conclusion. Before LIN Broadcasting assumed ownership in January, 1966, WAND-TV built its film library around Seven Arts' features by purchasing Volumes 2, 3, 4, and 5. Since then, this policy remains unchanged as evidenced by our recent purchases of Seven Arts' Volumes 8, 10 and 11, giving WAND-TV a total of 306 "Films of the 50's and 60's" (161 in color) and, consequently, one of the strongest feature film libraries in the country.

WAND-TV's new market coverage combined with Seven Arts' feature programming now gives our station the greatest one-two punch since we started telecasting."

Seven Arts Associated Corp.
A Subsidiary of Seven Arts Productions, Ltd.
NEW YORK: 200 Park Avenue, YUKon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 7-1717
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Cali, SState 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193
"BIG TUBE" FILM CAMERA...
television's most widely accepted color film camera

400 already shipped!

Since its inception in 1964 more of these “New Look” color TV film cameras have been shipped than any other. Number 400 has been delivered to the ABC Network. Others are on their way to a growing list of users. Choice of the top stations throughout the country, it’s the color film camera with the “big tube” concept for finest pictures.

The big tube adds snap to the color picture. It increases resolution and definition, eliminates more of the noise element, resulting in a sharper, more pleasing picture.

When you look inside the TK-27, you get the idea that this camera is different in other ways, too. It’s the only film camera that’s all transistorized, all modularized. The only film camera with plug-in vidicon camera assemblies, sealed beam optical system, electrostatic-focus vidicons.

The TK-27 is part of a “matched” color film system. For example, over 750 TP-66 film projectors have been delivered, together with more than 400 TP-7 slide projectors (and accompanying multiplexers). Such wide acceptance makes the RCA film system the standard of the industry.

GET THE FACTS—For more facts about the TK-27, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.
Du Pont to stand by with live prizes

E. I. du Pont de Nemours & Co., Wilmington, Del., has signed for full sponsorship of NBC Radio's Monitor on June 10-11, in what is said to represent the largest weekend expenditure in the history of network radio. The marathon sponsorship, placed through BBDO, New York, is reported to amount to about $250,000.

Du Pont, as the sole sponsor of Monitor that weekend, will advertise its No. 7 automotive products line, with emphasis on the Golden 7 oil additive. But a high point of the du Pont effort during 16 hours of Monitor programing will be the company's "win a pet" sweepstakes, which will entitle six grand prize winners and their auto dealers to a live wildcat, barracuda, jaguar, marlin, camphala, or a mustang. Or, if they prefer, Religious, the dealer may elect to receive a 1967 automobile of the same name.

"We'll be able to supply a live barracuda or a wildcat if the winner wants a pet," C. A. Weslager, product manager of du Pont automotive principals sign the contract for du Pont's marathon sponsorship of 'Monitor' for the weekend of June 10-11; (1 to r) C. A. Weslager, product manager of Du Pont Automotive Products, Hamilton Wilson of BBDO, and Stephen B. Labunski, NBC Radio Division president.

products, told Broadcasting last week.

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Estimated expenditure</th>
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<tbody>
<tr>
<td>48. Mutual of Omaha Insurance Co.</td>
<td>Arm &amp; Hammer Borax 29,000</td>
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<tr>
<td>Insurance</td>
<td>Arm &amp; Hammer Salt Soda 17,000</td>
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<tr>
<td>48. &quot;Radio Corporation of American</td>
<td>Antly spray 65,000</td>
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<tr>
<td>Home entertainment products</td>
<td>Nupercainal 22,000</td>
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<tr>
<td>50. Curtis Publishing Co.</td>
<td>68. &quot;Eastman Kodak Co. 43,000</td>
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<tr>
<td>Ladies Home Journal 52,000</td>
<td>Cameras &amp; Film 65,000</td>
</tr>
<tr>
<td>Saturday Evening Post 46,000</td>
<td>70. &quot;Standard Household Products Corp. 52,000</td>
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<tr>
<td>50. Foster-Milburn Co.</td>
<td>Bon Ami Jet Spray &amp; Dust &amp; Wax 64,000</td>
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<tr>
<td>Dean's pills 98,000</td>
<td>71. Ball Brothers Co. 60,000</td>
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<tr>
<td>52. Pure Oil Co. 96,000</td>
<td>Home food preserving jars 60,000</td>
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<tr>
<td>Ayer's reducing candy 96,000</td>
<td>72. National Broadcasting Co. 58,000</td>
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<tr>
<td>53. &quot;Ford Motor Co. 93,000</td>
<td>TV program promotion 58,000</td>
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<tr>
<td>Ford Division Cars &amp; Trucks 93,000</td>
<td>73. International Harvester Co. 57,000</td>
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<tr>
<td>53. Billy Graham Evangelistic Assn. 93,000</td>
<td>Scout &quot;BBO&quot; cars 57,000</td>
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<tr>
<td>Religious 93,000</td>
<td>74. Union Carbide Co. 56,000</td>
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<tr>
<td>53. Hartz Mountain Products Corp. 93,000</td>
<td>Prestone anti-freeze 22,000</td>
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<tr>
<td>Flea powder 93,000</td>
<td>Prestone Oil Mender 34,000</td>
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<tr>
<td>56. Beatrice Foods Co. 85,000</td>
<td>75. Pennsylvania Grade Crude Oil Assn. 54,000</td>
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<td>La Choy food products 85,000</td>
<td>100% Pure Pennsylvania Oil 54,000</td>
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<tr>
<td>56. Kellogg Co. 85,000</td>
<td>76. Wallace &amp; Tiernan Inc. 52,000</td>
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<tr>
<td>Cereals 89,000</td>
<td>(WTS Pharmacutiv Div.) Desenex 52,000</td>
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<tr>
<td>56. The Nestle Company Inc. 89,000</td>
<td>77. R. C. Bigelow Inc. 51,000</td>
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<tr>
<td>De Caf 89,000</td>
<td>Constant Comment tea 51,000</td>
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<tr>
<td>56. Ocean Spray Cranberries Inc. 89,000</td>
<td>78. McGraw-Edison Co. 43,000</td>
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<tr>
<td>Cranberry products 89,000</td>
<td>(Martizing Equipment Slts. Div.) 50,000</td>
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<tr>
<td>60. &quot;E. I. du Pont de Nemours &amp; Co. 86,000</td>
<td>Martizing dry cleaning process 50,000</td>
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<tr>
<td>Clothing &amp; home textile fiber 86,000</td>
<td>79. Hastings Manufacturing Co. 47,000</td>
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<tr>
<td>60. Southland Corp. 86,000</td>
<td>Castile oil additive 47,000</td>
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<tr>
<td>7-Eleven stores 85,000</td>
<td>80. Bank of America 43,000</td>
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<tr>
<td>62. &quot;MacFadden-Bartell Corp. 85,000</td>
<td>Travef checks 43,000</td>
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<tr>
<td>Magazines 85,000</td>
<td>81. The Scholl Manufacturing Co. Inc. 42,000</td>
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<tr>
<td>63. Penn Oil Co. 83,000</td>
<td>Dr. Scholl's foot spray 42,000</td>
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<tr>
<td>Pennzoll oil &amp; lubricants 83,000</td>
<td>82. Block Drug Co. 41,000</td>
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<tr>
<td>64. Cooper Tire &amp; Rubber Co. 79,000</td>
<td>Nycol 7,000</td>
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<tr>
<td>Tires &amp; tubes 79,000</td>
<td>Poligrip 27,000</td>
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<tr>
<td>65. National Steel Corp. 78,000</td>
<td>Tegrin 7,000</td>
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<tr>
<td>Tin can container promotion 78,000</td>
<td>83. Torginal Industries Inc. 39,000</td>
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<tr>
<td>66. Kelly Girl Service Inc. 73,000</td>
<td>Liquid floor covering 39,000</td>
</tr>
<tr>
<td>Recruitment 73,000</td>
<td>84. Jeffrey Martin Inc. 38,000</td>
</tr>
<tr>
<td>67. Church &amp; Dwight Co. Inc. 71,000</td>
<td>34 (BROADCAST ADVERTISING)</td>
</tr>
</tbody>
</table>
DON'T YOU COLOR SETS EVER GET TURNED TO OTHER CHANNELS?

KVOO 2 TV
TULSA

Represented by Edward Petry & Co., Inc. The Original Station Representative
Color rate card put on shelf
WHEN-TV wants to reassess premium charges;
Katz sticks to its guns

WHEN-TV Syracuse, N. Y., seemingly alone in its battle to establish a color rate card, last week rescinded its action. The station said that while some broadcasters applauded its adoption of a color rate card, no "tangible support for our position" has developed within the industry.

The Katz Agency, national sales representative for WHEN-TV, said the station's decision "in no way changes Katz Television's position that color adds value to television as an advertising medium" and that TV stations have a right to charge the added value.

WHEN-TV, the first station in the country to announce a color rate card, asked a 5% increase for all commercials running in color. The card was introduced last October but was met with increasing agitation among advertising agencies and with a mixed reaction of station representation companies (BROADCASTING, Dec. 28, 1966).

The outcry among agency buyers was at its loudest last December when several threats of commercial cancellation reached the station.

WHEN-TV said last week that based on the experience it had with "Color Rate Card No. 1" it intended to "re-examine our position regarding the establishment of rates that reflect the added impact color TV offers advertisers." The station had maintained that its new rate card was founded on the principle that color is worth more to the advertiser and therefore he ought to pay more for it.

Extra Value - Katz said the station's decision served to support the representation company's view that "the answers to 'when and how' TV rates will reflect the added value of color must be determined station-by-station, market-by-market."

Other stations in the market (WSYR-TV and WNYT-TV) had said they had no plans to issue color rate cards.

Several advertising agencies had suggested that many TV stations would follow WHEN-TV's lead with color rate cards of their own in a move to get faster return on color equipment investments. Stations generally questioned the agency argument and WHEN-TV denied it had influenced its creation of special color rates.

Business briefly...
Campbell Soup Co., Camden, N. J., through Needham, Harper & Steers, Chicago, will introduce its new barbecue beans this month with a campaign including daytime color commercials on all three TV networks, and spot television in key markets.

American Motors Corp., Detroit, through Benton & Bowles, Inc., New York, will sponsor CBS-TV's one-hour special Andy Griffith's Uptown-Downtown Show, Tuesday, Feb. 21 (8:30-9:30 p.m. EST).

Burlington Industries Inc., through Doyle Dane Bernbach Inc.; Singer Co., through J. Walter Thompson Co.; Sterling Drug Inc., through Benton & Bowles Inc., all New York; and Opel Adam Ag, wholly-owned subsidiary of General Motors Corp., through McCann-Erickson, both Detroit, will participate in sponsorship of ABC-TV's rebroadcast of Holiday on Ice on Feb. 16 (10-11 p.m., EST).

The Squirt Co., Sherman Oaks, Calif., through Smock, Debnam & Waddell Inc., Los Angeles, will sink the greater part of its some $2 million consumer advertising budget into network television this year. A total of 11 nighttime shows will carry Squirt commercials on the entire ABC-TV network, with the exception of New York. Plans call for the Squirt campaign to be carried on an aggregate of more than 180 television stations.

Tupperware Division of Rexall Drug and Chemical Corp., Orlando, Fla., through BBDO, New York, will promote its food containers with daytime TV advertising in March and April on The Pat Boone Show, Hollywood Squares, Let's Make A Deal, The Doctors, and Days of Our Lives. A print campaign begins this month.


The General Electric Co., through BBDO, both New York, will sponsor a two-hour television adaptation of "Damn Yankees," the Broadway musi-
What did Lolita do with a Tip on a Dead Jockey?

Plenty!

On February 5, 1966, Lolita and Tip on a Dead Jockey played
New York at the same time, on competing stations, and together
picked up an 89% share of the TV audience.*

It was the same fantastic story when Jailhouse Rock and
Shadow on the Wall met July 23rd for a combined 83% share of
the New York audience.* What's more, all these films are part of
the great MGM/5 or MGM/6. That's show biz. And a lot of it.

*NSI—11:30 PM Conclusion

MGM TELEVISION THE TOTAL PROGRAMMING COMPANY
Is there a swing to Norelco

Just ask these busy people

Better yet, ask the

*Trademark of N. V. Philips' Gloeilampenfabrieken of the Netherlands for television tubes.*
3-tube Plumbicon* color cameras?

who build them.
people who are buying them.

Here's a partial list of stations now using the Norelco cameras. Ask them—at our expense—why they chose Norelco cameras. Call or write us. If you're in the market for a new color camera, we'll pay for your trip to one of these stations, subject of course to availability of their technical personnel to show and tell you the reasons for their choice.

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>WNHC-TV</td>
<td>New Haven, Conn.</td>
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<tr>
<td>WNEW-TV</td>
<td>New York</td>
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<tr>
<td>REEVES SOUND STUDIOS</td>
<td>Rutherford, N.J.</td>
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<tr>
<td>SPORTS NETWORK</td>
<td></td>
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<tr>
<td>WAGA-TV</td>
<td>Atlanta, Ga.</td>
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<tr>
<td>WJBF-TV</td>
<td>Augusta, Ga.</td>
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<tr>
<td>WCYB-TV</td>
<td>Bristol, Va. /Tenn.</td>
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<td>WKRG-TV</td>
<td>Mobile, Ala.</td>
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<td>WSPA-TV</td>
<td>Spartanburg, S.C.</td>
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<td>WBTV (Remote Unit)</td>
<td>Charlotte, N.C.</td>
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<tr>
<td>WFIE-TV</td>
<td>Evansville, Ind.</td>
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<tr>
<td>WFRV-TV</td>
<td>Green Bay, Wisc.</td>
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<td>WISH-TV</td>
<td>Indianapolis, Ind.</td>
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<td>KABC-TV</td>
<td>Los Angeles, Cal.</td>
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<td>KTTV</td>
<td>Los Angeles, Cal.</td>
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<tr>
<td>KXTV</td>
<td>Sacramento, Cal.</td>
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Two major networks and dozens of stations now use Norelco 3-tube color cameras. Over a hundred of these “new generation” cameras are on the air today. And, just to keep up with orders, we've had to triple production personnel and quadruple the number of our factory test stations in less than a year.

Why the swing to Norelco 3-tube cameras? The big reason is superior performance through state-of-the-art innovations. Item: A sharper picture in both color and monochrome than with any 4-tube camera; Norelco's "contours out of green" system for both vertical and horizontal aperture correction provides that. Item: Lower noise, more detail in dark or shadowed areas with Norelco's superior gamma circuitry. Item: No lag because our beam split system is highly efficient; also, the light is split 3 ways, not 4. Item: Maximum stability and reliability because the Norelco 3-tube camera is inherently simpler (which also means fewer controls, less set-up time).

Briefly, that's why they're swinging to the Norelco camera. For technical details, call our sales representative, Visual Electronics. Or call us. Be a swinger.
PGW names two more 'colonels'

Peters, Griffin, Woodward Inc. announced today (Feb. 6) that it has given "Colonel of the Year" honors for 1966 to Sidney Carter, a radio account executive in the company's Chicago office, and James Sefert, a television account executive in the New York office.

Mr. Carter has been in PGW's Chicago office for eight years. Mr. Sefert joined the company in Detroit in 1961 and was transferred to New York two years ago. Each winner received an illuminated scroll.

The awards are made each year by the firm to an individual in radio and another in television who have shown the most growth in their positions and in their contributions to stations, advertisers and agencies during the recently completed year.

Seated (I to r) are James Sefert and H. Preston Peters, PGW chairman; standing, Lloyd Griffin, PGW president, and John Butler, vice president-radio for the station-representation firm.

New product turns to new agency for TV

A new agency, Harvey & Carlson, New York, will handle the $500,000 TV advertising campaign for a new product, Wright's Iron-On Seam binding, of the William E. Wright & Sons Co., West Barren, Mass.

The campaign will begin March 13 on 11 ABC-TV daytime shows including Donna Reed, Ben Casey, The Newlywed Game, Where The Action Is, and some new shows.

In its first year, Harvey & Carlson has more than doubled its initial $2 million annual billings. Approximately 70% of the billing is invested in TV.

Three agencies merge in Midwest

Three Midwest advertising agencies have merged into one agency with annual billings of $6.5 million and 103 clients.

Colle & McVoy Advertising, Minneapolis; Colle McVoy Weston Barnett Inc., Waterloo, Iowa, and Ekberg, DeGroff & Hunter Advertising, Denver, will form Colle & McVoy Advertising of Minneapolis, Denver and Waterloo. Principal officers of the new 72-man firm are Alfred Colle, president; Leonard Ekberg, executive vice president, Denver, and Donald Irwin, executive vice president, Waterloo.

The officers emphasized the move will provide greater depth of creative talent and marketing experience with extended depth in account service.

Colle & McVoy was founded in 1935; Colle McVoy Weston Barnett, in the early 1920's, and Ekberg, DeGroff and Hunter, in the mid 1930's.
The more "partners" we have, the better.

Right now we have more than four million direct shareowners. And since insurance companies, mutual funds and pension plans invest in us, more than 100 million people who save money through them have an indirect share in our business, too. In fact, to finance the development of all the additional electric service people need and want, our industry puts to work about 6½% of all personal savings in the U. S. every year. That's American enterprise in action, for as we grow to meet our customers' electric needs and desires, we help our countless "partners" grow economically, too. And one of those "partners" is you!

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

*For names of sponsoring companies, write to: Power Companies, 1271 Avenue of the Americas, New York, N. Y. 10020.
Business urged to protect its image

The business community should respond positively to the current vogue of “consumer protectionism” by designating top management personnel with responsibility for social relations, Peter W. Allport, president of the Association of National Advertisers, suggested last week.

He told the annual meeting of the U. S. Brewers Association in Bal Harbour, Fla., that such developments as auto and tire safety hearings, the complaints about quality in TV and consumer boycotts are symptomatic of the problems of business. To improve its prestige, Mr. Allport proposed that industry should attempt to “generate hard data and incontrovertible facts”; speak up forcefully when it has the facts; participate more actively in local consumer organizations and intensify its efforts of self-regulation.

“Many in American society are looking for improvements and many see areas for improvements in aspects of our marketing operations,” Mr. Allport stated. “We need to join them in this. We must take steps to foresee, for instance, the fault in failing to recognize the Negro on television, or the mistake of overselling to children, or the long-term consequence of positioning commercials where they don’t belong, or, more mundanely, of failing to provide, for those who wish it, operating and maintenance information.”

Agency appointments ...

* Breakstone Foods Division of National Dairy Products Corp., New York, has appointed Richard K. Manoff, same city, to handle its advertising for all products. Breakstone is a spot TV user. Former agency for Breakstone is Pappert, Koenig & Lois, New York.

* Robair Eldora Co., Los Angeles, has appointed M. J. Beckman Associates, same city, to handle company’s new foamy bath oil, Gardens of Babylon. National TV spot campaign is planned.

* McDonald Operators Association of Southern California has appointed Davis Johnson Megul & Colombatto, Los Angeles, to handle advertising for its drive-in restaurant franchise chain organization. Annual billing is about $500,000. D'Arcy Advertising Co., Chicago, handles McDonald's Corp. national account.

* McDonald's Hamburger Restaurants (Baltimore area) has appointed Richardson Myers & Donofrio, also Baltimore. Media plans will include heavy broadcasting with seasonal promotional campaigns. Account executive for McDonald's is Jerry Mathai.

* Bon Bon Co., Los Angeles, manufacturer of bite-sized ice cream candies, has appointed Erwin Wasey Inc., same city, to handle national promotion.

* The International Salt Co., Clarks Summit, Pa., has consolidated its accounts at Weightman Inc., Philadelphia, by assigning the agency its consumer, farm and industrial advertising. Weightman already handles Pfeiffer's Foods, a subsidiary of International Salt. The new account bills about $1.1 million with estimated $800,000 in TV-radio. Young & Rubicam is the former agency for International Salt.

* The Upjohn Co., Chicago, has appointed Scott & Scott Advertising Inc., same city, to handle its promotional plan for retail drugstores that will include use of radio, television and newspapers.

Says no to airing of package stores ads

New Jersey State Alcoholic Beverage Control Division has denied the request of the state broadcasters association that it lift the ban on advertising by retail package liquor stores on radio-TV. In reporting the denial, the association said it may now press for legislation and/or legal action.

New Jersey broadcasters have waged a nine-month campaign to obtain the change in rules.

The ABC cited invasion of privacy of home “for the purpose of inducing the purchase of alcoholic beverages” as among the reasons for the denial.

NAB code stepped up radio monitoring in '66

When the National Association of Broadcasters Code Authority sought to raise the radio code dues starting with the 1966-67 fiscal period, it said a big part of the funds would go toward beefing up monitoring activity. The nine-month figures released by the code reflect the increased activity.

Comparing April-December 1965 with April-December 1966, the code reviewed 1,209 stations in '65 and 2,050 the following year for a 70% increase. The number of hours reviewed increased 83% from 26,882 to 49,296. It projects that by the end of the current fiscal year on March 31, it will have reviewed 2,850 stations, 72% more than 1965-66, for a total of 67,880 hours, 81% above the figure of a year earlier.

Also in advertising ...

Coast screening • Television Bureau of Advertising president Norman E. (Pete) Cash will participate in the first West Coast showings of the bureau's new film, "TEL-empathy . . . the Language of Involvement." Produced by Gerald Schnitzer Productions, Hollywood, for TVB, the film will be presented to selective audiences of agency and advertising executives at the Hotel Mark Hopkins in San Francisco on Feb. 14 and at the Preview House, 7655 Sunset Boulevard, Hollywood, on Feb. 15.

Movin' • Media buyers at The Mar- schalk Co., New York, have moved to new offices in the American Metals Climax building in Rockefeller Plaza, across the street from Marshalk headquarters in the Time-Life building. The move to "Marshalk East," as the agency's staff members call their new offices, was made necessary by Marshalk's expansion.
We've been fired by some of our best customers.

There isn't an air freight forwarder who doesn't get fired by a good customer every once in a while. DAX is no exception.

In fact, the last time it happened to us the separation lasted 9 full days. Just long enough for the customer to realize that DAX isn't perfect...but that we come closest to it. Why? Because we've been able to eliminate so many problem areas.

Our exclusive "red flag" packing procedure guards against misplaced packages. A WATS line system to our 974 agents around the country assures pin-point tracking. And, a special DAX service guarantees receiver responsibility.

Fortunately for us no one appreciates these safeguards more than a customer who has "fired" us. That's why DAX won't make a promise it can't live up to.
THE MEDIA

FCC asks Justice for its evidence

MERGER MOVE PROMISES ANOTHER LOOK WITHOUT REOPENING CASE

The FCC has preserved its options in the ABC-International Telephone & Telegraph Corp. case. The commission directed the Department of Justice to submit evidence it says it has that anti-competitive consequences would flow from the proposed merger. And the FCC barred ABC and ITT from merging until it decides what to do next.

The commission, in its surprise action last week, also granted the department's petition to intervene in the increasingly controversial proceeding. But the order was generally regarded as an adroit maneuver that permitted the commission to escape from the pressure it faced as a result of the department's request last month that it reopen the case and hold a full-dress evidentiary hearing.

The four members of the commission who had voted in December to approve ITT's acquisition of ABC's 17 AM, FM and TV stations were understood to be still firm in their conviction that they acted responsibly. However, it's believed that one or two had felt they had little choice but to accede to the department's request for a hearing.

Court Problems • Officials pointed out that, regardless of the weight of the department's arguments, a denial of the petition would almost certainly have been challenged by Justice in the U. S. Court of Appeals. Furthermore, there was the matter of the "important information" Justice said it had that was not in the commission's record of the case.

The procedure adopted last week—on a 5-2 vote—will enable the commission and its staff to examine that information. It will also strengthen its position in the event the commission ultimately decides to deny the department's petition and finds itself in the anomalous position of a defendant in a court suit brought by the Department of Justice.

The order leaves the commission uncommitted. It said that after examining the additional material, the commission will "take such action or follow such procedure as seems appropriate." Grant or denial of the department's petition, observers pointed out, is not the only alternative. Conceivably, the commission could direct Justice to make its case for a hearing in an oral argument. The commission promised only to act "promptly."

The order marked another chapter in a conflict between Justice and the commission over the handling of the case. Justice has accused the commission of failing to do its job properly; it says the two-day oral hearing the commission held in September was an unsatisfactory way of arriving at the facts in the case. The commission, in its order, sharply criticized the department for ignoring requests to make its views known until Dec. 20 (see below). The commission approved the merger a day later.

Deadline • The commission acted last week on Wednesday, a day before the voluntary agreement of ABC and ITT not to consummate their merger was to expire. The order approving the merger, which would result in a $2.5 billion corporation, was to have be-

A record of correspondence that was mostly one-way

For the first time, the FCC last week gave a play-by-play account of contacts between it and the Department of Justice during consideration of the ABC-ITT merger. The account portrayed an FCC that went out of its way to solicit comment from Justice and a Justice Department that said nothing at all for months and never did take a firm position before the FCC approved the merger last December.

Following is the pertinent text in the commission's order of last week (with its numerous legal citations omitted):

A brief review of the chronology of this proceeding is necessary to understand the present procedural situation. It appears from the Department [of Justice] petition that the department learned of this proposed merger in December 1965, and began investigating it "within days." It served a civil investigative demand upon the parties and received information regarding the merger from that and other sources through April 1966. ABC and ITT tendered the subject applications for commission approval of the proposed transfers on March 31, 1966, and these were accepted for filing on April 14, 1966. Notice of the filing of these applications was publicized by radio, television and in the newspapers in accordance with the requirements of the statutes and rules.

"Our records disclose that during June 1966 the commission sent two letters to the department requesting the views of the department concerning this matter. On Aug. 18, 1966, the commission issued its order and notice of oral hearing before the commission en banc, in which the commission announced a procedure whereby any party desiring to offer evidence in the proceeding might do so, ordered a hearing on all issues of law, policy and fact, and invited any interested party to appear and be heard 'with respect to any question affecting the commission disposition of the pending applications.' A copy of this order and notice was transmitted to the department and it was published in the Federal Register on Aug. 24, 1966."

"On Sept. 19 and 20, 1966, a hearing was held before the full commission on this matter. The department did not appear, file a statement, or give any indication to the commission that it had any evidence or views to present regarding the matter. Moreover, it did not raise any question concerning the procedure adopted, nor did it indicate in any way that it desired a postponement of the scheduled proceedings in order to permit completion of its investigation and the preparation of evidence for presentation to the commission."

"In October the commission again advised the department by letter that it expected to make a decision in the near future and invited the views of the department. The department first indicated to the commission that it
come effective Jan. 20. The resulting company would be the largest in the broadcasting business. But the parties agreed to a delay after the department, on Jan. 18, filed its petition to reopen the case.

The commission acted amid mounting indications that one or more congressional committees will look into the proposed merger and the commission's handling of it (see page 48). Senators Gaylord Nelson (D-Wis.) and Wayne Morse (D-Ore.), early critics of the proposed merger, told the FCC last week the Senate Small Business Subcommittee on Antitrust and Monopoly contemplates hearings on the merger. They asked that the department's stay be granted. Senator Nelson is chairman and Senator Morse is a member of the subcommittee.

The commission debated and approved the procedural step in a special meeting lasting only little more than an hour. However, the five separate statements the commissioners issued indicated that the cleavage within the commission on the proposed merger is as wide as ever, and that the procedure adopted was a compromise.

The two dissenting commissioners—Robert T. Bartley and James J. Wadsworth—objected for completely opposing reasons. Commissioner Bartley, who had voted against the merger, said the department's petition should have been granted. Commissioner Wadsworth, who had voted for the transaction, said the petition should have been denied.

Deadlock Averted? * Commissioners Kenneth A. Cox and Nicholas Johnson, who, like Commissioner Bartley, opposed the merger, said they concurred in the action taken only because the commission appeared unable to agree on an affirmative action.

Commissioner Loevinger said those who favored the merger said he felt the petition should have been denied but that "practical" considerations require that the department be required to submit its evidence. Only Chairman Rosel H. Hyde and Commissioner Robert E. Lee were content to let the commission document speak for them.

Speculation on authorship of the procedure adopted centered on Chairman Hyde and Commissioner Loevinger. The principle of requiring adversaries before the commission to disclose in advance their evidence—so as not to "surprise" their opponents—is one that Commissioner Loevinger has long championed.

The commission directed that Justice submit all of its evidence, including documents and names and addresses of witnesses it was prepared to call, along with a statement of the testimony they would give, by Feb. 15. A department spokesman said the deadline would be met.

ITT and ABC were ordered to file their own evidence by Feb. 23. The department then would be given until March 6 to submit rebuttal evidence.

The timetable indicates the commission could act some time after the middle of March.

Action Praised * ITT and ABC both issued statements hailing the commission's action. ITT said the commission's order approving the merger was "soundly based," and added: "We are confident that the information that will be produced as a result of [the commission's] order will prove conclusively that the possibilities of such anticompetitive consequences raised by the department are indeed purely speculative, and that we appreciate the opportunity provided by the commission to remove any doubts the department may be harboring."

ABC said, "The FCC action is in the public interest and should do much to clarify the issue, both with the commission and publicly. We applaud their action."

Both companies referred to the department's Dec. 20 letter, in which the department said that, although anticompetitive consequences might result from the merger, such consequences were "too speculative" to warrant government action.

The department, however, has criticized the commission for not paying more attention to the points raised in that letter. And in a filing with the commission last week—an appeal to the parties' opposition to its petition—the department pointed out that it is not necessary to prove violation of the antitrust laws to show that the merger should be denied. Justice said the burden is on the applicants to prove the merger is in the public interest, and the issues raised in its letter, it said, are among those that the commission should consider in determining whether they have sustained their burden.

A key point involves the parties' assertion that the merger would result in a transference of financial aid into ABC which would enable it to compete more effectively with CBS and NBC. This weighed heavily in the commission's decision to grant the merger. But Justice contends that the evidence indicates that ITT looks on ABC as a source of capital.

Other Points * Justice also says its evidence indicates that the merger would remove ITT as a potential competitor of all three networks. ITT might, Justice said, establish either a competitive network or a chain of CATV systems. The department added the merger might remove ITT as an independent source of basic technological development that could lead to new systems of communications.

ITT and ABC disputed the department on all these points in their joint opposition (BROADCASTING, Jan. 30). But Justice last week said the parties' brief demonstrates that the commission did not have an adequate record on which to act and that factual and policy questions remain that require a reconsideration and an evidentiary hearing.

The commission, in its order, concurred in its criticism of the department on its tardiness in expressing its views. The commission noted that the department began studying the case in December 1965, then recited a detailed chronology of what it suggested were opportunities that the department passed up—and invitations that it ignored—to enter the case (see page 44).

The commission said it was permitting the department to intervene and make its information available solely because of "the unique status of the department and the nature of this case."

The commission said that if the petition had been filed by a private party it would be denied. The order noted that, under commission rules, the department should have made known its opposition to the proposed merger within 30 days of the filing of the applications—which occurred last April. Further, the order said the department's petition does not meet a requirement of the rules that petitions for reconsideration must "allege facts and evi-
Blue notebook' tells a tale

Stack of ITT documents requested by Justice reveal ins and outs of corporate thinking on industry growth

A foot-high stack of documents already on file at the FCC can be counted as the first installment on the commission's order for the evidence used by the Department of Justice in stating that the proposed merger of ABC and the International Telephone & Telegraph Corp. could produce serious anticompetitive consequences.

The documents are copies of those ITT furnished Justice in connection with the investigation which finally led Justice to ask the commission to reconsider its approval of the proposed merger and to hold an evidentiary hearing. ITT told the commission two weeks ago it would make the documents available to it. The pile will go higher as—in accordance with the commission's order last week (see page 44)—the department supplies the rest of its documentary evidence in the case and ITT and ABC provide theirs.

Some of the material is being kept confidential at the company's request. But from the documents available ITT emerges as an aggressive company, one always on the lookout for new ventures to acquire; a wealthy one, able to talk about possible acquisitions that could cost more than $1 billion; and a prudent one, careful to move into a field only if it has been carefully explored.

Limited to Field • The department's interest was in the proposed merger's impact on broadcasting, so the documents are limited to that field and CATV, and in many cases the trail of documents revealing the company's interest in a possible buy ends in midair—so to speak. There is no document stating the conclusion.

For instance, ITT's interest in CBS—previously acknowledged by ITT Chairman and President Harold S. Geneen—appeared to be deep. Numerous studies of CBS are in the stack, and there is frequent reference to it as the leading network. What would it cost? One estimate ITT officials made was $1.617 billion. But there is no evidence that officials of the two companies even talked about a possible merger. The price on the promise of ABC is put at $400 million.

ITT was also interested in acquiring individual stations and groups of stations. Documents indicate ITT was considering offering Travelers Insurance $35 million for its broadcasting subsidiary which owns WTCI-AM-FM-TV Hartford, Conn., and substantial real estate. However, there's no evidence that it did, and the indicated price seems unaccountably high in view of studies by financial analysts stating that $25 million would be fair.

The company in 1964 indicated interest, also, in WATE-AM-TV Knoxville, Tenn., when it was still owned by WATE Inc. However, the $7 million asking price was considered too high. (It was subsequently sold to Peoples Broadcasting Corp. for $6.5 million.) One property which the evidence indicates negotiations were actively underway is H. Gross Telecasting Inc., owner of WJIM-AM-TV Lansing, Mich. ITT appeared ready to pay $13 million—but the sale never materialized.

Among the groups that interested ITT—and the company looked at all the major ones—Corinthian appeared to have the most appeal; at least, its name appeared to crop up most often. But as one executive noted, its availability was a problem.

CATV Network? • The documents indicating ITT's interest in CATV include the memos from Mr. Geneen cited by Justice Department's antitrust chief, Donald F. Turner, in stating that ITT had been interested in developing CATV networks that would compete with broadcast networks (Broadcasting, Dec. 26, 1966). The Nov. 1 and Oct. 27, 1965, memos to John W. Guilfoyle, an ITT vice president, talked of the possibility of creating a network "linking whole areas of local CATV franchises," according to Justice. The Nov. 1 memo is among the confidential documents.

Included in the documents also are old extracts of a two-year-old draft study of the Stanford Research Institute forecasting the establishment of 5,000 CATV systems serving 8 million subscribers by 1975. As an industry, CATV would earn revenues of $400 million on a plant worth $1 billion. The study said that CATV in the next decade could conceivably combine into a fourth network.

Correspondence in the file indicates that Skiatron Electronics & Television Corp. sought to interest ITT in a franchise for its Skiatron pay-TV system. One Skiatron proposal even suggested that that company might be "receptive" to an offer to acquire control. However, there appears to be no evidence of any interest on the part of ITT.

But it is in the sections of the stack dealing with broadcasting in general and ABC in particular that the going gets heavy with statistics and studies.
ALL NEW—solid state
only 4 tubes!
GATES BC-5H, 5,000-watt
AM transmitter

It's brand new. All new.
The Gates BC-5H offers you the lowest tube cost for any
5,000-watt AM broadcast transmitter in the industry.
Extra-low power consumption.
Engineered for easy field conversion to 10 KW.
And a design that is completely self-contained in one handsome cabinet
to conserve floor space... make installation easier and less costly.
But the best news of all, you can hear only from the transmitter
itself: a richer, fuller sound.
The all-new Gates BC-5H. Write for complete information.

HARRIS
INTERTYPE
CORPORATION
GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation
and analyses by Wall Street financial wizards and ITT resident experts.

Studies showed that ABC's net income would increase from $17 million in 1965 to $35 million in 1970 (compared to CBS's $56 million in 1965 and $90 million in 1970—one can almost hear ITT's hearts beat a little faster looking at those figures). It was this section that provided the basis for one of the conflicts between Justice and ABC-ITT: whether, as the parties maintain, ABC is to be aided by ITT's financial resources, or whether ITT is to take money out of ABC.

'Blue Binder' • The "booklet bound in blue loose-leaf binder" to which both sides refer is in the stack. As Justice has said, the report, which ABC-ITT say was based on a study by the ITT staff in early 1965, indicates that ABC by 1970 was expected to produce a cash flow of $100 million that would be available for investment outside the broadcasting industry. ABC and ITT, however, say the estimate is based on the predicate of the network achieving "meaningful profitability," which it has not been able to do. They also say the estimate does not cover dividend requirements and large capital requirements for color conversion and other purposes.

But the stack also includes the minutes of the board meetings of ABC and ITT, at which the terms of the merger were approved. And the Justice Department, in replying to the parties' argument, notes that there appears to have been no discussion in the ABC board room on Dec. 7, 1965, of the expectation that ITT would be a source of capital. Simon B. Siegel, executive vice president, listed a number of other advantages, including the security of being part of a large complex and the improved "image" ABC would acquire in the eyes of sponsors. (He also reported that ITT wasn't the only suitor ABC had had. General Electric Co. had approached company officials talking merger, but nothing ever came of it. Litton Industries had made an offer—but neither Mr. Goldenson nor Mr. Siegel regarded it as good as ITT's.)

But perhaps Kuhn Loeb and Co., the Wall Street investment firm, said it all, in the report contained in the blue loose-leaf binder, when it said that the merger "would help both companies."

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Hill interest in merger grows
Staggers committee may add its investigative power to the gathering inquiry

While the tide of congressional comment on the merits and objections of merger of International Telephone and Telegraph Corp. and ABC continued unabated last week, another congressional committee was reported to be considering an inquiry into the deal.

Defense and criticism of the FCC's handling of the case was maintaining the active pace unleashed by the Justice Department intervention two weeks before, when the commission announced a delay in the execution of the merger to allow the Justice Department to come forth with new evidence.

After the FCC action, Representative Silvio O. Conte (R-Mass.), one of the critics of the commission action in the
proceedings, said Representative Harley O. Staggers (D-W.Va.), chairman of
the House Commerce Committee, had
agreed to place the matter before his
committee. Committee sources, how-
ever, would not confirm that such ac-
tion was being considered, although
Representative Staggers had earlier
written the commission requesting that
he be kept posted on the action.
If the Commerce Committee is con-
sidering a hearing into the merger, it
would join the House Small Business
Committee in such a move. Representa-
tive Joe L. Evins (D-Tenn.) chairman
of the small business unit, earlier had
written to Representative Conte saying
he would put the question of whether
to investigate the merger’s impact up
to his committee membership. Reportedly,
Representative Staggers has also said
his group would be asked the question.
Senate, Too * In the Senate, where
the criticism began, it has also been
speculated that Senator Gaylord Nelson
(D-Wis.) the earliest critic and chair-
man of the Small Business Subcom-
mittee on Antitrust and Monopoly, would
also seek such a hearing. His group,
however, is actively engaged in a probe
of the drug industry and may be hard
pressed for staff and time to undertake
a hearing on the ITT-ABC situation.
One staff member, however, noted the
drug companies currently under investi-
gation were wishfully urging the group
to take up the ITT-ABC hearing in-
stead.
The FCC announcement was greeted
coolly by Senator Nelson, who had
urged a reopening of the case rather
than just allowing more time to let
the Justice Department present its ob-
jections. He said the FCC seemed hos-
tile to a full hearing. “For some unex-
plained reason” he said, “four of the
seven commissioners have been de-
termined to rush this measure through
to completion without taking any testi-
mony on the most crucial public ques-
tions involved.” He added Congress
should explore the whole question of
whether a television network should be
anything more than an independent
company solely devoted to broadcast-
ing.
He and Senator Wayne Morse have
also written to the FCC requesting a
delay on the final decision until a hear-
ing is held.
Senator Edward V. Long (D-Mo.)
however, attacked the Justice Depart-
ment Antitrust Division for its delay
until the last minute. He said he had
no interest in the merits of the decision,
but said that if the economy of this
country ever seriously slows down
or grinds to a halt, one factor would
surely be administrative delay. He
said the antitrust division action was
a perfect example of this type of action.
He said his Subcommittee on Adminis-
trative Practice and Procedure would
watch the situation closely.
Opposing the Opposers * Earlier Rep-
resentative Thomas O’Neill (D-Mass.)
and Representative Thomas Pelly (R-
Wash.) had joined the opponents of
the Justice Department action. Repre-
sentative O’Neill said the late action
had further complicated the situation.
Representative Pelly argued the FCC
had carried out its responsibility, that the
merger would help ABC to compete
against wealthier competitors and that
the Justice action was “ill-advised and
counter to the public interest.”
However Senator Ralph Yarborough
(D-Tex.), who only last week had en-
listed in the flight as a critic of the FCC,
said that “objective, careful and thor-
ough news collection and analysis are
so vital to a free society that every pre-
caution should be taken to shield the
mass media from any possibility of un-
desirable influence from external eco-
nomic interest." He also referred to a
scholarly article pointing to the eco-
nomic dangers of giant conglomerate
companies, such as those were in pre-
World War II Japan. ITT, he noted,
was just the type of conglomerate firm
that was cited in the survey.

Congress begins weighing bills
Daylight time, copyright,
ETV and longer licenses
all concern broadcasters

More funds for educational televi-
sion, longer terms for broadcasting li-
censes and the go-ahead for television
coverage of the House of Representa-
tives: these were among the top legis-
lative proposals affecting broadcasters
introduced in the early weeks of the
90th Congress.

In the flood of bills that greeted the
opening of the current session of Con-
gress, many issues familiar to broad-
casters reappeared. Included in this
area were moves to give local areas
the option of when to begin daylight sav-
ing time, a reintroduction of the copy-
right law changes including those deal-
ing with community antenna television
and a proposal to set up audience classi-
fications for motion pictures.

Last week Representative Howard
W. Robison (R-N.Y.) reintroduced a
bill that would extend the ETV Facili-
ties Act of 1962, which expires this
year, for five more years and raise the
per-state limit on federal grants from
$1 million to $2 million. He pointed
out the renewed attention being given
to ETV and the fact that several states
had exhausted the funds available to
them without reaching their goals in
ETV.

House Coverage = Several congress-
men in the first few weeks of the ses-

sion joined the drive to allow coverage
of House proceedings. Bills to this end
were introduced by Representatives
Claude Pepper (D-Fla.), Edward J.
Gurney (R-Fla.), Glenn Cunningham
(R-Neb.) and Henry Reuss (D-Wis.).
Most backers of the measure argue
that television would aid in improving
the caliber of legislative activity and
debate, inform the public and fulfill
the peoples' right to see their govern-
ment at work.

The long-stalled drive to extend
broadcasting license terms to five years
was started up again early in the ses-
sion by Representatives John Dowdy
(D-Tex.), Arthur Younger (R-Calif.),
Donald Trotzmann (R-Colo.) and Lionel
Van Deerlin (D-Calif.) Although there
is a strong push for this bill it is written
off by many observers because of the
animosity aroused by some broadcast-
ers during the last election campaign.

Split States = Several members of
Congress also introduced bills designed
to save off the application of the Uni-
form Time Act of 1966 in their states
because of special situations. Eleven
states are split up into different time
zones and claim they would suffer if
they had to obey the new law taking
effect April 1 and have the same time
throughout the state. Others base their
arguments on the fact that although
states are given the option whether and
when to adopt daylight saving time,
some state legislatures will not meet
this year and they therefore seek ex-
emption. The Uniform Time Act was
ardently supported by the broadcasting
industry because they claimed the lack
of coordination over daylight time made
programming difficult. Such bills were
introduced by Representatives J. Ed-
ward Roush (D-Ind.), Philip E. Ruppe
(D-Mich.), Richard White (D-Tex.),
Carl D. Perkins (D-Ky.), Frank A.
Stubblefield (D-Ky.) and Senators
Thurston Morton and John Sherman
Cooper (both R-Ky.)

Senator Margaret Chase Smith (R-
Maine) introduced a measure that
would create a committee on film classi-
fication that would advise Congress on
possible legislation aimed at limiting
the exhibition of certain motion pic-
tures to minors.

Section 315 of the Communications
Act, which requires stations broad-
casting controversial statements to
make equal time available for reply,
was the subject of a bill put forth by Repre-
sentative Younger. His measure would
exempt stations from being forced to
give a respondent equal time without
charge when the respondent could not
pay a fee equal to the one charged the
person who made the statements the re-

spondent wished to answer.

Hearing Committee = Senator John
McClellan (D-Ark.), chairman of the
Senate Committee on Patents, Trademark
and Copyrights, and Representative
Emanuel Celler (D-N.Y.), chairman of
the House Judiciary Committee, the
two groups that would study such legis-
lation, both introduced the proposed
revisions in the copyright laws that
have been a decade in the making. A
House judiciary subcommittee last year
reported out the bill and the full com-
mittee was to consider it when the ses-

sion ended. Senator McClellan said his
introduction of the bill was to permit
his subcommittee to hold hearings on it.

Representative Abraham Multer (D-
N.Y.) introduced an amendment that
would prohibit the broadcasting of box-
ning matches on television and radio.
Moves are also underway in Congress
to remove one of the baubles on the
so-called Christmas Tree Bill, passed
near the end of the last session loaded
with amendments. The issue at stake
is the amendment that would finance
presidential campaigns by allowing tax-
payers to donate one dollar toward a
pool for such funds. Senator Albert
Gore (D-Tenn.) has proposed a bill
that would repeal that provision.

Mayoral case reopened again

The FCC has for a second time re-
opened for a further hearing a case in
which three commonly owned Puerto
Rican stations face the revocation of
their licenses.

The commission, as it did in the ini-
tial reopening, acted on the petition of
George Mayoral, former official and
minority stockholder of the stations—
WKNY and WFOFM(FM), both San Juan,
and WOAM-FM Mayaguez.

The main alleged offense in the case
was the unauthorized rebroadcast of
Armed Forces Radio Service news pro-
grams in 1962. AFRS, a branch of the
Department of Defense, provides radio-
TV programs to armed forces outside
the continental U. S. where commercial
programming is inadequate or not avail-
able.

Mr. Mayoral was singled out in Hear-
ing Examiner Forest McClenning's two
decisions in the case as the individual
primarily responsible for the alleged
offenses that figured in his recommenda-
tion that the stations' licenses be re-
voked.

Mr. Mayoral in December asked for
a reopening of the record to permit the
inclusion of an affidavit from a former
station employee apparently putting a
different light on previous testimony he
had given that was damaging to Mr.
Mayoral. (Broadcasting, Jan. 2).

The former employee is Carl Soder-
lund, whose testimony was cited by Mr.
McClenning in reaching his conclusion
regarding Mr. Mayoral's responsibility.
In his affidavit, Mr. Soderlund said:
"Mr. Mayoral never gave a direct order
to carry AFRS on WKNY."

Cross Examination = However, the
commission ordered a further hearing to
permit cross-examination of Mr. Soder-
lund and to permit the parties, includ-
ing the commission's Broadcast Bureau,
to "adduce" other evidence "in refuta-
tion or corroboration" of Mr. Soder-
lund's testimony.
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BROADCASTING, February 6, 1967
FCC's Johnson concurs, but ...  

He has misgivings about commission policy in grant  
of FM station to group owning AM and town's only paper  

If FCC Commissioner Nicholas Johnson had his way, broadcasters would not be as confident as he feels they now can be that their broadcast authorizations are permanent. He would like the commission to make clear that authorizations are vulnerable to attack by competing applicants every three years.

The commissioner made his views known last week in a statement in which he expressed misgivings about the commission grant of a construction permit for an FM station in Paris, Ky., to a company that operates the town's only AM station and two of whose three shareholders own its only daily newspaper.

Commissioner Johnson concurred in the grant to Paris-Bourbon Broadcasting Inc., "but not without some hesitation." He was concerned about the lack of diversity of ownership of mass media in Paris, and added: "If the commission's past record is any guide, the control of the mass media in Paris in all probability will be frozen forever in the hands of one set of individuals ..."

Commissioner Kenneth A. Cox, who has expressed similar concern in previous cases involving a concentration of control of mass media in small towns, cast the only vote opposing the grant.

Commission policy in cases of competing applications is to favor those that will result in a diversity of ownership of mass media. However, there was no applicant for the FM facility in Paris. And in such cases the commission generally acts on the assumption that the advantages to be gained from making use of a broadcast frequency outweigh the disadvantages that might result from an increase in the concentration of control of mass media. This is particularly true when small communities are involved, and there seems little chance other applicants for the frequency will appear.

Theory Noted  

Commissioner Johnson noted that, "theoretically," when the Paris-Bourbon license expires in three years, the commission could assign the Paris FM facility to another applicant, "employing the same criteria which would be relevant" in the initial assignment. But, he noted, "in practice" the commission never fails to renew a license "except for the most serious breach of conduct."

He disclosed that he had asked the commission to include a statement in its opinion encouraging others to apply for the Paris facility, when Paris-Bourbon's license expires, by indicating a "readiness to give genuine consideration to any competing applications at that time—what I had hoped was simply a restatement of commission policy and practice." But, he said, he was turned down. Accordingly, he said he personally is ready to hear from future competing applicants, and hopes "for a more enlightened policy from the commission in the future."

Possible Rule Change  

Although he did not propose rules regarding concentration of control of broadcast properties and other media, he said he wouldn't exclude such an approach. He suggested that the commission might consider a rule "simply prohibiting a single ownership of newspapers and broadcast properties in a local community. Certainly, we should have more evidence than we do of the implications of such concentration for the communities involved."

Mr. Johnson also indicated he would be interested in considering an FCC rule against joint ownership of AM and FM stations.

He noted that, despite what he called "successful" commission efforts "to discourage competing applicants at renewal time," a number of licensees currently are faced with competition for the frequencies on which they have been operating. He felt this was encouraging.

And if the commission "brings to life" a Supreme Court opinion holding that broadcasters do not acquire property rights along with a broadcast license, he said, "there may be some advantages" to the approach he suggested in the Paris-Bourbon case. But if time proves the suggestion "naive and futile," he would urge consideration "of a more general study and establishment of standards by Congress or the commission."

Democrats vote to keep  

Williams in his place  

His estranged Democratic Party colleagues last week voted not to forgive Representative John Bell Williams (D-Miss.) for actively supporting Barry Goldwater, the opposition's presidential candidate in 1964.

A party caucus, by a vote of 134 to 100, decided not to lift the banishment imposed on Representative Wil-
subscribers in Bethlehem for a number of years and they will continue to be available... irrespective of the outcome of this show-cause proceeding." Bethlehem already has two CATV's, Service Electric Cable TV Inc. and C-B-L Electronics, that both carry the New York signals. The systems were in operation prior to Feb. 15, 1966, when the commission adopted its new CATV rules.

Hearing Waived * In another CATV development the FCC granted the petition for waiver of the distant signal hearing requirement filed by Santa Fe Cablevision Co. The action permits the CATV to import the signals of KPHO-TV Phoenix, KTLA(TV), KHJ-TV, KTTV(TV), KCOP(TV), KWHY-TV, and KMEX-TV, all Los Angeles, into Santa Fe, N. M., part of the Albuquerque, N. M., TV market, ranked 100th.

Santa Fe is served by KGGM-TV, KOAT-TV, and KOB-TV, all Albuquerque. The CATV's operations in Santa Fe would affect a very small percentage of the total television homes served by these stations, the commission said.

In a related matter the FCC designated for hearing a request by American Television Relay Inc. to carry the distant signals of KTLA, KHJ-TV, KTTV and KCOP, all Los Angeles, to a new CATV system in Albuquerque proposed by the Vumore Co.

Lindow stresses threats of CATV and land-mobile

The need for broadcasters to keep a tight rein on CATV and on attempts by land-mobile forces to get chunks of the broadcast spectrum was outlined last week by Lester W. Lindow, executive director of the Association of Maximum Service Telecasters.

He told the Wisconsin Broadcasters Association meeting in Madison on Thursday (Feb. 2) that two of today's major problems are: "the continuing threat to free, off-the-air television service posed by an increasingly more elaborate wired pay-television scheme—commonly called CATV" and "the efforts of nonbroadcast spectrum users to share, or to appropriate for their own use, frequencies now assigned to broadcasting—particularly television."

In both cases, he noted, the broadcasting opponents have "as their hard-core powerful equipment supplier interests who have the incentive" and funds to fight. He added that CATV and land-mobile forces had learned the value of forming regional and national associations to fight for their goals, and had devoted "considerable effort" in making their stories known to Congress. These efforts must be countered by broadcasters, he charged.

NET chief has doubts on CPTV

He'll push for principle, but warns of unrealistic details in Carnegie plan

National Educational Television President John F. White is more than willing to look educational television's apparent gift horse in the mouth. He thinks that the Carnegie Commission report issued last month (Broadcasting, Jan. 30), "does not basically change" the present ETV system "at all." He wonders whether the creation of a Corp. for Public Television to provide programming for ETV stations "would be imposing another big brother on this system."

Basically, Mr. White has no quarrel with the Carnegie Commission's design for public television. He'll "push for the principle of it." But the educational-network executive, who reads some criticism of his organization in the Carnegie report, doubts that all of the commission's suggestions are realistic. He wants to see a lot of dialogue carried on about the commission's proposals before any final action is taken.

With Dr. DuBridge * Mr. White made these opinions clear on a special hour telecast, Educational Television—the Turning Point, taped by and shown on educational station KCET(TV) Los Angeles Jan. 27. Norman Cousins, editor of the Saturday Review, moderated the discussion program, which included only one other participant, Dr. Lee A. DuBridge, president of the California Institute of Technology. Dr. DuBridge was one of the 15 members of the Carnegie Commission. (Former FCC chairman Newton N. Minow, who also was to be part of the discussion, was detained in Chicago by snow.)

Emphasizing from the beginning that he was "speaking as one of the patients on the table," Mr. White throughout the broadcast edged his comments with tones of disenchantment. He pointed out that in making its proposals the commission "was fighting for ideals," but indicated that the members are not men who sit behind desks and are forced to make broadcast decisions.

Mr. White stressed that he regards the Carnegie report as "a road map" for developing a full system of public television. "It's what we do, not what we say, that's important," he explained. He also expressed confidence that the "bad things" in the report will "come out in the wash."

The Carnegie Commission recommended that the Corp. for Public Television underwrite two national production centers one of which, the commission suggested, would be Mr. White's NET. At the moment NET is the only national ETV source.

Mr. White pointed out that a proposal for the training of management personnel of ETV stations "is the sleeper" in the report "that nobody talks about. It's where we're weakest around the country," he said, "but this could make it possible for us to train station managers who'll have the guts to be provocative in their programing ideas."

The NET official added that he's "worried" about the provision in the
report that calls for six of the 12-man board of directors of the Corp. for Public Television to be appointed by the President, with these initial members electing the other six. "Essentially this means the 12 members are coming from the White House," he said.

During the broadcast, Dr. DuBridge said that CPTV would "open new vistas" in programming. He suggested that diverse audiences deserve an opportunity to see diverse programming. The basic weakness in ETV in the past, he explained, was its poverty, and the aim of the Carnegie report is to triple the total resources of educational stations in the country.

A Good Chance - Questioned after the taping by newsmen, Dr. DuBridge said he could not predict the fate of the commission's proposals but acknowledged that there's "a 50-50 chance Congress will find other means to finance public television" than by an excise tax on sales of new TV sets.

During the same news conference Mr. White said that "there are elements in the report that are idealistic," and that there are things "that aren't going to work." He said the assurance given in the report that CPTV will not be a network is not accurate. "It is going to be a network," he contended. Mr. White thinks that CPTV will have to supply live programming a good deal more often than was proposed in the Carnegie report. He also believes that "more authority at the top" will have to be given.

Whatever the outcome of the proposals, NET will survive because "we serve an adequate function," Mr. White said. "They'll need us at least as much as they did."

AJC Women Endorse - The American Jewish Congress National Women's Division urged "wide public support" for the report of the Carnegie commission. The endorsement was voiced last week by Mrs. Charles Snitow, the AJC division president, during the presentation of the group's annual radio and television award for 1966 to NET at a luncheon in New York. NET President White accepted a plaque on which was mounted a shofar, the ram's horn sounded in the synagogue to proclaim the coming of the Jewish New Year.

Mrs. Snitow expressed "enthusiastic backing" of the Carnegie report and said it offered "a sound and sophisticated plan for utilizing in behalf of the public good the great national resource which television represents." She said the recommendations constitute a significant step toward improving the quality of American television.

Court backs AM grant in Annville-Cleona, Pa.

The U. S. Court of Appeals upheld the FCC last week in an unsigned decision holding that the commission's 1966 grant of 1510 kc (5 kw daytime only) to A-C Broadcasters for Annville-Cleona, Pa., was correct. The grant had been challenged by Saul Miller, applicant for the same frequency in Kutztown, Pa., who had been denied by the commission on financial grounds.

The court said that it was satisfied after review of the record that the finding of the FCC's review board "are not lacking in substantial support..." The court also said it found that the ultimate conclusions reached by the commission's "tribunals" were not arbitrary and capricious.

The order was issued by Circuit Judges John A. Danaher, Walter M. Bastian and Spottswood Robinson.

Clearance problems end pioneer Yankee Network

The Yankee Network will cease operation on Feb. 26 after serving New England radio for more than 38 years, it was announced last week.

The network is owned and operated by RKO General Broadcasting and currently has 29 affiliates in the area. For the past 10 years, the network has been providing 11 newscasts on the hour but at the height of its popularity in the 1930's and 1940's it offered extensive entertainment programming as an adjunct of MBS.

Yankee Network newscasts originated from WNAC Boston, a stationed owned by RKO General Broadcasting. Perry S. Ury, vice president and general manager of WNAC and of the Yankee Network, said the decision to abandon the regional network was made by RKO General and the local management of WNAC because of "clearance problems" in some major markets. "This may be the first network to close down that was making money," he commented. "But it didn't make sense when some stations cleared for only two newscasts a day.'"

CBS wants changes in ID regulations

New radio formats require a change in the FCC's station-identification rules, CBS said last week in petitioning the commission to hold a rulemaking for revision of Sections 73.117 and 73.287 of its radio rules.

The network wants to permit wider exceptions to the present rules that require station identification on the hour, and either on the half hour or the quarter hour.

Present rules permit exceptions for longer programs where an interruption would disturb the continuity of the program. But the rules specify which programs fall under this permit—"a
single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes."

CBS proposed that this provision be revised to exempt "a single consecutive public affairs, religious or instructional program, or concert, or any type of production."

Because many news programs run five or 10 minutes, and some other programs run longer than 30 minutes, continuity is interrupted within two minutes of either the half hour or the quarter hour when a station is required to "pause for station identification." This is particularly bothersome to the listener, CBS said, for extended, on-the-spot coverage of important news events, like the funeral of Sir Winston Churchill, the visit of Pope Paul VI to the United States, the Gemini space launchings and political conventions.

New name for Norfolk group

The name of Norfolk-Portsmouth Newspapers Inc., a newspaper publisher-broadcaster, is being changed to Landmark Communications Inc., the company announced last week. The corporation publishes the Norfolk (Va.) Virginian-Pilot and Ledger-Star, the Greensboro (N. C.) Daily News and Record, owns WTAR-AM-FM-TV Norfolk and WFMY-TV Greensboro, and operates CATV systems in Roanoke Rapids and Weldon, N. C.; Princeton and Beckley, W. Va., and Selma and Auburn, Ala.

Media reports...

Re: ETV - The Eastern Educational Network (EEN) has offered aid and comfort to WCET(TV) Cincinnati non-commercial through free network program service for an indefinite period of time during the station's financial difficulties. The proposal was recommended during the network's discussion of the Carnegie Commission's report on educational television (BROADCASTING, Jan. 30).

MDS for EDP - Metromedia Inc., New York, has announced a new division, Metro Data Services, for program and control of all data-processing operations. MDS, New York, will be headed by Vice President Angus McIntyre, former general manager of the O. E. McIntyre direct-mail subsidiary; and Director Stanley T. Landow, Metromedia vice president and controller. Metromedia, major station group owner, also is in television and theatrical motion-picture production and distribution, and recently formed a new mail-marketing group (BROADCASTING, Jan. 23).

"WOC-TV delivers the Q-C market, free from outside media influence"

Says Jack Thomsen, WOC-TV News Director

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ABC reports in-depth radio study in works

OWNED STATIONS HEAR SUNNY SALES FIGURES

Officials in charge of the ABC-owned radio stations division disclosed that interviews for a $30,000 pilot study on audience attitudes have been completed. Results are to be made available to management of ABC and the six owned stations on or about March 1.

The research was one of several major projects discussed at the Jan. 22-26 annual meeting of ABC-owned-station radio managers at Nassau in the Bahamas.

The current sales climate for the division was as balmy as Nassau, officials reported last week. Sales in 1966 were 18% ahead of 1965, they said, noting that the new level also is a record for the radio station group. The 18%, they pointed out, compares with a 10% to 11% estimated increase in average national and local time sales for the industry.

Estimates were that this year's first quarter will hold to about last year's record first-quarter period for the ABC division.

Records - It was reported that five of the six stations had a record year in 1966 and the one that did not was ahead of its 1965 level. All showed profit advances.


Areas discussed at the Nassau meeting included college recruitment by the stations of sales and sales-development trainees; experimentation in FM in the six markets (differences ranging from emphasis on sports, as in Chicago, on symphonic and Broadway-show music, as in New York, to all-news, as in Los Angeles, and pop only, as in San Francisco) and use of traffic-reporting helicopters in all cities but with special promotional introduction. In Los Angeles, KABC is touting its new "lady-birds," two airborne girl reporters who will broadcast traffic reports.

Last year's theme of "think '70," or a few years ahead, in radio planning, was continued this winter but with an overriding view of how the stations could maintain and improve their already bettered competitive positions.

In-depth - The audience-attitudes study, conducted in Chicago, features 530 in-depth interviews of individual radio listeners. The individual interview sessions averaged some 45 minutes each. Social Research, Chicago, the firm commissioned by the station group to conduct the study, began its survey last November and completed its interviewing last month.

It was explained that listeners were asked their attitude and opinion of radio programming types and formats, of news and of the personalities delivering the news and appearing in entertainment programming. The objective, it was said, was to seek out the programing for the specific market — as "the Mustang was developed by Ford to meet the need of the automobile market."

Hopes are high at ABC that the study will show the stations what they are doing right, what they are doing wrong or ought to consider eliminating, what the competition may be doing better, and "suggest areas which haven't been explored — or areas of opportunity."

Among other sessions held was a shirt-sleeve "show 'n' tell" with each manager relating one specific skill the station has in its market, and another, on news, in which Elmer Lower, president of ABC News, and other officials participated.

Other ABC executives taking part included Ralph W. Beaudin, corporate group vice president (radio); Radio Station Division President Harold L. Neal Jr., Robert Pauley, ABC radio president; James G. Riddel, vice president, western division; Ron Sack, director of promotion and program development, and Lee Vanden-Handell, director of national sales, both with the station division.

Station managers were Don Curran, KGO; Ben Hobberman, KABC; Gene Taylor, WLS; Charles Fritz, WWXY; John Gibbs, KOV, and Walter Schwartz, WABC.

Changing hands...

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

- WXKY-TV Lexington, Ky.: Sold by Taft Broadcasting Co. to Kentucky Central Television Inc. for $2.5 million (see page 60).

- WPEA Manchester, N. H.: Sold by William Malo Jr., Frank E. Pellegrin and others to Milton Herson, Marvin Kempner and Mitch Leigh and others for $315,000 (see page 60).

- WMID Atlantic City, N. J.: Sold by David H. Freedman to Merv Griffin group for $450,000. Griffin group con-

“ratings” are important to Blackburn, too!

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56 (THE MEDIA)

BROADCASTING, February 6, 1967
Now everybody loves ETV in Indianapolis

BUT IT'S AN AFFAIR NOT ENTIRELY OF THE HEART

The fight is between WTTV(TV) Bloomington-Indianapolis on the one hand and wish-TV and WLWI(TV), both Indianapolis, on the other. But the party shaping up as the winner, regardless of the outcome, is the applicant for an educational UHF channel in Indianapolis. An applicant for a commercial UHF may turn out a winner, too.

For six years, WTTV, owned by Sarkes Tarzian Inc., has been attempting to move the 20-odd miles from Trafalgar into Indianapolis in order to compete more effectively with wish-TV, WLWI and WFBM-Tv, all located there. One effort failed when the commission rejected a request that WTTV's channel be reassigned.

WTTV's current effort involves a proposal to move its transmitter into the larger city. As an inducement to the commission, WTTV said it would donate some $250,000 in cash and equipment to the Metropolitan Indianapolis Television Association for the establishment of an ETV station in Indianapolis, if the site-move is approved. WTTV has also offered to place the ETV station's antenna on its relocated tower and to charge it no rental.

MITA, which has applied for channel 20 in Indianapolis, has told the commission the success of the ETV venture depends on the help of the Tarzan station has offered.

To sweeten its proposal more, WTTV said it would also make space available for the antenna of a commercial applicant seeking channel 59. The applicant, Indianapolis Broadcasting Corp., would pay a modest rental, starting at $1 a year for the first two years. This is aimed at undercutting any argument that the proposed move would hurt the development of UHF in Indianapolis.

The Other Side - Corinthian Broadcasting Corp. and Avco Broadcasting Corp., owners of wish-TV and WLWI, respectively, have now informed the commission that the educators needn't lose even if WTTV does. Consistent with their practice of affording "start-up assistance to educational broadcasters," they wrote to the commission, "and in

NEW TV STATIONS

*WCVW(TV), ch. 57, Richmond, Va., was to begin broadcasting Monday, Jan. 30 with an ERP of 513 kw visual and 102 kw aural from an antenna height above average terrain of 650 feet. Permittee is Central Virginia Educational Television Corp., which also owns noncommercial WCVE-TV (ch. 23) Richmond. The station will broadcast from 9 a.m. to 4 p.m., with channel 23 broadcasting elementary school subjects and channel 57 high school subjects. Plans are being made for evening broadcasts on channel 57, as channel 23 already broadcasts cultural and public-affairs programs as well as accredited college courses during evening.

*WCLP(TV), ch. 18, Chattsworth, Ga., was to begin broadcasting Monday, Jan. 30 with an ERP of 447 kw visual and 44.7 kw aural from an antenna height above average terrain of 1,850 feet. Permittee is Georgia State Board of Education. The station will broadcast from 8 a.m. to 10:20 p.m. Monday through Friday. From 8 a.m. until 6:20 p.m., majority of programs will originate from Georgia State Department of Education Television Services Production Center in Atlanta; evening schedule will be contributed by University of Georgia. Permittee's other on-air stations include WYAN-TV Savannah, WSGA-TV Waycross, WSJP-TV Columbus and WABW-TV Pelham, all Georgia.

* Kino Winslow, Ariz.: Sold by Willard Shoecraft to Baxter Ward Schwellenbach for $125,000. Mr. Schwellenbach is news director of KABC-TV Los Angeles. Mr. Shoecraft also owns KIKO Miami and KATO Safford, both Arizona. KINO is fulltime on 1230 kw with 250 w. Broker: Chapman Co.

* WRCR Maplewood, Minn.: Sold by Gerald Bell to Armand Bell for $115,000. Mr. Belli was sales manager of WLS Chicago. Mr. Bell is an automobile dealer in St. Paul. WRCR is a 250 w daytimer on 1010 kw. Broker: J. D. Stebbins Co.

* KABI Abilene, Kan.: Sold by Wyman N. Schneppe to Norton E. Warner for $95,000. Mr. Warner owns KIMA Kimball, Neb. and KRLN Canon City, Colo. KABI is a daytimer on 1560 kw with 250 w. Broker: Hamilton-Landis and Associates.

ANOTHER

HAMilton-LANDiS & ASSOCIATES, INC.
TRANSACTION!
KOY
PHOENIX, ARIZONA
Approximate total consideration as filed with the Federal Communications Commission:
$2,100,000.00

Hamilton-Landis & Associates, Inc. John F. Landis, President
Negotiations - Appraisals - Financing of Choice Properties
Washington, D.C. Chicago Dallas San Francisco
5173 DeSales St., N.W. Tribune Tower 1511 Bryan St. 111 Soletter St.
393-2456 337-2754 469-0945 992-567
Radio-TV CATV Newspapers
America's Most Experienced Media Brokers

Broadcasting, February 6, 1967
order entirely to remove Tarzian's contingent offer as a possible factor in the decision," they would furnish MITA "substantially the same resources Tarzian has offered, provided the Tarzian application is not granted." (WFPM-TV, which is not opposing the move-in, has already provided some assistance to MITA.)

This, however, neglects the commercial applicant. John Slocum, general manager of WLW, told BROADCASTING last week that he assumes any of three stations in Indianapolis would "entertain" an offer from the applicant. However, he said he could not say what kind of arrangement could be made. He did say, however, that because of the weight involved, the tower supporting the ETV antenna could not accommodate the commercial UHF station's antenna too.

Robert G. Holben, manager of Tarzian's broadcast division and general manager of WTTV, last week told the commission in a letter the Corinthian-Avco proposal constitutes "support for the expansion of noncompetitive television service with the condition that commercial, competitive service remain status quo." He also said that their present proposal "only partially matches" WTTV's since it "ignores in its practical end result" the commercial applicant for channel 59.

WTTV's position received support last week from J. Lynd Ech, president of Indiana Central College, who applied for channel 20 in behalf of MITA. He said he was surprised by the Corinthian-Avco letter, since it was the first "intimation" he had they were interested in providing assistance.

However, he said MITA's primary concern is in establishing an ETV station, and that MITA appreciates the 'indirect offer' from Corinthian and Avco, he feels it is rather vague. "An educational station should be constructed at once in order to meet the very great needs of our community," he said, and the commission, therefore, should "take favorable action on the MITA application at the earliest possible date."

NCTA telling its story

National Community Television Association has begun a campaign to woo "influentials". It's putting out a newsletter for direct mailing to congressmen, senators, state officials, corporation and advertising agency executives, and newspaper publishers and radio-TV columnists. The first issue, editorially stressing "The Case for Cablecasting," by Frederick W. Ford, NCTA president, went into the mails last week to about 3,500 names. The newsletter, called Cable TV Lines, is expected to be published about every six weeks.

Cablemen challenge FCC power

Jerrold fights commission's jurisdiction in appeal; Buckeye and two others in court on same grounds

The authority of the FCC to regulate CATV systems was challenged again last week when the Jerrold Corp., Philadelphia, filed suit in the U. S. Court of Appeals for the Fifth Circuit, in New Orleans. The suit was filed in behalf of Jerrold's Alice, Tex., cable system.

At the same time, the jurisdictional issue was raised as part of the Toledo, Ohio, CATV case, which was argued early last month.

The Jerrold suit and the Toledo case bring to four the legal challenges to the FCC's authority over CATV's; the other two involve litigation in San Diego and the Midwest Video case in the U. S. appeals court in St. Louis. The Midwest Video case has been pending for over a year; it was filed in 1965 when the commission assumed jurisdiction over cable systems using microwave-relay installations.

In the Jerrold complaint, the CATV owner-operator and equipment manufacturer charged that the FCC's assumption of control over CATV's was illegal and unconstitutional.

Jerrold claimed that the FCC's CATV rules "unlawfully" compel it to file reports, take action or refrain from taking action it would take in conducting its business, impose "unreasonable" and "unjust" restrictions, and restricts "present and future business operations..."

The petition also contended that the FCC acted without proper constitutional and statutory authority, that it failed to follow proper administrative procedures and that the CATV rules are "arbitrary, capricious and unreasonable."

In a list of specifications, Jerrold claimed, among other errors, that the FCC failed to conduct a full, evidentiary hearing; that its actions were not supported by substantial evidence; that the commission relied on information not made part of the public record (it used "nationwide trends" obtained from the three networks, Jerrold said in illustration of this charge).

Not only do the rules restrict viewers' choices, violating the First Amendment, Jerrold said, but they were issued retroactively, thus are illegal.

Protests Authority In the Toledo case, Buckeye Cablevision charged that the commission's action in asserting control over CATV systems is illegal because Buckeye does not operate in interstate commerce. Since CATV systems are neither common carriers nor subject to commission jurisdiction under the interstate commerce provision of the Constitution, Buckeye holds that the FCC's action was illegal. Furthermore, Buckeye said, the commission has no authority to control the reception of radio signals.

The FCC maintained that because cable systems are engaged in interstate communication by wire and, where they use microwave, by radio they are subject to regulation by the FCC.

The CATV rules, the commission said, regulate only the use made of the television broadcast signals, "limiting that use in order to maintain both a diversified local 'free' television service and a supplementary CATV service as components of a nationwide television system."

The basic purpose of the CATV rules, the FCC said, "is to make sure that CATV service will not destroy the basic television service which gives it its substance."

The Toledo case also involves the carriage by the Toledo CATV of the signals of WJIM-TV Lansing, Mich., whose grade B coverage falls short of Toledo. Last week, also, the U. S. Court of Appeals in Washington issued an unsigned decision turning down the request of Booth American Co., operator of a CATV system in Muskegon, Mich., to reverse an FCC ruling forbidding it to carry Milwaukee and Chicago TV signals.

In deciding that the issues in the Muskegon case had been considered and decided properly by the FCC, the court said the order of the commission is valid. The ruling was made by Circuit Judges Henry Edgerton, Charles Fahy and J. Skelly Wright.

Booth American immediately asked for a rehearing, claiming that the decision did not answer the allegations. The commission protested this move, and also asked that the court make effective immediately that part of its ruling vacating a stay earlier granted to Booth American. Ordinarily, it's understood, a stay remains in effect until the mandate of the court is delivered; this sometimes takes 10 to 15 days.

Overmyer executives brief advertisers

With only eight weeks until air time, officials of the Overmyer Network set forth their plans before national advertisers' sales personnel at a Sales Executive Club luncheon in New York last week.

President Oliver Treyz described ON's
Lease is a word very much in our vocabulary. Our lease plan has been very enthusiastically received by the broadcast industry. *Lease this system for approximately $99 a week or lease other Schafer Systems for less than $65 per week. All Schafer Systems are capable of expansion. As our leasing customer you have the option of purchasing this system at any time during the lease with a portion of the monthly lease payment applying toward the purchase price. No matter whether you buy or lease a Schafer Automation System for your station satisfaction is guaranteed. As a Schafer customer you are eligible to subscribe to the all-new, superior Schafer Taped Music Library for only $99 per month.
Should ETV be the broadcaster's burden?

As an alternative to the Carnegie Commission proposal for a manufacturer's excise tax to finance the expansion of noncommercial television, a New Jersey congressman has urged President Johnson to obtain such funds through a broadcasting license fee.

Calling the present system "the big giveaway of the 20th Century," Representative Charles Joelson (D-N.J.) urged that "meaningful" license fees be charged to broadcasters to finance the new development. In a letter to President Johnson, the lawmaker commented that since four of the 15 members of the Carnegie Commission have or had strong connections with the commercial TV industry "it is hardly surprising that the commission did not recognize this type of financing."

He said he was appalled at the commission's excise tax suggestion and said it was shocking the government literally gives away the valuable natural public broadcasting resources that the airwaves represent. "One can imagine the outcry that would result if the federal government gave away other natural resources it might own, and then told the fortunate donee to charge for these resources what the traffic will bear," he said.

Meaningful Fees - He said through the $50 and $100 filing fees charged by the FCC to radio and television stations respectively, broadcasters escape the payment of meaningful license fees as well as the regulation of their rates. These sums are laughable and do not even approach the cost of the FCC in licensing and regulating the industry, he said. Actually the FCC boosted the fees to $150 and $75 for TV and radio filings in November from the amounts noted by Representative Joelson.

He also commended the movement toward the use of TV for high-quality programming and the effort by CBS of a gift to aid the proposed system but said that voluntary contributions will not constitute an adequate and dependable basis on which to proceed.

He also noted that in 1962 he had introduced a bill that would have charged broadcasters annual fees that would have averaged over $20 million a year. This measure, however, was ignored and never received a hearing. A member of his staff observed that such a measure might be better received now because of its timeliness with the Carnegie report and the attention it focused on public TV.

'Times' to keep its radio-TV section

Taking issue with published reports, Lester Bernstein, Newsweek magazine executive editor, said last week that "we have no immediate plans to drop our separate radio-TV section, but should we do so, it will not be for the reasons cited" — allegedly deteriorating programing and slacking public interest.

"We strongly resent being used as a cudgel to beat television," he said.

The occasion for the report, published Thursday in the New York Times, was the resignation of Newsweek's radio-TV editor, Peter Benchley, 26-year-old son of novelist Nathaniel Benchley, to take an undisclosed government job in Washington. For the time being, the section will be written by other members of the department.

Mr. Bernstein asked the Times to print a "clarification," noting in part: "It is true, as the Times reports, that Newsweek has been considering dropping its TV-radio section in favor of presenting our coverage of broadcasting in different sections.

"But it is misleading to suggest that the reason is a decline in the quality of television. If the quality of any human endeavor ever becomes the touchstone for the space we devote to it, we will be hard put to fill our pages every week. Actually, there are several reasons—at least one of them altogether to the credit of television. That is the vast influence of TV as a news medium, which merits treatment of this function in our press section.

"Whether we will adopt this course is still uncertain. If we do, we don't expect to be running significantly less news about broadcasting than we do now; it would just be presented differently.

"In any case, we are not so naive as to underestimate the impact and vitality of television."

Taft sells UHF; radio station traded

The sale of a UHF television station, and the acquisition of a radio station by a New York radio program-service group highlighted station sales announced last week.

Sold for $2.5 million was Taft Broadcasting Co.'s WYFT-TV Lexington, Ky., to Kentucky Central Television Inc., a group headed by G. D. Kincaid, president and principal owner of Bluegrass Broadcasting Stations (WVLK-FM-Lexington, WNN-AM-FM Louisville and WCMF-AM-FM Ashland, all Kentucky; WWHO-AM-FM Orlando and WFFG Marathon, both Florida).

Taft bought the Kentucky station in 1958 for $100,000 from Frederic Gregg Jr. and associates (now LIN Broadcast Co.). Taft Broadcasting owns WKBK-AM-FM-TV Cincinnati, WTVM-AM-FM-TV Columbus, both Ohio; WBBR-AM-FM TV Birmingham; WGR-AM-FM-TV Buffalo; WDFM-AM-FM-TV Kansas City, Mo.; and WDBW-AM-FM Telvis Barre-Scranton, Pa.

WYFT-TV is on channel 27 and is affiliated with ABC-TV and CBS-TV.

The radio station, WFEA, Manchester, N.H., was bought by principals of Mark Century Corp. for $315,000. This is the group's first acquisition; other broadcast properties are to be added in the future, it was said. WFEA was sold by William Malo Jr. and Frank E. Pellegrin, former president of H-R Television Inc., station representative firm, and others.

Principals of the buying group are Milton Herson, president of Mark Century; Marvin Kemper, president of Mark Century Sales Corp., and Mitch Leigh, composer and creative chief of Music Makers (musical commercial production) and of Mark Century.

WFEA, founded in 1932, is fulltime on 1370 kc with 5 kw. Broker: Larue Media Brokers.
TV's, NFL oppose Cleveland CATV

WUAB-TV (ch. 43) Lorain, Ohio, WJW-TV (ch. 8) Cleveland and the National Football League last week expressed their displeasure with the attempts by a CATV system to obtain FCC permission to import distant television signals into Cleveland suburbs, part of the eight-ranked TV market.

The three petitioners asked the commission to deny a request by Telerama Inc. for an FCC declaratory order that would permit the CATV to deliver 13 distant signals to Euclid, a Cleveland suburb. Telerama requested the ruling last December (Broadcasting, Dec. 26, 1966) to meet the condition of a U.S. Court of Appeals decision that temporarily stayed a commission order barring Telerama's service to Euclid.

WUAB-TV, a new UHF station that is not yet on the air, said that the communities involved in Telerama's operations and proposals are within the station's predicted city-grade contours. "If WUAB-TV must face the additional competition for audience that will result from Telerama providing programming of 13 distant stations ... in the heart of its service area, there is substantial question whether WUAB-TV and the other independent UHF stations will survive," the station said.

15 Suburbs - Telerama's proposals apply to 15 Cleveland suburbs where it proposes to deliver the signals of 19 stations, 13 of them distant ones. The CATV has also asked for waiver of the FCC's distant-signal rule requiring a hearing in the event it is denied a declaratory order.

WJW-TV, licensed to Storer Broadcasting Co., suggested that "Telerama's petitions, which now hold the 146th place in the CATV processing line, should be expedited, moved to the top of the processing line and immediately designated for hearing ... " The hearing, WJW-TV said, should determine whether Telerama deserves relief and, if so, how much.

The 16-member National Football League was specifically concerned about Telerama's request to import into the Cleveland market the signals of WSEE (TV) Erie, Pa., which televises all the home games of the Cleveland Browns football team. In order to protect gate attendance, the NFL follows the practice of not telecasting a club's home games in its home territory at the time when the game is being played.

"This necessary protection would be effectively nullified if other parties are permitted to bring the Browns' home games into Cleveland via CATV," the NFL said.

Broadcasting, February 6, 1967
Charter members fight change in CATV rates

Two CATV companies that inherited charter subscribers who had paid high installation costs for equity in the systems have met opposition to changes in monthly rate schedules and recalls of capital contribution certificates. Both companies are owned by Television Communications Inc., New York, multiple CATV owner.

The Bradford, Pa., city council by unanimous vote last month denied a petition by Bradford TV Cable Co. for a new 10-year contract. The company had requested a $5.50 monthly rate for all subscribers. Charter subscribers numbering 760 (22% of total hookups) had paid $137.50 installation fees for capital contribution certificates and a $3.75 monthly charge for cable service. Presently 2,500 subscribers, who paid $16.50 installation, now pay $5.50 a month.

In a similar action the Claremont, N.H., city council voted to delay recall of capital contribution certificates by Claremont TV Cable Co. until 1,182 charter subscribers (53% of total hookups) held a public hearing. The CATV firm had requested return of the certificates bought 10 years ago for $125 and had requested all subscribers pay a $5.95 monthly rate. Subscribers, who paid $9.55 installation and pay $5.95 a month, number 1,000.

Asheville CATV faces referendum

Citizens of Asheville, N.C., will vote on March 7 whether the city fathers should authorize the establishment of a CATV system in the community. The referendum was required after the North Carolina Supreme Court ruled late last month that the CATV franchise granted in 1965 was illegal unless approved by the voters. The court overruled a lower state court decision upholding the city council’s right to issue the CATV permit. The state supreme court also held that the CATV franchise issued to Southern Cablevision Inc. (Jefferson-Carolina Corp.) for Raleigh, N.C., required approval by the voters.

A CATV franchise was issued to Asheville Cablevision Inc. in 1965, calling for a 12-channel system and for reversion of the system to the city after the 20-year-grant period is over (BROADCASTING, Oct. 11, 1965). Asheville Cablevision is owned by Robert O. Hoffland of Chelmsford, Mass.

The grant was attacked by Wise-TV Inc., owner of Wise-TV (ch. 62) Asheville, which was an unsuccessful applicant for the CATV franchise. Asheville also has WLOS-TV on channel 13.

FINANCIAL REPORTS

CBS picks up another educational film firm

CBS’s acquisition of Film Associates of California, Los Angeles, a producer-distributor of educational films, was reported last week. CBS paid an amount said to be “above $3 million.” CBS several weeks before had acquired Bailey Films, another educational film firm in Los Angeles (BROADCASTING, Jan. 16).

Film Associates, which is a privately held company, furnishes to grade schools, colleges and adult education a catalogue of 16-mm films and 8-mm continuous-loop film-cartridges.

Both film houses will be operating units of CBS Educational Services Division, supervised by Norman A. Adler, vice president and general manager. This CBS division, organized last June as part of the CBS/Columbia Group, also maintains control over Creative Playthings and its subsidiary, The Learning Center Inc., supplier of three-dimensional learning systems, both acquired in March 1966.

WAEQ-TV adds funds through loan, 20% sale

A $900,000 refinancing for WAEQ-TV Rhinelander, Wis., was announced last week.

Northland Television Inc., licensee of the channel 12 station, is getting $750,000 from Northwestern National Life Insurance Co., Minneapolis; First National Bank of Rhinelander; First National Bank of Ironwood, Mich., and Citizens American Bank of Merrill, Wis. The loan is for 10 years at 6 1/2% interest.

Also advanced to the station was $150,000 by Benay Corp., Wilmington, Del., for a 20% interest in the station. Benay Corp. is headed by Hasting W. Baker, managing director of the Station Representatives Association.

WAEQ-TV is owned by Representative Albert E. O’Konski (R-Wis.).

Capital Cities’ profit up 31% for year

Capital Cities Broadcasting, group station operator, has reported last year’s net profit 31% over the comparable period in 1965. Unaudited results include earnings from KPOL-AM-FM Los Angeles, which Capital Cities acquired last August.


Year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$2.06</td>
<td>$1.59</td>
</tr>
<tr>
<td>Broadcasting revenues</td>
<td>32,099,807</td>
<td>27,844,418</td>
</tr>
<tr>
<td>Operating profit</td>
<td>15,002,637</td>
<td>16,306,860</td>
</tr>
<tr>
<td>Net Income</td>
<td>5,796,496</td>
<td>4,420,004</td>
</tr>
<tr>
<td>*Based on 3,787,832 shares outstanding at Dec. 31, 1966.</td>
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Nielsen reduces losses in local TV service

Sales and net profit of the A. C. Nielsen Co., Chicago, reached record levels for the 1966 fiscal year ended last Aug. 31, it was reported last week.

Sales rose 15% and net profit 25% over the previous year, Nielsen stated. It was pointed out that heavy losses incurred in the development and improvement of the company’s local television audience research services were reduced substantially and the outlook was “hopeful” that this service will achieve a profitable operation during this fiscal year.

For the fiscal year ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$1.09</td>
<td>$0.97</td>
</tr>
<tr>
<td>Net profit</td>
<td>5,291,005</td>
<td>4,456,000</td>
</tr>
<tr>
<td>Sales</td>
<td>66,132,337</td>
<td>57,537,000</td>
</tr>
</tbody>
</table>

Salaries listed for DDB’s top executives

William Bernbach, president; Ned Doyle, executive vice president, and Maxwell Dane, vice president and general manager of Doyle Dane Bernbach are the highest paid officers of the company. All are directors and Mr. Dane also is secretary and treasurer of the advertising agency.

The aggregate remuneration in 1966 to each: $117,211 to Mr. Bernbach and to Mr. Doyle and $103,940 to Mr. Dane. A total of 62 other officials re-
received $2,617,874 collectively. The agency, which reported record highs for its fiscal year ended Oct. 31, 1966 (Broadcasting, Jan. 30), will hold its annual meeting in New York on Feb. 28. Information on payments to officers and on the meeting was, in a statement issued to stockholders last week.

**Warner expects 2d quarter as good as 1st**

Seven Arts Productions Ltd. has not made any attempt to take over the control of Warner Bros. Pictures Corp. This was made clear to shareholders attending the Warner Bros. annual meeting in Wilmington, Del. last week. It was the first such meeting held since Seven Arts purchased more than 32% of WB's stock. Shareholders also were told that profits for the three months ended Nov. 26, 1966, were up more than 5% over a like period the previous year. As further good news, Judge George T. Coulson, who was chairman of the meeting, indicated that for the second quarter ending this month, the net profit will not be less than that reported for the first quarter. Theatrical revenues in the first quarter were up slightly to $13.8 million from $12.9 million, a slight gain that was offset by a dip in TV revenues to $7.4 million from $8.5 million. During the meeting five of WB's eight directors were re-elected for two-year terms. The three other board members are up for re-election next year.

For the first quarter ended Nov. 26:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.34</td>
</tr>
<tr>
<td>Gross</td>
<td>27,881,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>1,671,000</td>
</tr>
</tbody>
</table>

**Financial reports...**

- Transamerica Corp., San Francisco, has scheduled a special stockholders meeting for March 2 to vote on an increase in authorized common shares to 50 million to clear the way for the proposed acquisition by Transamerica of United Artists Corp. (Broadcasting, Nov. 28, 1966). Under terms of its agreement with United Artists, Transamerica would offer UA shareholders a choice of either one share of Transamerica common for each UA share or a package consisting of half a share of Transamerica common and one-eighth share of a new series of $4.80 convertible preferred stock.

- The board of directors of Storer Broadcasting Co., Miami, has declared a regular quarterly dividend of 25 cents per share on its common stock, payable March 9 to stockholders of record Feb. 24. The board also declared a quarterly dividend of 12½ cents per share on its class B common stock.

**Visual's sales more than double**

Visual Electronics Corp. last week reported nine-month net sales up 124% and net earnings up 184%, both over 1965's similar fiscal period. James B. Tharpe, president, said Visual will exhibit "two first production models for high-band color video-tape television recording" at the National Association of Broadcasters convention in April. He promised deliveries would be made after the convention.

Mr. Tharpe also reported that Visual's $1 million-plus contract with the State University of New York has virtually been completed. This called for supply and installation of closed-circuit TV studio facilities at 12 colleges. Visual sells broadcast equipment including complete radio-TV systems.

**You're only HALF-COVERED in Nebraska...**

if you don't use KOLN-TV/KGIN-TV!

KOLN-TV/KGIN-TV delivers the greatest share of audience for total day viewing of any VHF station in the country's three-station all-VHF markets.*

More conservatively, we're Number Four in total ranking of stations delivering greatest share of audience. Number Five in Prime Time and Number Two CBS affiliate in delivering greatest per cent of total homes.

It all adds up to proof you need KOLN-TV/KGIN-TV to cover Nebraska effectively. KOLN-TV/KGIN-TV gives you rich Lincoln-Land—Nebraska's other big market—with more than half the buying power of the entire state.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV—The Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

**New 1,500-foot tower is tallest in Nebraska!**

Now KOLN-TV beams its signal from a new 1,500-foot tower—the tallest in the state. The new structure represents an increase of 500 feet (50 per cent!) in tower height. Measurements and viewer responses indicate a marked improvement in KOLN-TV/KGIN-TV's coverage of Lincoln-Land.

*Source: ABB March, 1966, 94 three-station markets. Ratings projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

**KOLN-TV / KGIN-TV**

**CHANNEL 10 ** 314,000 WATTS
1500 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative
Second season is 'sickening'
BBDO's Maneloveg thinks
ABC's 'Invaders' only show with chance of success

The top media man for one of the nation's leading advertising agencies threw the "second season" of network TV programs into his specially designed computer last week and they came out a long way from roses. Only ABC-TV's The Invaders was found to have even a fragrance of success.

And the evaluation of next season's product is just as gloomy. The first batch of pilots, with one exception, were reviewed as merely carbon copies of programs already on the prime-time schedule. The computer supposedly has the answer to why all of this product will fail—lack of viewer involvement.

Bearding the lion in his den with these dire judgments was Herbert Maneloveg, vice president and director of media for BBDO, New York. Addressing a luncheon meeting of the Hollywood Radio and Television Society, Mr. Maneloveg emphasized from the beginning that he wasn't there to crow about the accuracy of BBDO's pre-season predictor model computerized method of forecasting program ratings, "even though it's darned good." The point hammered away at was that the agency would like to see less accurate program forecasts because conversely that would indicate its calculations were thrown off by an unpredictability and excitement in programming that doesn't exist today.

Day of Mourning = "... The day that we, or any other agency, are 95% correct on shares or ratings should be a national day of mourning for the television industry," he said. "It'll be a day when TV will be so bland, so predictable, so lacking in excitement that the audience will be there, but watching only out of habit, with absolutely no interest—about as rewarding as putting on one's shoes."

He pointed out that with the exception of Peyton Place ("whatever you think of it") and Bonanza ("a subtle, continuing tribute to a patriarchal society") among a few other programs, the prime-time evening shows today lack viewer participation and involvement and foster no empathy.

Commented the BBDO executive: "The audience just sits there—after all, it's free—viewing a strange amalgam of newspaper style writing, radio reporting—inactive messages—performed this time by a picture tube." Then referring to the philosophy of Canadian communications observer Marshall McLuhan, he explained that this amounts to "hot programming on a cool medium."

In looking over the second season of programing, Mr. Maneloveg, with the help of his PSP computer, could find no new hits, but estimated that The Invaders would be "the best performer."

He predicted that Mr. Terrific will be as successful as Run, Buddy, Run, and then added: "How's that for saying nothing?" Nevertheless he still sees this show outing Capt. Nice.

Among his other evaluations: ABC-TV's Wednesday night movies will not be as successful as feature films shown on other nights; CBS-TV's Coliseum "will be with us a very short time"; despite a good start NBC-TV's Dragnet will fade; ABC-TV's Friday night triumvirate of Rango, Phyllis Diller and Avengers all "will struggle and get nowhere" and CBS-TV's Smothers Brothers will suffer the same fate as the Garry Moore Show that it replaced. Over-all he termed the second season "sickening."

Next Year = The coming 1967-68 season fared little better. Out of 11 pilots reviewed by Mr. Maneloveg only The Flying Nun, a half-hour situation comedy being developed by Screen Gems, was credited with being different. The media man noted that a pilot he'd heard about but not seen, Benjie and Me, a program being developed by Kayro Enterprises and Universal TV about a Negro boy and a Caucasian boy, should contain ample viewer involvement but probably would not be scheduled. "Wanna bet on this one?" he asked. "The networks won't just pass; they'll pass out. Completely. They'll think of the line-up problems in the South and you know what will happen."

In concluding, Mr. Maneloveg told the some 250 agency and programing executives in his audience that the television industry is in trouble. He spread the blame around. "All of us, networks, advertisers, agency people, seem to be hypnotized into playing it safe," he said. The solution as Mr. Maneloveg sees it: "... A wave of new shows that permit audience interest in them continuously, rather than programs that insult them after the first four episodes." If this millennium ever came about, Mr. Maneloveg promised to throw away his computer.

Convention reforms focus on newsmen

A Republican study group has recommended changes in the party's handling of its national convention to limit news and television operations on the floor as a remedy to the chaotic conditions witnessed by millions of TV viewers in the past.

The party's committee on conventions has advocated stricter enforcement of the rule banning all but delegates and officers in the section reserved for the state delegations, elimination of a large television camera stand in the middle of the floor and pool coverage by the TV networks rather than individual coverage.

In the committee's report, released last week after more than a year of study, much of the attention was focused on overcrowding on the floor of the convention. Among the causes of overcrowding the committee cited reporters with microphones and accompanying camera crews as well as the large center camera stand, approximately 15 feet deep and 20 feet high capable of holding 15 to 18 men and cameras.

It urged the enforcement of the ban on newsmen and unauthorized persons in the delegates' area as a partial solution. However, it noted that newsmen should be admitted upon approval of the committee on arrangements. It also urged the curtailment of many doorman functions and honorary posi-
tions designed only to allow the person to enter the convention.

**Expects Criticism** - The committee said the restrictions on news media would probably be criticized as a handicap and hindrance to freedom of the press. But it noted the ban on reporters in Congress and the testimony they get is obtained away from the convention floor. It said the party would seek arrangements with the news media that will not overly restrict them and still allow delegates freedom of space and movement. "... If our objectives are accomplished, the news media may be in a better position to cover the convention," it said.

The group also urged work with the networks to eliminate the center camera stand and to work out a plan for the pooling of the television and still cameras and to limit the number of cameras allowed on the floor.

Also requested was a reorganization of the seating arrangements on the platform in order to eliminate the background movement shown on television when the cameras are focused on the speaker. Other recommendations were made to study the possibility of shortening the party's platform, an end to many of the unnecessary ceremonies and speeches and the possibility of shortening the entire procedure.

The report is a culmination of a study begun in June 1965 after former President Dwight Eisenhower urged reform in the convention. The group, composed of party officials, held hearings throughout the country seeking advice from the TV networks and the news media as well as from political figures and scholars of the convention process.

**Gulf & Western takes over Telemeter**

Pay-TV development at Paramount Pictures is being passed along to its parent company, Gulf & Western Industries Inc.

Gulf & Western now will operate International Telemeter Corp., which is moving its offices to Los Angeles, retaining only a business office at Paramount in New York.

Telemeter, which had been a subsidiary of Paramount, has been active also in closed-circuit television and in CATV. It has several pay-TV franchise agreements in the U.S.

Telemeter also has a new president; William C. Rubenstein, who was vice president in charge of research and development at Telemeter's laboratory in Los Angeles, has replaced Leslie Winik, who is being reassigned in New York to another post at Paramount.

Underscoring Gulf & Western's take-over, Paramount in New York noted last week that Mr. Rubenstein's work at Telemeter would be under the direction of G&F's David N. Judelson, executive vice president and chairman of the executive committee. He has been in charge of G&F's manufacturing operations.

Paramount said that Telemeter would pursue its program in pay television, both on-air and wire. It was indicated that Telemeter now would produce its own devices for CATV and pay television.

Telemeter has seven franchise agreements for pay TV systems (two on-air, five by cable). The on-air system agreements are with Springfield Television Broadcasting, operating in Worcester, Mass., and in Pittsburgh. Springfield Television also would operate a cable franchise in the Washington area under its agreement with Telemeter (BROADCASTING, June 6, 1966). Another four franchises, all for cable systems, are licensed by Telemeter in Miami, Atlanta, Dallas and Houston.

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**7 BRIGHT YOUNG MEN ARE BEING SELECTED**

For intensive 60 day training under the personal tutelage of Gordon McLendon and Bill Stewart plus occasional outside speakers. Courses will include **Idea Creation, Idea Execution and General Creativity**.

Applications are now being solicited. All who finish will be required to fulfill 7 year contracts, in executive positions, with the McLendon Corporation, the **Radio Minded company**.

There will be no set hours to this course—but very long tests will be given each day. You will find your course—

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Those chosen (radio experience not a necessity) will school at $500 per month. Tell us why you think you qualify. Forward I.Q. information, resume etc. to—

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DALLAS, TEXAS
Radio and television stations in the beleaguered Midwest again had a chance to prove their mettle when a two-foot snowstorm moved in on Jan. 26-27. Hardest hit was Chicago where normal activity was paralyzed by the wind-driven snow for up to three days in some sections.

Uncounted extra news programs, bulletins and special features were carried by area stations during the emergency. The number of phone calls to the stations—requesting information, seeking assistance, and giving information—reached astronomical proportions with WBBM Chicago claiming receipt of 125,000 calls.

Typical of the programing activity of the stations is the off-air picture from WKBW-TV Chicago (above left) where (l-r) Joe Templeton, Sheri Blair and Hugh Hill manned "Blizzard Central." The outdoor activity by station mobile units, helicopters and planes was typified (above right) by the WGN Trafficopter in aiding state and local officials reach infirm persons and in attempting to unsnarl traffic.

Stations elsewhere in the snow-hit area served as communications centers and emergency clearing houses. In Kalamazoo, Mich., for example, WKZO-AM-TV earned praise from the mayor, the Red Cross and a competing newspaper for its round-the-clock efforts.

Radio-TV help Midwest dig out from blizzard

Sullivan Productions picks rep for new shows

As part of an expansion thrust in the TV programing area, Ed Sullivan Productions has signed with Ashley Famous Agency Inc. to represent the company on a group of new properties it is preparing for TV.

The Sullivan-Ashley Famous tie-up was disclosed in an interview in New York last week by Bob Precht, executive vice president of the production firm. Among the projects in development by Sullivan Productions are a half-hour comedy series featuring the team of Meara and Stiller, a series of one-hour entertainment specials spotlighting outstanding musical personalities and three other musical-variety series.

Mr. Precht reported that Sullivan Productions for the foreseeable future will concentrate on the development of "live-on-tape" series, explaining that film properties are "too costly" for an independent producer of modest size. He noted that the company had been involved in a development agreement with ABC on a filmed series but has withdrawn from it because of the economic factor.

Sullivan Productions, he said, was responsible for a summer series, Fanfare Starring Al Hirt, on CBS-TV in 1965 and a special featuring the Beatles on ABC-TV last month. Mr. Precht said that two staff members, Bob Arthur and John Moffitt, and two freelance writers, Buzz Kohan and Bill Angelos, are involved in new program development for the company.

Cooley presses fight against WRAL-TV

Former Representative Harold B. Cooley (D-N.C.) has challenged the defense of WRAL-TV Raleigh, N. C. to his charges of biased coverage in the recent campaign in which he lost his seat in the House of Representatives.

The veteran congressman, in a letter to the FCC, urged the commission to hold a full evidentiary hearing on the matter. He said the facts presented by the parties in the dispute were so much at variance that only a hearing could determine the truth.

He wrote that the station's reply
(Broadcasting, Dec. 19, 1966) was "replete with misrepresentations, half-truths and contradictions." He also noted other complaints against the station, statements from other sources that a controversial film of a debate with his opponent had been distorted to show him at his worst and a letter allegedly written by the chairman of the broadcasting firm, A. J. Fletcher, in 1960 to the station employees thanking them for their efforts on the behalf of a particular candidate.

"The management of WRAL-TV is engaged in partisan political activity," he wrote the commission, "and uses the facilities of the station to promote the candidacy of those it supports and to denigrate opposing candidates." He asked the commission to hold a hearing into the station's qualifications to continue to hold a broadcast license.

The station, owned by Capital Broadcasting, filed Dec. 1 for a renewal of its license.

Missouri allows TV in state house

Broadcasters appeared to have won an access battle in Missouri last week, but the outcome of the war is still in doubt. The Missouri House of Representatives, voting straight party lines, passed a resolution that would allow radio and TV to cover and tape its sessions. The GOP-controlled house passed the bill 106 to 54.

However, the power to choose who will broadcast and who will be silent rests in the hands of the speaker of the house, Representative James Godfrey. He is now empowered to issue credentials to all news media and to permit broadcasting and taping of sessions. He is also empowered to withdraw the credentials of any newsmen. Although aimed primarily at radio and TV, the bill also includes print media.

At its opening session on Jan. 9, the house adopted a bill—superseded by last week's action—that would have prohibited taping proceedings unless the edited version was submitted for approval. It also banned use of taped excerpts in news programs (Broadcasting, Jan. 23).

Two convicted in Long Beach radio case

Two ministers, charged with soliciting and receiving $500,000 through a radio program have been convicted in Long Beach of violating the California State Corporate Securities Act. The Rev. Clarence T. Walberg was found guilty of 10 violations and the Rev. Wayne Davidson was convicted of nine violations. Mr. Walberg allegedly solicited much of the money through a daily radio show on KGER Los Angeles.

What are the implications of this conviction on the future of Christian programming on radio? What is the potential impact on the church's activities and its relationship with the media? How will this decision affect the regulation of religious programming in the state of California?

More sports from SG

Screen Gems Inc. plans to intensify its efforts to obtain sports programming of world-wide interest for syndication. Dan Goodman, vice president in charge of syndication sales, said SG obtained international and domestic rights to the one-hour color film of the soccer match between Brazil and Argentina shortly after the game was played in Los Angeles less than two weeks ago and completed its first sale to KTLA(TV) Los Angeles.

The success of the NFL Game of the Week half-hour series, which was sold in 100 markets, spurred SG's interest in sports programming. Mr. Goodman indicated that the company would become active in the production and syndication of sports specials because "it's a fact that sports attract an audience."

WOOK-TV switches to news and opinion talk

WOOK-TV Washington, a United Broadcasting Co. station, has announced a new late-evening, early-morning format consisting of two-and-one-half hours of news and three hours of opinion talk.

Bill Evenson, WOOK-TV news director, and Tex Gathings, UBC staff veteran, will co-host the news program televised Monday through Saturday from 7:30 p.m. to 10 p.m. The program will incorporate UPJ film nightly and will update and recap its news at 15-minute intervals.

Controversy, the opinion talk show, will be broadcast Monday through Saturday from 10 p.m. to 1 a.m. Dennis Richards, host, will interview guests and invite telephone calls from viewers on a variety of subjects.
Nine series set for Hanna-Barbera

Hanna-Barbera Productions will produce a total of nine animated TV series for the 1967-68 season, it was revealed last week. Six of the productions will be new, while three will be returning series. One is for syndication, with the rest scheduled for all three networks.

Five are set for CBS-TV, three of them new and two returnees. The new ones are Zartan, Shazam and Moby Dick. Renewed programs are Frankenstein Jr. and the Impossibles and Space Ghost. All are for the network's Saturday morning lineup.

Two series are being produced for General Mills and NBC-TV: Sampson and Son and a returning show, Space Kidettes. A third series, The New Adventures of Huckleberry Finn, is Hanna-Barbera's first live action-animated production. It's scheduled for prime time on NBC-TV.

The Fantastic Four, an hour animated series based on Marvel comic-book characters, is slated for ABC-TV. Abbott and Costello, a syndicated series of 156 cartoons, is currently before the cameras at H-B's Hollywood studios. The nine shows for next season mark a new peak of TV activity for the Taft Broadcasting Co. subsidiary.

Plea for freedom in decision making

In spite of complaints by governmental regulators and special interest groups, the individual broadcaster himself must make the final decision on what is aired, Paul Comstock, vice president for government affairs of the National Association of Broadcasters, told the annual convention of the National Religious Broadcasters Inc. in Chicago last week.

Fairness cannot be imposed by legislation, he felt, since fairness is subjective. "What is fair in one man's opinion may be foul in another's," he said.

A broadcaster under the law must have a "legal right" to put anyone before his microphone and also to express his own opinions, Mr. Comstock said. The constitutional guarantee of free speech means speech for everyone, he noted, "however unwise, unpatriotic or sacrilegious he may be."

But broadcasters also recognize that they have a moral right and responsibility not to "inflict trash and destructive propaganda upon the people of their communities," he pointed out. "We seek to foster all of our free institutions and the uplift of our people—and our churches are double-dog the first of these—but we deny that the government has any power in this field," he added.

Quarter Century - The NRB convention last week marked the beginning of the broadcasting group's 25th year and was filled largely with inspirational addresses and reports on the growth of evangelical broadcasting both in the U.S. and abroad. The association includes both broadcasting ministries and station managers or owners representative of "middle ground" Protestantism, particularly those involved in commercial religious programming.

NRB representatives stressed that while certain stations of members may broadcast the programs of extremely liberal ministers or ultra-conservative evangelists, the association itself probably would not accept these ministers as individual members, especially if their broadcasts involved highly controversial social and political opinions. The programs of members stick close to Bible teaching or Christian education, they said.

Dr. E. R. Bertermann, who recently was named executive director of the Lutheran Layman's League, was re-elected president of the NRB, a post he has held for a decade. NRB directors include many well known in broadcasting such as the Rev. Billy Graham (Hour of Decision) and Dr. Theodore Epp (Back to the Bible).

Several NRB members rose during the convention to point out that they still are discriminated against by some large stations, networks or group broadcasters who refuse commercial religious programs or will not air gospel programs not cleared by local councils of churches. Among tough towns to get into with their syndicated shows: Philadelphia and San Francisco.

The NRB members voted to establish a national headquarters office in Washington. The organization now has an executive secretary: the Rev. Ben Armstrong, Box 308, Madison, N. J. 07940.

Tors opens N.Y. office

Sherman Adler, president of Ivan Tors Television, last week announced the opening of new executive offices at 445 Park Avenue, New York, and the appointment of Andy White as new creative head of the company. Mr. White was formerly a producer for the company and writer-producer for the Bat Masterson series.

Mr. Adler said the location of the new offices would expedite preparation on the three networks of four new series, including Gentle Ben, based on the novel about a boy and a bear by Walter Morey, for CBS-TV. These series will be additions to the Tors Productions' present network series, Flipper on NBC-TV and Daktari on CBS-TV.

TV series sales...

The Joe Pyne Show (Hartwest Productions): WCPO-TV Cincinnati; WFLA-TV Tampa, and WFGA-TV Jacksonville, both Florida; WKOZ-TV Kalamazoo, and WILX-TV Lansing, both Michigan; WAVY-TV Portsmouth-Norfolk, Va.; WMC-TV Memphis; WSBT-TV South Bend, Ind.; WTVJ-TV Miami; WLOS-TV Asheville, N.C.; WHNB-TV Hartford, Conn.; WCAN-TV Portland, Me.; WSIX-TV Nashville; WABC-TV Albany, and WHCH-TV Rochester, both New York; WKBS-TV Burlington, N.J.; Philadelphia; WBKD-TV Detroit; KARD-TV Wichita, Kan.; KSTP-TV St. Paul-Minneapolis; WAEW-TV Rhinelander, Wis.; WBRZ-TV Baton Rouge; WGBK-TV Cambridge.
More ratings on the second season

Though the TV networks' second season is several weeks old, a few "fresh" ratings reports were being received last week.

Latest new show to make its appearance was CBS's Coliseum on Jan. 26 (Thursday, 7:30-8:30 p.m.). Both that new series and Dragnet on NBC the same date showed ratings improvement on the basis of the overnight reports.

CBS noted that the Coliseum share in Arbitron averaged 32 as against a score of 22 for Jericho the week before. Dragnet's Arbitron share was up from 36 to 40 in one week; from 30.8 to 36.4 in the Trendex.

A national Nielsen report covering the first two weeks of the second season will be issued today (Feb. 6).

Other second-season programing scores remained relatively steady compared to previous weeks. The last of the new shows to be programmed at mid-season was CBS's Smothers Brother's Show last night.

Following are ratings reports made available last week. (No Trendex report was made for Saturday, Monday and Wednesday evenings). "S" denotes special and "N" new in the second season.

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Boston: WBAP-TV Fort Worth-Dallas; KOB-TV Albuquerque, N.M.; KLZ-TV Denver; KRTV-TV Colorado Springs; WTV-B Pittsburgh; WLYT-TV Bowling Green, Ky.; WPB-R Providence, R.I.; WBR-TV Wilkes-Barre-Scranton, Pa.; KSD-TV St. Louis, and KUTV-TV Salt Lake City.

Girl Talk (ABC Films): WHEN-TV Syracuse, and WROC-TV Rochester, both New York; WTOL-TV Toledo and WBS-TV Columbus, both Ohio; WFLA-TV Tampa, Fla.; WABC-TV Atlanta and WRC-TV Chattanooga, Tenn.

Hayride (ABC Films): WTVW-TV Evansville, and WAND-TV Fort Wayne, both Indiana; KBMT-TV Beaumont, Tex.; WTVI-TV Milwaukee; WQAD-TV Moline, Ill., and KBTV(TV) Denver.


Eighth Man (ABC Films): WCBS-TV Washington, and KAZ(TV) Nogales.

One Step Beyond (ABC Films): KXFW-TV Tijuana-San Diego.

Johnny Cypher in Dimension-Zero (Seven Arts Films): WFIH-TV Philadelphia; WNBC-TV New Haven, Conn.; WPBG-TV Altoona, and WLYH-TV Lancaster-Lebanon, both Pennsylvania; KFRE-TV Fresno, Calif.; WNBV-TV Binghamton, N.Y.; WGN-TV Chicago; KTDO (TV) Fort Worth-Dallas; WGNW-TV Denver; WSCC-TV Charlotte, N.C.; WVEC-TV Hampton-Norfolk, Va., and WTVN-TV Saginaw-Flint, Mich.

Tell Me, Dr. Brothers (Triangle): WBAL-TV Baltimore.

The American Civil War (Trans-Lux): WAND(TV) Decatur, Ill.

Clay-Terrell purse swollen by radio-TV

The championship fight between Cassius Clay and challenger Ernie Terrell tonight (Feb. 6) may gross as much as $2 million from domestic and international radio-TV broadcast rights and sales, CATV and theater TV, plus gate receipts.

Main Bout Inc., New York, owner of auxiliary radio-TV rights to all Clay fights, has also arranged for a live radio-TV feed overseas by Lani Bird II (radio-TV) to Japan's Nippon Television Network, and by Early Bird (TV) to Brit-ish Broadcasting Corp. and Viewpoint Ltd. for the United Kingdom and other parts of Europe.

In addition, there will be a direct TV pickup by Telesistema Mexicano S.A.
in Mexico; and radio feeds to Mutual's 523 affiliates in the U. S. and Canada (BROADCASTING, Dec. 26, 1966), and to stations in Latin America, South America, The Philippines, New Zealand and Australia. Broadcasts from ringside will be made in English, Spanish and Japanese.

Main Bout has also lined up a network of CATV systems, including about 58 in the U. S. and eight in Canada. Closed-circuit TV will be in about 165 theater locations in the U. S. (130 cities in 43 states), and 13 locations (13 cities) in Canada.

There will be no free TV.

Charles Michelson Inc., New York, in charge of international broadcast sales for the promoter, reported that about 800 TV stations are expected to carry the bout in about 50 countries (23 of which already have signed).

The fight will also be carried on WNEW-TV Hartford, Conn., KKO General Phonevision Co.'s subscription TV station. The fight will not be carried on U. S. TV.

U.S. networks buy

ITC's English productions

The British invasion of the U.S. network programming domain gathered momentum last week when Independent Television Corp. announced it has completed sales of 11 programs to networks, including series and specials for the remainder of the 1966-67 as well as the 1967-68 seasons.

Abe Mandell, president of ITC which distributes in the Western Hemisphere the programming of Associated Television of London, reported that the record-breaking number of English product was expanded to 11 with four sales last week. These were Spotlight, 10 one-hour musical variety shows in color to CBS-TV as summer replacement for Red Skelton Show; London Laughs, 13 one-hour musical variety programs in color to ABC-TV as summer replacement for Hollywood Palace; and Present Laughter, two-hour play in color starring Peter O'Toole and "Koroshi," a feature film starring Patrick McGoohan, both to ABC-TV.

Previously announced were The Saint, sold to NBC-TV for a May 21 start; The Prisoner, sold to CBS-TV for a fall 1967 start; Man in a Suitcase, sold to ABC-TV for a fall 1967 start; The Royal Palaces, one-hour documentary, sold to NBC-TV; "Ivanov," a one-hour adaptation of the Chekov play, sold to CBS-TV; The Last Exploration, a one-hour documentary sold to ABC-TV and the Opium Trail, a one-hour documentary special, sold to National Educational Television.

Independent Television Corp. intends to step up its program of producing features in various parts of the world for TV in the U. S. and for initial theatrical release overseas, Mr. Mandell said before leaving last Friday (Feb. 3) for an extended business trip to the Far East where he hopes to conclude co-production agreements in Hong Kong and the Philippines and acquire science-fiction features in Japan. Mr. Mandell indicated that features can be produced abroad at budgets of from $600,000 to $750,000.

ITC has been encouraged in its feature film project, Mr. Mandell said, by the recent sale of its first full-length film in color, "Koroshi," to ABC-TV. The feature was produced in Malta and stars Patrick McGoohan. He believes ITC can produce six to eight color features a year.

AFTRA members' pay shown in fund report

Total industry compensation to members of the American Federation of Television and Radio Artists in 1966 amounted to $90,201,740, it was announced last week. This compares with $89,260,200 in 1965.

This figure was contained in a report issued by the board of directors of the AFTRA pension and welfare funds, which noted that in 1966 employees paid 5% contributions on total compensation to the funds and this amounted to $4,510,087 last year. The trustees state that since the inception of the funds in 1966, total medical, surgical and hospital benefits paid have totaled $9,337,350 and said 96 performers are receiving a normal anuity reaching as high as $134 per month for each.

The present board of trustees for the funds consist of (for the industry) George Fuchs, NBC; David Miller, Young and Rubicam, and Lawrence W. Lowman, CBS, and (for the union) Donald F. Conaway, national executive secretary, AFTRA; Clayton (Bud) Collyer and Frank Nelson, both past national presidents and national board members, AFTRA.

Where the current flows the product goes

Is the television industry ready for young people? Can story ideas be permitted to follow their natural bent and not be forced into one medium at the expense of another? Can production people be creative and still be good businessmen? Alan J. Friedman, 30, president of Friedman-Rapp Enterprises, Beverly Hills, thinks the answer to all of these is affirmative and says he's ready to give tangible proof to Madison Avenue, Hollywood and Broadway.

More than a year ago, Mr. Friedman, who produced and composed the music for A Young Man From Boston and three other hour ABC-TV specials, met Robert S. Rapp, 32, at a party. Mr. Rapp was introduced as a millionaire financier and oilman who struck it rich in Calgary, Canada. His entertainment industry credentials were from United Pictures, where he was president of a company turning out low-budget feature films.

According to Mr. Friedman there was an immediate feeling of rapport between the two future partners. On Jan. 1, 1966, they founded Friedman-Rapp Enterprises with the idea of developing a lot of different properties, letting each take its most natural course into television, movies, theaters, books and once landing in a medium, channeling it into other media. They've spent the entire first year of business lining up and developing product. Now they say they're ready to roll.

In television alone over the next two years, Friedman-Rapp hopes to produce three series, three hour specials and two half-hour specials. The Johnny Magnus Show, one of the series, will be for syndication. It will feature half-hour close-ups of various musical artists.

The Singles Game, probably a company's hottest property, is a good illustration of the Friedman-Rapp philosophy of parlaying product from one medium to another. Reportedly it soon will be published as a book by Bernard Geis Associates. Then it will be produced as a feature film under the same title. The finished movie will be used as a pilot for two projected TV series.

Mr. Friedman calls himself "a creative executive" and his partner "a creative businessman. They are supposedly not looking for outside financing. They believe strongly in self-financing and, thanks to Mr. Rapp's presence, claim to have the resources to follow their convictions.

At least three Friedman-Rapp projects are based on the works of Mildred Cram. The production company has rights to some 300 novels, short stories and unpublished works written by Miss Cram. F-R also says it has the rights to some 30 additional properties by other writers.
CATV goes to the dogs

This is John C. Stelzer, manager of First Illinois Cable TV Co., the CATV system in Springfield, Ill., who runs the locally originated Doggone Show, and one of the pups from the local pound up for "adoption." The show has turned out to be one of the most popular on the cable, so popular that the cable system is thinking of changing the half-hour program from its afternoon time slot to prime time, running it against major network shows. The program consists of 15 minutes of reports of lost dogs and 15 minutes of dog pets showing off their tricks. The trick segment is going to be syndicated, it was reported, with upcoming channel 64 wvir-tv Charlottesville, Va., already signed.

Program notes . . .

'Press' meets Manchester ■ NBC has scheduled a one-hour Meet the Press on Feb. 12 for an interview of William Manchester, author of the controversial book The Death of a President. program will be live on NBC-TV (12:30-1:30 p.m., EST) and broadcast later on NBC Radio (6:05-7 p.m., EST).

Meet Comrades Kosygin ■ NBC-TV reports it will carry a live telecast of a London news conference in which Soviet Premier Alexei Kosygin will respond to written questions on Feb. 9 (8:45 a.m.-10 a.m.). The program will be relayed across the Atlantic by the Early Bird satellite. Premier Kosygin will speak in Russian, and NBC will supply simultaneous translation.

Feature acquisition ■ KJHL-TV Los Angeles last week paid more than $250,000 to get a package of 20 feature films from American International Television. Reportedly the nonnetwork affiliated station will have unlimited runs of the films in the package. Included among the titles are "The Pawnbroker," "Umbrellas of Cherbourg," "Long Day's Journey Into Night," "La Dolce Vita," and the "Eleanor Roosevelt Story."

Flood special ■ WPLD(AM) Chicago, is offering free to other TV stations a special half-hour program on the recent flood in Florence, Italy. Experts will show and discuss the flood's effect on art treasures there.

For credit ■ Roosevelt University, Chicago, and the National Academy of Television Arts and Sciences are undertaking their fourth television symposium starting this month with guest lecturers from broadcasting. A college credit course, the symposium also includes an essay contest for which TV syndicator Walter Schwimmer provides a $500 prize.

Stock car championship ■ International Speedway Network, Daytona Beach, Fla., will feed the Daytona 500 stock car race on Feb. 26 to more than 30 stations and the Armed Forces Radio Service. The team that will call the race will be anchored by Ted Webb and Fred Agabashian.

A-sailing we will go ■ British Calendar, the weekly series of TV programs featuring news from Britain, will present a special issue about the current popularity of Britain's small boats. Dinghy sailing, the newest catamarans, and film clips of race week at Cowes, the Mecca of yachting, are among the highlights. The series is offered stations for shipping charges only through British Calendar, 845 Third Avenue, New York.

Minimum-wage-law spots ■ The U. S. Department of labor has sent to all radio and TV stations short public service announcements explaining minimum wage law changes passed by the last Congress. The package of disks includes three spots for general use, and three spots aimed specifically at farmers. Stations not receiving the package should contact Robert Richmond, director of information, WHPC, Department of Labor, Washington 20210.

Radio Features Inc. sold

Talclo Inc., Chicago and New York talent and communication firm, has purchased Radio Features Inc. from the estate of Nat Watson and will continue the syndication firm as a division at 400 North Michigan Avenue, Chicago. Mort Small, formerly with Sandor Rodkin Advertising, will manage the division. Radio Features Inc. specializes in quiz-show programs and prizes as well as other radio shows.

BROADCASTING, February 6, 1967
B&B sets spot formats for scout campaign

Benton & Bowles Inc., New York, serving as volunteer agency for the Boy Scouts of America, has completed its plans for the 1967 "Scouting rounds a guy out" campaign, which includes radio and television commercials as a public service.

Kick-off is set for National Boy Scout Week (Feb. 7-13) in which three black-and-white TV spots (10, 20 and 60 seconds), and eight radio spots (two 10, 30 and 40 seconds; one 20, and one 60 second) will be used on U. S. stations. The campaign will add a 40-second and four 10-second TV spots later this year.

TV messages are "deliberately" made in monochrome to emphasize "an honest representation of what Scouting has to offer today's boys."

Drumbeats...

Medicine men • The medicine men were salesmen of KOL Seattle. The medicine tasted like Bloody Mary's packaged in eight-ounce medicine bottles, bearing the label: "Prescription for 1967. Take this Bloody Mary immediately as an eye-opener to welcome you to the new year. For an ear-opener, try KOL Radio 1300." The station's diagnosis for agencies and direct advertising accounts: a remedy needed to get the radio station off to a good year.

The prognosis: Plans to make such first-of-the-year house calls an annual event.

It's a man! • KDKA Pittsburgh awarded its "back-seat driver of the year" title to a tongue-lashing male. Nominated by his wife, the garrulous lecturer of the road was crowned with a fur-lined hub cap by Miss America at the Pittsburgh Auto Show. Additional prizes: an automobile back seat and savings bonds. To all nominees KDKA sent a back-seat driver license that may be revoked for protracted periods of silence.

EQUIPMENT & ENGINEERING

Teleprompter urges 18-gc allocation

Teleprompter Corp., co-owner with Hughes Aircraft Corp. of a novel community antenna television project in New York City, asked the FCC last week to adopt rules that would permit CATV systems to operate without the use of cable lines. If adopted the rules could revolutionize the scope and costs of community antenna services in cities and isolated areas.

Specifically Teleprompter wants the commission to institute a rulemaking that would make available on a national scale 448 megacycles of spectrum space between 18.349 and 18.797 gigacycles. "This particular portion of the super-high-frequency spectrum, although allocated [by the commission] for nongovernmental purposes, is not presently available for regular usage and thus lies fallow," Teleprompter stated. The band requested, with frequencies above 18 billion cps, is within the millimeter-wave region that has been under intensive research and development in recent years.

Economy • If the new frequency allocation is authorized by the FCC, its use is foreseen as a means for CATV systems to serve cities and rural areas. Such service is deemed too expensive to be provided today with cable lines.

"The field of cable television offers many vivid examples of a requirement for high capacity, short-range communications circuits—a need so vital as to have provoked the serious concern of the commission as to CATV's technical ability to meet the service requirements of all the public—particularly those persons remotely located in isolated pockets or otherwise removed from population centers," Teleprompter said.

Hughes and Teleprompter have conducted experiments in this area of the spectrum through their Manhattan CATV project, which includes a short-haul microwave test, authorized by the FCC last April (BROADCASTING, May 2, 1966). The test was designed to determine whether short-haul microwave can be used as a substitute for primary trunk cable lines to link a CATV head-end plant to large distribution points.

The experiment employs a transmitter on top of a building in upper New York County, with one antenna dish on the roof of one apartment house about two miles from the transmitter, and another receiving antenna about six miles away. The transmitting antenna is used to relay all 18 New York City TV and FM stations (all being received off-the-air from the Empire State building in downtown New York). These signals are then received at the apartment house sites, recovered to their original channels and fed to receivers in the apartment buildings via cable lines. With its single transmitter the system can simultaneously transmit 12 VHF bands, the entire 20 mc FM band and auxiliary radio communications.

The results of the Manhattan experiment indicate, Teleprompter said, that "this super-high-frequency region of the spectrum is both feasible and desirable for establishment of a new radio service to serve the acknowledged demand for wide-band, limited-range radio communications needs. . . . It is Teleprompter's belief that presently allocated microwave frequencies lower than the 18 gigacycle band should not, and were not intended to, be used for a local distribution service."

Teleprompter said that, in the event the proposed rules are enacted by the commission, it would use the new radio operations in its CATV business and
Lasers light up 3-D-picture research

Three-dimensional TV may still be a thing of the 1980s or later, but new research in holography, "in the round," photographic images made with laser light, holds strong promise of perhaps an earlier introduction.

Walter Cronkite, in CBS-TV's The 21st Century episode ("The Communications Explosion") on Jan. 29, described this photography using lasers, "or something like it," as a possible "key to full-color three-dimensional television."

Last week RCA announced development of a long-life argon-gas laser that it suggests could be applied in holography with a possible application in computer memory storage. RCA plans to offer the laser to research laboratories, government agencies and universities for evaluation and product development.

Recent reports also indicate a new development of 3-D "still picture" holograms through the efforts of IBM's research division, Yorktown Heights, N. Y.

The IBM method is new because it's produced with an ordinary white light, as, for example, a flashlight. IBM placed a multifaceted "fly's eye" lens that records hundreds of tiny individual pictures, each showing the image from a different angle, inside a conventional camera. Processed by use of a laser later, IBM demonstrated how this fly-eye picture would appear in 3-D as a hologram.

The technique eliminates the need to illuminate the subject by laser light, permitting, for example, holographic photography out-of-doors, but is extremely sensitive to movement of equipment or the subject to be photographed. It is said that further development, however, may point a way toward three-dimensional motion pictures and television.

would also produce and market the required microwave system, presumably with the help of Hughes, which developed the equipment for the Manhattan project.

In addition to its Manhattan CATV, Teleprompter owns 14 other community antenna systems.

Technical topics...

Latest edition * RCA Electronic Components and Devices, Harrison, N. J., has issued a new RCA Receiving Tube Manual (RC-25), containing updated material on the company's line of home-entertainment tubes, picture tubes for black-and-white and color TV receivers, and voltage-regulator and voltage-reference tubes. The 608-page manual, priced at $1.25, also features a revised circuits section with information on practical tube applications.

IC packages * RCA Electronics Components and Devices, Harrison, N. J., is producing two new integrated-circuit packages that are said to provide greater flexibility in compactness, device matching and tracking for designers. The two new types are RCA CA 3018, an array of four matched negative-positive-negative transistors on a single silicon chip, mounted in a 12-lead TO-5-style package; and RCA CA 3019, an array of six diodes, four in a quad configuration and two isolated, on a single silicon chip mounted in a 10-lead TO-5 package.

Collins moves * Collins Radio Co. has moved its broadcast communication division office at Peoria, Ill., to new address: 423 First National Bank Building. Phone (code 309) 673-7325.

More compact recorder * A new model high-band color video-tape recorder, designed for mobile broadcasting uses, is being introduced by Ampex Corp., Redwood City, Calif. The new compact recorder, VR-1200E, is two-thirds the size of the Ampex VR-1200 broadcast recorder. The manufacturer says it may be mounted in a small van for mobile use and also may "easily" be returned to the studio for conventional broadcast functions.

Commission to consider FM translator rules

The FCC has asked for industry comments on the idea of establishing rules for FM translator stations similar to the regulations already in effect for TV translators.

The commission last week specifically requested advice concerning limitations on the use of frequency-modulation translators, channels in which they should be authorized, power, and equipment specifications. The deadline for comments is April 5 and for reply comments, April 20.

INTERNATIONAL

CATV regulation argued before Canadian commons

A government proposal to place Canadian CATV companies under the control of the Board of Broadcast Governors received stiff opposition from the National Community Antenna TV Association of Canada in Ottawa last week.

Representing the 350-system group before the commons broadcasting committee was G. A. Allard, president, who told the members: "The government would not consider preventing Canadians from erecting their own antenna and neither should it interfere with their right to connect to a community antenna."

Mr. Allard said the main objection to board control involved apparent BBG attempts to regulate cable TV programming. Previously the board had ruled that all broadcasting must contain 55% Canadian programming. Most CATV systems now handle one or more U. S. channels, making compliance difficult.

Committee rebuttal termed the group's complaint "a very weak argument." One member noted private TV stations operating on slim profit margins could be "badly hurt" by the introduction of a competing CATV service.

Another complaint before the committee was aired by Jack Davis, Calgary, Alberta, alderman, whose CATV company was refused a license by the transport department to import U. S. programs by microwave into Calgary homes. He said the ruling discriminated against Canada's fifth- and sixth-largest cities, presently unable to receive American programming.

Committee members called the Davis proposal an open door to wholesale invasion by American television. The next logical step, they said, would be to allow U. S. networks to operate stations in Canada.
British firm cracks U.S. comedy market

Lew Grade, managing director of Britain's Associated Television, has announced that ATV, through its subsidiary Incorporated Television Co., last year sold more than $14 million worth of British TV programs abroad.

Back in London from New York, Mr. Grade claimed that ATV had achieved the first breakthrough into the American TV comedy market with its sales of 13 Morecambe and Wise shows to ABC-TV, and a new series of comedy shows to CBS-TV. ABC also bought the Noel Coward play Present Laughter, starring Peter O'Toole, and a film starring Patrick McGoohan.

Mr. Grade said that his company had five TV series in production, representing an investment of $18.2 million. "We have just managed to crash into the German market, where we have sold 140 episodes of Robin Hood," he added.

BBC presents Warren Commission marathon

The BBC set aside four hours and 45 minutes on its second TV network last week for an examination of the Warren Commission report on the Kennedy assassination.

The program featured the world premiere of "Rush to Judgment," a two-hour film produced by attorney Mark Lane and Emile de Antonio attacking the Warren report. The BBC paid $40,000 for rights to the film, "the most money ever paid for a single transmission by anybody in the United Kingdom," according to Mr. de Antonio (Broadcasting, Dec. 5, 1966). A 100-square-foot scaled model of Dealy Plaza in Dallas was constructed for the show.

Evidence concerning the assassination was debated by Arlen Specter, a former attorney for the commission and now district attorney in Philadelphia; Des Moines lawyer David Belin and Mr. Lane. But Yale Law Professor Alexander Bickel and Lord Devlin, former British lord of appeals, were unable to agree on an objective verdict, as had been anticipated.

The show attracted an audience estimated at 7 million, "the most interest of any show ever on BBC-TV 2," according to a BBC spokesman.

NAEB's Harley to tell U.S. story at Paris meet


Mr. Harley, who will make the first speech at the plenary session of the conference, will present film clips and tape excerpts to illustrate the quality and variety of U. S. educational programming.

The meeting will be held under the auspices of the European Broadcasting Union. Associate members include ABC, CBS, NBC, Time-Life Broadcast Inc., National Educational Television and U. S. Information Agency.

International film market set

The 15th semi-annual International Film, TV Film and Documentary Market (MIFED) will be held in Milan, Italy, from April 16 to April 25, it was announced last week. U. S. film producers and distributors may get an application form from MIFED at Largo Domodossola, Milan 1, Italy. The 14th meeting, held last October, attracted 478 participants from 40 countries, including the U. S.
give...so more will live

HEART FUND

Mr. Ferber Mr. Stern

Richard W. Ferber, creative supervisor, and Hans Stern, account supervisor, Dancer-Fitzgerald-Sample, San Francisco, elected VP's.

Alan Rothman, with KMZO-AM-FM Little Rock, Ark., appointed commercial manager.

Frank Oxarart, account executive for KNX Los Angeles, named local sales manager for KFWB, that city.

Edgar A. Grower, with commercial sales department of Videotape Center, New York, appointed commercial sales manager. Craig G. Allen, from J. Walter Thompson Co., New York, and NBC, New York, appointed account executive at Videotape Center, that city.

James H. Cahill, manager of SCI's New York office, named corporate marketing services director for SCI, Interpublic-affiliated sales promotion and counseling agency. John Hitz, account service director for SCI, New York, succeeds Mr. Coihill.

William J. Hecker, with West, Weir & Bartel Inc., New York, joins J. S. Fullerton Inc., that city, as director of marketing.

Frank Massaro, senior buyer at Ogilvy & Mather, New York, joins Rockwell, Quinn & Wall there as associate media director.

John Barry Lane, with Spanish International Network, New York, named director of public relations and advertising.

Paul A. Littlefield, account executive, Ogilvy & Mather, New York, and John E. Pullets, account executive, J. Walter Thompson, same city, join Street & Finney, New York, as account executives for various Colgate products.

David Roethgehn, account supervisor with Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Gary R. Posner, director of advertising, publicity and promotion at WGAR-AM-FM Cleveland, resigns to open Gary Posner Advertising Inc., of which he is president. New agency will be at 1010 Euclid Ave., Suite 705, Cleveland 44115.

Richard Tucker, manager of sales planning, Post division, General Foods, White Plains, N. Y., joins Warren, Muller, Dolobowsky, New York, as account supervisor serving Breen Laboratories, subsidiary of Sterling Drug.

John J. Alden, with Wade Advertising joins W. E. Long Advertising, Chicago, as copy director.

Mr. McNenly Mr. Reider

Edward McNenly, VP and management supervisor, and David Reider, VP and copy chief, with Doyle Dane Bernbach, New York, named senior VP's.


Frank L. McKibbin, account executive for Carson/Roberts Inc., Los Angeles, joins Max Factor & Co., Hollywood, as advertising coordinator.

Robert Clay Yarbrough, account executive with Dancer-Fitzgerald-Sample, New York, joins Norman, Craig & Kummel, that city, as senior account executive.

Mike Arthur, with Procter & Gamble, joins Knox Reeves Advertising, Minneapolis, as account executive.


Paul A. Orlo, account executive with CBS Radio Spot Sales, New York, appointed account executive, NBC Television Spot Sales, that city.

James N. Morey, creative director of Hutchins Advertising Co., Rochester, N. Y., also named executive VP.

Thomas T. Ryan, senior VP with Cunningham & Walsh, New York, named director of account management division.

Daniel H. Dolgins, VP, named manager of account management division. William T. Brooks, VP, named manager of marketing services division.

J. Whittle Williams, with Young &

BROADCASTING, February 6, 1967

Pete J. Boyle, sales manager of WING Dayton, Ohio, appointed account executive with WHIO-AM-FM-TV, that city.

James A. Seward, in sales department of KNX(FM) Los Angeles, named account executive.

Tom McManaman, VP and marketing director of Harry Goldberg Advertising, Detroit, joins WKBD-TV there as account executive.

Ray Dietrich, product group head at Ogilvy & Mather, New York, joins Filmex Inc. as VP, general manager of Filmex West in Hollywood.

Herbert Schorr, with WIBF-FM-TV Jenkintown, Pa.-Philadelphia, appointed sales manager.


Robert C. McKee Jr., with Westinghouse Broadcasting Corp., New York, named account executive at WBC's WIND Chicago.

Robert W. Gillan, media director for Bozell & Jacobs, Omaha, also elected VP.

Robert L. Glaser, account executive and daytime sales manager of ABC-TV, New York, appointed Midwest TV sales manager of RKO General Broadcasting/National Sales, Chicago.

David Kramer joins WIPN Philadelphia, as account executive.

John W. Valentine, with Macy's Missouri-Kansas, joins WAF-FM Kansas City, Mo., as account executive.

Gordon Ross, account executive for KYMS(FM) Santa Ana, Calif., joins KTAT(FM) Garden Grove, Calif., as account executive.

Carroll Seghers II joins Van Prag Productions Inc., New York, as photographer-director.

Stanford M. Horn, advertising and sales promotion manager at KCBS San Francisco, named sales service coordinator at KNEW Oakland, Calif.

John R. Karem, territory manager for Hallmark Cards Inc., Kansas City, Mo., joins sales staff of WAVE-TV Louisville, Ky.

Neal Heaton, with Washington Post, appointed to sales staff of WRC-AM-FM Washington.

MEDIA

Victor A. Sholits, VP and director of WHAS-AM-FM-TV Louisville, Ky., named president, succeeding Barry Bingham Sr., who becomes board chairman.

Bill Bengtson, general manager of KOAM Pittsburgh, Kan., named VP.

Robert L. Caulfield, with Westinghouse Broadcasting Co.'s WBBK Boston, appointed director of management development for WBC, New York, succeeding William N. Farlie Jr., who becomes business affairs manager of WBC's KFMB Los Angeles. Charles E. James, program director at KQV San Fernando, Calif., named operations manager of WBC's KYW Philadelphia.

Thomas B. Cookerly, assistant VP, WATV (TV) Charlotte, N. C., elected VP-managing director. Thomas E. Matthews, personnel manager, becomes assistant VP-personnel manager; Dallas L. Robbins and Gerald W. King become treasurer-business manager and assistant treasurer-assistant business manager, respectively.

William G. Stallard, assistant manager of WNWY Norton, Va., appointed manager, following death of Jack T. Helms, VP and general manager.

E. Branch Gustavson, manager of WCRF(FM) Cleveland, joins KAIM-AM-FM Honolulu, as station manager. J. Richard Florence, assistant manager at WCRF, succeeds Mr. Gustavson.

Madalyn Pruett Copley, VP and secretary of Rollins Inc., Wilmington, Del., retires. Mrs. Copley joined Rollins (group owner) in 1949, became firm's controller and secretary in 1953, VP in 1958.

R. Ford Butler, director of promotion and merchandising for WHK Cleveland, named station director of WHK-FM. M. Joseph Leahy succeeds Mr. Butler.


Gene P. Klimek, group research manager, Edward Petry & Co., New York, returns to ABC-TV, same city, as supervisor of station development, newly-created post.


Augustine Arrigo, with Municipal Broadcasting System (WNVC-AM-FM-TV New York) for over 27 years, retires. He joined New York City's station in 1939.

Edwin M. Klitch, news director for WFMD-AM-FM Frederick, Md., appointed station manager.

PROGRAMING

Howard H. Mendelson, program information manager in charge of local

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and national television research for Warner Brothers Television, New York, named research manager for ABC Films, that city, replacing Eugene Moss. Steven Dickler and Nathaniel T. Kwit Jr., with ABC Films, New York, named account executives.

Vincente Ramos, previously in charge of sales for Latin America and southern Europe, Seven Arts Television, New York, appointed director of international sales.

Ellis I. Shook, program director for WTRC-TV Washington, named VP in charge of programming.

Jack Zimmer, with Hal Dennis Productions, Hollywood, named VP in charge of TV and industrial productions.

Bernard M. Kamber, president of Cinex Distributing Corp., New York, resigns to become VP in charge of sales for Du Art Film Laboratories Inc. and Du Art Color Corp., that city.

Ronald L. Sack, director of advertising and publicity, ABC owned radio stations, New York, named director of promotion and program development, in charge of developing program innovations.

Tom Robertson, with WMPO Middletown-Pomeroy, Ohio, joins WTAQ-AM-FM Parkersburg, W. Va., as program director, replacing Joe Rada, who moves to sales department of WTAQ-AM-FM.


Alan P. Shields, program director of WAPC-AM-FM Riverhead, N. Y., resigns to teach fulltime in local public school system. He will continue to supply local news and to handle special events for WAPC. Pete Wenk, with WBC Isis, N. Y., becomes program director of WAPC-AM-FM.

Hal Durham, with WSM Nashville, appointed assistant program manager.


Ruth Lyons, radio and television personality for Avco Broadcasting Corp., Cincinnati, retires from her 50-50 Club show for health reasons. She began broadcasting in 1929 at WCKC Cincinnati. Her 50-50 Club program was originally on WLW Cincinnati, and moved to television in 1949. Eventually it was televised on Avco's WLWT-TV Cincinnati; Wlwo-TV Dayton, Ohio; WLWC-TV Columbus, Ohio, and WLW-TV Indianapolis. Program will continue with Bob Braun as permanent host.


Harry J. Monasch, producer with Video Tape Center, New York, appointed production manager of WOR-TV, that city.

Red Jones, assistant general manager at WQX Atlanta, appointed operations manager of WPLG, that city.

Dal Burnett, sports director of WTVR-AM-FM Richmond, Va., for 13 years, joins Armed Forces Radio & Television Service, Arlington, Va., as sports producer.

Charles R. Kappes, with news department of wwsx Miami, appointed editorial director, succeeding Roger Frazier, who joins Richard Plumer Business Interiors Inc. of Miami.

Joseph J. Levitt, city editor of Knoxville (Tenn.) News-Sentinel, joins WBBR there as news and assignment editor.

Bill Williams, with WSM Nashville, appointed news editor.

Max McCowdell, state house reporter for WIBW-AM-FM-TV Topeka, Kan., appointed news secretary for Kansas Governor Robert Docking.

Walt Bruner, formerly with ABC and UPI Audio Network, joins WTG-TV, Washington, as correspondent.

James Bormann, WCCO Minneapolis, named chairman of freedom of information committee of AP Radio-Television Association. Committee members are: Mr. Bormann, central division; Tom Powell, WAU-AM-TV Scranton-Wilkes-Barre, Pa., East; James C. Leake, KTUL-TV Tulsa, Okla.; South; Gene Shumate, KNRK Rexburg, Idaho, West.

Herbert J. Dudnick named to new position of supervisor of TV and radio news for NBC News bureau in Cleveland. His responsibilities include supervision of WKYC-AM-TV newscasts there.

Bob McFarland named manager of radio news in that bureau.

Frank Dill, with KNBR San Francisco, Dave Valentine, with KSPO San Francisco, and Belva Davis, with KNEW Oakland, Calif., join news staff of KPIX (TV) San Francisco.

Bob Bocchino, formerly with WPRS (fm) Philadelphia, and WCRX Chester, Pa., joins news staff of KYW Philadelphia.

Cedric Foster, commentator for Mutual Broadcasting System, Washington, joins KTLN Denver after 27 years with MBS. He will have daily 10- minute commentary which will be fed to 65 affiliates of Intermountain Network.

FANFARE

Thomas Baum, copy writer in advertising department of NBC, New York, appointed coordinator, corporate information.

Jerry Zimmerman, with KENS-TV San Antonio, Tex., appointed community service director.

Betty Jane Gaffney, with WCWA Toledo, Ohio, appointed director of public affairs and promotion.

Ira Bakst, continuity director of WHN New York, appointed publicity assistant at WABC-TV New York.

INTERNATIONAL

S. E. Clarke, overseas manager for The Marconi Co., Chelmsford, Essex, England, appointed manager of firm's international division.

W. E. S. Briggs, VP of Canadian Broadcasting Corp., retires after 32 years in Canadian broadcasting. He joined CBC in 1937.


EQUIPMENT & ENGINEERING

Lou Wolf, engineer at KTLA (tv) Los Angeles, named assistant chief engineer.

George I. Hefferman, with Entertainment Products Corp., subsidiary of Sylvania Electric Products Inc., Batavia, N. Y., named to newly created position of VP-merchandising.

Antoine Roederer, in research design for Electronic Research Laboratories,

ALLIED FIELDS

Roy Benjamin, director of marketing research, Revlon Inc., New York, named VP, Audits & Surveys, same city, and director of AAK's newly formed research division.

David C. Acheson, special assistant to secretary of Treasury, elected VP and general counsel of Communications Satellite Corp., Washington. J. David Marks, assistant secretary of Comsat, elected secretary.

Molly Stonestreet Knodle, 45, wife of Thomas E. Knodle, NBC station relations VP, of Wilton, Conn., died in a Norwalk, Conn. hospital Jan. 25 after short illness. Burial services were held last Monday (Jan. 30) at Arlington National Cemetery, Arlington, Va.

William Aldrich Greene, 53, PR and management counselor, died Jan. 28 in Greenwich hospital in Greenwich, Conn. He was VP of Infoplan, international PR firm. He had been national chairman of Crusade for Freedom, program of American Heritage Foundation to raise funds for Radio Free Europe and Europe Free Press, from 1954 to 1957. Surviving are his wife, Anne, three sons and two daughters.

Scott T. Williams, 68, Chief Thunder Cloud of Ottawa tribe and original Tonto on radio's Lone Ranger program, died Jan. 31 at Veterans Research hospital in Chicago.

Geoffrey O'Hara, 85, composer, author and lecturer, died Feb. 1 in Mount Park hospital, St. Petersburg, Fla., after brief illness. He was charter member of American Society of Composers, Authors and Publishers (ASCAP) and an ASCAP director from 1942 to 1945.

Frank R. Steel, 79, pioneer Midwest radio buyer and former VP-media director of Presa-Muench Inc., Chicago, died at his home there Jan. 17, two weeks after retirement from agency.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 26 through Feb. 1 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann—announced, ant—antenna, aural—aural, CATV—community antenna television, CH—channel, hours, CP—construction permit, D-day—directional antenna, ERP—effective radiated power, ft—feet, ft—kilowatts, LS—local station, mc—megacycles, mod—modification, N—night, SSA—subsidiary communications authorization, SIS—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, UHF—ultrahigh frequency, v—vertical, w—watts, ed—educational.

New TV stations

Applications

Stockton, Calif.—Southern Broadcasting Co. seeks UHF ch. 31 (572-578 mc); ERP 84 kw vis. 128.6 kw aur. Ant. height above average terrain 605 ft., antenna height above ground 302 ft. P. O. address: 301 Stratford Road, Winston-Salem, N. C. 27105. Estimated construction cost $460,853; first-year operating cost $469,685; revenue $325,900. Geographic coordinates 37° 57' 22" north lat., 121° 17' 10" west long. Type trans. RCA TTU-30A, type ant. RCA TTU-30J. Legal counsel Welch & Morgan; consulting engineer O. R. Ring & Associates, both Washington. Principals: James W. Cohn, chairman of board and assistant treasurer (12.6%), John G. Johnson, president (8.09%), and stockholders. Southern Broadcasting has 50% interest in Jefferson Cabelevision Corp. (CATV) and Mr. Johnson is vice president of that corporation located in Birmingham, Ala. Ann. Jan. 31.

FINALEX


Paducah, Ky.—E. Weaks McKinney-Smith and George W. Bailey duns Channel 29. Broadcast Bureau granted UHF ch. 29 (560-566 mc); ERP 224 kw vis., 32.4 kw aur. Ant. height above average terrain 610 ft., antenna height above ground 600 ft. P. O. address: c/o E. Weaks McKinney-Smith, Hotel Irvin Cobb, Paducah 5001. Estimated construction cost $720,940; first-year operating cost $109,500; revenue $148,000. Studio and trans. both to be located in Paducah. Geographic coordinates 37° 05' 04" north lat., 88° 49' 42" west long. Type trans. RCA TTU-2DA; type ant. RCA TTU-2DL; Legal counsel Miller & Schroeder, Washington, consulting engineer Ralph J. Bitter St. Louis, Messrs. McKinney-Smith and Bailey are both 50% owners. Mr. McKinney-Smith is 100% owner of WDXR Paducah, and 12.5% owner of WDFX Buford, Ga. Mr. Bailey is in real estate and 12.5% owner of WDFX Buford, Ga. Action Jan. 30.


OTHER ACTIONS


Review board in San Francisco television broadcast proceeding, Decs. 18678 and

The text contains information about various developments in the field of broadcasting and communications, including new TV stations, authorizations, applications, and other actions. It also references deaths and special events such as the death of Geoffrey O'Hara, composer, author, and lecturer. The text is a compilation of events as compiled by Broadcasting, Jan. 26 through Feb. 1, and based on filings, authorizations, and other FCC actions.
What do you know about BSE?
It might save your life.

BSE means breast self-examination. Learn this simple technique; then check yourself every month. It may save your life. 95% of all breast cancers are first discovered by women themselves. And early detection and prompt treatment can mean the difference between life and death. To learn BSE, see our film and pick up the booklet "BSE" at your local Unit of the American Cancer Society.

KCFE-TV Los Angeles, Calif., granted waiver of Sec. 73.683 of rules to "scramble" the broadcast of certain police and fire department transmissions, as an experimental project and for period ending Dec. 1, 1968, conditions. Action Feb. 1.

ANOTHER ACTIONS
KCFE(TV) Los Angeles, Calif., granted waiver of Sec. 73.683 of rules to "scramble" the broadcast of certain police and fire department transmissions, as an experimental project and for period ending Dec. 1, 1968, conditions. Action Feb. 1.

BSE means breast self-examination. Learn this simple technique; then check yourself every month. It may save your life. 95% of all breast cancers are first discovered by women themselves. And early detection and prompt treatment can mean the difference between life and death. To learn BSE, see our film and pick up the booklet "BSE" at your local Unit of the American Cancer Society.

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NEW AM stations
APPLICATIONS
Milton, Fla.—Radio Inc., seeks 1490 kc, 0.25 kw, 1 kw-L.S.-P.O. address: Gillis Road, Box 133, Milton, Fla.; operated by the B. D. P. Co., estimated earnings $7,088; first-year operating cost $7,170. 

FCC
By memorandum order and action, granted application of Trend Radio Inc., both San Francisco, granted motion of Bay Broadcasting Co. to change call letters to KRON(TV) - newspersonal data includes changing date for further hearing in proceeding, docket 16388, Nov. 26, 1967, to Jan. 26, 1968 (Doc. 16388).

BROADCASTING, February 6, 1967
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.</td>
<td>20006</td>
<td>296-6400</td>
</tr>
<tr>
<td>JAMES C. MCMARRY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. 7-1205</td>
<td>20006</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. D. RING &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>1710 H St., N.W.</td>
<td>298-6830</td>
<td>Washington, D.C. 6, D.C. Member AFCCE</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Radio Engineers</td>
<td>930 Warner Bldg. National 8-7757</td>
<td>20006</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td></td>
<td>1302 18th St., N.W.</td>
<td>39000</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>KEAN, SKLON &amp; STEPHENS</td>
<td>Consulting Radio Engineers</td>
<td>19 E. Quincy St., Riverside, Illinois 60546</td>
<td>312-447-2401</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineer</td>
<td>8208 Snowville Rd. Cleveland, Ohio 41</td>
<td>216-526-4586</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>VIR. N. JAMES</td>
<td>Consulting Radio Engineers Applications</td>
<td>345 Colorado Blvd., 80286</td>
<td>303-355-5562</td>
<td>Denver, Colorado, Member AFCCE</td>
</tr>
<tr>
<td>PETE JOHNSON &amp; Associates</td>
<td>Consulting Engineers</td>
<td>P.O. Box 438</td>
<td>304-342-6281</td>
<td>Charleston, West Virginia</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer</td>
<td>622 Hayskin Street</td>
<td>634-9558</td>
<td>632-2821</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineers</td>
<td>Walker Bldg., 4028 Daisy</td>
<td>4-9311</td>
<td>Fort Worth, Texas, AT 4-9311 Member AFCCE</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Broadcast Engineering Consultant</td>
<td>Box 220</td>
<td>304-4036</td>
<td>Coldwater, Michigan, 49036 Phone 517-278-6733</td>
</tr>
<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>5712 Frederick Ave., Rockville, Md. (suburbs of Washington) Phone 301 417-6666 Member AFCCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>Engineers-Contractors</td>
<td>120 East 55th St. New York, N.Y. 10022</td>
<td>(212) 752-4922</td>
<td>Phone 533-8903</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>915 Concord Ave., Cambridge, Mass.</td>
<td>622-2816</td>
<td>Phone 533-8903</td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO</td>
<td>Precision Frequency Measurements AM-FM-TV</td>
<td>103 S. Market St., Cambridge, Mass.</td>
<td>Phone Kans City, Laced 4-3777</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers Radio &amp; Television</td>
<td>537 Midway Blvd. Sterling 3-0117</td>
<td>Washington, D.C.</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>KEIM, SKLON &amp; STEPHENS</td>
<td>Consulting Radio Engineers</td>
<td>19 E. Quincy St., Riverside, Illinois 60546</td>
<td>312-447-2401</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineers</td>
<td>1405 G St., N.W.</td>
<td>7-6666</td>
<td>Washington, D.C. 6, D.C. Member AFCCE</td>
</tr>
<tr>
<td>JOHN B. HEPPELinger</td>
<td></td>
<td>9208 Wyoming Pl., Hilaard 4-7010</td>
<td>Kansas City, Missouri</td>
<td></td>
</tr>
<tr>
<td>A. E. Towns Assoc., Inc.</td>
<td>Consulting Radio Engineer Engineering</td>
<td>271 Industrial Rd. San Carlos, California</td>
<td>9070</td>
<td>Phone 593-6706</td>
</tr>
<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant</td>
<td>R. 2, Box 30, West Terre Haute, Indiana 47885</td>
<td>(812) 533-8903</td>
<td></td>
</tr>
</tbody>
</table>
Broadcast Associates Inc. (1) set aside previous denial of its petition for reconsideration of action of Feb. 9, 1966 which returned for second time as unacceptable for filing application for new daytime station to operate on 1060 kc, 1 kw, in Natick, Mass., and (2) accept application for filing and comparative consideration with previously filed, mutually exclusive application. Commissioner Johnson not participating. Action Feb. 1.


HEARING EXAMINER

Chief Hearing Examiner James D. Cunningham on Jan. 25 designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer in proceeding on application (AM) of Frances C. Gaguine & Rene Schwartz d/b/a Radio Station KQXI, Arvada, Colo.; scheduled prehearing conference for Feb. 6 and hearing for March 13 (Doc. 14817).

Hearing Examiner Isadore A. Honig on Jan. 27 in proceeding on AM applications of Circle L Inc. Reno, Nev., et al., granted Radio Nevada’s petition and supplement to petition to amend concerning financial data (Docs. 16116-19, 16119).

Hearing Examiner Jay A. Kyle on Jan. 30 in proceeding on AM applications of Carl<section>...</section>

POTTSTOWN, Pa., for waiver of sponsor identification requirements with respect to want ads sponsored by individuals but not corporations. Action Jan. 25.

By memorandum opinion and order, commission granted petition for reopening of record and inclusion of additional facts, filed Dec. 29, 1965, by George A. Mayoral to extent of reopening record and remanding proceeding for further hearing; (b) directed presiding examiner to expedite further hearing, filing of proposed findings and conclusions, and the preparation of cumulative initial decision to greatest extent practicable; and (c) denied motion for leave to accept "Reply to Notice of Change of Bureaucracy," filed Jan. 19 by Quality Broadcasting Corp. and Rainbow Enterprises Co., which they deemed their reply filed the same date in San Juan (WFTN and WQFM) and Mayaguez, P. R. (WDM), revoked proceeding (Docs. 15130, 15140, and 15141). Commissioners Cox and Johnson not participating. Action Feb. 1.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on Jan. 30 in proceeding on AM application of Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on applications for renewal of licenses of WXUR-AM-FM, filed Jan. 19, granted denial of applications for renewal of licenses of WXUR-AM-FM, filed Jan. 19, by Quality Broadcasting Corp. and Rainbow Enterprises Co., which they deemed their reply filed the same date in San Juan (WFTN and WQFM) and Mayaguez, P. R. (WDM), revoked proceeding (Docs. 15130, 15140, and 15141). Commissioners Cox and Johnson not participating. Action Feb. 1.
Media, Pa.; scheduled prehearing conference on March 21 in Media, Pa. (Doc. 17141).

On Jan. 27 in proceeding on application for broadcast license, SC and CFB, Inc., Clyde Johnson, director and stockholder, filed for renewal of license of KTVL-WF, Inc. (WFFA, Inc., owner and chairman). The CFB has also been granted prehearing conference on March 10 in proceeding on renewal of license of WSBK-AM (Doc. 17467-6).

Hearing Examiner G. H. Griford Irion on Jan. 30 in proceeding on AM application of Madison County Broadcasting Inc. (Doc. 18985) including failure to provide data concerning equipment performance measurements. The FCC has also been granted applicant's petition and continued prehearing conference from Jan. 39 to Feb. 3 (Doc. 18980).

Hearing Examiner David I. Kraushaar on Jan. 27 in proceeding on AM applications of Atlantic Broadcasting Company (WUSTP, WUSTH, WUSTC, and WUSTL), for renewal of license of WUSMP, the apparent forfeiture liability of $200 for violation of Sec. 73.403(b) of the rules—failure to provide data concerning equipment performance measurements. The FCC has also been granted request to pay costs of $250 and to continue pending further order (Doc. 18706).

Hearing Examiner Elizabeth C. Smith on Jan. 27 in proceeding on application of KSBZ (KBX, KBXZ) and Kingsport Broadcasting Co. (Doc. 18903) and Kingsport Broadcasting Co. requests hearing pending further order of Jan. 27.

Hearing Examiner Edward Johnson, director and stockholder of WSHA Milton, Fla., granted Broadcasting Bureau's request to return for rehearing in proceeding on WSHA, Inc.'s for renewal of license and to continue pending further order (Doc. 18980).

FINES

Broadcast Bureau by letter of Jan. 27, notified A. Ayovelles Broadcasting Co. (KABP, KBAP) that they have placed them on probation for apparent forfeiture liability of $200 for violation of Sec. 73.403(b) of the rules—failure to provide data concerning equipment performance measurements. The FCC has also been granted request to pay costs of $250 and to continue pending further order (Doc. 18706).

Commission adopted memorandum opinion and order of Jan. 23 in proceeding on request of WTIW, Inc., licensee of WTVL-WG Darog, Okla., for renewal of license. The FCC has also been granted request to pay costs of $200 and to continue pending further order (Doc. 18706).

In its order, commission stated that licensee's application was denied as a matter of public interest, convenience, and necessity and to serve the public interest, convenience, and necessity (Doc. 18706).

RULEMAKING ACTIONS

Commission adopted notice of proposed rulemaking looking toward adoption of an additional subsection to rules regarding station identification which would prohibit broadcasting in what are considered announcements, promotional announcements or announcements of any nature, even if the content may be of interest to the public, unless the station identification is heard at the beginning of program matter, either leads or attempts to lead listeners to believe that the program matter or the station takes a position different than that of its license owner (Doc. 18706). In change in rules would apply to AM, FM and TV, and is contemplated by commission's recent decision regarding WABK, Oakland, Calif. (F.C.C. 2d Feb 5).


CALL LETTER APPLICATIONS

WNSM, Embassy Broadcasting Co., Valdosta, Ga., granted request of WNSM, Inc., of Valdosta, Ga., for renewal of license (Doc. 18982).

WAPC, Adams-Getschall Broadcasting Inc. requests WRHF.

DESIGNATED FOR HEARING

By letter of Jan. 27, commission designated for hearing in proceeding on application for new FM station license for installation of antenna system and in increase daytime power of WKYS King, M. C. from 4 kw. to 15 kw. and night power from 10 kw. to 150 kw. Action Jan. 25.

DESIGNATED for further hearing in Docs. 16909, 16810, mutually exclusive applications of KKVU-WK (KBVU) and KBVU-WK (KBVU), for renewal of license and to continue pending further order of Jan. 20 in proceeding on amendment to KBVU renewal application was denied as a matter of public interest, convenience, and necessity and to serve the public interest, convenience, and necessity (Doc. 16909).

APPLICATIONS

Columbus, Ga.—WOKS Broadcasting Co. (Doc. 18916) seeks to reject license above average terrain $34.000 P.O. address, 9846. Columbus, 31903. Estimated construction cost $76,800 first-year operating cost $55,000 revenue $75,000. Principals: W. W. Davis (50%), president; W. A. Beautiful (50%), president; and treasurer and secretary. Commission: Grant Johnson not participating. Action Feb. 1.

NEW FM stations

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request for permission to file supplemental intuitions on Jan. 9 by Cordray Communications of Ohio Inc., and dismissed sales from its board on Jan. 9 on Community's petition to enlarge issues disposing of all requests therein. Board Members Join.


- By memorandum opinion, commission designated translator for television broadcasting between Memorial and Community Communications of Ohio Inc., and dismissed sales from its board on Jan. 9 on Community's petition to enlarge issues disposing of all requests therein. Board Members Join.

ACTION ON MOTIONS

- Chief Hearing Examiner James D. Cunningham on Jan. 25 designated Hearing Examiner A. W. Sloan, presiding officer in proceeding on FM application for broadcasting in Canton, Ohio, to proceed.

- Hearing Examiner A. W. Sloan, presiding officer in proceeding on FM application for broadcasting in Canton, Ohio, closed record.

RULEMAKING PETITIONS

WHBH-AM-FM-Seima, Ala. Requests issue of proposed rulemaking looking towards amendment of its FM table of assignments. Petition follows: in Birmingham, petition filed; in Greensboro, petition filed to give to WAGN-FM, Greensboro, to change call to WAGN-FM.

RULEMAKING ACTIONS

- By memorandum opinion, commission denied two petitions for rulemaking looking towards amendment of its FM table of assignments. Petition follows: in Greensboro, petition filed to give to WAGN-FM, Greensboro, to change call to WAGN-FM.

- By memorandum opinion, commission denied two petitions for rulemaking looking towards amendment of its FM table of assignments. Petition follows: in Greensboro, petition filed to give to WAGN-FM, Greensboro, to change call to WAGN-FM.


CATV OTHER ACTIONS


### Classified Advertisements

#### R.A.D.I.O

**Help Wanted—Management**

Live wire FM, single station market, needs aggressive manager to assist in sales, salary and commission plus override, concentrated in Midwest. Box A-286, BROADCASTING.

**Vice-President, General Manager for Tele-**

**vision operation in Midwest. This could be the right position you have hoped for.** Box B-38, BROADCASTING.

**Stations Manager, suburban Chicago—Must**

have successful experience in direct sales, sales training, supervision and management; ability to recruit, train and supervise an effective staff is essential. Long established profitable station. Write Box C-32, BROADCASTING.

**Assistant Controller opportunity at**

**ern North America. Excellent money, position and benefits.** Box A-50, BROADCASTING.

**FM Station Manager, Cullman, Alabama—**

WANTED—FM Station Manager. If tapes, film or photos or written for full time job in Alabama. Box A-370, BROADCASTING.

**Sales—(cont’d)**

**Tacoma — Professional radio salesman —**

proven track record-management capability in short time—top money—KMO—Tacoma, Washington.

Midwestern network station—tops in medi-

um size market—needs a go getter salesman to fill vacancy in three man sales department. Current salesman makes in five figures. Salary plus $’xkies the limit’’ combination. Box A-363, BROADCASTING.

**Opportunity for management.**

We are ready to train this announcer-sal-

man as our manager. He will start at $150 week, receive 15% on sales, take over list of 5000, and train our management plan towards salary and share of profits. We are ready to pay you if it were football. But we are looking for a thinker. A man who can open our local market. Box D-100, BROADCASTING.

**MOR—Knoxville, Tennessee—needs a stong**

salesman. Excellent potential with heavy radio-minded market. Annoying helpful but not vital. Contact C. E. Furr, Knoxville, Tennessee.

**Progressive Midwest station seeks jocks**

and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume to Box L-22, BROADCASTING.

**Middle of the road in the Midwest**

wants a thinking, ambitious aggressive radio announcer for straight staff work. Excellent career place for the right college town. Merit increases and excellent fringe benefits. Send complete details, salary expected to Box A-27, BROADCASTING.

**Midwest FM station needs a first-wage**

anouncer for its progressive program. Write Box A-285, BROADCASTING.

**Central California MOR station, needs male**

salesman who can make very good money. See ad. Box B-63, BROADCASTING.

** dennies with superlative history. Send tape and resume to Bob Earl, KIRV Radio, P.O. Box 403, Altavista, Virginia.**

**Sales—(cont’d)**

**Taco owned by same organization. Want a**

good go-getter who is good in sales. Box D-100, BROADCASTING.

**Send tape, photo. Resume. Box B-72, BROADCASTING.**

**Good opportunity for versatile disc jockey**

with experience of 2-3 years. Box A-173, BROADCASTING.

**WANTED—To William Bradford, Penna**

radio station, manager who can create the position of Assistant Controller. The man who joins us will have thorough academic background in business and practical business expe-

rience in an advertising agency accounting department. Preferable age: late 20’s—mid 30’s. Send resume to Miss Pat Day, Person- nel director, and a confidential personal in-

terview may be arranged. CARSON/ROBERTS/INC, 55 Beverly Blvd., Los Angeles, Calif. 90046.

**Sales**

**Salesman for top 5000 watt midwest day**

time station. Lead to number one man is the organization. Want a go-getter, who is ready to start. Salary and commission. A right deal to the right per-

son. Box A-134, BROADCASTING.

**Retail**

**Brand Manager for proven man who wants**

to really sell modern good music AM format station. Sales management post and benefits plus major college town living. Box A-260, BROADCASTING.

**Central California MOR station. Sales**

manager can make very good money. See ad. Box B-63, BROADCASTING.

**Announcers—(cont’d)**

**Need first phone announcer for small mar**

ket, daytimer in Eastern Nebraska; limited manpower, salary, plus opportunity. Box A-311, BROADCASTING.

**Top 40 dj, medium market, New England.**

Immediate opening. Send recent photo, re-

sume and tape. Box H-181, BROADCASTING.

**Immediate opening for experienced an**

ouncer, one of the top 500, 5,000 watt station. Box B-3, BROADCASTING.

**Opportunity for management.**

WANTED—For first time job in broadcasting. Box A-370, BROADCASTING.

**Immediate opening for announcer with 3rd, with 2 year minimum experience. $130 per**

week for good, stable permanent. Growing Midwest market. MOR station. Send tape, resume and references to Box B-32, BROADCASTING.

**Immediate opening for announcer with 2nd, with 1 year minimum experience. $130 per**

week for good, stable permanent. Growing Midwest market. MOR station. Send tape, resume and references to Box B-32, BROADCASTING.

**Indians MOR single market station needs one**

 announcer. Want to work in a growing major market. Pay above average, insurance, vaca-

tion. Send resume for details, Box B-59, BROADCASTING.

**Aggressive, talented jocks and newsmen.**

Immediate, midwest small market looking for men with management potential. Here’s your chance to get started in a career, resume to: Box B-59, BROADCASTING.

**Major Midwest market station needs good**

announcer. Box B-67, BROADCASTING.

**Good opportunity for versatile disc jockey**

with experience of 2-3 years. Box A-173, BROADCASTING.

**WANTED—Mature, experienced announcer at**

5 kw station in one of Midwest’s most sub-

stantial medium markets. Excellent starting salary, TV potential. Send tape and resume to RCN, Cedar Rapids, Iowa.

**WANTED IMMEDIATELY! Announcer with first ticket. . . . No maintenance, Modern station in beautiful resort area. Above average salary, other the market group looking for right man. KEGG, Dangefield, Texas.**

**Highly respected, thousandWeater in beau-

tiful eastern Oklahoma needs two good full time announcers to bolster our best men. College town—Lots Lakes. Larry Woodson, General Manager, KTAL, Tallequah, Oklahoma.**

**Bright morning man needed for metro**

ZIP station with great background. Box C-58, BROADCASTING.

**Top 40 djs for MOR station. Box D-100, BROADCASTING.**

**First class station needs 3rd (sales)**

**WANTED—Announcer, WLLR, Fort Smith, Ark.**

5-kw regional AM needs early morning man must have 1st phone. No maintenance. Desire family man with rural background from central mid-west. Fine schools, churches and recreational facilities. Solid station, FM and TV expansion program under way. Pay top salary, for experience plus all extras. Write Jim Jae Jr., General Man-

ager, KMO, Hannibal, Missouri.

**WANTED—Part time announcer who is**

residing in this area. No maintenance. We are looking for a go-getter. Call or write for details. Box A-37, BROADCASTING.

**Top 5000 watt station, Medium market.**

Send resume. Box B-1, BROADCASTING.

**WANTED—Announcer, WLEE, Madison. Wis-

consin.**

**First class station needs 3rd for busy**

morning show. Box C-58, BROADCASTING.

**Immediate opening for experienced an**


**Wanted combination First class engineer**

and announcer—Call Steve Woodson, Man-

ager, WRFC, White Plains, N.Y. Call box office WESB, in Redfield, N. C. Phone 349-4361. **
Announcers—(cont'd)


Experienced Announcers for Western Virginia Metropolitan area and fringe benefits with a group operation. Applicants should be highly motivated, creative, self-starting and capable. No phone calls please. Send complete resume to Box 234, WVVY RADIO, Box 38, Christiansburg, Va.

Experienced announcer with mature voice for modern country and Western sound. Primarily want experience and not a student. No tape and salary required. Call King Edward Hotel, Jackson, Mississippi.

First phone announcer. Adult, middle of the road, with beautiful Eastern Carolina audition tape, and salary requirement to Program Director, WKBZ, Muskegon, Michigan 49442.

NAB code, AM-FM network affiliate has immediate opening for bright sounding morning announcer with endorsed 3rd minimum two years experience. $300,000 AM market. FM 13-million, including FM WPVL, Country music as you wish. Good music WPVL, Country music, port. Contact Len Car, transmitter engineer. Experience helpful, must be strong, sincere and interesting manner. Franklin 1st phone, Wednesday, January 11th.

Immediate opening for WBND-FM, Panama City, Fla. 200,000 watt daytimer; initial salary $150 per week. $500 bonus. Send resume to Box 405, Panama City, Fla.

This man—With heads up, tape and salary nighttime wishing. Call Woodson, WPVL, Saugus, Massachusetts.

Needed immediately—Middle-of-road morning man with 1st phone. Good permanent position with opportunity for advancement. Will work only $150 per week, $50.00 raise every 6 months. 4-hour a.m. shift. Car necessary. Call radio station WTOR, Torrington, Connecticut, 203-490-4181.

2 top 40 jocks—swinging station! Rush tape, resume—WKLX, Hartford, Conn. 203-639-1210.


Experienced announcer or straight announcer. Must be experienced. Alone in studio for 24-hour suburban market. 4 year old, airconditioned studios. Monthly living expenses $1160 weekly. Box A-315, BROADCASTING.

Experience for successful station in medium sized Wisconsin market. Third class license necessary. Good wages plus part time sales incentive at 20% commission. Call John, 715-382-1899.

This station in North Carolina is looking for an experienced announcer. Good benefits. Send resume to Box 523, WPVL, Durham, N. C.

Immediate opening for mature thinking, energetic, personable, experienced announcer with background in sales. Contact: First phone to be answered Wednesday, January 11th.


Experienced Announcer for AM-FM Radio, Truckee, Calif. For successful station. Must be young and have good ideas. Immediate opening. Phone to be answered Wednesday, January 11th.

This man—With heads up, tape and salary nighttime wishing. 4-hour a.m. shift. Call Woodson, WPVL, Saugus, Massachusetts.

Immediate opening for WBND-FM, Panama City, Fla. 200,000 watt daytimer; initial salary $150 per week. $500 bonus. Send resume to Box 405, Panama City, Fla.
**Production—Programming, Others**

DJ, tight board, solid news, commercials.

Top 40 personality.

Sales

Florida representation.

Sales

**Situations Wanted—Announcers**

Talk personality controversial
dramatic, exciting, real aggressive pro.

Talk personality top 40 radio.

Top 40 personality.

Talk personality top 10.

Talk personality.

**Situations Wanted—Management**

Manager—Nationally respected program consultant and air personality with extensive program and management experience. Seeking general manager position—southwest and midwest. First phone, college grad, 34. Desire connection with stable but progressive organization. Consider part or full ownership possibilities. Looking for long term growth potential, profitability. Will relocate. Box B-10, BROADCASTING.

Manager—Seeking general manager position with opportunity to relocate. Good credit, tight production. Excellent references. Will move. Box B-10, BROADCASTING.

Manager—20 years experience in radio management. Will relocate. Box B-10, BROADCASTING.

Manager—10 years experience in radio management. Will relocate. Box B-10, BROADCASTING.

Manager—20 years experience in radio management. Will relocate. Box B-10, BROADCASTING.

Manager—15 years experience in radio management. Will relocate. Box B-10, BROADCASTING.

Manager—20 years experience in radio management. Will relocate. Box B-10, BROADCASTING.

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Manager—20 years experience in radio management. Will relocate. Box B-10, BROADCASTING.
**TELEVISION—Help Wanted**

**Announcers**

On camera announcer wanted to join staff at progressive Midwest television station. Opportunity to gain valuable on camera and national television exposure with chance to advance. Reply immediately to Box A-329, BROADCASTING.

Announcer—on camera plus booth. Experienced, excellent public speaker, must be able to read from prompter. Reply immediately to Box A-324, BROADCASTING.

Wanted: Announcer/personality for production-oriented talk station. Reply immediately to Box A-329, BROADCASTING.

**Production—Programming, Others**

Director—Must be strong supervisory. Must be able to take charge of all on-air operations on National Television Network. Reply immediately to Box A-310, BROADCASTING.

Wanted—Experienced program director. Box A-404, BROADCASTING.

Chieftain: Must be strong supervisory. Must be able to take charge of all on-air operations on National Television Network. Reply immediately to Box A-310, BROADCASTING.

**Technical**

Florida West coast AM-TV operation requires a maintenance engineer with extensive experience in TV studio operations. Offers top rates and fully paid expenses. Reply immediately to Box A-324, BROADCASTING or code 613-943-1404, collect.

Chief engineer needed for Florida AM-TV station. Requires a minimum of 3 years experience in AM-FM studio operations. Reply immediately to Box A-328, BROADCASTING or call code 813-392-3291, collect today.

Mid-Atlantic VHF has opening for first-class operator. Work sign on to sign off two days per week. Send resume and salary requirements to Box A-335, BROADCASTING.

Consulting engineering firm needs qualified engineer for permanent addition to staff. Will work on microwave projects, FCC, broadcasting, or systems design experience, and engineering degree required. Have positions at several levels from trade school graduate up. Experienced, registered professional engineer required. Send complete resume to Box B-22, BROADCASTING.

Immediate opening for engineer-switcher with 1st phone, would take trainee. Contact Chief Engineer, KNOP-TV, North Platte, Nebraska.

Studio technician required will first class radio telephone license. Minimum three years experience. Write to Box A-333, BROADCASTING.

Assistant engineering supervisor for AM-FM-TV needed immediately. Maintenance experience desirable. Send resume and salary requirements to Box A-332, BROADCASTING.

Technicians with 1st class phone license needed to work in Midwest area. Excellent working conditions. Reply immediately to Box A-331, BROADCASTING.

Wanted—3 1st class engineers. Expanding operation. Phone 918-361-2111. WINB-TV, New Bern, N.C. AFB affiliate.

Experienced television studio technician—must be thoroughly familiar with all phases of television studio operations. First-class license required. Contact: Fred Edwards, Director of Engineering Services, WQED-TV, 4339 Fifth Avenue, Pittsburgh, Pa. 15213, 412/963-1300.

Experienced TV technician—Video tape and camera. Excellent opportunity with major systems integrator. Excellent retirement benefits and profit sharing plan. Reply immediately to Box A-328, BROADCASTING.

Chief engineer for unusual television origination and translator complex in rural area in Southern New Jersey. Must be a dynamic, motivated, hard-working professional. Reply immediately to Box A-327, BROADCASTING.

**Television**

Attention Colleges and Universities—Do you need a man with the technical background to repair, maintain, and operate television equipment? Experience is such that you can multiply your equipment and system. Have first phone, radio announcing, television production and experience in the management of personnel. Reply immediately to Box A-326, BROADCASTING.

Wanted: 13 television free credits per week. Experience in production and directing. Send resume to Box B-25, BROADCASTING.

**News**

Newscaster—edits and writes. Nine years experience. Excellent speaking qualities. Experienced with all three major networks. Reply immediately to Box A-323, BROADCASTING.

Presently with a nationally known consultant. Box B-21, BROADCASTING.

**Production—Programming, Others**

Program manager, now in top ten would like to find a 30-40 year old TV, Box A-327, BROADCASTING.

Promotion/traffic—continuity—Ten year creative management and sales of new programming. Available for personal appointment with large station or group. Strong on detail and organization. Box B-39, BROADCASTING or phone 212-372, BROADCASTING.

Experienced TV public relations/continuity writer seeks opportunity as same or production assistant with producer-director/chief growth. Box A-369, BROADCASTING.

Experienced TV producer-director desires major market position: BA in Radio-TV, 14 yrs. in TV. Send resume to Box B-40, BROADCASTING.

Experienced cameraman with first phone wishes chance. Preferences: Midwest. Box B-16, BROADCASTING.

Medium Market TV sports director seeks three year experience. 26 years, married degree, experience. Box B-39, BROADCASTING.

Executive film director—17 years diversified experience. Available for personal appointment, Box B-73, BROADCASTING.

Student with 2 years camera, audio, and switching, looking for summer work to ease living costs while attending college. Box D-50, BROADCASTING.

**WANTED TO BUY**

**Equipment**

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 131 Sutter St., Laredo, Texas 78040.

Wanted: Six, full track Roberts/receivers, good condition. Send resumes to Roberts, Box 942, Albany, Georgia. For religious productions. Got any?

**FOR SALE**


Co-axial cable—Hellex, Stinyflex, Spinolite, etc. Also rigid and RG types in stock. New market. Write for list. Allied Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-632-6237.

Available at once—Western Electric 405-B 3,000 foot Parabolic Reflector Dish Coaxial Cable. Available at the price of $200. Write for list. A-432, BROADCASTING.
FOR SALE—Equipment—(Cont'd)

Check our listings for your used equip-
ment—Radio, Broadcast, Equipment & Sup-
ply Co., Box 3141, Bristol, Tennessee.

RCA HF/3 3 kw broadcast transmitter with
new 1 kw output. 17(1925-1931) and 47
MHz. Free shipping. Call for details.

Tower, stainless type G-36 gusset steel. 300
wind design, weighs approx. 16,000 lbs.,
have tight, fit, 20 ft. sections, two beacon
arrays and guy wire. Make Freeport, Ill.,
WCVQ-TV, Box 2503, Montgomery, Alabama.

Stolen: Approximately 2,000 pounds, 26-
foot marine cable and copper wire any paper
strap, Reward offered, Sawyer Tower Cor-
poration, Fremont, Indiana.

RCA TA-9A video stabilizing amplifier. Used.
All specifications, $400.00. Box B-18, BROAD-
CASTING.

Raytheon RC-12 speech and input console.
New modifications. Box B-69, BROAD-
CASTING.

Ampex 354's, . . . Stereo. $1,200.00
in good condition. KCFM, 522 DelBalleiro,
between 24th & 25th Sts., Tampa, Florida.

337 feet of 7/16 59 ohm polyethylene insul-
ated aluminum sheath coaxial cable (Spire-
con!), EFW/SE. For TV, FM. $5,000.00.
express collect. Call or KROE-AM, 67, 110th
Ave., Wichita, Kans. 67202.

Complete 16'9" Trueson Triangular guy-
tower designed to support Channel 2-6
Day antenna, $40,000. KYBS-TV, Shreveport,
La.

1 kw Western Electric FM transmitter
model 504-B2. Where is, as is, first $500.00.
Call C. P. Floyd, WDFV, Asheville, N. C.

Spotlight cartridge equipment, QRK turn-
tables, will take any trade. Audivox, 4310
W. 81st Ave., Minneapolis, Minn.

18 kw amplifier, Westinghouse FM-10 W/R
$700. Fessell, 2757 Woodland Ave., Columbus,
Ohio.

New—used towers, ground wire available.
P.O. Box 55, 752-3046, Greeneville, T. N.
Bill Angle.

Ampex 390-C recorder in console. F. T.
Tulis-5, (2 available). Meets specs. Well
cared for, $1,100.00 each, $2,100.00 for both.
For WNY, M & M Tape Corporation, P. O. Box
6036, Birmingham, Alabama.

Complete recording studio package includ-
ing one Ampex 360-4 track SS, four 301
amplifiers and 601 portable all will meet new
specs; mixers, equalizers multi-channel
equipment, spare parts, and accessories.
Music, Ads, Inc., 511 North Tenth, Boise,
Idaho.

MISCELLANEOUS

20,000 Professional Comedy Lineup! Top-
aud service featuring deejay comment,
introductions. Free catalog, Craven Comedy
Books. Atlantic Beach, N. Y.

Instant gag for deejays—60 one-liner gag-
files not available on topics such as Radio,
Weather, Traffic, Music, etc.—Sample dozen
$7.50. Write for complete list & Broadcast
Comedy Bureau, 11-3565 3rd Ave., New York,
N. Y. 10021.

Deejays! 6,000 classified gag lines, $3.00.
Contact: Krause, 1424 Gentry North, Hollywood, Calif. 90028.

30 minute tape—"Quickie" pop-in voices-
gay talk to d-j's hundreds different vo-
ces. 15 minutes, tape shipped return
mail. Davis Enterprises, P. O. Box 581, Lex-
ingen, N. Y.

TV bowling blog is the hottest local live
studio five day a week show. Our men
will call for time for this show for you.
Boingo Desk Booking Box 900 good
Denver, Colorado 80209.

The most beautiful copy carried on Ameri-
can TV is in the 50's. Everything—design,
scenario, trends, Perfect mood holders for
adult music stations. Sets of 5, $20.00.
Box A-302, BROADCASTING.

BROADCASTING, February 6, 1967

MISCELLANEOUS—(Cont'd)

159 recorded comic one-liners, taped in va-
rious characters. Included live DJ come-
back for each. 7 volume. $10. Radio Serv-
ces, Box B-46, BROADCASTING, Freeport,
Illinois.

Vintage radio programs available. All the
old favorites. Write for further information.

Composite week analysis of your logs for
AM, FM, TV license renewal, Full audit of
past performance plus percentage of pro-
posed. Also, statistical analysis for constant
percentage and commercial matter control.
Box R, Morehead Co., P. O. Box 925, West-
avenue, Downers Grove, Ill. 60516, (312) 968-5853.

"The Richard Shirley Series"—famous char-
acters caricatured in a style befitting "Mad Magazine." Series 10, second copy for $100.
New series every week. Scott Jingles, Suite 6, 414 Davis Place, N. W., Washington.

INSTRUCTIONS

F.P.C. license preparation thru high-quality
training in Broadcast, Television and Elec-
tronics. If you want more than a piece of paper—
if you are serious about better technical edu-
cation—investigate Grantham correspond-
ence and/or residential courses. G. I. Bill ap-
plied in Home, School, and Washington.
D. C. FCC license in 4 months.

A.S.E. degree do not believe in the "license-in-six-weeks phileo-
poy." New course at near Grandham School of Electronics, 1506 N. Western Avenue,
Hollywood, Calif.

Learn TV radio, announcing, programming,
production, newscasting, sportscasting, con-
solate operation, disc-jockeying, and all
phases of broadcasting. Two years study, Full
commercial, called for training purposes by a private school.
KEID-FM. Highly qualified professional
instructors. Practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School
of Minneapolis offers the unmatched suc-
cess of the famous Elkins Laboratory and Theory Courses in preparation for the First
Class FCC license. Fully G. I. approved.
Elkins Radio License School, 1115 East Lake
Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six
weeks Top quality theory and labora-
tory training. Fully G. I. approved. Elkins Radio License School of Atlanta, 1130 Spring
St., N. W., Atlanta, Georgia.

The nationally known 6 weeks Elkins train-
ing for an FCC First Class License. Out-
standing theory and laboratory instruc-
tions. Elkins Radio License School of New
Orleans, 335 Saint Charles, New Orleans, Louisiana.

Elkins has—The Nation's largest—the na-
tion's most modern equipment—the latest
in equipment, spare parts, and accessories.
Music, Ads, Inc., 511 North Tenth, Boise,
Idaho.

Elkins Radio License School of Chicago—
Six weeks quality instruction in laboratory
methods and theory leading to the FCC
First Class License. Fully G. I. approved.
14 East Jackson Blvd., Chicago, Ill., 60604.

Since 1946. Original course for FCC first
phone operator license in six weeks. Over
130 hours instruction and over 200 hours
guided discussion at school. Reservations
required. Enrolling now for classes starting
March 3, May 17, Oct. 1, For infor-
mation, references and reservation write
William B. Oplinger, Radio Operations En-
gineering School, 5075 Warner Ave., Hunting-
ton Beach, Calif. 90247, Formerly of Bur-
bank, Calif.

America's pioneer. 1st in announcing since
1934, National Academy of Broadcasting,
Bond Blvd., 3rd Floor, 1494 New York Ave.
N. W., Washington, D. C.

"Warning" accept no substitute, REI is #1 in
—success —guarantees —lowest tuition—
highest return (6) week schools. FCC first license in five (5) weeks. Tuition and
Apartment $10-$15 per week Over 95% of REI gradu-
ates pass first exam for First Class License.
Mar. 15—Apr. 17—May 22—June 26. Write Radio Engineerings 1336 Main Street in
beautiful Saratoga, Florida.

INSTRUCTIONS—(Cont'd)

R.E.I. opens in Kansas City. The same fa-
mous (5) week course for the first class
Radio Telephone license that is available in
Saratoga, Florida, will also be available in
Kansas City, Missouri. The next class be-
ginning Mar. 15, 1967 For more information
write home office, R. E. I. 1358 Main St.,
Saratoga, Florida.

Be sure to write, BROADCASTING INSTI-
TUTE, Box 6019, New York, for radio
announcing courses.

New York city's only licensed school spe-
cially designed for 1st class FCC prep and an-
ouncing for Radio & TV. Active Job shop so you can coast-to-coast tapes. Announcement Training Studi-
os—Loc. N. Y. OX 5-1311. W. 25 W. 43rd St., New
York, N. Y. OX 5-506. 

See our display ad under Instructions. Don
Martin School of Radio & TV.

Help Wanted

Broadcast Employment Opportunities Exist in beautiful
CONNECTICUT

Write: Executive Secretary Connecticut Broadcast Ass'n,
17 Belsey St., Meriden, Conn.

WANTED—

Funny Top 40 DJ—Arizona for #1 Station—Evening shift.
Tape, resume, photo and salary.
Box B-37, Broadcasting.

WE WANT THE FINEST PERSONALITY AVAILABLE

He is now working and doing well but he
wants to do better. He is young, bright,
clever. He knows how to build ratings,
cient good will and a large, young adult
audience. If you are this man and want to earn more than 15
thousand dollars the first year, send tape resume to
Box A-366, Broadcasting.

Production—Programing, Others

NORTHEAST

MIDDLE-OF-THE-ROAD "LIVE-WIRE" STATION

Wants creative production Director to handle a little of everything—Some
copy, recording, some airwork, think
up promotions, etc. Personal interview
required. Send info to
Box B-64, Broadcasting.

Situation wanted—Announcers

—MIDNITE TO YAWN—

NY Metro area jock would like middle-
night to day work. Likes to keep life
natural, with creative flair, Nite-owl by
nature, and would like daytime hours
fit into his scheme. Has worked in rock, MOR, easy-listening, and
telephone talk stations.

Box B-14, Broadcasting.
NATIONWIDE "PLACEMENT" OF TV-RADIO PERSONNEL

EXCLUSIVELY COMPANY PAID FEES!

Send your type-written resume and earning record today to be confidentially represented to our station clients. All on the air people must submit a tape. NO FEE!

CHECK AREA OF INTEREST
TV  RADIO
General Manager
Program Director
Sales Manager
Chief Engineer
Production Manager
Announcer/newsmen
Sales/local or national
Engineer/studio or xmitter
Producer/director
Copy/traffic
Other

LOCATION
Market Size
Northeast
Southeast
Midwest
Northwest
Southwest
West Coast
East Coast

NO PLACEMENT FEE! !!

RESUME EXAMPLE

LIST THE FOLLOWING FACTS IN YOUR RESUME:

Your Name
Home phone number
Address
Business phone
Personal: Age, height, weight, marital status, number of dependents.
Education: School name, grade attained; high school, college diplomas, special schools, honors received. Extracurricular activities. Offices held.
Business Experience: List present or last position first. Give date of joining and leaving companies, kind of business, addresses, positions held. Be explicit. Describe your exact duties, progress, accomplishments. Give reason for leaving each position. List your supervisor or other references for each job.

In a supplementary paragraph: List any other information that may interest the employer and help him fit you into a job. Include a photograph of yourself. Be brief and factual. Be informative and neat. Be complete-use a second page, if necessary.

Nationwide Broadcast Personnel Consultants
645 North Michigan Avenue
Chicago, Illinois
Area code 312 337-5318

Ron Curtis—President — Jerry Jackson—Vice President
STATION INQUIRIES INVITED!

MANAGEMENT

Our company is rapidly expanding and we soon will be operating in two national offices. Management training program now available for bright, young executive-type salesmen with ambition to succeed in a needed service industry. Excellent salary and commission arrangement for those now chosen to join our firm. Our requirements are high but so is the bonus potential. Call Ron Curtis, Nationwide Broadcast Personnel Consultants 312-337-5318.

NEWS—(Cont’d)

NEWSCASTER—ANCHORMAN

Network affiliated VHF television station in major Florida market is seeking experienced "Heavyweight" News caster. All replies kept in confidence.

Box B-20, Broadcasting.

TV NEWS-WRITER

Large eastern station needs experienced TV News Writer/editor to join expanding news department. Some on-the-air experience desirable but not essential. Submit resume to:

Box B-61, Broadcasting.
An Equal Opportunity Employer

NEWSCASTER—TV NEWS

Expanding news coverage and news color broadcast afford bright new opportunity for ambitious TV News caster in TV News Department of large eastern station. 2-3 years experience required. Submit resume to:

Box B-49, Broadcasting.
An Equal Opportunity Employer

BROADCASTING, February 6, 1967
CONSUMER CONFERENCE—NOTICE

The Federal Communications Commission will conduct a Consumer Conference on the effect of the FCC's rules on cable television systems, including the rules on the division of programming, on Wednesday, May 11, 1977, at 9:00 a.m. in the FCC's conference room, 425 First Street, N.W., Washington, D.C. 20554. The conference will be open to the public and will be conducted in accordance with the rules and regulations of the FCC concerning the conduct of Consumer Conference hearings. Any person may appear at the conference and make a presentation, either orally or in writing, on any matter concerning the effect of the FCC's rules on cable television systems. Interested persons may obtain copies of the rules and regulations of the FCC concerning the conduct of Consumer Conference hearings by writing to the Legal Staff, Federal Communications Commission, Washington, D.C. 20554.
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Feb. 1. 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.

- Indicates franchise has been applied for.

- Indicates franchise has been cancelled.

- Indicates franchise has been renewed.

- Indicates franchise has been revoked.

- Indicates franchise has been transferred.

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- Indicates franchise has been discontinued.

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His mission is talent for TV and vice versa

supplied by GAC. Advertiser needs are spelled out by GAC. That’s what putting together a package means.

From January through March, Herman Rush concentrates on getting the orders that will put GAC packages on the air. Once the orders come through, Mr. Rush goes back on the job in Hollywood scheduling the shooting dates, seeing to the steady supply of scripts, making sure of clients’ appearances, coordinating between the advertiser and the network and working always to get renewals. For such activities an agency like GAC will get—with some variations—a package commission of about 10% of the sales price of a series.

In his other company function, Herman Rush is executive vice president in charge of all of GAC’s West Coast operations. He coordinates the activities of such departments as the literary division, personal appearance division and motion picture division in California and is responsible for their administration. Mr. Rush reports to Aaron Heine, chairman of the board of GAC, and Buddy Howe, president.

Working with Mr. Rush in the television division on the West Coast are such veteran executives as Hal Graham, who handles packaging and selling, and Oscar Katz, who concentrates on program development. Lester Gottlieb handles TV activities on the East Coast.

House of Hits: In all, young Mr. Rush is in charge of some 50 agents and executives in GAC’s West Coast office. About 20 of them are directly connected with television operations. It’s basically a young and aggressive group. They’re striving to maintain GAC’s nine to 10 hours in prime-time television. They’re not so much interested in getting more shows on the air as they are in getting their established ones renewed. “We’d like to be known as the house of hits,” says Mr. Rush.

But Herman Rush doesn’t think hits can be developed without showmanship. He speaks a lot about creative programming and is making a big pitch for more video-tape productions and a return to live programs. He feels the way to beat movies on television is through the programming of specials. He’s also high on variety and fun-and-game shows. He has GAC-TV expanding in the areas of live and video-tape productions, but without diminishing its film activities.

This has nothing to do with shot-in-the-dark strategy. Herman Rush knows the entertainment business, almost was born to it in a sense. He is the nephew of the late and very much loved NBC vice president, Mannie Sacks.

Following in his kin’s footsteps, directly out of college, Mr. Rush plunged into show business. He became a record and music publisher in his home town of Philadelphia. He handled such artists as Dinah Shore and Buddy Clark.

Then he got into the just-developing television business as a salesman for Official Films. He wound up with his film syndication organization, Flamingo Films. Then, with another of his own companies, Herman Rush Associates, he turned out such specialty programs as Golf Tips of the Day and Magic Moments in Sports.

That’s when GAC called and Herman Rush was on his way to fulfilling a self-imposed mandate. “I have to do an influence on this business,” he says. The imposing amount of time GAC represents on television says he’s succeeding.
Angry young man

THE FCC's junior member, Nicholas Johnson, has little regard for the old advice that the young are to be seen and not heard. Mr. Johnson is rapidly becoming the shrill and frequent critic of the actions of his elders.

His 85-page dissent to the commission's approval of the ABC-ITT merger last December remains his most unrestrained appraisal of his colleagues' principles and competence. "The majority's treatment of this case," Mr. Johnson said of the ABC-ITT decision, "in my judgment makes a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of American administrative processes."

Mr. Johnson's grammar got slightly askew in his ABC-ITT comments, but not enough to obscure his views. Stated simply, Mr. Johnson's views are that on a good many issues a majority of the FCC incumbents are fuddy-duddy captives of the status quo.

The concurring statement that Mr. Johnson issued last week in what appeared to be a routine grant of an FM facility in the town of Paris, Ky., is another that will win him no more friends than he already has on the commission. As explained in a story elsewhere in this issue, the FCC majority granted an FM permit to an unopposed applicant with controlling interests in the community's only newspaper and only AM station.

Mr. Johnson went along with the majority on the uncontested grant but wanted the others to deplore with him the absence of competing applications and to issue an invitation to rival applicants when the station's license comes up for renewal. The majority refused.

"In the light of its refusal," Mr. Johnson stated, "I can only indicate my own readiness to hear from future competing applicants, and hope for a more enlightened policy from this commission in the future."

It is now quite clear that Mr. Johnson has set himself the task of "enlightening" his associates on some of the commission's most fundamental policies. He is against "concentrations of control" of broadcast stations and other media. He is troubled by common ownerships of newspapers and stations as in Paris, Ky. He indicated in his statement of last week an interest in prohibiting common ownership of AM and FM stations in any community.

Mr. Johnson, of course, is not the first among FCC incumbents to express reservations about the current regulation of multiple ownerships. Commissioner Cox dissented to last week's FM grant. Commissioners Cox and Bartley dissented to the ABC-ITT merger. It is just that Mr. Johnson has cast himself as the loudest critic of majority decisions.

As long as the present division of opinion in the commission is undisturbed, Mr. Johnson's outrages will probably be more noisy than effective. But a change in one of those seven chairs could make a huge difference in the composition of the FCC and a much huger one in the composition of the broadcasting business.

Justice for Justice

In a polite way the FCC has told the Justice Department to put up or shut up on the merger of ABC and ITT. No matter how Justice reacts, the commission has considerably solidified its own position in any litigation that may ensue.

If the Justice Department is to be given the hearing it demanded, it must show evidence to support its charges of anticompetitive dangers in the merger. It has already admitted that its evidence is insufficient to win an antitrust case in court. If that is so, the evidence is hardly sufficient to justify an FCC reversal of its decision to approve the merger.

But Justice cannot now say that the FCC rejected its petition summarily. It has been given a chance to show its hand, despite its late entry into a game that, by all established rules, was already over.

A summit in Hawaii?

Putting aside equal access for a moment, few problems currently facing the news media are as sticky and pressing as the job of drawing a line that distinguishes between the constitutional rights of free press and fair trial without impinging on either guarantee.

Many solutions have been proposed, formally and informally. At one extreme a special committee of the American Bar Association has proposed drastic restrictions on the reporting of crime news, with the threat of contempt proceedings to enforce them. At the other extreme, perhaps, is the American Newspaper Publishers Association's contention that there is no real conflict between the two guarantees and that even to try to devise guidelines mutually acceptable to the bar and to newsmen would be to "bargain away" the people's right to know.

Against this background it seems to us that Elmer Lower, the president of ABC News, made a lot of sense in his proposal a couple of weeks ago that the bar association invite representatives of news media to a "summit conference" (Broadcasting, Jan. 30). He suggested that the meeting be held during the ABA's convention in Honolulu in August, when the restrictive proposals of the bar association's special committee will be up for action. Out of it, he hoped, might come an "accommodation" between the forces of law and journalism.

We are at least tentatively inclined to question the wisdom of bargaining on issues as basic as these. We are disposed to think it better—and less hazardous in the long run—for each news organization to set its own guidelines for responsible coverage.

But it is certainly correct that in the great debate now going on, both sides are talking to themselves, or at least sniping at each other from a distance, and through the various positions being taken on each side, both are often talking in many different voices. It is urgently important, as Mr. Lower recognized, for the two sides to start talking to each other.
If your competitor thinks there is a bigger metro market in North Carolina than the WSJS Golden Triangle...

Let your competitors stay with those also-ran markets but put your message where the money is... the WSJS Golden Triangle. In North Carolina it's the one and only number one. First in households. First in retail sales. First in population. And first in color programming, too. You get 3 big metro cities combined plus surrounding counties. It's the big three billion dollar market in the booming Piedmont country and WSJS Television covers it totally.

WINSTON-SALEM, GREENSBORO, HIGH POINT

WSJS Television

Represented by Peters, Griffin, Woodward
If you lived in San Francisco...

...you’d be sold on KRON-TV