The new
Babe Ruth.

...reaches more homes than any other program in the market—leading 5 competing stations from Monday-Sunday, sign-on to prime time.

...WNEW's number one show from sign-on to sign-off.

KANSAS CITY, KMBC-TV M-F, 5:00-5:30 PM., JANUARY, 1967.

...reaches more homes than any other show on WTVW's entire broadcast schedule from sign-on to 5:30 PM.

...reached 122,950 homes—more than any other show on WTCN on any day from sign-on to sign-off.

...THE FLINTSTONES is seen in more homes than any other show in the market from Monday-Friday, sign-on to 6:00 PM.

EVANSVILLE, WTVW M-F, 5:30-6:00 PM., JANUARY, 1966.

...WTVW's highest rated show on every day of the week from sign-on to 5:30 PM.

...reaches more homes than any other program in Evansville from Monday-Sunday, sign-on to 5:30 PM.

...THE FLINTSTONES reach more homes than any other program on WTEV from Monday-Sunday, sign-on to 7 PM.

SEATTLE-TACOMA, KTNW-TV (IND), M-F, 6:00-6:30 PM., MARCH, 1967.

...highest rated program on the station from Monday-Sunday, sign-on to sign-off.

Source: Ratings and audience composition estimates are based on ARB reports, and are subject to qualifications published by the ratings service.
“CATV broadens broadcasting by reaching ‘the unreachables’”

“In less than two decades, television broadcasting has created a new way of life in America. No other industry, no other technological advancement, has had such a close, personal, even intimate effect on so many Americans. Yet, with all our technology, television has not reached millions of families. It was inevitable that CATV would develop to fill the void.

“Ultimately, television station operators can only benefit from CATV’s ability to deliver the goods to more families, to give more families a broader choice. True, it generates more competition for some stations, but that is an asset, not a liability. Contrary to the views of some government leaders and broadcasting spokesmen, CATV also is a boon to UHF TV stations.

“CATV has become an important segment of the television industry. Broadcasters, the NAB, the FCC and Congress should welcome it, and any other electronic development which enables the station operator to serve more people with a greater variety, a greater choice. It is a principle to which all these organizations are dedicated.”

Roger W. Clipp
Vice President
Radio and TV Division
Triangle Publications

Radio and TV Division Triangle Publications
The KTVI Wed. night movie -10 p.m. in color

Richard Burton
"Prince of Players"

Montgomery Clift & Elizabeth Taylor
"Raintree County"

Rod Taylor & Jane Fonda
"Sunday in New York"

KTVI proudly announces the addition of this blockbuster film feature to our prime time schedule, matching the highly successful BIG MOVIE.

If you're buying prime time in St. Louis look to

KTVI abc 2
ST. LOUIS
there's a measurable difference

Whatever the season of the year, KRLD-TV has consistently delivered a measurable difference... more viewers than any other station in the 4 station Dallas-Fort Worth market.

*In the Spring: 18.7% more viewers than the 2nd station
*In the Summer: 19.4% more viewers than the 2nd station
*In the Winter: 22.9% more viewers than the 2nd station

To put the measurable difference of KRLD-TV to work for your advertiser, contact your H-R representative.

*ARB Market Report
Television Audience Estimates
9:00 a.m. to midnight
Mon. thru Sun.
May 1966
June/July 1966
Feb./March 1967

represented nationally by

KRLD-TV

The Dallas Times Herald Station

CLYDE W. REMBERT, President
Megawatts for outlaws

New AM transmitters, generating power in millions of watts (as against 50,000 watt limit in U. S.) are latest implements in propaganda wars now springing up, with greatest concern here centered on installations being made in Costa Rica as well as Cuba. Already in use in United Arab Republic is one-megawatt (1 million watt) medium-band (AM) transmitter striking into anti-UAR countries, and with new five-megawatt station under construction. Being installed in Beirut, Lebanon, to counteract Nasser, is three-megawatt station costing $4 million.

Megawatt stations can blanket 300 miles day and night and overpower normal local stations. In Lebanon, domestic service is going FM. Use by Cuba of 150,000 watt transmitter is pip-squeak fore-runner of multi-megawatt installations to jump U. S. AM band to hit U. S. and Latin America. Costa Rican station under construction by American is for commercial, rather than propaganda purposes, will use megawatt on low-band “middle-channel” and has not only U. S. broadcasters in know but United States Information Agency deeply concerned.

Union of unions

AFL-CIO Los Angeles County Federation of Labor has authorized formation of council of unions involved in broadcasting, television and recording industries. Union officials say that good relationships that developed out of recent American Federation of Television and Radio Artists strike gave impetus to idea for permanent union clearing house to deal with bargaining and other matters.

This is first time such an alliance has been attempted in broadcasting, but unions concerned with movie making long have had special film council. New coalition is likely to have its first meeting some time next month. Such unions as AFTRA, International Alliance of Theatrical and Stage Employees and Technicians, International Brotherhood of Electricians and Teamsters are expected to participate.

Those Peabody's

This may be last year that Peabody Awards committee will use Broadcast Pioneers platform for its annual awards for distinguished programming.

Reason: Tendency of awards committee to criticize commercials and quality of network programming. Pioneers President John Murphy, president of Aveco Broadcasting, following last Thursday's presentation, said he would call for prompt reappraisal.

Until 1961, Peabody collaborated with International Radio and Television Society in awards presentation, but arrangement was severed because of conflict with IRTS's own awards, plus uncertainty of opposition to manner in which Peabody selections were made and of criteria.

Easy way to buy spot

One of major items for Television Bureau of Advertising's board meeting this week deals with plan that TVB authorities think will "revolutionize" buying and selling of spot television. Question is how to implement findings of TVB's "systems of spot" (SOS) project, designed to hack through spot buying's paper jungle and now at point where new, simplified forms have been drafted. One question is how to get new forms into widespread use. TVB meeting is being held Monday-Tuesday (April 24-25) at White Sulphur Springs, W. Va., where TVB board members were guests of American Association of Advertising Agencies, and vice-versa, at cocktail party Saturday evening during AAAA's annual meeting.

Another subject expected to come up is contentious of some station reps that TVB ought to be selling spot more aggressively against network TV (Broadcasting, Feb. 13) Indications last week were that it would come up in general, informal discussion of current state of TV business, not in any formal way. As to state of TV business, general view was that network and local are gaining but spot is still spotty—as it has been since first of year. Some indicators suggest that spot activity in first quarter was about even with year-ago levels, and some spot salesmen say they'll be happy if after-the-facts figures, due next month, show this was case.

Moss demure

Representative John E. Moss (D-Calif.) brands item appearing in this column (April 10) as totally irresponsible because he said it implied "103 questions" he pronounced to FCC were not entirely his own. In protesting item, he said he had been around a long time, that questions stemmed from his independent judgment that none were "planted". He particularly disclaimed observation that "one trail leads to FCC commissioner who has repeatedly raised questions of who represents public in FCC proceedings—area that Mr. Moss covered in his list."

Government by computer

Why has FCC's Nicholas Johnson been beating drum for establishment within FCC of its own research and development arm, with multi-million budget? Reason became evident last week when Joseph A. Califano Jr., special assistant to President Lyndon B. Johnson, stated every department and agency needs its own research and development branch. Mr. Califano, addressing Washington chapter of Sigma Delta Chi, professional journalistic society, last Wednesday, used theme "politics of innovation and revolution in government management through systems approach."

Commenting on how a systems analysis has helped in government, White House aide said Leonard Marks, former Washington communications attorney, had done "remarkable job with it in United States Information Agency" which Mr. Marks now heads. Responsible for innovation is Secretary of Defense Robert C. McNamara for whom Mr. Califano worked as one of team of computer-oriented "whiz kids" prior to White House assignment two years ago.

Don Searle sells out

With sale (subject to FCC approval) of KMMJ Grand Island, Neb., to group headed by Rex Lathen, Chicago H-R Representatives, Don Searle will terminate 42-year career in broadcasting. Last week he entered agreement to sell station, established in 1925, to Mr. Lathen and associates, including Willard Morton, vice president-sales manager of KMMJ, for $450,000. Transaction negotiated by Hogan-Feldmann of Burbank, Calif. Mr. Searle, former ABC network executive, owned half-dozen stations, largely in Midwest, during his career. KMMJ operates on 750 kc with 10 kw, limited time.
On a good summer day, we take half a million Clevelanders out to the ballgame.

Sports are big in any big town. And in Cleveland, we've got the two biggest ones to ourselves. In the summer, baseball's Indians—in color. In the fall, football's Browns—in color. And all along the way, extensive coverage of other sports, both nationally and locally. As you can see, when it comes to sports, Cleveland turns us on.

WJW-TV CLEVELAND
We're turned on
WEEK IN BRIEF

Concern for threats to advertising from Washington appears in speech after speech at AAAA's golden anniversary meeting at Greenbriar. Big projects urged to spike the federal guns along Potomac. See...

AAAA EYES GUNS ... 23

Six Peabody awards go to NBC, four to CBS, ABC gets two while NET snares one, LBJ's congratulatory telegram to winners singles out Harry Reasoner. John Daly presided but he didn't read all his lines. See...

PEABODYS ... 78C

Network TV advertisers top $400 million in first three months of '67 and according to BAR it's best first quarter in network history. Procter & Gamble, perennial number one, tops last year's mark by 43.7%. See...

NETWORKS 1ST QUARTER ... 28

Antitrust chief Donald Turner's position comes under attack from agency executive who fears implied restrictions on advertising may cause decline in standards of living and future growth of economy. See...

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Three may be a crowd in late-night hours with return of Johnny Carson, progression of Joey Bishop and Las Vegas entry of Bill Dana. CBS's future role as well as network and spot placement is muddled. See...

NEW ACTION ... 40

Justice fires its big guns in another chapter of endless ABC-ITT serial. Hardest hit are ABC's capital needs and ITT's broadcast interests. Reporters tell of pressure on their coverage of sessions. See...

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No broadcasting czar is foreseen, but more government control over industry dominates annual Canadian Association of Broadcasters meeting. Licensees told they carry responsibility for national welfare. See...

NO CZAR ... 74

Cox warns that go-for-broke CATV industry coupled with blanket waivers of FCC's CATV rules may transform nation's TV service from free to paid operation. He claims FCC is virtually rewriting top-100 market rule. See...

COX HITS WAIVERS ... 67

Glorious promises at NET affiliate convention provide hopes for regular networking by October, though cash shortage now leaves some affiliates out of network projects. Question of ETV financing asked. See...

ROSY DAYS AHEAD ... 46

CBS income up although earnings dip $1 million because of higher operating expenses, Paley reports at annual meeting. All five broadcast divisions, New York Yankees and pending mergers looking up. See...

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Broadcasting
The Business of Television and Radio

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Broadcasting, April 24, 1967
what is an influencible? A listener. Specifically, a Storz radio listener. Influencibles are the “in-touch” young moderns with ideas...buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the influencibles. On a Storz station you get action where it counts—in sales.
Call to battle by Staggers

Opens with broadside at programing, station sales, desire for profit

House Commerce Committee is wheeling up its heaviest investigatory artillery for probes into industry domination by profit seekers, bartering of licenses as though they were private property and programing that "no sane, mature man could wish to take credit for."

In his first talk before broadcasters group since assuming chairmanship of key committee last year, Representative Harley O. Staggers (D-W.Va.) told home-state audience at spring meeting of West Virginia Broadcasters Association in Huntington, Friday (April 21) that while his committee was not always sure what was in public interest, "we have fairly certain idea of what is not in public interest." Scattering grape- shot at over-all structure of industry, chairman noted that former CBS News President Fred Friendly blamed system for industry's ills. Mr. Staggers observed that systems are made by man and "perhaps it is time that we remake one in which we are currently operating."

He told broadcasters that Commerce Committee is taking "very hard and very detailed look at system as it now prevails. We are wondering about many items."

Second-rate public? • At top of his list he put domination of radio-TV by economic interests. He asked: "Is there not danger that broadcasting is giving too much emphasis to serving advertisers and stockholders to possible detriment of public?"

Dollar chasing resulted in selective blackouts of Clay-Folley fight, he noted, and declared coverage on "financial checkerboard basis" was not in public interest.

Trafficking in licenses came in for full measure of congressman's displeasure. He cited 1952 amendment to Communications Act that prohibits FCC from considering other applicants in station-transfer actions and noted Commerce Committee report in 1959 calling for repeal of provision. "Perhaps now, seven years later, we should reexamine such proposals and see if time is right for implementation," he ventured.

But, he warned, "now is the time to examine in thorough detail such matters as fairness doctrine, editorializing, pay TV, operations of CATV, and a host of others."

Emphasizing interest in action over oratory, he advised broadcasters: "Make no mistake about it. This committee . . . will be exploring those areas."

TV critic to House staff

Chairman Harley Staggers (D-W.Va.) has added onetime newspaper TV critic to his House Commerce Committee staff. Terry Turner, most recently director of radio-TV for Peace Corps and for eight years critic with Chicago Daily News, last week joined investigative subcommittee. He assumed duties just five days before Chairman Staggers gave his first address before broadcasters group.

ITT to offer no rebuttal witnesses

FCC hearing on proposed merger of ABC into International Telephone & Telegraph Corp. is expected to end Tuesday (April 25), 12 business days after it began.

That closing, day ahead of target date set by Chief Hearing Examiner James D. Cunningham, appeared possible Friday (April 21) after ITT announced it would offer no rebuttal witnesses.

Marcus Cohn, ITT counsel, said company is confident Justice Department has failed to provide evidence to persuade FCC to reverse its Dec. 21, 1966, decision approving merger.

Justice had asked commission to reconsider approval and hold hearing, claiming that possible anticompetitive consequences had not been adequately considered.

ABC intends to call at least two witnesses today (April 24), Paul Sonkin, head of ABC's research department, and Wilbur Ross Jr., member of New York investment bankers firm.

In another development Friday, Elmer Lower, president of ABC News, said he would resign if, following merger, efforts were made to influence his news judgment. Question of whether ITT, with its worldwide interests, might try to shape ABC's news coverage to suit its corporate ends has figured prominently in proceeding.

Mr. Lower said he makes final decision on news matters and public affairs programs. Although he budget must be approved by board of directors, he has not had cut in budget request in his 3½ years in job, he said.

ABC-TV President Thomas W. Moore supported Mr. Lower's claim of independence. He said board's discussion of $1.5 million special on Africa dealt with "practical considerations." Board skipped over desirability of program, as such, he said, because of "complete confidence" in news department.

Taft radio stations leave NAB code fold

Taft Broadcasting Co. pulled nine stations out of National Association of Broadcasters radio code last week because Taft said code "now considers acceptable radio advertising on behalf of hemorrhoid remedies."

In letter to code director Howard Bell—made public Friday (April 21)—Lawrence H. Rogers II, Taft president, said it is "not within the realm of possibility" to advertise such personal medical products on radio and remain "within minimum standards of taste."

Radio code was amended to allow personal product advertising within bounds of "good taste" almost two years ago (Broadcasting, June 28, 1965).

Santa's a little early

Though policy is not uniform and varies by network, payments of different kinds are being made or planned as "tokens of appreciation" to employees who stood strike duty during 13-day AFTRA dispute, which ended April 10. Some employes on duty at ABC and NBC already have received cash bonuses, and reportedly CBS has plan in works. Several ABC staffers have acknowledged they found $350 bonus check in their mail boxes Friday (April 21).
Mr. Drew was program director of KNXT-TV from 1957 to 1960 and has been associated with various CBS owned stations since 1954. Mr. Wilkey, with CBS for 23 years, announced his relinquishment of duties at KNXT-TV but, by CBS request, will continue his association under special assignments from Merle S. Jones, president, CBS Television Stations Division, and other senior executives at company. Joe Sand, executive producer for KNXT, becomes station's program director, replacing Mr. Drew.

Mr. Rogers said he had been aware of that amendment but he had been told that such advertising would be decided on case-by-case basis and would not result in hemorrhoid advertising on air. He said he had heard hemorrhoid pre-remedy spot on air few weeks ago and was "frankly horrified" by it.

NAB code office said Messrs. Bell and Rogers had conferred on phone about week ago regarding personal product advertising that code authorities felt matter had been settled at that time. Code spokesman said resignation came as surprise and that Mr. Bell was in process of drafting reply.

Almost two years ago today, April 30, 1965, Mr. Rogers pulled all Taft stations out of membership in NAB and one of major reasons at that time was said to be that he felt all NAB members should subscribe to code. Taft's seven TV stations remain members of NAB TV code. TV code bans personal product advertising.

LBJ salutes AAAA's on 50th anniversary

Advertising in general, and American Association of Advertising Agencies in particular, were hailed by President Johnson Friday (April 21) in message congratulating AAAA on its 50th anniversary.

"Advertising reflects a nation's abilities as well as its achievements," President said in message read at AAAA's annual meeting at Greenbrier at White Sulpher Springs, W. Va., and attended by record 850 members and guests (see page 23).

Noting that "we strive now to give every American an opportunity to gain a fuller share of our national abundance," he said that "all who work with the media of communications can help achieve this goal by proclaiming the promise and making known the ways in which it can be fulfilled."

President's message was read at Friday luncheon addressed—in last minute addition to AAAA's program—by Walt W. Rostow, special assistant to president, who said he was appearing at President's "instructions."

Dr. Rostow reported on broad pattern of national foreign policy.

In earlier appearance James J. McCaffrey, chairman of LaRoche, McCaffrey and McCall, New York, told AAAA that agencies' days as program suppliers were over, and "I for one applaud it" because agencies are thus freed "to concentrate on making commercials and media judgments.

Ritchie to head CAB

S. Campbell Ritchie, president of CKLW-AM-FM-TV Windsor, Ont.-Detroit, elected president of Canadian Association of Broadcasters at annual meeting in Toronto (see page 74). He succeeds Jean Pouliot, CFCM-TV Quebec City.

Mr. Kitchin has served as corporation secretary for Landmark Communications and its broadcasting subsidiary. He also had been assigned to long-range planning. Landmark Communications publishes Virginian-Pilot and Ledger-Star in Norfolk.

Frank E. Delano, senior VP and director, Foote, Cone & Belding Inc., New York, appointed chairman of agency's New York plans board, succeeding Roland W. Taylor who remains board member. Comprised of senior FCB specialists, group makes specific creative recommendations to advertising and marketing development.

Jack Crosby, 41, president of Gencoe Inc., multiple CATV owner, has been nominated to be chairman of National Community Television Association in 1967-68. Election takes place at June 25-28 NCTA convention in Chicago. Alfred R. Stern, president of Television Communications Corp., also multiple CATV owner, is current NCTA chairman.

Avco, Paul Revere agree to merger

Avco Corp., diversified industrial corporation with group broadcast holdings, and Paul Revere Corp., Worcester, Mass., with insurance and finance holdings, have agreed to merge retaining Avco name, it was announced Friday (April 21).

Agreement calls for exchange at parity of 1.8 shares of Avco common plus one share of new Avco convertible preferred for each share of Revere. Avco's new preferred shares, paying $3.20 yearly, would be convertible into two shares of Avco common after five years. Following merger, Avco would have outstanding 9.8 million shares of common and 5.2 million shares of new preferred. Avco closed at 43 1/4 Friday. Revere was quoted 161 bid, 166 asked last Thursday.

Proposed arrangement is subject to formal agreement, approval by Avco board and stockholders, and is contingent on exchange of no less than 80% of Revere shares. Also required are approvals by FCC and Internal Revenue Service.
Just say, "Hello"

For more than ten years WIBG's outstanding air personalities have been building audience with the widest selection of popular music broadcast in Philadelphia, brightened with games, contests and fun. Respected audience measurement services have consistently confirmed WIBG's position as Philadelphia's favorite radio station.* During February, Philadelphia audience measurements began to show substantial short-term variations in individual station performance. Variations unexplainable in terms of program innovations or community service. We concluded the reason to be the revival in the market of an "I listen to . . . . . ." telephone answering contest offering substantial prizes and backed by massive press and television promotion. Several experts in the audience measurement profession believe that such "contests" distort ratings to the point of unreliability. For competitive reasons WIBG reluctantly initiated a similar type contest. We awarded prizes to those who answered their phones with one word, "WIBBAGE". WIBG's audience ratings, as compiled by certain services, increased fast—faster, we concluded, than any station's audience could possibly increase. We are convinced that the high ratings we obtained during the telephone answering campaign are unreliable and cannot conscientiously be used as sales tools. We have not and will not use them. We are saying "Goodbye" to the "I listen to . . . . . ." type of contest which does not require listenership. WIBG will continue to program for the largest possible audience. Within the format of Philadelphia's most popular music, we'll keep our fun games created to maintain our responsive flesh-and-blood audience. We leave to others the responsibility for selling on the basis of phantom audiences and for distorting one of advertising's most valuable tools, the reliable measurement of radio audience.

WIBG · Radio 99

PHILADELPHIA

A Storer Station represented nationally by Major Market Radio

*Pulse and Hooper reports—1957-1966 available upon request.

BROADCASTING, April 24, 1967
Television Education:

Television Youth's Program:
"The World of Stuart Little."

A Special Award in Television:
"Bell Telephone Hour."

Radio News:
Edwin Newman.
Proud As A You-Know-What

It’s so nice to know you’re appreciated.

Last Thursday, NBC was presented with six George Foster Peabody Broadcasting Awards for 1966—the greatest number of such awards made to any broadcaster.

Ever since their inception 27 years ago—“to recognize the most distinguished and meritorious public service rendered each year by radio and television”—the Peabody Awards have been among the most coveted and most respected in the industry.

We’re delighted not only by the idea of having won six of the Awards for 1966, but by the fact that the variety of categories represented by NBC’s winning programs (see left) reflects such a wide range of excellence.

To all those connected with these honored programs, our warmest congratulations. You’ve made NBC proud as a — well, you know.
A calendar of important meetings and events in the field of communications.

**Indicates first or revised listing.**

### APRIL

- **April 24—AP members annual luncheon featuring brief report and question and answer session on war in Vietnam by General William C. Westmoreland, commander of U.S. forces in Vietnam. Waldorf-Astoria hotel, New York.**
- **April 24—Annual meeting of AP with panel discussion on Vietnam by Senator Charles H. Percy (R-Ill.) and Senator Harry F. Byrd Jr. (D-Va.), Hugh Mulligan, AP news features writer recently returned from six-month tour in Vietnam. Waldorf-Astoria hotel, New York.**
- **April 24—Annual convention of the Audio Engineering Society, Hollywood Roosevelt hotel, Hollywood.**
- **April 24–28—Seventh annual television newsfilm workshop sponsored by the National Press Photographers Association, University of Oklahoma, Norman.**
- **April 28—Annual convention luncheon of the American Newspaper Publishers Association. Speaker will be James McCormack, chairman and chief executive officer of the Communications Satellite Corp. Waldorf-Astoria hotel, New York.**
- **April 27—Annual meeting of the stockholders of Trans-Lux Corp. to elect directors and to transact other business. 205 Madison Avenue, New York.**
- **April 27—Presentation of professional but "undiscovered" show talent—"New Talent Showcase"—by the New York chapter of the National Academy of Television Arts and Sciences to Jeanine Cacciatore and Eileen McGuire, masters-of-ceremonies with Ernest Adler, producer. Lambs Club, New York.**
- **April 27–29—Spring meeting, Kentucky CATV Association. Continental Inn, Lexington.**
- **April 28—Sixth annual seminar of radio broadcasters and community leaders, co-sponsored by Southern California Broadcasters Association and University of Southern California department of telecommunications. Panel members include Deputy Chief Thad Brown, commander, detectives bureau, Los Angeles police department; Joe Mallonado, executive director, Economic & Youth Opportunities Agency and Dr. Frederick Fox, assistant superintendent of schools, Los Angeles, University of Southern California, Los Angeles.**
- **April 28—Annual meeting of the stockholders of Chris-Craft Industries Inc. to elect directors and to transact other business. 440 Grand Avenue, Oakland, Calif.**
- **April 28—Region 9 conference of Sigma Delta Chi, professional journalistic society, Laramie, Wyo.**
- **April 29—Annual awards banquet of Alpha Epsilon Pi, national radio-TV fraternity. Speaker will be Elmer Lower, president of news, special events and public affairs for ABC. Washington State U., Pullman.**

### MAY

- **May 1—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 Mc through 91.5 Mc).**
- **May 1—Annual meeting of the stockholders of Tele-Broadcasters Inc. to elect directors and to transact other business. Biltmore hotel, New York.**
- **May 1—Deadline for entries in the annual competition for the Howard W. Blaksele Awards of the American Heart Association for outstanding reporting in the field of heart and blood vessel diseases. Radio and television programs and films produced between March 1, 1966 and Feb. 28, 1967 are eligible for the competition. Entries should be submitted to the American Heart Association, 44 East 23rd St., New York 10010.**
- **May 2—Annual stockholders meeting of RCA. Waldorf-Astoria hotel, New York.**
- **May 2—Annual spring meeting of Connecticut Broadcasters Association. Yale University, New Haven.**
- **May 2—Annual meeting of Teleprompter Corp. 50 West 44th Street, New York.**
- **May 3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherrill Taylor, vice president for radio of National Association of Broadcasters, University of Missouri, Columbia.**
- **May 3—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM, and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."**
- **May 3–7—16th annual national convention of the American Women in Radio and Television. Speakers include Vincent Wasilewski, president, National Association of Broadcasters, Marriott hotel, Atlanta.**
- **May 4–5—Annual spring meeting of the Pennsylvania Community Antenna Television Association. Speakers include James R. Palmer, C-COR Electronics, WBRE-TV Wilkes-Barre-Scranton, Pa., in cooperation with Tektronix Inc. will give a demonstration on the new NBC-TV test standards of transmission. Gus Genetti motel, Hazleton. Registration should be sent to Mrs. Myra Allen, 207 South Fairview St., Lock Haven, Pa. 17745.**
- **May 4–6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Amelio, general counsel of National Association of Broadcasters; and Kansas Governor Robert Docking. Ramada Inn, Topeka.**
- **May 5—Annual banquet of the UPI Broadcasters of Kansas. Ramada Inn, Topeka.**
- **May 5–6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include Douglas Amelio, AAB general counsel, Ramada Inn, Topeka.**
- **May 5–8—Distinguished awards banquet and region 11 conference of Sigma Delta Chi.**

**Indicates first or revised listing.**

### REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

- **May 10—Hyatt House motor hotel, Burlingame, Calif.**
- **May 11—Cherry Creek Inn, Denver, Colo.**
- **May 12—Town House motor inn, Omaha, Neb.**
- **May 22—Shine Ten Eyck hotel, Albion, N. Y.**
- **May 26—Sheraton Barringer hotel, Charlotte, N. C.**
- **June 12—Boston Statler Hilton, Boston.**
- **June 16—Sheraton hotel, Philadelphia.**
This isn't formal but it's fast!

WHEELING-STEUBENVILLE

149,343 COLOR TV HOMES*

WTRF-TV (7)
FULL COLOR CHANNEL 7
Wheeling, West Virginia

# NSI Oct-Nov 1966
NAT. REP: BLAIR TELEVISION
NAB RADIO PROGRAM CLINICS
May 18-19—Hotel Utah, Salt Lake City
May 22-23—Rickey's Hyatt House, Palo Alto, Calif.
May 25-26—Skirvin hotel, Oklahoma City
June 4-5—Holiday Inn, Nashville
June 6-7—Sheraton Cadillac, Detroit
June 8-9—Marriott motor hotel, Philadelphia

Broadcasters Association, Speakers include
Vincent W. Wasilewski, President, National Association of Broadcasters. Holiday Inn, Waterloo.


May 12-13—Region 1 conference of Sigma Delta Chi, professional journalistic society. Featured speaker will be former Governor George Wallace of Alabama, Boston.

May 12—Annual meeting of the Chesapeake AP Broadcasters Association, Baltimore.

May 14-16—Annual spring meeting of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.

May 15-19—Regional Emmys Dinner and telecast of the Chicago chapter of the National Academy of Television Arts and Sciences. (Colorcast by WMAQ-TV Chicago.) Pick-Congress hotel, Chicago.

May 17—Station Representatives Association presents its annual Silver Nai—Gold Key awards luncheon program. Plaza hotel, New York.

May 18—Broadcasting Club of Chicago "Broadcasting Man of the Year" award dinner. Ambassador West, Chicago.

May 18—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.

May 18—Footlet, Cone & Belding annual meeting of stockholders. Hotel Commodore, New York.

Indicates first or revised listing.

OPEN MIKE®

Beer-drinking ban justified

EDITOR: The Monday Memo from Kenneth M. Peters (Broadcasting, April 3) was well conceived and ably, if somewhat flippantly, written. But it proved to be an equally effective indictment of the advertising fraternity among those of us who have been around somewhat longer than Mr. Peters or who have done our research.

What Mr. Peters apparently does not know is that about the time he was in sixth grade I prevailed on the then owners of WHIC-TV New Haven-Hartford, Conn., to propose to beer account agencies that within six months they inject a more mature and discreet method of presentation of beer-drinking scenes in their commercials. We pointed out that in all but one of the many commercials depicting drinking the performers were getting younger and some of them were in their teens. Only one agency agreed. Simultaneously the Christian Science Monitor and WILF-TV Philadelphia took the same posture as WHIC-TV.

No one says beer is immoral, not even the NAB. And perhaps the code will one day permit the reappearance of beer-drinking scenes in commercials; but only, I think, when it has the assurance that advertisers and their agencies have developed and enforced an acceptable code of ethics of their own.


Roper surveys in demand

EDITOR: The prominence your magazine has given the latest [Elmo] Roper studies (Broadcasting, April 10) again confirms for the Television Information Committee the value of these continuing studies. Sound journalists sense here perhaps the most important phenomenon of industry development—that while we may appear to be harassed from all sides, the public under-
stands us better and trusts us more than they do our detractors.

This is a real tribute to our medium and to the fair judgment of the American public—but as I said in the introduction of the presentation at the NAB convention, it also points up again the broadcaster's responsibility. A corollary mission of the TIO is to make broadcasters themselves aware of their status of their dialogue with their publics, and we would urge all to study the latest findings carefully.

With this in mind, and hoping for a better total service to the public, the TIO has mailed out a copy of the report to each television broadcaster in the nation, regardless of whether he is a sponsor of our continuing effort or not. The office is swamped with requests for reprints—best—but we would like to emphasize again, if any TIO sponsor station needs more copies, contact Roy Danish, TIO, 745 Fifth Avenue, New York (10022).—Willard E. Walbridge, chairman, Television Information Committee, and executive vice president and general manager, KTRK-TV Houston.

Profile brings fan mail

Editor: As you can well imagine, this office does not receive an over-abundance of fan mail. Your April 3 profile of me is producing some, and this is gratefully received. I consider it in itself to be a career highlight—Howard H. Bell, NAB Code Authority, Washington.

Spot-network questions opened

Editor: For the fine handling which you gave to our proposal for revisions in the code and in the network/station commercial relationship, I want to thank you, both for the original feature (Broadcasting, March 27) and the follow-through in subsequent issues. . . . With your stories, you did a great favor to the industries involved. Your features and follow-up gave every segment of broadcasting and advertising a starting point from which to unravel, read, and, we hope, finally correct a most complicated situation. —Martin L. Nierman, president, Edward Petry & Co., New York.

Tricks with mirrors

Editor: Is it the Conrad Hilton that is backward, or did someone reverse the negative of the Huntley-Brinkley news conference photo on page 52 of your April 10 issue?—John W. J. Hopkins, Wright Quadrangle, Bloomington, Ind. (Neither. A closer look at the picture will show that a pillar covered with mirror is giving a backward reflection of the exit sign.)

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His hair fell in ringlets over his shoulders. —Funny? His father-in-law didn't think it was a bit funny.

If you think this might make an interesting story—you're right.

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WILX-TV

555 Stoddard Building
Lansing, Michigan 48933

WILX-TV

April 24, 1967
Radio's selective reach rescues plunging transit system

As any watcher of westerns knows, the toughest runaway stage coach to stop is the one running downhill. Wells Fargo and Butterfield got the hang of it in the last century. But as late as 1965 most of the country's metropolitan transit systems, including its largest, were running downhill in the best bell-for-leather financial fashion. Passengers and revenue were in a wildly carreing slide that would have curled the hair and cringed the spirit of the doughiest of the Butterfield boys.

From World War II until 1966, Los Angeles city bus riders had been abandoning the transit system in droves. All along its 2,200-mile daily route, passengers were less and less frequent at the 18,000 bus stops scattered throughout four Southern California counties. Meanwhile, Los Angeles auto registrations galloped up to four million, so many cars that only four of 50 state registration figures were larger—a surfeit of competition for passengers so glutonomic that the Southern California Rapid Transit District forecast its 1966 operating deficit at nearly $1 million, and privately the loss was estimated to hit $2 million. The loss estimate was computed on the annual passenger-defection rate that now had climbed to nearly a half-million count.

The Hero Arrives • Thus was the downhill plunge of the Southern California RTD when "along came Jones"—only his name wasn't Jones. There was no mistaking his identity.

Robert L. Munger didn't drift into the town. He stormed it. At an age when most two-gun admen to-be are still tossing up tin cans for practice, Bob Munger had founded and sold an advertising agency and had enough gold dust in his saddle bags to quit. But if that idea ever occurred to him it died aborning. Looking around for something to top his former conquest, his eye alighted on the RTD. Anyone, he was told, who could persuade people back into the buses could, so to speak, write his own ticket. He took the job. And, in a way, writing his own ticket was literally what he did.

Putting together his agency experience and more than a little horse sense, Mr. Munger concluded that the commuting public would simply never buy the RTD as the number-one means of transportation. But, they might buy it as the number-two means—before walking, hitching, taxiing and car theft. "In a very strong sense," said Mr. Munger, "it would have to be the old admission-of-weakness technique employed so well in recent years for Volkswagen and Avis. In effect, we would have to say "next to your car, the bus is the way to make it"—and hammer it home.

In putting together his campaign Mr. Munger had the assistance, through the RTD's newly appointed ad agency, of a transportation pro—Russell R. Rullman (head of his own Russell R. Rullman Advertising shop in Los Angeles). A onetime Caples Co. executive assigned for several years to the Union Pacific Railroad account, Mr. Rullman was the golden spike nailing together youthful imagination and the wisdom born of experience.

Creating the Campaign • The central theme of the campaign was, and is, "Make the RTD your extra car—it's ready whenever you are." Next was the choice of media, about $1 million worth of it. Messrs. Rullman and Munger figured that the time to smoke-signal commuters was either when they were on the move or domiciled at home without a car. The listeners would in both cases be emotionally involved with the subject matter of the message, transportation. And both groups would most likely be suffering transportation frustration—the first group cursing L. A.'s horrendous traffic jams; the second group sulking for lack of any wheels at all.

The medium obviously was radio—with TV backup. For the more complicated messages relating to merchandising devices, such as the Munger-devised student privilege card, school newspapers were chosen. But the lion's share went to radio—the principle being, hit 'em when they're involved.

How involved they were, and how hard hit, was not long in becoming known. In fact, commuters began abandoning their cars and boarding their RTD extra-cars in such numbers that by Sept. 5 of the campaign year the Los Angeles Times was able to headline: "L. A. Transit Buses Running At Profit First Half Of 1966." The article went on to say that a seven-year trend had been reversed—a cautious way of saying that instead of losing a million the RTD was going to make a buck. Some reversal!

With more increase in student population than perhaps any area in the country, Mr. Munger enticed the youths with student privilege cards reducing fares by 40%. Radio kept them so well reminded of the offer that more than a half-million kids took up RTD and climbed aboard. For housewives he had even a better deal. They could "ride home free when they shopped by RTD." Taking the bus to the shopping center, women then presented their bus tickets to the merchants as they would parking stubs for validation. That kept a few more cars in the garage and accelerated still more the jingle of RTD cash boxes.

Multiple Reactions • The response from the public was dramatic. So too was the reaction from the transportation industry across the country. But another effect was being felt. In Los Angeles, Messrs. Rullman and Munger were asked by advertisers for a tailoring of the RTD cloth to all kinds of businesses.

The result was inevitable. What began as an agency-client relationship became Southern California's newest advertising shop, Robert Munger, manager of advertising and customer relations for the world's largest urban transportation system, and ad-agency man Russell Rullman pooled their talents for good. On April 1, Rullman & Munger Advertising made its debut in Los Angeles.

Credit radio and Southern California Rapid Transit as the catalyst and honor them as godparents.

Munger, by the way, has recently been elected to the Board of Directors of RTD's Transport Commission. He became interested in transportation during his student days at UC Berkeley and has spent time as an economist for the State of California. Most recently, he has been a deputy city manager for the City of Los Angeles and a consultant to the State's Office of Planning and Research. Now, however, he has returned to the private sector and the bus waiting for the next "along came Jones."
WL\textsuperscript{IB} is proud to be the first radio station programming for the Negro Community ever to win a PEABODY AWARD.

FOR OUTSTANDING LOCAL RADIO EDUCATION

"COMMUNITY OPINION"
Leon Lewis-Moderator

PEABODY AWARD CITATION

Convinced that tensions of ghetto life could ignite into a holocaust, WL\textsuperscript{IB}, during the hot summer of 1966, gave Harlem a “safety valve.” It developed “Community Opinion,” a radio program permitting citizens of Harlem to voice their feelings, frankly and openly, via a hot line telephone interview, heard not only by the Negro community but by the entire city. In addition, the station provided details of how listeners could avail themselves of existing vital community services. At WL\textsuperscript{IB}, community involvement is more than just a station phrase. In recognition, a Peabody Award for outstanding local radio education during 1966.

WL\textsuperscript{IB}
Harlem Radio Center
310 LENOX AVENUE, NEW YORK 10027—(212) 831-1000

"AT WL\textsuperscript{IB}, COMMUNITY INVOLVEMENT IS MORE THAN JUST A STATION PHRASE"
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Up to 5 megawatts ERP tailored to individual requirements.

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NEW TYPE KLYSTRONS Unique, integral-cavity vapor cooled klystrons are a high power development of those used in the proven RCA TTU-30A and TTU-50C Transmitters. Reliability and long life are major advantages, with faster warm-up time, less weight and pretuning among other points of superiority.

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ANTENNA CHOICES  Only RCA offers a choice of Pylon, Zee-Panel, and Vee-Zee Panel Antennas for use with the new TTU-110A high power UHF Transmitter.

OTHER UHF TRANSMITTERS  Also in this UHF line are the 30KW RCA TTU-30A and 55KW TTU-50C with integral cavity vapor cooled klystrons. Also a completely air cooled 10KW TTU-10A and a 2KW TTU-2A (easily expanded to a TTU-10A).

For more information, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.

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BOTH

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in BOTH of

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KILT

HOUSTON

NO. 1* AGAIN

In every measured time segment (7 AM through 10 PM; Feb.-March, 1967) according to C. E. Hooper indexes.

KLIF

DALLAS

NO. 1* AGAIN


TWO MORE TOP-RATED STATIONS

SOLD BY JOHN BLAIR NATIONALLY
AAAAs eyes guns along Potomac

In agency association's 50th year, leaders face mounting threats from government, urge big projects to upgrade image and understanding of advertising

Leaders of the American Association of Advertising Agencies stood at the AAAA's 50-year mark last week and looked back, ahead and all around, and almost everywhere they looked they saw Washington.

Concern over governmental threats to advertising and proposals for countering them was threaded through speeches at the association's golden anniversary meeting, held Thursday through Saturday (April 20-22) at the Greenbrier, White Sulphur Springs, W. Va. (also see stories pages 25-26).

The overwhelming view was that the criticisms, both in and out of government, would fade if advertising and how it works and what it does were better understood, and the proposals were aimed at providing that understanding.

Thomas B. Adams, president of Campbell-Ewald, Detroit, and retiring chairman of the AAAA's, called upon the association to consider full-time representation in Washington—and to prepare "an economic justification of advertising."

Leo Burnett of Leo Burnett Co., who has spent the past half century in advertising, proposed that the AAAA, by itself or in partnership with the Association of National Advertisers, follow up the recent ANA-sponsored study by Jules Backman, which pointed up advertising's contribution to the economy (BROADCASTING, April 3), with a thorough study of "the entire subject of the economic effects of advertising."

Study of Social Effects - Mr. Burnett also called for a second study, "on the social effects of advertising." This would deal with whether advertising "in any way" contributes "to a debasement of our society, helping to drive it to a lower set of social and moral values, as our critics have charged." Mr. Burnett was confident that "advertising can be employed to improve our social and ethical standards," but cautioned that "mere rhetoric is not enough." Charles

Three named to guide AAAA for coming year

Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, was elected chairman of the American Association of Advertising Agencies last Thursday (April 20) at its annual meeting. He succeeds Thomas B. Adams, president of Campbell-Ewald, Detroit.

Edward L. Bond of Young & Rubicam, New York, was elected vice chairman and Jack W. Smock of Smock/Waddell, Los Angeles, was named secretary-treasurer. John Crichton continues as AAAA president and a board member.

Designated to serve as the board's operations committee, to meet monthly when the board is not in session, were the four officers and Charles Faran of Griswold/Eshleman, Cleveland; William R. Hesse, Benton & Bowles, New York, and Clinton E. Frank, Clinton E. Frank Inc., Chicago.

Three directors-at-large were elected for three-year terms: Norman B. Norman of Norman, Craig & Kummel, New York; Herbert D. Strauss, Grey Advertising, also New York, and Edward M. Thiele, Leo Burnett Co., Chicago.

Directors representing the three AAAA regions were elected for one-year terms. They were:


Western region—Duncan Jennings, Jennings & Thompson, Phoenix, Ariz.
E. Claggett, chairman of the executive committee of Gardner Advertising, St. Louis, felt that adherence to an advertising code might not be enough to quiet the criticisms, and suggested a supplementary set of ethical guidelines ought to be developed.

Samuel Thurm, advertising vice president of Lever Brothers and chairman of the ANA, called for better communications within the advertising community and particularly wanted to know whether AAAA couldn't work more closely with ANA in improving advertising's relationships both externally and internally.

William J. Colihan Jr., executive vice president of Young and Rubicam, New York, and vice chairman of the AAAA's committee on government and public relations, stressed the view—later formalized in Chairman Adams's call for better documentation and fulltime representation in Washington—that advertising people don't spend enough time in the capital and that the people in the capital don't know enough about advertising.

Mr. Adams said efforts were being made to develop an "economic justification of advertising" in response to "friend" in government who felt that if these were done "we would be well on our way to better understanding" between advertising and its critics.

Difficult Subject • The job is hard, he said, because the questions are so broad and the answers so hard to document: What is the contribution of advertising to the growth of the gross national product? What is the contribution of new products to national growth, and how does advertising help in promotion of new-product introduction? What possibilities are there of cushioning business cycles with advertising expenditures?

Government officials have differing ideas about advertising, some right and some wrong, but although "a few are pathological in their criticism" the overall opinion "in no way" adds up to "a complete antidvertising syndrome," Mr. Adams asserted.

Since "government is involved with us," however, he felt that "we must become involved with government" to the point of establishing, as he said had been suggested by some government officials, "direct and constant communication with government by means of an office in Washington—fulltime, staffed by the best people we can find."

"I honestly do not believe stepping up the AAAA's staff visits to the Washington scene or increasing the number of AAAA's board of directors meetings in the capital is the answer to the big problem," he said.

In an apparent allusion to the American Advertising Federation's current efforts to enlist all elements of advertising in backing a Washington office to serve all, Mr. Adams said "a rather complex question" is involved as to "the proper plan, the proper utilization of available expertise, the coordination of interested parties and several other such pertinent questions."

Finding the right answer "will take careful planning and a full portion of time and money," he said, "but I firmly insist that this is probably the most important problem facing our business [and we must make it a part of each agenda of subsequent AAAA's board and operations committee meetings."

Word for the Critics • Mr. Colihan, taking the position that advertising's critics in Washington are not the ogres that advertising people often think they are, maintained that "generally it is we who don't take enough time, who don't try to meet and understand the whole family of Washington thinking and thinkers."

The problem, he said, is not in these people's motives but in their lack of knowledge and understanding of such things as advertising, marketing and consumer attitudes.

He cited preliminary findings from a new Y&R study as a sample of "what I wish government knew about the consumer relationship or was trying to find out in concert with us." Among the findings: • Almost a third of the women surveyed blame higher prices on increased government spending, one-fourth blame them on labor, one-fifth on manufacturer and store promotions, and only 6% blame them on advertising ("not a big number but one I fear may rise unless we do something about it."); • Two-thirds of the women think government should "do something" about food prices, and 28% think it should regulate prices ("if we are at the point where 28% feel the government should regulate prices, we got trouble."); • Some 74% think advertising is helpful or necessary (but this number is "down from our last study in 1964, when 88% thought so"), and "the number who think it not helpful has doubled and so has the number who think it full of lies, from 6% to 12% in both cases." • Gardner's Mr. Claggett also showed the AAAA some survey findings—the answers a group of university students gave when Gardner researchers asked them about advertising.

"The message I get," he said, "is that these young critics dislike or resent advertising when they feel: (1) The advertising is trying to persuade them to conform to an image of themselves that the agency has created; (2) where they feel the advertising is trying to manipulate human values in order to sell the product; (3) where the advertising exalts glamour as of far more value than it really is, and (4) where the advertising overemphasizes social acceptance."

Code to Live By • The AAAA creative code, adopted in 1924 and updated in 1962, sets standards that AAAA agencies "are sincerely trying to live up to," he said, but perhaps it should be supplemented with ethical guidelines posing questions such as these: "Is this campaign serving others, or exploiting them? Does it appeal to the real desires of people to protect the social status or the health of their family and themselves, or does it cheapen these values by creating fear out of proportion to what the situation really is? Is what I am proposing to the consumer right, just and honest, and am I presenting it in a truthful way?"

Advertising ethics and professionalism have shown "great improvement" over the past 50 years, Mr. Claggett said, but if the consumer "rejects our advertising, considers it false, misleading or insulting to our intelligence, we have failed not only in our obligation to him, but in our principal duty to the advertiser who employs us."

In urging better communications between advertisers and agencies, ANA's Chairman Thurm was specifically cri-
Going public would benefit limited number of agencies

Maxwell Dane, of Doyle Dane Bernbach, New York, whose agency went public in 1964 and is one of five now publicly owned, ventured last week that not many others would follow suit—probably not more than at the present rate of one a year.

"Public ownership is only for the few," he said in a speech prepared for delivery Friday (April 21) at the annual meeting of the American Association of Advertising Agencies. "By my criteria not more than 15 or 20 would qualify."

His criteria included good growth with recent annual earnings high in relation to book value; ownership of a big part of the stock by a few individuals, especially older ones, and inability of younger associates to raise the capital needed to buy them out; volume and profitability big enough to interest a reasonably wide investing group.

$20 Million Billings • In general, he thought an agency ought to have billings of at least $20 million a year and net profits of $500,000 or more before thinking of going public. He also noted that thus far agencies making the move have offered about 25% of their shares to the public, so that "the public became a partner, but a minor one."

Mr. Dane said that Wall Street's understanding of the agency business has improved since agencies moved into public ownership, and felt that "the judgment of the financial community is establishing a realistic value for the stocks and their growth probabilities" was vindicated by "the fact that the stocks of four of the five 'public' agencies are selling for more than issuance price."

In a rundown he reported that Papert, Koenig and Lois, which went public in 1962, was selling earlier this month at 80% above its original offering price; Foote, Cone and Belding, public since 1963, was up 36%; his own company, up 150%; Grey Advertising, public since 1965, up 23%, and Ogilvy and Mather, which went public only a year ago, was selling early this month at 30% below offering price but has been making a comeback.

Method of Paying • Mr. Dane also raised a question common to many agency meetings—that of agency compensation—and answered it as many agencies do in favor of the "media-commission-plus" systems. He described it as "15% commission from media, to which, almost without exception, is added a similar percentage on all purchases made on behalf of the client."

He rejected the idea of a guaranteed profit to the agency with rebates to the client under certain conditions. On grounds that it puts "a ceiling on the agency's profit, but none on the advertiser's." He also rejected the cost-plus system on the ground that, like profit-sharing, gives the client "a stake in how the agency is run" and also measures the agency's contributions in terms of time spent rather than the quality of the contributions.

Mr. Dane predicted the agency business will continue to expand, "at a very healthy rate." Tracing postwar growth, he noted that in 1946 J. Walter Thompson Co. was high with total billings of $82 million, while in 1966 a total of 23 agencies surpassed that figure, two billed more than $500 million and 12 exceeded $150 million.

Thurm takes slap
at Petry proposal

The Petry plan for overhauling television's commercial time standards was given a backhanded slap as "unilateral" last week by the chairman of the Association of National Advertisers.

Samuel Thurm of Lever Brothers, the ANA chairman, was addressing the American Association of Advertising Agencies and stressing the importance...
Radio B&B key to leadership

Founder tells AAAA history of agency's early years in broadcasting

Success with radio is what put Benton & Bowles on its way to becoming one of the biggest advertising agencies, Atherton W. Hobler, founder-chairman of the agency, told the American Association of Advertising Agencies last week at its annual meeting.

"In 1933 and 1934," he said, "we produced three full-hour nighttime shows and four 15-minute, five-times-a-week daytime shows. The three nighttime shows were three of the top four shows, including the number-one show, and the four daytime shows were in the top 10. The amazing results these shows produced I credit with starting us up the ladder."

Mr. Hobler, who was present at the chartering of the AAAA's in 1917 and was the chief speaker at its 50th-anniversary luncheon last Thursday (April 20), said it was radio that taught most advertisers and agencies the value of frequency.

"Radio," he said, "was the first medium in which agency and client were more or less forced by continuity discounts to buy weekly frequency or in the case of daytime, to buy five times a week."

He did not imply any dissatisfaction with the lesson—or with the "revolutionary" effects of television later. Of TV he said: "To the agency, its additional cost factors have been adequately offset by greatly increased billing, and our percentage of profit has remained about the same. For the client, while advertising costs have risen, they too have been more than offset by TV's effectiveness in helping them increase sales and profits.

"The full impact of TV advertising volume has nowhere reached its zenith, with only 16% of television homes owning color sets. Research is indicating that color, as was the case with magazines, is economical and adds to the effectiveness of TV commercials."

Rep appointments ...


Four-state group hears of color TV's power

About 130 advertiser and agency executives from North Carolina, South Carolina, Tennessee and Virginia gathered in Charlotte, N.C., last week for a one-day session on the effectiveness of color TV and what makes a successful commercial.

WBTV-TV Charlotte was host for the event Wednesday (April 19). The participants were Televison Advertising Representatives Inc., New York, dealing with a new color vs. black-and-white study, and Harry McMahan, New York commercial consultant.

Some of those at the session were (1-r): Thomas B. Cookerly, vice president and managing director of WBTV; Carlton Caruso, advertising manager, Sunbeam Bakersies, Valdese, N.C.; Ken Tredwell, vice president and advertising director, Wachovia Banking & Trust Co., Winston-Salem, N.C.; Betty McCowan, Hensderson Advertising Agency, Greenville, S.C.; Charles H. Crutchfield, president of WBTV, and Charles Kincaid, president, Kincaid Advertising, Charlotte.

Robert M. Hoffman, vice president of marketing and research for TVAR discussed "Psy-color-gy", a new study developed by the rep firm with the Institute for Motivational Research. It dealt with three main areas: the effect color has on communication between the commercial and the viewer; what makes color TV different from monochrome, and the difference in impact of color vs. black-and-white commercials.

In a two-hour showing and critique on commercials, Mr. McMahan said he was getting tired of "arty and craftsy commercials." He felt that there is a tendency to overproduce commercials, "to clutter them with extraneous ideas." Agencies have become so interested in winning festival awards," he added, that they are "forgetting the basics of commercials—talking to the viewers."

The same presentation was also given last week for Florida advertising executives at WJXT-TV Jacksonville.

give stations longer breaks between network programs and give networks 30 seconds more commercial time in nighttime half-hours to make up the revenue losses from the cutback in total commercial time (Broadcasting, March 27, et seq).

It was proposed by Edward Petry and Co., station representation firm, whose officials said they didn't consider it "the" answer to current questions about commercial TV standards but hoped it would start "a dialogue" leading to early resolution of the controversy.

Martin L. Nierman, Petry president, said last week of Mr. Thurn's criticism that at least the proposal seemed to be serving its purpose of getting people to think and talk about the time-standards issue.

of good communications between advertisers and agencies. He mentioned the AAAA's report on "the ideal agency-client policy on account conflicts," released a few weeks ago, which he said was issued with little or no consultation with advertisers.

"This document," he said, "reminds me somewhat of another proposal recommended to the National Association of Broadcasters. This proposal to recommend network-station commercial structure is titled 'A Proposal to Benefit Stations, Networks, Advertisers and Viewers.' It says that the stations and networks know what is best for advertisers and viewers. No one consulted either the advertisers or the viewers."

The Petry plan calls for a reduction in total TV commercial time but would

BROADCASTING, April 24, 1967
Nobody that we know of nails their dial on Channel 7, but these audience figures make us wonder.

**AVERAGE DAILY CIRCULATION**

<table>
<thead>
<tr>
<th></th>
<th>WHIO-TV</th>
<th>STATION B</th>
<th>WHIO-TV ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL WEEK</td>
<td>376,900</td>
<td>321,400</td>
<td>+55,500</td>
</tr>
<tr>
<td>DAYTIME</td>
<td>242,300</td>
<td>178,800</td>
<td>+63,500</td>
</tr>
<tr>
<td>EARLY EVENING</td>
<td>207,200</td>
<td>156,800</td>
<td>+50,400</td>
</tr>
<tr>
<td>PRIME TIME</td>
<td>247,500</td>
<td>220,600</td>
<td>+26,900</td>
</tr>
<tr>
<td>LATE EVENING</td>
<td>80,700</td>
<td>68,200</td>
<td>+12,500</td>
</tr>
<tr>
<td>STATION CIRCULATION</td>
<td>42 counties</td>
<td>33 counties</td>
<td>+9 counties</td>
</tr>
</tbody>
</table>

Source: ARB Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.
Networks’ 1st quarter up 13.2%

P&G, perennial number one, is up whopping 43.7%;
other big gainers: Warner-Lambert; PepsiCo;
P. Lorillard; Anderson-Clayton; Reynolds Aluminum

Network TV advertisers in the first quarter of 1967 spent an estimated $401,016,00, or 13.2% over the like period in 1966. According to Broadcast Advertisers Reports the 1967 figure represents the biggest first quarter in network history.

BAR, which is releasing its estimates today (April 24), noted that its first quarterly report was circulated to subscribers "in record time," within weeks after the three-month period ended.

In addition to the totals, BAR published estimates of network spending in the first quarter by the 50 top advertisers and brands, showing Procter & Gamble with over $32 million in network television during the period, an increase of $10 million, or 43.7%. Anacin tablets, through spending less in the first quarter this year compared with the like period of a year ago, led again in expenditures by brands according to established figures.

During the first quarter BAR counted 269 companies advertising in network TV for 1,559 products and services compared with 253 companies and 1,170 products and services in the 1966 period. (In 1966, estimates were compiled by Leading National Advertisers and BAR).

Though P&G’s volume increase was substantial, other advertisers showed greater percentage climbs: Warner-Lambert was up 135.8% in the quarterly comparison; PepsiCo 87.6%; P. Lorillard 65.9%; Anderson-Clayton 68.1% and Reynolds Aluminum 54%.

BAR estimates of network television expenditures
(Net time and talent in thousands of dollars)
The top-50 network TV Products ranked for the first quarter 1967 with comparative first quarter 1966 expenditure estimates shown.

<table>
<thead>
<tr>
<th>Product Name</th>
<th>1st Quarter 1967</th>
<th>1st Quarter 1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Anacin tablets</td>
<td>4,373.8</td>
<td>4,528.9</td>
</tr>
<tr>
<td>2. Winston filter cigarettes</td>
<td>4,160.9</td>
<td>3,130.6</td>
</tr>
<tr>
<td>3. Salem menthol filter cigarettes</td>
<td>3,331.0</td>
<td>3,403.6</td>
</tr>
<tr>
<td>4. Pall Mall Gold filter cigarettes</td>
<td>3,645.1</td>
<td>2,944.9</td>
</tr>
<tr>
<td>5. Alka Seltzer</td>
<td>3,524.8</td>
<td>2,544.9</td>
</tr>
<tr>
<td>6. Benson &amp; Hedges 100’s filter cigarettes</td>
<td>3,201.8</td>
<td>—</td>
</tr>
<tr>
<td>7. Bayer aspirin</td>
<td>2,965.5</td>
<td>2,916.2</td>
</tr>
<tr>
<td>8. Kent filter cigarettes</td>
<td>2,951.2</td>
<td>2,159.5</td>
</tr>
</tbody>
</table>

BAR network TV revenue estimates: 1966 v. 1967

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td></td>
<td></td>
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<tr>
<td>FEB</td>
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<td>MAR</td>
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<td>APR</td>
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<td>MAY</td>
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<td>JUN</td>
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<td>NOV</td>
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<tr>
<td>DEC</td>
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</tbody>
</table>

BAR network TV revenue estimates: 1966 v. 1967

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<th>ABC-TV</th>
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<tr>
<td>MAR</td>
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<tr>
<td>APR</td>
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<td>MAY</td>
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<td>JUN</td>
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<td>NOV</td>
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<tr>
<td>DEC</td>
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</tr>
</tbody>
</table>

The top-50 network TV parent companies ranked for the first quarter 1967 with comparative first quarter 1966 expenditure estimates shown.

<table>
<thead>
<tr>
<th>Parent Company</th>
<th>1st Quarter 1967</th>
<th>1st Quarter 1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>32,055.6</td>
<td>22,506.7</td>
</tr>
<tr>
<td>Bristol Myers</td>
<td>18,181.1</td>
<td>17,870.8</td>
</tr>
</tbody>
</table>

BROADCASTING, April 24, 1967
Life-insurance firm set for CBS News shows

The Connecticut General Life Insurance Co., Hartford, Conn., will sponsor 14 CBS News-produced telecasts 10 half-hour and four one-hour—on CBS-TV, starting Aug. 22 (Tuesday, 10-11 p.m. EDT). The series, entitled Who, What, When, Where, Why, with Harry Reasoner, will inaugurate the insurance firm's use of TV.

CBS said last week that the new series, with CBS News correspondent Reasoner serving as host and correspondent, will include topical news specials, Andrew Rooney-Harry Reasoner "essays on the lighter side," personality profiles and conversations with people prominent in the news. The series will be presented as part of the regular Wednesday, 10-11 p.m. schedule (CBS News hour) beginning in the fall. Agency for the life insurance firm is Cunningham & Walsh, New York.

FTC limits 'new' to use during first 6 months

The Federal Trade Commission last week decided that a permissible period of no longer than six months will be allowed during which a new product may be described as "new". In a ruling to an unidentified company, the Commission stated that "the word 'new' may be properly used only when the product so described is either entirely new or has been changed in a functionally significant and substantial respect." Changing a package color or size, etc., does not lend for a specific product being designated as new, the decision said. "Considering the absence of precedence," the FTC noted, "it would be preferable to establish a tentative outer limit for use of the claim, while leaving itself (FTC) free to take into consideration unusual situations which may arise."

Unless later circumstances alter the general decision, the commission said that it would be inclined to investigate use of any claim that a product is "new" for a period longer than six months.

NBC-TV signs sponsors for several specials

Complete sponsorship of eight NBC-TV news specials, half-sponsorship of four others and full sponsorship of an NBC-TV special were announced last week.

Ronson Corp., Woodbridge, N. J., through McCann-Erickson, New York, has purchased full sponsorship of America and Americans, an adaptation of Nobel-prize winning novelist John Steinbeck's nonfiction book. Produced by NBC News and narrated by actor Henry Fonda, America is slated for presentation in the fall.

New York Life Insurance Co., through Compton Advertising, both New York, has purchased half-sponsorship of eight NBC News specials in conjunction with the American Iron & Steel Institute, through Sullivan, Stauffer, Colwell & Bayles, both New York. In addition American Iron will underwrite the first of a series produced by Wolper Productions, division of Metromedia. That program, entitled Great Explorations, will star astronaut Colonel John Glenn (Broadcasting, April 17).

McDonald's System Inc. (Hamburger chain), through D'Arcy Advertising, both Chicago, has purchased half-sponsorship of two news specials, and will co-sponsor a third with the Gilbertte Co., New York (through BBDO, New York) and the Insurance Co. of North America (via N. W. Ayer, New York).

In its first use of network TV, Fireman's Fund American Insurance Co.'s, San Francisco, has purchased half-sponsorship in NBC News' Meet the Press, and participations in The Scherer-MacNeil Report and NBC Sports' pre-World Series game show and postseason AFL football scoreboard program. Cunningham & Walsh, San Francisco, handles the account.

Florida station contests

FCC's commercial policy

The FCC's commercialization policy, requiring stations whose commercial schedules exceed 18-minutes-per-hour to report half-way through their license period, has been challenged by wcao Pensacola, Fla. The station, one of five Florida outlets asked to report (Broadcasting, March 6), called on the commission to revoke this requirement.

Wcao contended the commission had no right to act as censor nor tell a broadcaster what his commercial practices should be. The station noted that the FCC had already voted against restrictive commercial rules, and that the report requirement was an effort to coerce enforcement of an ideology it apparently does not support.

Wcao said it would remain within 30% commercial continuity limits (18 minutes) hour-by-hour except for special commercialized programing that forces ad rescheduling. In that event continuity will not exceed 10% of air time.

The station noted its heavy commitment to specialized programing often disrupts commercial continuity. However, the station warned, it would not be in the public interest to sell time and not broadcast it or fall to give advertisers service to which they are entitled.

<table>
<thead>
<tr>
<th>Parent Company</th>
<th>1st Quarter 1967</th>
<th>1st Quarter 1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. American Home</td>
<td>13,953.3</td>
<td>13,395.8</td>
</tr>
<tr>
<td>4. General Foods</td>
<td>12,945.2</td>
<td>12,347.6</td>
</tr>
<tr>
<td>5. &amp; J. Reynolds</td>
<td>11,469.2</td>
<td>9,782.9</td>
</tr>
<tr>
<td>6. Sterling Drug</td>
<td>9,798.8</td>
<td>6,545.2</td>
</tr>
<tr>
<td>7. American Tobacco</td>
<td>9,614.6</td>
<td>8,749.9</td>
</tr>
<tr>
<td>8. General Motors</td>
<td>8,898.2</td>
<td>8,611.7</td>
</tr>
<tr>
<td>9. Warner Lambert Pharmaceutic</td>
<td>8,457.9</td>
<td>5,986.2</td>
</tr>
<tr>
<td>10. Lever Brothers</td>
<td>8,236.9</td>
<td>8,013.4</td>
</tr>
<tr>
<td>11. Philip Morris</td>
<td>7,871.3</td>
<td>6,321.5</td>
</tr>
<tr>
<td>12. Ford Motor</td>
<td>7,714.6</td>
<td>6,324</td>
</tr>
<tr>
<td>13. General Mills</td>
<td>7,542.7</td>
<td>5,784.8</td>
</tr>
<tr>
<td>14. Chrysler</td>
<td>7,438.9</td>
<td>5,880.5</td>
</tr>
<tr>
<td>15. Gillette</td>
<td>7,433.2</td>
<td>7,907.3</td>
</tr>
<tr>
<td>16. Liggett &amp; Myers</td>
<td>5,960.9</td>
<td>5,278.2</td>
</tr>
<tr>
<td>17. P. Lorillard</td>
<td>6,753.9</td>
<td>5,278.2</td>
</tr>
<tr>
<td>18. Brown &amp; Williamson</td>
<td>6,454.1</td>
<td>6,279.6</td>
</tr>
<tr>
<td>19. Kellogg</td>
<td>6,083.4</td>
<td>4,836.3</td>
</tr>
<tr>
<td>20. Miles Laboratories</td>
<td>3,065.3</td>
<td>3,986.7</td>
</tr>
<tr>
<td>21. International Coffee Organization</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>22. National Dairy Products</td>
<td>4,654.4</td>
<td>5,358.0</td>
</tr>
<tr>
<td>23. S. C. Johnson &amp; Sons</td>
<td>4,169.3</td>
<td>4,509.0</td>
</tr>
<tr>
<td>24. J. B. Williams</td>
<td>4,134.3</td>
<td>3,438.7</td>
</tr>
<tr>
<td>25. Block Drug</td>
<td>3,912.1</td>
<td>3,983.3</td>
</tr>
<tr>
<td>26. Stanley Warner</td>
<td>3,906.3</td>
<td>4,490.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parent Company</th>
<th>1st Quarter 1967</th>
<th>1st Quarter 1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>27. Carnation</td>
<td>3,632.7</td>
<td>4,450.7</td>
</tr>
<tr>
<td>28. Quaker Oats</td>
<td>3,577.7</td>
<td>2,782.8</td>
</tr>
<tr>
<td>29. Revere</td>
<td>3,452.8</td>
<td>1,840.7</td>
</tr>
<tr>
<td>30. National Biscuit</td>
<td>3,117.7</td>
<td>3,552.8</td>
</tr>
<tr>
<td>31. Charles Pfizer</td>
<td>3,038.8</td>
<td>1,994.2</td>
</tr>
<tr>
<td>32. Richardson Merrell</td>
<td>2,935.7</td>
<td>2,445.6</td>
</tr>
<tr>
<td>33. Alberti Culver</td>
<td>2,693.5</td>
<td>4,338.4</td>
</tr>
<tr>
<td>34. Beecham Products</td>
<td>2,549.0</td>
<td>2,058.4</td>
</tr>
<tr>
<td>35. Campbell Soup</td>
<td>2,538.4</td>
<td>2,518.4</td>
</tr>
<tr>
<td>36. Pillsbury</td>
<td>2,529.5</td>
<td>2,114.6</td>
</tr>
<tr>
<td>37. RCA</td>
<td>2,492.3</td>
<td>1,893.3</td>
</tr>
<tr>
<td>38. Andrew Jergens</td>
<td>2,430.2</td>
<td>2,278.2</td>
</tr>
<tr>
<td>39. Norex</td>
<td>2,275.1</td>
<td>1,356.2</td>
</tr>
<tr>
<td>40. AP&amp;T</td>
<td>2,170.8</td>
<td>2,210.9</td>
</tr>
<tr>
<td>41. American Cyanamid</td>
<td>2,117.1</td>
<td>2,355.7</td>
</tr>
<tr>
<td>42. Anderson Clayton</td>
<td>2,099.9</td>
<td>1,248.8</td>
</tr>
<tr>
<td>43. Ralston Purina</td>
<td>2,097.5</td>
<td>2,008.0</td>
</tr>
<tr>
<td>44. Standard Brands</td>
<td>2,010.8</td>
<td>1,383.9</td>
</tr>
<tr>
<td>45. Shell Oil</td>
<td>1,963.0</td>
<td>1,835.9</td>
</tr>
<tr>
<td>46. Reynolds Metals</td>
<td>1,776.9</td>
<td>1,153.5</td>
</tr>
<tr>
<td>47. Eastman Kodak</td>
<td>1,754.4</td>
<td>1,931.1</td>
</tr>
<tr>
<td>48. Armour</td>
<td>1,738.4</td>
<td>2,282.0</td>
</tr>
<tr>
<td>49. Consolidated Cigar</td>
<td>1,679.0</td>
<td>2,620.3</td>
</tr>
<tr>
<td>50. Norwich Pharmaceutical</td>
<td>1,666.6</td>
<td>1,565.4</td>
</tr>
</tbody>
</table>
Now. A 100 KW UHF-TV Transmitter.

(Inquire how 5 megawatt ERP can be provided with this transmitter.)

These GE transmitters will meet the most sophisticated requirements for UHF television service.

- 15 KW, Type TT-56-A
- 30 KW, Type TT-57-A
- 50 KW, Type TT-59-A
- 60 KW, Type TT-61-A
- 100 KW, Type TT-62-A

Minimum suggested station floor plan layout, GE Type TT-62-A, 100 KW UHF transmitter.
Honest.

Now you can get a 100 KW transmitter that is a 100 KW transmitter. From the ground up. The GE TT-62-A.

It took all the engineering know-how we keep talking about to package it into five standard cubicles. With a modern 100 watt exciter. And four-cavity klystron tube amplifiers. The 50 KW klystron tubes used in the visual amplifiers have been in broadcast service since 1965. Check the minimum floor space requirement—it's another GE first. Now you can get full 100 KW output on any channel from 14 through 83. Day in and day out. With easier tuning, fewer tubes, more efficiency and easier maintenance. And it will cost you less to install and operate.

If you'd like to know more about it, just ask your GE representative. He has all the answers. Honest.
Two agency men talk tough about radio

Members of the Southern California Broadcasters Association were hit by sharply critical evaluations handed down by two Campbell-Ewald Co. executives at a luncheon meeting in Hollywood last week. First Bob Pritikin, vice president and western region creative director, tried to establish a true and definitive value of radio by playing tapes of introductions from radio programs of the 1930's and 1940's (I Love a Mystery, The Shadow, The Lone Ranger, etc.). He then took issue with Marshall McLuhan, who thinks radio is not a medium in which the imagination is brought to bear.

Mr. Pritikin said he believes just the opposite and offered the tapes of the nostalgic shows as examples of how the medium can be highly visual, highly imaginative and provocative. But, he pointed out, not enough people are using radio the right way to bring out this value and potential.

Mr. Pritikin cited the W. P. Fuller Paint Co. series, "See with your Ears," Rosarita Mexican Foods Co. spots and Best Fertilizers Co. commercials (all products of the Campbell-Ewald shop) as steps taken in the right direction in radio. He singled out the Stan Freberg series on radio as one of the finest examples of how to use the medium the world has ever seen. But he concluded by chastising radio for not being more selective in its editing of advertising and editorial materials that go on the air.

Then Eugene Stokes, vice president and director of account services, C-E, Los Angeles, took the stage but didn't relinquish the whip. By shying away from merchandising, he said, radio broadcasters were largely avoiding what was "absolutely and positively" a selling tool. It's the natural bridge to the vitality of their selling medium, he explained, and they ought to join it instead of fighting it.

Mr. Stokes also complained that the Radio Advertising Bureau is not serving a constructive enough function. He claimed that the industry organization "said a lot but never did very much."

The agency executive recommended that radio take greater advantage from television's being. He thinks this can be accomplished by considering television a complimentary vehicle from which radio emerges as a "message multiplier." He indicated that this may be an untapped potential that should be looked at very strongly by radio and suggested that radio and television can develop highly compatible teamwork for one advertiser and one product.

Spot radio adds punch to TV

The use of spot radio in conjunction with network and spot TV as a means of providing added impact and frequency is highlighted in a new study released by Edward Petry and Co. Called "Spot Radio and Television Work Best Together," the study was produced by Petry and Media Statistics Inc., New York. Using various U.S. markets as examples, the study reports that when spot radio is mixed with network TV and spot TV, the target audience of specific advertisers is increased appreciably. The presentation is available to advertisers and their agencies from Petry or Media Statistics Inc.

Bouncing rate cards hit by Quaal

The rubber rate card is the pitfall in the broadcaster's road to professionalism. Ward L. Quaal, president of WON Continental Broadcasting Co., told the Chicago Advertising Club last week.

Coupled with false circulation and rating data, he said, these malpractices display the immaturity of some broadcasters. They are similar to those indulged in by the newspaper industry in the 1920's and 1930's, but long since overcome in that medium now a fact that has contributed to the national respect in which it is now held.

Mr. Quaal emphasized that most broadcasters are responsible stewards of the licenses granted them: "But the few who take the expedient route hurt the industry and deny it consideration as a profession." He cited especially the importance of local public service as the best incentive.

Too many broadcasting executives today think of sales first, he noted, instead of programming first. "Programming is our product and you can't make a sale without it," he said.

"The station manager sets the tone," Mr. Quaal said, "and broadcasting is only as good as the man at the top." He hoped the National Association of Broadcasters would consider "professionalism" as the basic theme for every event of its next annual convention.

BAR network billing report for week ending April 16

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended April 16</th>
<th>Cume April 1-16</th>
<th>Cume Jan. 1-16</th>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended April 16</th>
<th>Cume April 1-16</th>
<th>Cume Jan. 1-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>$104.7</td>
<td>$197.2</td>
<td>$1,967.3</td>
<td>6:30 p.m.</td>
<td>CBS-TV</td>
<td>203.8</td>
<td>611.5</td>
<td>4,497.1</td>
</tr>
<tr>
<td>ABC-TV</td>
<td>$329.6</td>
<td>611.4</td>
<td>4,431.6</td>
<td>6:30 p.m.</td>
<td>NBC-TV</td>
<td>154.8</td>
<td>546.0</td>
<td>3,200.2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>428.3</td>
<td>808.6</td>
<td>6,399.8</td>
<td>6:30 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>1,377.5</td>
<td>2,363.4</td>
<td>22,925.7</td>
<td>7:30 p.m.</td>
<td>CBS-TV</td>
<td>5,266.1</td>
<td>11,853.4</td>
<td>85,768.4</td>
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<tr>
<td>ABC-TV</td>
<td>2,316.6</td>
<td>5,279.8</td>
<td>37,391.1</td>
<td>7:30 p.m.</td>
<td>NBC-TV</td>
<td>3,951.7</td>
<td>13,055.1</td>
<td>94,964.1</td>
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<td>Total</td>
<td>4,694.1</td>
<td>10,649.2</td>
<td>48,316.8</td>
<td>7:30 p.m.</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Saturday-Sunday</td>
<td>ABC-TV</td>
<td>1,123.3</td>
<td>2,995.0</td>
<td>14,311.7</td>
<td>10:30 p.m.</td>
<td>CBS-TV</td>
<td>1,061.6</td>
<td>1,192.1</td>
<td>2,058.7</td>
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<tr>
<td>ABC-TV</td>
<td>846.3</td>
<td>1,604.2</td>
<td>21,313.2</td>
<td>11:30 a.m.</td>
<td>CBS-TV</td>
<td>34.4</td>
<td>103.4</td>
<td>568.9</td>
<td></td>
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<tr>
<td>Total</td>
<td>1,969.6</td>
<td>4,608.6</td>
<td>25,926.9</td>
<td>11:30 a.m.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Monday-Saturday</td>
<td>ABC-TV</td>
<td>2,503.8</td>
<td>6,825.5</td>
<td>37,781.0</td>
<td>10:30 p.m.</td>
<td>CBS-TV</td>
<td>9,187.6</td>
<td>19,332.1</td>
<td>131,796.9</td>
</tr>
<tr>
<td>ABC-TV</td>
<td>286.7</td>
<td>4,510.3</td>
<td>37,849.7</td>
<td>10:30 p.m.</td>
<td>NBC-TV</td>
<td>517.0</td>
<td>9,086</td>
<td>22,056.2</td>
<td>154,100.3</td>
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<td>Total</td>
<td>2,839.7</td>
<td>23,545.1</td>
<td>115,796.1</td>
<td>10:30 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BAR Network-TV dollar review estimates—week ended April 16, 1967

(Net time and talent charges in thousands of dollars)
Lookit the EXTRYS you get with this extry TOWER!

LISTEN, you wheels who have been buying WDAY-TV for all these years — just listen to the EXTRYS you now get because we now got a "twin" up there between Devils Lake and Grand Forks!

EXTRY! — you now get North Dakota's second market as well as the first — 35,370 new, unduplicated TV homes.

EXTRY! — you now get the Grand Forks U.S. Air Base, with 17,000 sojers and their families.

EXTRY! — you now get the two major colleges in our state — U. of North Dakota in Grand Forks, N.D. State College in Fargo, with their 12,000 students, teachers, etc.

EXTRY! — you now get the entire Red River Valley, including all Northeastern North Dakota, Northwestern Minnesota, plus a hunk of Southern Manitoba. This now gives you total coverage of 149,460 Grade B TV homes.

So now you get 31% more than you've ever gotten before from WDAY-TV. Which, all by itself, gives you actually the biggest, best, etc., etc. market between Minneapolis and Spokane, Washington!

Don't jist SET there. Ask PCW!
Freedom to sell seen as basic

Commerce's James Morton identifies advertising with freedom of speech

Support for advertising as "one of the basic voices of freedom" was heard during a forum on taste in advertising and marketing sponsored by the Pillsbury Co., and the speaker was not an advertising man or industrialist. A ringing defense of the industry came from James G. Morton, special assistant for public affairs to the secretary of commerce.

Mr. Morton said that advertising goes far beyond selling as a vital force in our society. "It is a freedom we must safeguard and strengthen no less than the other rights we enjoy," he stressed. "Should the right to sell one's products ever be infringed," he continued, "it would at the same time abridge or limit the right to promulgate one's ideas. Our freedom would thus be diminished."

Advertising's increasing importance can explain an increase in critical scrutiny of the industry, he ventured, and advertising's extreme visibility ensures that "every blemish ... receives vivid public exposure." Critics seize upon every lapse and abuse in attacks on advertising, he noted, but "in this imperfect world this might not be fair, and more than it would be fair to disparage music because someone writes a bad tune...."

Nevertheless, he continued, abuses can hurt advertising as a whole, and in this light Mr. Morton defended provisions of the Fair Packaging and Labeling Act signed into law last November. "Business benefits no less than the buyer from measures that ensure fair play in the marketplace and strengthen consumer confidence," he observed. As such, he concluded, the fair-packaging legislation "should be welcome to the advertising industry."

Looking ahead toward the days of a trillion-dollar economy, Mr. Morton projected a key role for advertising and packaging. Noting that a study by the Commerce Department and the Joint Economic Committee of Congress forecasts a gross national product of $1.2 trillion by 1975, he told the forum that "this exciting prospect won't be achieved, however, unless we make it happen."

Mr. Morton spoke April 17 at the start of the week-long forum held in Minneapolis.

Agency appointments...

- STP Division of Studebaker Corp., South Bend, Ind., last week named Stern, Walter & Simmons, Chicago, as agency for all media except radio which will continue to be handled by Media Buyers Inc., an STP house agency. STP also uses TV in its media mix.

Business briefly...

Monsanto Textiles Division, New York, through Doyle Dane Bernbach, that agency will sponsor the first of three Carol Channing specials on ABC-TV this fall. Commercials will feature Monsanto's acrylic and cumuloft carpet fibers.

Anheuser-Busch, St. Louis, through D'Arcy Advertising there, plans to use TV spot in selected test markets for Grant's Farm syrup, new table syrup of firm's consumer products division.

Lewis Food Co., Los Angeles, through Rullman & Munger Advertising, Los Angeles, will spend $19,145 a week over two Los Angeles TV stations in a continuing campaign starting May 1. The campaign, for Dr. Ross Dog Food brand, begins with a saturation schedule of 60-second and 10-second spots in prime evening time on KJL-ty and KTTV(ty), both Los Angeles. Plans call for from 10 to 15 other stations in major markets to be added before the May 1 starting date.

Also in advertising...

Fine - The FCC has issued a notice of apparent liability for $1,000 to WARI-TV Bangor, Me., for failure to broadcast required sponsorship ID's. The alleged violation occurred when the station failed to identify on the air the Homestead Division of R.T.V. Sales Inc. as sponsor of 195 spots advertising "100 Paintings."

New Washington firm - Market Dimensions Co. (MDC), 2139 Wisconsin Avenue, N.W., Washington 20007, has been formed. Ormond O. Black, research economist and market counselor, is president and director of the market and consumer research firm.
America's newest and finest television facility in the nation's 16th* TV market.

*April 1967, Television Magazine. Based on 50% cut-off figure
“...Must be recognized as one of the most memorable programs ever presented on television.”
—FRANK JUDGE, DETROIT NEWS

“...NBC's finest hour...NBC Television did a great service in showing it.”
—JOE SULLIVAN, BOSTON HERALD

“...A valuable telling of a narrative that forever will disturb the world's conscience.”
—JACK GOULD, NEW YORK TIMES

“...Strong, compelling drama... Quietly understated acting of a uniformly excellent cast...”
—LAWRENCE LAURENT, WASHINGTON POST

“A shattering television experience...”
—KAY GARDELLA, NEW YORK DAILY NEWS

“...Watching it, I was not only in tears, my hands trembled too much to take notes...”
—HARRIET VAN HORNE, NEW YORK WORLD JOURNAL TRIBUNE

“...The sum effect was staggering.”
—HARRY HARRIS, PHILADELPHIA INQUIRER

The press acclaims NBC's presentation of “The Investigation”
“It is to the great credit of NBC that it brought the play to so many millions virtually intact.”
—CECIL SMITH, LOS ANGELES TIMES

“...NBC provided televiewers with a remarkable program...it reached into the conscience...”
—WILLIAM SHRIVER, BALTIMORE NEWS AMERICAN

“...Unforgettable. The camera work, especially in closeups, was equal to the power of the testimony and the people who authored it.”
—REX POLIER, PHILADELPHIA EVENING BULLETIN

“Something to be seen, heard and remembered—and heeded for all time.”
—ANTHONY LACAMERA, BOSTON RECORD AMERICAN

“...An exercise in theatrical intensity that television has seldom attempted.”
—PERCY SHAIN, BOSTON GLOBE

“A compelling 90 minutes...a superb essay in understatement...”
—ROBERT GOLDSBOROUGH, CHICAGO TRIBUNE
Turner’s thesis is answered

Goss fears implications of antitrust’s position for future growth

A public relations man finally told the controversial Donald F. Turner, assistant attorney general in charge of the antitrust division, why he, and the advertising world, are alarmed at Mr. Turner’s remarks about advertising and antitrust. “It’s the implications for the future” that worry advertising and marketing men, Bert C. Goss, chairman of Hill & Knowlton Inc., said last week. It’s not the “modest” proposals enunciated by Mr. Turner, he added.

Mr. Turner’s first remarks about advertising and antitrust last June triggered a wave of alarm throughout the ranks of advertising practitioners. His second comments last February on the subject, an attempt to set the record straight on what he said originally, only increased the tremors.

Mr. Goss and Mr. Turner both spoke at the annual Washington conference on business-government relations sponsored by American University.

Mr. Turner, reiterating principally what he had said before, observed that advertising poses some significant public interest considerations. In some respects, he said, advertising imposes sufficiently adverse effects on competition “to cause concern.”

Bolstering this thesis, Mr. Turner pointed to findings by Federal Trade Commission economist Dr. Willard F. Mueller that there has been a heavier concentration over the past 15 years in the consumer goods industry than in industrial industry. Since the consumer goods industry utilizes advertising so heavily, Mr. Turner observed, this becomes a part of the problem.

Mr. Turner questioned the efficacy of the information function of advertising. He doesn’t believe that much advertising provides enough information to permit the consumer to make a “rational choice.” This is true principally in the consumer durables field, he said.

This leads him to believe the answer is the development of new sources of information for the consumer, Mr. Turner declared. He again expressed the hope that Congress, or a private foundation might provide funds to investigate this area.

Mr. Goss stressed what he called the statistical correlation between the amount of advertising expenditures and the high levels of economy where that occurs. “All people’s standards are highest,” he said, “in countries where advertising standards are highest.”

And, he added, he was unhappy about the many agencies of the federal government asserting an interest in advertising and consumer education. An agency like the Federal Trade Commission was established to protect the consumer, Mr. Gross said; why now has the Department of Justice suddenly become involved?

Mr. Goss expressed grave doubts that even if the government got into the consumer information business that it would mean much to the consumer. Previous attempts at consumer “regulation,” he said, during World War II and the Korean War, failed because the public would not use the material it was given. This type of federal service, he said, hasn’t worked in cigarette smoking; despite the warning on each package, more cigarettes are being smoked now than previously. He estimated it would cost $6 million to $10 million annually to establish a federal organization to secure information and distribute it to consumers.

Mr. Turner emphasized that he was not urging compulsion and that he was not suggesting information on a large number of products—only on a few items that carry high prices.

Rebutting Mr. Goss, Mr. Turner stated that a principal source of high living standards comes from an industry that makes production machines, not consumer products. And, he added, industrial producers are not large advertisers.

Commenting on the barriers to new entries into a market—a classic legal symptom of monopoly—Mr. Turner pointed to the high advertising levels in the consumer soap industry, where, he said, the top four companies account for 80% of sales, and the relatively low advertising levels in the industrial soap industry where the top four manufacturers account for only 30% to 40% of sales. He also pointed to the drug industry as another example of this viewpoint.

The dialogue concluded with Mr.

Funny thing happened on the way to the bank

A new, all-media ad campaign built around the comedic talents of funnyman Louis Nye kicks off this month for Citizens & Southern National Banks in Georgia. Theme of the campaign, conceived by BBDO’s Burke Dowling Adams Division in Atlanta, is membership in a “one & only club”—a follow-up of last year’s campaign inviting Georgians to “make C&S your one and only bank.”

Mr. Nye will appear in commercials designed to dramatize the bank’s full-service banking facilities. On television, the comedian will be shown in colorful costumes promoting specific services, while his repertoire of characterizations and dialects will be featured in radio commercials for the “one and only club.” Anyone using one of the more than 35 financial services offered by the some 60 C&S banking centers throughout Georgia automatically becomes a member of the bank club.

Discussing the script with Mr. Nye are Al Boam (l) and Sam Landers, both with BBDO-Atlanta.

38 (BROADCAST ADVERTISING)
ANA disturbed by movie plan

Letter to NBC-TV urges it to hold the line on commercial scheduling

A growing uneasiness among major national television advertisers over the idea of an increased number of commercials in network movies was in evidence last week.

The television committee of the Association of National Advertisers last week urged retention of present ceilings on network commercial time. In a letter to Don Durgin, NBC-TV president, the committee noted that it was "concerned and disturbed" over NBC's action reserving the right to increase the number of commercial minutes in its feature movies from 14 to 16 next fall.

The protest was similar in content to that made several weeks earlier by the broadcast policy committee of the American Association of Advertising Agencies (BROADCASTING, April 10). ANA's letter to NBC followed a stiffening attitude toward the issue by Westinghouse Broadcasting Co. The group owner has put the networks on notice that its stations will refuse to clear network movies exceeding the present practice of limiting commercial time to 14 minutes (BROADCASTING, April 17).

Brief Missive: The letter, signed by the committee's chairman, Alfred L. Plant of the Block Drug Co., was brief. The ANA group's disturbed reaction to the NBC idea was explained to be "in the interest of favorable public and government reaction and [in] the maintenance of commercial effectiveness."

The television committee said it believes "broadcasters should make every effort to prevent further erosion of entertainment program time." Additions of nonprogram commercials, commercial or other, the letter continued, "would be expected to result in: (1) increased criticism of overcommercialization or clutter and (2) a reduction in advertising effectiveness."

This substantially was the same argument advanced by the AAAA broadcast group. Copies of Mr. Plant's letter also were sent to NBC Chairman Walter Scott and President Julian Goodman.

The contemplated expansion of commercial time in network features caught the attention of an ANA TV workshop meeting in New York last month (BROADCASTING, March 27). Criticism was voiced then by agency and advertiser spokesmen including ANA Chairman Samuel Thurman of Lever Brothers, who also touched upon the possibilities of increased station-break time.

Though NBC is on record reserving the right to increase the number of commercials in movies in the fall, both ABC and CBS, while coming out against the idea, have reserved the right to change their minds for competitive reasons, should one network decide to raise the amount of allowable commercial time.

Radio-TV tax plan expanded in California

California legislators, who would like to impose a tax on radio and television to the exclusion of all other advertising, last week came up with a new wrinkle to worry broadcasters. The original tax bill, introduced in Sacramento last month (CLOSED CIRCUIT, March 27), would levy a 4% tax on the gross advertising receipts of radio and TV stations. A provision added last week would apply the state sales tax to "any and all radio and television commercials."

The California assembly revenue and taxation committee reportedly already has adopted amendments that would place all proceeds of this tax in a special fund "for promotion of better TV and radio, both educational and free."

Before the committee adjourned, attorney Harry P. Warner, representing Golden West Broadcasters, Los Angeles, voiced his opposition to the proposed tax. The committee is scheduled to continue its hearing this week in Sacramento.

Triple Crown sponsors set


CBS Radio will broadcast the Derby on May 6, the Preakness on May 20, and the Belmont on June 3. All three races are run on Saturdays.

Broadcast time for the races is 5:15 p.m. EDT.
New action in the late hours

A returning Carson for first time faces rivals on other networks, as struggle for supremacy begins in after-11 periods throughout television

And . . . he-e-r-r-re's Johnny.
Not to mention Joey and Bill.
And an inventory of feature films.
That is the lineup of new competition that is shaping up in late-night television programming. The competition is certain to be fierce. At stake are nearly $225 million a year in network and spot billings and an unknown amount of revenue from local advertisers.
The late-night picture came into sharp focus last week as the return of Johnny Carson to his NBC-TV program was announced, as Joey Bishop began his show in the same time period on ABC-TV and as Bill Dana and a production crew were preparing for the entry of The Las Vegas Show as the first offering of the new United Network next Monday, May 1. And CBS-TV is expected soon to announce its plans to start programming the same late periods about a year from now.
The entry of other networks into late-night programming could create upheavals in the distribution of national and regional advertising between network and spot placement. NBC-TV, up to last week the only network feeding a regular late schedule, has been taking in some $22 million a year in gross billings from the Carson show. Gross spot placements by national and regional advertisers in the after-11 p.m. periods on all television stations (including NBC-TV affiliates with positions of their own to sell in the Carson program) totaled $226 million in 1966, according to the N. C. Rorabaugh reporting service.
Most of the non-NBC stations have been carrying feature films in opposition to the Carson show. The immediate effect of station conversion from feature-film presentations to carriage of the ABC-TV and United Network offerings is a reduction of spot availabilities.

No Certainties = A sampling last week of opinion among feature-film syndicators, agency executives and station representative officials indicated that the late-evening situation was "iffy"; if Joey Bishop makes a creditable showing; if The Las Vegas Show can out-rate feature films and syndicated product formerly carried in the time slot; if Johnny Carson clobbers the producer in the CBS-TV program department, has given the responsibility of developing the network's entry in the late-night competition. He said last week he has been spending the past several months visiting affiliates, learning their problems and obtaining suggestions on the type of programming service they want in late time. He said he has come to no conclusion as yet, but indicated he would make a presentation of the programming format at the annual general conference of CBS-TV affiliates in New York June 6-7.

We're trying to get together a late night program service that is neither derivative nor imitative of Johnny Carson," Mr. Berman stated. "And there's no truth at all to a report that we're planning to put feature films in at late night."
The trend toward night-time programming by the networks stems in part from the dwindling supply of feature films that can attract satisfactory ratings. Mr. Berman pointed out that affiliates have been stressing the desirability of a network service by CBS-TV because of the generally lackluster features that are available and are economically feasible to schedule in periods after 11 p.m.
The new United Network has reported that about 80% of the stations

Ed McMahon and Johnny Carson
Together again this week

scheduled to carry The Las Vegas Show are CBS-TV affiliates. If CBS-TV evolves a late-night series of its own and if the Bill Dana-hosted program continues through next year, CBS-TV affiliates will be pressed for a decision—to remain with the United Network, to take CBS-TV's offering for late-night telecast, or to take both and play one at some other time.
The CBS owned and operated stations are movie-oriented in late-night time and have access to large numbers of movies, many of them including the top offerings of major distributors. But among the CBS-TV affiliates in major markets that have cleared for The Las Vegas Show, according to the United Network, are WSMN-TV San Diego; WTVJ(TV) Miami; WJFB-TV Detroit; WHBC-TV

BROADCASTING, April 24, 1967
The ABC Entry * The debut of The Joey Bishop Show last Monday on ABC-TV (Monday-Friday, 11:30 p.m.-1 a.m.) arrived after considerable fanfare over the past eight months. The series originates from Hollywood and is telecast live by the large majority of 135 stations reported to be carrying the program.

The Bishop show is in the Carson genre, with the emphasis on chit-chat, interviews and humor, interspersed with rehearsed performances. Guest personalities will tend to be entertainers, mainly from the Hollywood film industry, and the first week's line-up included Debbie Reynolds, Buddy Greco, Keeley Smith, Rowan and Martin, Frank Gorshin, Joyce van Patten, Andy Griffith as well as Governor Ronald Reagan, a former motion picture and television star.

The first available rating report (the New York Nielsen) of the Bishop series for the premier-teletcast showed ABC is selling six one-minute spots on the Bishop program, and stations are offered nine one-minute segments for local sale and two 72-second station breaks. ABC-TV officials declined to reveal the price of the one-minute rate or the amount for full sponsorship, but industry sources placed the Bishop one-minute network rate in the $6,300 range.

The United Entry * Several hundred miles from Hollywood the United network was busily preparing the premiere of The Las Vegas Show next Monday (May 1) on a lineup said to include about 125 stations in the U.S. and 32 in Mexico and Central and South America. This effort represents the most ambitious thrust at establishing a fourth television network since the demise of the DuMont Television Network in 1955.

United Network's Las Vegas Show will originate from the Hotel Hacienda theater, which seats 300 persons. Acts will also be taped at nine Las Vegas hotels. The emphasis will be on variety-entertainment from the hotels with host Bill Dana and a repertory company appearing in "black-out" skits as interludes between the variety segments. There will be "a minimum of talk," according to Oliver E. Treyz, president of the United Network.

The Monday-to-Friday program is to be telecast for two hours. Though the majority of stations are presenting it in late-evening periods (starting at 10:30 p.m., 11 p.m., 11:30 p.m. and even midnight), some stations are carrying the series or parts of it in prime-time segments. KSHO-TV San Francisco is inserting The Las Vegas Show in the 8:30-10:30 p.m. slot; WTTG-TV Washington in the 8-10 p.m. segment; WGN-TV Chicago, Wednesday-Thursday-Friday, midnight-2 a.m., Saturday, 10:15 p.m.-12:15 a.m. and Sunday, 8-10 p.m.; WPIX (TV) New York, Monday and Wednesday, 11:30 p.m.-1:30 a.m. and Saturday and Sunday, 9-11 p.m.

The United Network claims that the stations it has cleared for the late-night series reach about 80% of the U.S. TV households.

Mr. Treyz asserted last week that more than 90 acts already have been taped, covering about 30 hours of color programming. The premiere show next week will spotlight Don Adams, Allen and Rossi, Dave Astor, Billy Daniels, Jackie Gayle, Abe Lane, Big Tiny Little, Rich Little, the Trombones and Sarah Vaughan.

Way It's Sold * Under the United Network approach, The Las Vegas Show is supplied to stations free of charge, with the network selling 16 one-minute commercials and the outlets eight one-minute spots, plus 70 seconds of station break time at the half hour. A United Network spokesman would not divulge the name of advertisers signed on a network basis, because some advertisers had requested "no publicity," he stated. But he added that about 75% of the commercial schedule has been sold and probably would be announced this week. United Network has set a rate of $6,000 for each commercial minute.

On a local basis, The Las Vegas Show appears to be attracting national and regional advertisers, particularly in large markets. For example, WPIX reported last week that more than one-half of its eight one-minute participations had been sold. It listed such advertisers as General Mills, Kellogg Co., Noxzema, Procter & Gamble, General Foods, Corn Products, Swissair and Burnham & Morrill (bean products).

Carson Settlement * Meanwhile NBC and Johnny Carson composed their differences and announced that Mr. Carson would return tonight (April 24).
Griffin is spotted all over the schedule

The rising tide of late-night network variety shows shouldn't upset the current syndication pattern of The Merv Griffin Show, which was originally conceived two years ago to counter the successful Tonight show.

As stations fitted the format to their schedules, they found the Griffin program more suitable for other periods. At present, the show is in nearly 90 markets in the U.S., Canada and Puerto Rico, telecast predominately (as in Chicago, Philadelphia, Boston and Pittsburgh) in late-afternoon periods and considered generally now as a program designed to the Tonight program (Monday-Friday, 11:30-1 a.m.; Saturday or Sunday, 11:30 p.m.-1 a.m.).

The announcement by NBC-TV President Don Durgin, and Arnold Grant and Louis Nizer, attorneys for Mr. Carson, stated that "all disputes" between the personality and the network had been resolved. There was no mention of new financial terms attached to the agreement. An NBC spokesman said there was an agreement between Mr. Carson and his representatives and the network not to discuss any terms of the settlement.

Mr. Carson got into his dispute with NBC shortly after the strike of the American Federation of Television and Radio Artists began on March 29. He insisted that NBC had "rescinded" his contract by carrying taped repeats of his earlier programs without his permission. Though the AFTRA strike against the networks and some of their owned stations ended on April 10, Mr. Carson refused to return to his show, and NBC has scheduled Jimmy Dean as host since taped repeats were halted on April 11.

Under his old contract Mr. Carson reportedly earned approximately $15,000 a week, out of which half was assigned to cover expenses of his production company which works on Tonight. His new deal reportedly gives him an increase in salary and more control over the selection of staff. Art Stark may be replaced as Tonight producer.

Money Maker • The Tonight program under Mr. Carson has been a consistent financial success. It is said to bring in about $22 million a year gross (before discounts) to the network for the sales of six one-minute spots (at approximately $13,000 per minute) six nights a week. Stations carrying the program have nine local minutes and two 72-second station breaks to sell.

The Carson program has averaged about a 35% share of total audience. The program is said to reach an audience of approximately 4,250,000 homes per night.

Mr. Carson has been host of Tonight since October 1962. The program has been on the air since September 1954. Steve Allen conducted the program for two and a half years. From the summer of 1957 until the spring of 1962 Jack Paar was the host. In periods between permanent hosts the program was conducted by various personalities on a temporary basis.

Movie Angle • The effects of the spurt in network programing in late-evening time was not expected to be significant to the feature film syndication business over the short term. It was stressed by some features distributors that stations already have stock.

There was a strong feeling that major distributors with highly prized packages will continue to find acceptance on the networks or in syndication, irrespective of whether the new network contenders succeed or fail. It was conceded that if one or the other of the new late-time programs hits the ratings jackpot, it could depress the market for much of the foreign-dubbed movies and the rerun films that have had frequent exposure. But overall there was no calamity seen in the potential threat to a vital feature-film slot.

Advertising agency officials said they were following the Bishop and Las Vegas presentations with interest. They welcomed the network competition in a time period that was dominated by the Carson show, but some hastened to point out that a further segmentation of the audience could lead—regrettably, from their point of view—to an increased cost per thousand. The next few weeks, they summed up, will be a period of watchful waiting and careful evaluation.

A check with several national spot representatives evolved the opinion that spot TV expenditures are bound to suffer with the telecasts of the Bishop and Las Vegas shows. They pointed out that their inventory of available spots has been reduced for an indeterminate period, depending on the outcome of these network series, but they appeared resigned to the situation.

"There's not much you can do if a station wants to go this route," one executive of a leading rep firm stated. "It may be a station that couldn't com-
WOMEN IN COMMUNICATIONS...

Who needs 'em?

Obviously our industry does. Women are working in all areas of communications—as producers, writers, directors, broadcasters, account executives, administrative executives. And over 1,900 of these women comprise the membership of American Women in Radio and Television, a national professional organization established in 1951. From its beginning, 16 years ago, AWRT has expanded to include chapters from coast to coast... with an active membership of women contributing, at the local and national level, to the growth and improvement of the communications industry.

AWRT welcomes these women, and the many more who become part of the industry each year, to participate in our national medium for communications and exchange of ideas, to encourage cooperation within the allied fields of industry. In this way AWRT can augment the value of members to their employers, to their industry, their community and their country.

To learn how membership in AWRT can contribute to the individual AND to the industry, contact the AWRT Board Member nearest you.

American Women in Radio and Television, Inc.
75 EAST 55th ST., NEW YORK, N.Y. 10017 ELdorado 5-7281
pete well against Carson with features, and the time period may not have had too much sponsorship support. With Bishop or the Las Vegas program, the station doesn't have to invest in features or syndicated series. It's guaranteed a program service, has network advertising money in the case of Bishop, and in both shows still has a sizable number of spots to sell to national-regional or local advertisers. "We'll just have to wait and see how it all turns out."

Sparger begins testing rock 'n' roll releases

Rex Sparger, former investigator for a House subcommittee who tried to rig the national Nielsen ratings last year (Broadcasting, March 28, 1966), is now pre-testing record releases for a rock 'n' roll station in Southern California. Mr. Sparger, who settled his public tiff with the A. C. Nielsen Co. moved to Hollywood to open his own research firm, is collaborating on the record pretesting project with KRLA Pasadena.

For the last several months, Mr. Sparger's Media Research Associates and KRLA have been conducting a series of tests aimed at projecting hit records via statistical sampling methods and interview techniques said to be similar to those being used to predict shares of audience for national television programs. On-air experiments of the technique were started several weeks ago and now, reportedly, have reached a "point of reliability."

According to KRLA Station Manager John R. Barrett, "newly released records are tested with a nationally weighted sample of record purchasers by categories and should reflect within statistical limitations both the audience acceptability and potential purchase levels."

Current tests are limited to records released nationally to radio stations that fall generally in the category of top-40 formats. Mr. Sparger and Media Research Associates plan to make the weekly evaluations of record releases available to radio stations, record manufacturers and artists under the name of Record Release Ratings. Previously Mr. Sparger's firm specialized in pretesting television programs.

Short-term performers may pay union dues

A bill reducing the time performers may work without joining a union has been introduced by Representative James H. Scheuer (D-N.Y.), a member of the House Committee on Education and Labor.

Seeking to apply to performing artists the same standards that are in force for construction workers under the National Labor Relations Act, the bill would reduce the period that a performer could work in situations covered by a union-shop contract without becoming a union member from the present 30 days—the usual exemption in nonconstruction industries—to seven days.

Supporters for the bill cite increases in short-term employment for many performers, particularly in the growing field of industrial shows (where entertainment often accompanies sales meetings and new-product introductions) and in television and radio commercials production. Backers say the 30-day exemption currently in effect allows certain performers who specialize in short-term work to benefit from union activities without paying union dues.

ABC's 'The Robe' draws 23.8 million homes

ABC-TV's Easter telecast of "The Robe" reached some 23,830,000 homes ranking it second among all films aired by the three television networks this season, officials said. "The Bridge on the River Kwai," presented by ABC earlier this season, reached 28,490,000 homes, making it the most potent draw in television history. Both films were sponsored by the Ford Motor Co.

Ford recently announced renewal of its Sunday night ABC-TV series The FBI for next season. The series will continue to be used as the keystone for the company's presentation of specials and "blockbuster" motion pictures. Both "Kwai" and "The Robe" were telecast in The FBI time segment and beyond.

Leder obtains features, plans two productions

The Leder Co., New York, a new company planning to function in motion pictures, television network programming, arena and legitimate theater production, has acquired rights to three feature films formerly in the hands of RKO Pictures Inc., a division of RKO General Broadcasting, New York.

Robert J. Leder, president of the new company, said acquisition of other RKO Pictures assets is still in negotiation. Mr. Leder is now president of RKO Pictures, but leaves that post on May 1 to devote full time to his own company (CLOSED CIRCUIT, April 10).

The three feature films obtained by the new organization are: "They Also Kill!" and "White Comanche," which Mr. Leder will present in co-production with International Producers Corp., London, and "It," a film to which he has acquired the U. S. and Canadian rights. Mr. Leder will also produce two new films in association with International Producers: "The Greek Affair" and "The Black Pimpernel." Robert Morin, now RKO Pictures representative in Rome, and Lawrence Merchant in Hollywood will represent the Leder firm in those cities.

UPI broadcast list up 96 members in '66

United Press International is serving 3,087 broadcast subscribers in the U. S., a net gain of 96 in the past year, according to the news agency's annual report released last week.

Mr. Thomason, UPI president, added that the UPI Audio Service, which provides voiced news feeds to stations, has a client list of 320 radio-TV outlets. The service is on a seven-day, around-the-clock basis.

Mr. Thomason reported that the cost of operating UPI in 1966 rose by $1.6 million over the previous year to a total of $47,640,000. He noted that this figure does not include the multimillion dollar operation of UPI Newsfilm Inc., a subsidiary producing filmed news reports for TV stations.

In his report to members, Mr. Thomason pointed out that field-testing is now underway in New Jersey on the UPI Sked-4 news network (Broadcasting, March 20), which is designed to collect and transmit news to broadcast clients more rapidly and efficiently. The agency also is completing plans to provide electronic delivery of newsfilm throughout the U. S. over the facilities of the United Network.
General Motors is people making better products for people.

Don Trites's dummies lead a rough life. For your sake.

To Don Trites, these dummies are very special people. True. Their expressions never change, but they do have feelings. Mechanical feelings that can be measured by Don in moving simulated impact tests. These tests have helped GM safety engineers find and develop automotive designs that are safer for real people.

The tests go on day after day, year after year, ever increasing in sophistication and value. Safety is an important part of every General Motors car. Maybe that's why Don thinks his dummies are something special. They're silent heroes.

Don Trites, experimental technician, General Motors Proving Ground, Milford, Michigan.
Rosy days seen for educational TV

The question remains when ETV will get the subsidies it needs for its big plans

The National Educational Television affiliates' convention in New York last week was full of glorious, if still somewhat indefinite, promise, particularly regarding ETV's major operational weakness, the lack of regular, interconnected networking.

As Westin, director of the "semi-autonomous" Public Broadcast Laboratory, received considerable applause when he promised to "interconnect all NET affiliates" for the three-hour weekly news and cultural affairs show, to start Oct. 29.

It was the first definite statement of such plans since Mr. Westin's projection that the PBL would provide regular, eight-hour-a-day interconnection for NET programs as well as its own (BROADCASTING, Feb. 13). And it was apparent that PBL plans are still mostly unresolved when Lewis Freedman, director of cultural programing, said a few minutes later, "we are considering alternate-week broadcast.

It was, nevertheless, the affiliates' best offer. NET President John F. White had been able to offer only a word of gratitude and apology to affiliates who had been left out of previous interconnection projects, and who would be left out again June 25, when NET mounts the U.S. phase of the Our World international broadcast (BROADCASTING, Feb. 13).

Cash Shortage * "As you know, there have simply not been enough dollars to interconnect all of you," Mr. White said. "It is important, very important, that there be interconnection of the entire NET network at the earliest possible moment. . . . But, in the meantime, it would be folly for us to assume an all-or-nothing-at-all attitude.

On the ETV horizon, Mr. White praised in turn the Ford Foundation satellite proposal, the Carnegie Commission report and President Johnson's pledge of support to ETV. He praised Senator Warren D. Magnuson (D-Wash.) for his public television bill too, but with reservations on the unresolved question of how it will be financed.

He was most concerned about "proper and complete insulation of the proposed corporation from political pressures and government control," and also said that "anyone in a position to observe television around the world will recognize not just the obvious advantages of government support but also, in many places, the prostitution such support can bring with it."

He thought "insulation and courage hold the answer—insulation that guarantees the freedom to experiment—and courage enough to fight for that freedom and be willing to say no to dollars that promise only slavery."

Mr. White made no reference in his speech to the proposal by Ford Foundation TV consultant Fred Friendly to the Senate Communications Subcommittee the week before, that money for news and public affairs programing must not be "appropriated or even approved by any branch of the federal government," because "even the most distinguished and courageous board of trustees could not insulate such programs."

Poetry, Too * Reached later for comment, Mr. White said that he would "only extend the area of Mr. Friendly's concern to include poetry and drama, which can be as controversial as news. We cannot afford an all-or-nothing-at-all attitude."

NET programming projections are based on the ambitious determination of William Kobin, programing vice president, that "one-tenth of the commercial audience is not enough. We need more viewers more of the time."

Interconnected projects include the Conversation with Dean Rusk special, probably May 3, the Our World special and the regular PBL show in October.

Color projects in addition to the PBL show include a one-hour special on the Bolshoi Ballet filmed in the Soviet Union, many of the Spectrum half-hour science series shows, six-or-more The World We Live In half-hours (co-produced with Time-Life Books), a half-hour documentary on Yugoslavia and several one-hour specials.

NET Journal, Mr. Kobin said, continues as "our biggest public affairs effort," followed by a "potpourri" weekly hour comprising on various weeks News in Perspective, International Magazine (produced by NET in London), and two half-hours run back-to-back, the Washington-based In My Opinion and a consumer information show, Your Money's Worth. The last may be expanded to an hour-a-month in the fall.

The regular PBL show, as described by Mr. Westin and Lewis Freedman, will depend heavily on affiliate participa- tion in the form of ideas and local production, and function like a weekly (or bi-weekly) newsmagazine, with commercial TV presumably playing the role of the daily newspaper.

A Concept * In his speech to the affiliates, Mr. Westin hit hard on the

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Broadcasting deserves spot as high-school course

If high-school students study English for four years, why shouldn't they study broadcasting? The question was raised by Dr. Robert L. Hilliard, chief of the FCC's educational broadcasting branch, in an address to the fifth annual instructional television conference of the National Association of Educational Broadcasters, the Electronic Industries Association and the Educational Media Council in New York.

Speaking as a private individual, Dr. Hilliard noted that a great deal of contemporary life revolves around the television set and other communications media. It seems logical, he said, that students should be prepared to cope with the influx of sensory data, so much of which determines the shape of their lives. Contemporary education, built around "Dick and Jane" materials, is still in the 19th century, he said.

In a speech urging educators to make better use of educational and instructional television, he said: "If you accept the privilege of being in the forefront of the modern world potential, then you must accept the responsibility. If you accept the awesome privilege of the television machine, then either accept its responsibility or hide thee to the flannel board. Otherwise you are controlling the means and not caring what the end is. . . . We [educational broadcasters] must take education by the hair, and pull it, kicking and screaming, into the 20th century.
concept of cooperation: "What we are talking about is the concept of a new network, and a new interconnection. A network that does not believe that it is the male plug and all the stations are so many female plugs, to be used and abused as though there were no integration of experience or intelligence among the persons who make up local station staffs.

"Currently, educational television is filled with talk of local autonomy, regional broadcasting, the option of carrying network newscasts. What we intend to do, all of us, is to give those phrases meaning.

"Local autonomy, with individual stations producing their own reports, will be demonstrated. Regional broadcasting, with reports on the sweep of developments in particular segments of the country, will be demonstrated. And networking—with its power of fusing issues and simultaneously exploding the import in living rooms across the country—will be demonstrated. For we are the Public Broadcast Laboratory... the forerunners of what is to be public television."

Mr. Freedman emphasized a topical approach to culture: "Culture is a comment on experience. Culture and public affairs are two sides of the same apple, the opposite sides of the same coin... it's all one experience. The climaxes of culture coincide with the climaxes of news.

"When I took this job, it was to handle the cultural 'back of the book.' Let me say now the back of the book is on the march."

The PBL suite in the convention hotel functioned as a kind of network factory between regular sessions. Affiliate personnel who dropped in discussed local conditions and programming ideas with Messrs. Westin and Freedman, finessed with Thomas Kennedy, PBL financial director, and interconnection problems and prospects with Gerry Slater, the laboratory's interconnection specialist.

At the end of the process, someone, usually Gerry Slater, popped the question: "Can we count on you for Oct. 29?" The answer was usually an enthusiastic "yes."

$1,000 program awards go to six ETV stations

Six educational television stations have been awarded $1,000 each for programs slated for production this summer and subsequent distribution by the Educational Television Stations division of the National Association of Educational Broadcasters.

The awards, based on program proposals submitted in a nation-wide competition, went to WOVS-TV Milwaukee for "Low View from a Dark Shadow," a program that looks at the world of a foster child; KVEI-TV Sacramento, Calif., for "Secrets of the Brook," which follows a child as he explores a stream; KQED-TV San Francisco for a program dealing with youth and drug addiction entitled "Drugs in the Tenderloin"; WITF-TV Hershey, Pa., for "Fence around the Amish," a program portraying the simplicity of Amish life; WGBH-TV Boston for "What's Happening Mr. Silver?"; a presentation of one man's observations on the complexities of contemporary society, and WQED-TV Pittsburgh for a "View from the Hill."

Grants were made by the Reader's Digest Foundation, New York, which has made similar awards in the past two years. Ten such award winning programs are currently being distributed nationally by the ETS program service, Bloomington, Ind. An additional foundation grant was made to ETS to make possible a similar awards competition in 1968.

Radio series sales...


Perspective America (North American Television Associates): WJBY Gadsden, Ala.; KODJ Holbrook, Ariz.; KZSU Rapid City, S. D., and KLIMX Clayton, N. M.

Arnold Palmer Show (Woroner Productions Inc.): WSAI Cincinnati.

Point of Law (Signal Productions): WPV Landis, Pa.; WTLM Trenton, N. J.; WCCM Lawrence, Mass.; WPPO Peoria, Ill.; KFAB Omaha, Neb., and WPRO Fremont, Ohio.

Doctor's House Call (Signal Productions): KLJW Huron, S. D.; KCSJ Pueblo, Colo., and KDOO The Dalles, Ore.

The World of Money (Signal Productions): WKIO Erie, Pa.; WIMA Lima, and WAKR Akron, both Ohio.

Superfun (Mel Blanc Associates): KVEI Dallas; WBGK Lexington, Ky.; WMEX Boston; WMAK Nashville, and WEMP Milwaukee.


The Nelson Boswell Program (Lordhouse Recording & Publishing Inc.): KSET El Paso; WFLM(FM) Fort Lauderdale.
**Battle-field casualty keeps reporting**

ABC newsman David Snell rests after being hit by shrapnel from an exploding mine while covering operations of the U.S. Ninth Infantry Division in South Vietnam. While awaiting medical evacuation from the combat zone, he taped first-hand impressions of the incident which were featured on ABC Radio. He is now in San Francisco.

dale, Fla.; wade Wadesboro, N. C.; wbej Elizabethton, Tenn., and wndu South Bend, Ind.

**All Time Heavyweight Championship**

**Tournament** (woroner Productions): WRAk Williamsport, WRSC State College and wazl Hazleton, all Pennsylvania; WLOM Portland and WFAU Augusta, both Maine; WHAR Clarksburg, wdne

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**STEERING WHEELS**

How important are wives in influencing their husbands in auto buying? Very important—depending on family size. In Philadelphia, for example, the small-family-wife is three times as influential as the big-family-wife. Another one of the many market stories from the Group W Marketing Information Bank.

Get all the facts from your GROUP station.

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WBZ - WBZ-TV BOSTON - WINS NEW YORK - KYW - KYW-TV PHILADELPHA

WMAQ-TV CHICAGO - KDKA - KDKA-TV PITTSBURGH - WENF FORT WAYNE

WKBW - KPIX SAN FRANCISCO - KBWB LOS ANGELES

REPRESENTED BY: RADIO ADVERTISING REPRESENTATIVES, INC., AND TELEVISION ADVERTISING REPRESENTATIVES, INC.

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**Vietnam news brings acclaim to radio-TV**

Radio-TV newsmen last week collected six awards and several citations in the Overseas Press Club of America's annual recognition of distinguished achievement in foreign journalism. Presentations were made Friday night (April 21) in New York.

Associated Press staffers took three major awards and three citations, and a photographer of the United Press International won an award. The opc announced winners of 17 awards and 18 citations in the news field, covering radio, TV, daily newspapers, wire services, magazines, photography and book publishers. The awards in electronic journalism were for the Vietnam war coverage.

Ron Nessen, NBC News, won the club's George Polk Memorial Award of $500, given annually by CBS for the best reporting in any medium requiring exceptional courage and enterprise abroad. His award (specifically for his TV film, "The Plain of Reeds") was shared by his two Vietnamese photographers, Vo Huynh and You Young Sang.

Award winners included Morley Safer, CBS News, for best TV reporting from abroad for his reports on Vietnam; Sam Jaffe, ABC News, for best radio reporting from abroad (Vietnam) for his "Burning of a U.S. Consulate at Hue"; Howard K. Smith, ABC News, for his TV interpretation of foreign affairs—"One Man's Opinion" (on Vietnam), and NBC News for the best radio interpretation of foreign news—"Diary of a Hero." CBS News correspondent Eric Severid won an award for the best magazine interpretation of foreign affairs: an interview with Senator J. W. Fulbright (D-Ark.) on foreign policy published in Look magazine.

Citations included Dick Reeves, CBS News, radio, for "A Deadly Mistake" on the war in Vietnam (radio reporting from abroad); James Holton and Wilson Hall, NBC news producers, and CBS News and Joseph Dembo, director

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Easter the Beginning (woroner Productions): KSMB Lafayette, La.

Grand Ole Opry (WSM Inc.): Thomasville and wlop Jesup, both Georgia; WVAL Sauk Rapids, Minn.; KDRR Gresham, Ore.; WKBV Milan, Tenn.; WRC Birmingham, Ala.; KLAK Lakewood, Colo.; KTIB Thibodaux, La., and wqbc Vicksburg, Miss.
CONGRATULATIONS FROM BMI

BEST OF HOLLYWOOD

ACADEMY AWARD WINNER:
BEST MOTION PICTURE SCORE AND BEST SONG
WRITTEN FOR A MOTION PICTURE

BORN FREE

JOHN BARRY, DON BLACK
SCREEN GEMS-COLUMBIA MUSIC INC.

BEST OF BROADWAY

TONY AWARD:
BEST MUSICAL PLAY AND BEST LYRICIST
AND COMPOSER OF A MUSICAL PLAY

CABARET

JOHN KANDER, FRED EBB
SUNBEAM MUSIC CORP.

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE

BROADCASTING, April 24, 1967
of CBS News, radio, for "The War Within a War" on Communist Vietnam propaganda (both in the category of radio interpretation).

AP's award winners included Hugh Mulligan for his reports from Vietnam and his collaboration with Fred S. Hoffman (citation winner) on corruption in Vietnam; Lawrence Malkin for best business news reporting from abroad in his series on Gold, the Pound and the Common Market ($500 E. W. Fairchild Award), and Henri Huet for photographs in Vietnam (Robert Capa Gold Medal Award). UPI's award winner was Kyoichi Sawada for best photographic reporting (wire service or newspaper) abroad—specifically his pictures of Vietnam warfare.

A special award of the OPC's board of governors went to the late Henry R. Luce, of Time and Life magazines, "for outstanding work in journalism... for enterprise and initiative in an outstanding career in world journalism."

UA syndicates two more

United Artists Television has placed two current half-hour network series, Gilligan's Island on CBS-TV and Hey Landlord on NBC-TV, into syndication for a fall start on stations. Pierre Weis, executive vice president for sales, UA-TV, reported last week the Gilligan's Island (92 episodes, 62 in color) has been sold in New York, Los Angeles, Detroit, Philadelphia, Boston, Portland, Ore., and Bellingham, Wash., and Hey Landlord (31 segments in color) in New York and Los Angeles.

Copyright front shifts to Senate

With only one more day scheduled for subcommittee hearings, the theater of war for copyright revision is moving to the full Senate Judiciary Committee and on the floor action. The last day of hearings, set for Friday, April 28, is for "rebuttal testimony" with subject matter and time under full control by the subcommittee. The house has already approved the bill.

At the end of last week, the witness list was still in disarray, and subcommittee staff members noted that testimony could possibly spill over to another session. Topics for which rebuttal testimony would be sought were also in a state of flux, but it could be learned that CATV would not be included. The question of fair use of copyrighted material by educational broadcasters, problems concerning publishers, the area of music and recording rights and performing artists' claims against broadcast users of recordings were subjects said to be under consideration. (The hearing record is scheduled to close May 10.)

The National Association of Broadcasters is mounting an all-out offensive against the possibility of performers winning by legislation the battle they lost in the courts a quarter of a century ago. The NAB is urging state associations to communicate broadcasters' firm opposition to the possibility of stations having to pay air-play royalties to recording artists as well as to organizations of composers and publishers.

The NAB notes that if the amendment offered by Senator Harrison Williams Jr. (D-N.J.) granting copyrights to performers and record manufacturers should be adopted by the Senate and accepted through conference negotiations by the House, "it would more than double the payments that radio broadcasters now pay for recorded music."

The NAB also urges that broadcasters push for Senate acceptance of NAB amendments to the CATV section of the bill (eliminated completely in House action). The amendments would limit copyright exemptions to true master-antenna systems and CATV's that do not import distant signals or originate programs beyond a limited format of unsponsored public-service programs.

ASCAP files suit against KREN

A copyright infringement suit charging KREN Renton, Wash., with using copyrighted music without authorization was announced April 14 by the American Society of Composers, Authors and Publishers. ASCAP said the suit was filed by 13 of its members including Richard Rodgers, Alan Jay Lerner and Frederick Lowe, in the U. S. Northern District Court of Washington, northern division, against Stephen C. Wray and Raymond H. Pounder individually and as co-partners in Washington Broadcasting Co., licensee of KREN.

Day break for CBS?

Actress Doris Day, who never has made more than a token appearance on television, may be on the verge of ending her long holdout. According to reports in New York and Hollywood last week, Miss Day, one of the big box-office attractions in movies, is negotiating to star in both feature films and TV programs for CBS. The pending deal, apparently, calls for her to make at least one movie for CBS to be produced by the network's recently established motion picture production and distribution division (Broadcasting, March 20). This may be the key to the agreement from Miss Day's standpoint. She also reportedly will star in a half-hour situation comedy series in the 1968-69 season or in specials or both.
... to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

announcing the
american medical association's
1967 MEDICAL JOURNALISM AWARDS

CATEGORIES OF COMPETITION
1—NEWPAPERS: For a distinguished news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week. Sunday supplements with nationwide distribution will be considered in the magazine category.

2—MAGAZINES: For a distinguished article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For distinguished editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

4—RADIO: For distinguished reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For distinguished reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION
The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES
1—Deadline for receipt of all entries is February 1, 1968, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1967.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and, except for editorials, a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording, a kinescope or a videotape. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1968.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES
Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.
Are you tuned into color?

Color is the prime reality of television life today. You just can't run a black-and-white commercial on a color show without suffering the marketing consequences. Color adds immediacy, identity and impact to your message. Shouldn't you have the full spectrum going for your product?

Your producer and laboratory rely on the quality and dependability of Eastman color film systems. And Eastman engineering service is continually working behind the scenes to make sure commercials are delivered color-perfect.

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Atlanta: 404/GL-7-5211
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9500 miles from Danang, Americans are fighting another enemy.

Inflation is a threat to every family's paycheck... to the strength of our nation itself. And while other Americans are engaged in the fight for freedom half way around the world, we must be increasingly alert to the dangers of inflation here at home.

American businessmen can help maintain a stable economy and curtail inflationary pressures through the Payroll Savings Plan for United States Savings Bonds. Money invested in Savings Bonds is actually an investment in the United States. It results in more effective management of the public debt, maintains the value of the dollar and provides a firm base for family security.

In your plant or office, you can initiate and promote this program for systematic savings. Complete information is available from your State Savings Bonds Director or by writing the Treasury Department, United States Savings Bonds Division, Washington, D.C. 20226.

The U.S. Government does not pay for this advertisement. It is presented as a public service in cooperation with the Treasury Department and The Advertising Council.
Bill would label foreign-made films

Attempts to curb runaway film producers by requiring all motion pictures and advertising for them to state the country where they were filmed took a new turn with legislation submitted by Representative Cecil R. King (D-Calif.). Rather than name any foreign countries involved, the new bill would have films made in this country designate the state and city of origin.

According to Wayne Smith, representative for the Committee to Promote American-Made Motion Pictures, a group formed by several Hollywood craft unions, the bill, in advocating what would amount to a "Made in U.S.A." label, is designed to meet technical objections raised by the executive branch to requirements that films made abroad be labeled by country of origin. Mr. Smith said that the bill was in no sense designed to feed intercity rivalries for the film production business.

Program notes . . .

New firm = United Communications Corp., new radio-TV production firm, has been opened at 335 West Huron St., Chicago, under direction of Marilyn L. Friedel. Phone: 329-1242.

Danger men = WPTA Television Film Productions (WPTA-TV Roanoke, Ind.) in association with Virgil Duncan Studios, Fort Wayne, Ind., has produced a 27-minute color film on stock car racing and the danger race drivers meet in the sport. The script called for locations in various parts of the Midwest and in New York. The station said the film is to be on 250 TV stations in the U. S. The film was written, produced, and directed by Donald W. Thompson, producer-director at WPTA.


Rainbow in N. Y. = Rainbow Productions Ltd., New York, has been formed for the production of full-length feature films for television and for theatrical distribution. Principals are producer Barry Lane and Donald and John Softness, who are in public relations in New York (The Softness Group). Mr. Lane negotiated an agreement with
Ford assesses copyright bill
Calls action 'constructive'
but says some parts should have been okayed

Frederick W. Ford, president of the National Community Television Association, believes that the U.S. House of Representatives action two weeks ago deleting all reference to CATV in the copyright bill (Broadcasting, April 17) was a "constructive" one. He agreed, however, that there was much in the excised passages that merited approval.

The thing the CATV industry opposed most decisively, he told members of the Southern CATV Association meeting in Asheville, N.C., last week was the provision virtually banning origination by cable systems. This would have made the copyright law a "device to regulate CATV to the selfish whim of some broadcasters," he said.

He acknowledged that the House-passed version would make CATV fully liable for copyright adding that this was dependent on the New York ruling in the United Artists suit against the Fortnightly Corp.

The CATV industry, he declared, does not seek or expect freedom from all copyright liability. Congress, he added, must "strike a delicate balance" between rewarding creativity and assuring that its fruits are used for public benefit. He expressed the hope that the Senate will be more sympathetic to CATV's needs.

Technology and the market place are racing far ahead of government agencies and departments where CATV is concerned, he stated.

Protect Rights = "In the case of CATV," he said, "we believe that the rights of those who create and distribute original works can be protected and rewarded without saying that the people are not entitled to clear reception of a large number of television channels and without denying them access to local expression such as CATV origination can provide."

Mr. Ford's Asheville speech was video taped there and flown to Colorado Springs for replay April 18 at the meeting of the Mid-America CATV Association.

The CATV operators were also given words of advice on how to plan for local origination. G. Richard Shafto, president of Cosmos Broadcasting Corp., a group broadcast and CATV operator, said that broadcasters "have nothing to lose by CATV activities in the field of local program origination, and that CATV may gain less than it expects."

He recalled that broadcasters used to spend hours giving full coverage to city-council meetings, and — when they could — even to state legislatures. However, the audiences never really devoted a great deal of time to those broadcasts so today interviews with legislators and highlights of legislative sessions and summaries of speeches of civic leaders satisfy "the needs of most of the broadcast audience."

From the lessons broadcasters have learned in this area, he added, "no realistic broadcaster holds the slightest fear that CATV origination of public affairs will factionalize his audience."

Appealing Shows = If a CATV does adopt local programing, he continued, it must first consider how much it can produce and if it will be appealing enough to make the audience turn away from a network affiliate.

He offered some types of "miscellaneous features" that could be fed on an open channel:
- In a convention city, cablecast the proceedings from the platform.
- In a ski resort, put a vidicon camera on the slopes to show activity.
- In a beach resort, put a camera on the beach or boardwalk and show the water temperature and bikinis.
- In a traffic-snarled city, put a camera in a fixed position and show the bottleneck at the bridge and let another camera show the downtown jams.

CATV's that propose to show local sports events, Mr. Shafto cautioned, should be aware of the cost of attempting a live pickup and the possibility of a very limited audience in a delayed pickup.

TV stations, he noted, as normal procedure would use two or more cameras, a six-to-eight-man crew, a microwave truck and spend up to $2,000 in carrying a live football or basketball game. In addition, the show is spotted in the schedule between programs that provide "well-established audiences."

The CATV that attempts a high-school sports pickup, he added, will probably have to do it with one vidicon camera and a portable tape recorder and will put it on the air several hours after the audience already knows the score. Another drawback to a cablecast, he felt, could be that the "lead-in may be a PTA interview . . . and many of your subscribers did not know you were going to originate" the game.

"If there were no other restrictions upon local public-service originations," Mr. Shafto said, "the economic burden, as related to the limited audience, could alone make the effort unrewarding."
Dairy Farmers Urgently Need Greater Public Understanding of Why Young People Are Turning Away from Dairying

In recent months much attention has been directed to the cost-price squeeze in which U. S. dairy farmers are caught these days. The point has been made that there continues to be a rapid exodus of farm families from dairying because the long hours of work—365 days of the year—do not produce the kind of rewards that can be earned in many alternative enterprises.

At a time when world food needs are expanding faster than the ability to produce food, the American people have many good reasons to be concerned about whether or not milk production—or any other kind of farming for that matter—is profitable enough to continue to attract capable young people to carry on in agriculture.

The public does understand the dairymen's problems to some extent at least. A recent nationwide study of public opinion about dairy farmers found 52 percent of all Americans 15 years of age and over agreeing that dairy farmers today do not make enough profit from the sale of milk. But too often people do not know the reasons behind the low returns dairy farmers receive for their labor and investment.

Imports Create Domestic Surpluses

As a result of the decline in the amount of milk marketed off U. S. farms in 1966, coupled with an increasing commercial demand for milk and other dairy products, the milk surplus, which held down farm milk prices and which was taken off the market under the federal government's price support program, virtually disappeared last year. For the first time in many years, there was a relatively close balance between milk marketed off farms and commercial demand for milk in this country.

The farm price for milk, following the basic economic principles under which the American system operates, improved in 1966 because of this better balance between supply and demand. The farm price of milk rose to the point it had reached in 1952. But now last year's price improvement has been and is being eroded because of a flood of imported dairy products—coming oftentimes from countries which subsidize exports and which do not meet American pay scales or other production costs.

In 1965 the United States imported the equivalent of 900 million pounds of milk—mostly in the form of cheese. In 1966 these imports increased 300 percent—to the equivalent of 2.7 billion pounds of milk—enough additional milk to put the domestic dairy industry back into a price-depressing surplus situation again and requiring the federal government to use domestic tax dollars to buy surplus butter and cheese displayed ready for sale at the commercial market by the imports.

We Believe in World Trade, But...

This sudden flood of additional imports—still climbing in early 1967—has been a prime factor contributing to the inability of dairy farmers to increase their hourly wages and returns on investment to a point comparable with nonagricultural enterprises. More and more dairy farmers, who had been anticipating that day—reached in early 1966—when a balance between supply and demand would improve farm milk prices, now are giving up hope and are moving out of the dairy business as fast as they can.

Dairy farmers feel betrayed by a system that appears to give them little reason to believe they can ever live as well as other Americans so long as they continue to be dairy farmers.

Dairymen understand and appreciate the importance of world trade, but in an age when there is no such thing as truly free world trade, when trade is often a government policy rather than an economic venture, they are upset by a trade policy which allows the domestic market to be flooded by products that threaten to drive down drastically the prices paid to U. S. dairy farmers. As taxpayers, they are upset, too, because this flood of imports has meant that U. S. tax dollars are used to remove domestic milk surpluses from the market—surpluses created at the present time not by excessive domestic milk production but by excessive increases in imported dairy products.

Dairy Farm Families Feel the Squeeze

Dairy farming in this country is largely a family operation. The approximately half million families owning herds of milk cows have worked hard to provide an adequate supply of fresh and wholesome milk. These families, with investments often ranging upward from $100,000, have to milk their cows twice each day, every day of the year. Their hours are long. Their lives are more restricted than those of other families because of the demands upon their time.

These families select dairying as their occupation because they like dairying. But now fewer and fewer young families are choosing dairying as their business because time after time the hope for improved milk prices has been shattered. The outlook for fair returns for labor and investment is not good.

This trend away from dairying is a matter of concern for all Americans. We cannot take an adequate supply of milk for granted any longer. Milk is a vital component in the well balanced American diet—being the chief source of calcium, for example. Milk also supplies a large proportion of our protein, B-vitamins, and minerals. These nutrients are provided in a variety of flavorful forms at consumer prices that have been in the better-than-bargain classification through the years. Today American dairy farmers need the understanding of the public, and they need the help of the public in solving these problems which threaten to drive more and more young families out of the dairy business.

For more information, write

American Dairy Association
20 N. Wacker Drive, Chicago, Illinois 60606
Hard attacks on biggest merger

Justice hammers at ABC's capital needs and
ITT's broadcast interests and news objectivity;
this week ABC, ITT present their evidence

The Department of Justice let go with its biggest, and final, guns last week in an effort to knock the props from under the proposed merger of ABC into International Telephone & Telegraph Corp.

The department, in concluding its direct case in the FCC hearing on the $2.4 billion corporate marriage, quizzed ABC officials and other witnesses in an effort to back up its contention that ABC doesn't need ITT's financing in order to compete successfully with CBS and NBC.

The department also put on a former ITT official whose testimony contrasted with that of ITT President and Chairman Harold S. Geneen and at least one other ITT official on whether the company had been interested in entering broadcasting before it decided to acquire ABC.

And, in a surprise move, the department called as witnesses three reporters who have been covering the proceeding to testify on pressures that ITT and ABC officials allegedly applied in an effort to influence their coverage. This was tied into the department's contention that ITT, with its worldwide interests, might try to influence ABC's news coverage—a contention that ABC and ITT officials have vigorously disputed.

Schedule Eased • Under a relatively relaxed schedule adopted by Chief Hearing Examiner James D. Cunningham, who has been presiding, the hearing is expected to conclude on Wednesday (April 26), with the presentation of rebuttal evidence by the Justice Department. ABC and ITT are to present their direct cases today and Tuesday.

Examiner Cunningham, citing the commission's order for "expedition," on Monday had laid down a schedule that would have seen the hearing, which began April 10, concluded by Saturday (April 22). But he relented after Justice and Broadcast Bureau attorneys complained that such a pace would be "unreasonable" and would prohibit them from developing a full record.

In a proceeding in which participants have become somewhat numbed by sessions that generally stretch past 7 p.m. and by hours of talk about technical and economic matters, it was the testimony of three reporters that provided the single most dramatic moment.

But it was the testimony of a Columbia University professor produced by the Justice Department that goes more directly to the heart of one of the issues raised by the Department of Justice in asking the commission to reconsider its Dec. 21, 1966, order approving the merger.

Financial Need • Throughout the proceeding, dating back to the initial application the parties filed last year for approval of the merger, ABC cited its need for funds. ABC officials in the hearing noted limitations on their borrowing capacity, and the $124 million they say the network needs to finance its conversion to color and its construction of studio complexes in New York and Hollywood.

ITT, they say, is the only reasonable source of funds. The department disagrees and so does Professor John C. Burton, who teaches securities analysis and is a consultant to several banks. He said that based on ABC figures, the company will run a deficit of $105 million over the next four years, and he suggested five plans for providing the needed financing.

Two contemplate straight debt financing. One provides for issuance of subordinated convertible debentures plus debt financing. Another involves a combination of borrowing and the issuance of common stock. And the fifth, which he acknowledges is the weakest because of the adverse impact it would have on earnings per share of existing stock, provides for financing by common stock alone.

Professor Burton, in response to questions from Justice Department's Milton Grossman, said ABC could finance its needs, independent of ITT, because it is "favorably situated in the

Three reporters found themselves in the unexpected role of newsmakers last week, when they were called to testify in the FCC hearing on the proposed merger of ABC into the International Telephone & Telegraph Corp.

They are (l-r) Jed Stout, United Press International; Stephen M. Aug, Associated Press; and Eileen Shanahan, the "New York Times." James C. Hagerty, ABC vice president, is seated in row behind.

BROADCASTING, April 24, 1967
Cunningham keeps the pace running taut

If the schedule he has laid down holds, the FCC's chief hearing examiner, James D. Cunningham is almost home with the biggest, probably the most controversial, station-assignment case in history—that involving the ABC-International Telephone & Telegraph Corp. merger.

The hearing, which began on April 10, is scheduled to end Wednesday. And the experience has been a wearing one for all concerned, for the stakes are enormous (the merged corporation would represent some $2.4 billion) and the pressures great.

The commission didn't make matters easier when it ordered the hearing to be conducted with dispatch—but with full consideration given to the development of a full record.

Somehow, Examiner Cunningham, with a blend of gentleness and firmness, is obeying the directive. Counsel and witnesses in the case have discovered that 5 p.m. is not a mandatory quitting time in his hearing room—nor is 6 p.m nor 7 p.m.

He keeps the platoons of lawyers involved working until he feels a reasonable day's work has been done. Is there a witness from out of town who waited all day and had hoped to be able to depart Washington that night? Of course he can testify, says the examiner. What does it matter if it's already 6:30 p.m.?

The counsel are finding ways of doing their part to serve the cause of expedition. There are some questions that don't need to be asked. And Justice, which had originally proposed to call some 20 witnesses, has found that some of them weren't really essential after all, and has dropped them.

There's no guarantee the Wednesday deadline will be met. But before it's missed, there will be planes that will be forgotten, dinners on tables in Washington and its suburbs that will grow cold.

Examiner Cunningham
Hearing Dispatcher

was voted. He said he had told the board that he believed the costs would be greater than the company's then-existing debt.

The former ITT official who put a different light on ITT's previous interests in the broadcasting business than did present officials was John J. Graham, currently a vice president of General Dynamics Corp. He had been with ITT from 1961 to 1964, and was a director of the company from 1964 until his resignation.

Mr. Geneen, in his testimony before the commission in its oral hearing in September and in the reopened hearing two weeks ago, indicated that ITT had had a general rather than an intense interest in getting into broadcasting before the ABC proposal.

Up to Quota • But Mr. Graham said he had recommended ITT's acquisition of the permissible quota of stations—seven AM, seven FM, five VHF and two UHF. And Mr. Geneen, he said, reacted "very favorably."

He also gave a different version of events surrounding a proposed purchase of WTC-AM-FM-TV Hartford, Conn. (BROADCASTING, Feb. 6). Mr. Geneen originally testified that he had turned the deal down in 1963 both because of a $35 million asking price and his view that ITT should seek to acquire a group of stations rather than a single one. When Broadcast Bureau attorney Thomas Fitzpatrick showed him a copy of a draft letter indicating that it was ITT that had offered $35 million, Mr. Geneen said he didn't recall it but that he did not think the letter had been sent. He reiterated, however, that, "I killed the idea."

Last week, Mr. Graham said the proposal was dropped after it was discussed at a board of directors meeting in Berlin, Germany, in October 1963. Mr. Graham said he did not know whether a vote had been taken but that "some members felt the price was too high."

Mr. Graham, in addition, indicated there was a livelier interest in acquiring WJIM-AM-FM-TV Lansing, Mich., than Stanley Luke, an ITT vice president, had indicated earlier testimony. Mr. Luke said he had been interested in
Mrs. Lillian Brown can reach her entire class with the equipment on her desk. The special equipment was built by Western Electric’s Los Angeles Service Center, for the Pacific Telephone and Telegraph Company.

Now, when he can’t go to school, school can come to him.

Kent Codrington cannot see his classmates, but he knows their voices well. Like him, they are confined to bed, or wheelchairs. But they are together in a classroom as big as all Los Angeles. When they speak, a lamp lights on their teacher’s desk, telling her which of them is talking.

Some 250 Los Angeles youngsters are members of Tele-Class, a new project of the Los Angeles School System. Western Electric’s Los Angeles Service Center built special signaling and switching equipment for the Pacific Telephone and Telegraph Company, to help make it possible.

It is projects like these that make our job as manufacturing and supply unit of the Bell System especially rewarding.
Kent Codrington went through 8th grade flat on his back. He is now attending High School via Tele-Class, and hopes to be attending in person very soon.
acquiring the property but that the project was abandoned when he was unable to interest anyone else in the company in it.

Mr. Graham, who had been Mr. Luke’s superior, said: “We were interested in WJTM. It was an excellent property.” He also said he was interested in having Harold Gross, owner of the Lansing stations, join ITT as head of a chain of TV and radio stations. Mr. Graham added that although the idea was still in the “exploratory stage” when his duties were changed at the end of 1963, Mr. Geneen “appeared favorable” to it.

Additional Competition = Justice has argued that the merger would foreclose ITT’s entry into broadcasting as an additional competitor, has said the company might be expected to launch a fourth network. However, ITT counsel Marcus Cohn was able to strike at that argument through another department witness, Howard Stark, a station broker. Mr. Stark testified that, as a result of a chance meeting with an ITT official who was an old friend, he scouted around for group station operations that might be for sale. He gave up, he said, after drawing negative responses from Corinthian, Capital Cities and Storer Broadcasting.

Did Mr. Geneen or other ITT officials with whom he dealt ever indicate “they wanted to acquire stations to start a network?” Mr. Cohn asked. “They did not,” said Mr. Stark.

The department also sought to show that ITT was interested in acquiring an interest in a pay-television business. Arthur Levey, president of Skiatron Co., developer of the pay-TV system that was used by Subscription Television Inc. in its ill-fated venture in California, said ITT officials had appeared receptive to his proposal to have ITT acquire an interest in Skiatron.

This appeared to contradict the testimony of two of the ITT officials, who appeared in the hearing two weeks ago (BROADCASTING, April 17). Mr. Cohn, in his questioning, brought out that in the six months in 1965 during which Mr. Levey had contact with ITT, he received only one “brief” letter from anyone at the company.

He also attempted to indicate by his questioning that Mr. Levey had been the aggressor in the relationship between him and ITT, and had been trying to find aid for a company which Mr. Levey said had, except for an 18-month period, lost money for the five years preceding 1965.

Influencing Media = The Justice Department’s request for subpoenas for the three reporters resulted from a Wall Street Journal story on Monday relating alleged efforts by ITT and ABC officials to influence coverage of the case. Eileen Shanahan of the New York Times said Edward J. Gerrity Jr., a senior vice president for public relations, had used “an accusatory and nasty” tone and had “badgered” her in one of “five or six contacts” she said she had with ITT officials on the case.

She said Mr. Gerrity had felt she should have recommended that the Times carry the full text of the commission Feb. 1 order directing Justice and the applicant to file the evidence they would present in the event a hearing was held. She said Mr. Gerrity felt the order was important because it was critical of the department.

She also said she had received calls from John V. Horner, ITT’s public relations representative in Washington, who claimed her stories on the proceeding had been “unfair.” She said she told him she regarded that as not only insulting to her but the New York Times, “and I hung up.”

The next day, she said, Mr. Horner asked for “headlines” on a development in the case that had put Justice in an awkward light. This followed the headline treatment the Times and other papers had given an incident in which ITT had been embarrassed.

Stephen M. Aug of the Associated Press said he or his superiors had been contacted by representatives of ABC on one occasion and by ITT officials on another. On both, requests were made for changes in stories on the ground they were inaccurate or incomplete. He said concerning the commission’s Feb. 1 order staying the merger the ABC request was turned down. However, an insert was made in a story of one day’s hearing after Mr. Gerrity and Mr. Horner showed his desk a copy of the hearing transcript.

Correcting Stories = Jed Stout of the United Press International, said ABC officials had complained to his superiors about a story he had written on the Feb. 1 order. He also said his superiors agreed with ABC that the lead sentence stating that the commission had “withdrawn” its approval of the merger had not been accurate.

Miss Shanahan also caused a stir when she said Mr. Gerrity had told her that Commissioner Nichol G. Johnson was working with Senator Gaylord Nelson (D-Wis.) on legislation to prohibit newspapers from owning broadcast-

HALF FUN

Bostonians prefer cream over half-and-half.
In Chicago it’s half-and-half over cream. In San Francisco it’s half and half—half cream, half half-and-half.
Still there? Another one of the many market stories from the Group W Marketing Information Bank.
Get all the facts from your GROUP station.
ing stations. She said she added that she ought “to pass this information” on to the publisher of the Times, which owns WQXR-AM-FM New York, “before you write anything further on Johnson’s opinion.” Commissioner Johnson was one of the three commissioners opposing the merger and wrote a blistering dissent.

Commissioner Johnson declined to comment on the statement while the hearing is in progress, but the commission issued a statement stating that “neither Mr. Johnson nor any other official commission spokesman has ever talked with any person, at any time, about legislation prohibiting newspaper ownership of broadcast stations.” It added that no change is contemplated in the present policy which does not prohibit such ownership. Senator Nelson, when contacted, said he was not working on any such legislation with anyone.

Satellite TV: The hearing produced yet more estimates of the technical feasibility of direct-satellite-to-ground television transmission. Joseph V. Charyk, president of the Communications Satellite Corp., said that such a development could be achieved within five years.

However, he said he wouldn’t comment on the “economic desirability” of such a development. He also said that Congress and the FCC would have to pass on basic legal and policy matters before such a system were installed.

He had been called by Justice in connection with its contention that the merger would inhibit ITT, one of the largest companies in communications manufacture and research, from working on projects that might adversely affect the present structure of the broadcasting industry.

A. E. Cookson, ITT technical director, said the secrets of direct satellite to home broadcasting are known — and that all that would have to be done is to resolve the engineering problems. He thought the National Aeronautics and Space Administration could do the job, if given enough money, in five to 10 years.

In response to questions from Mr. Cohn, Mr. Cookson recited some of the ITT projects that have rendered obsolete some of its products and services — satellites, which have replaced tube microwave transmitters, and electronic switching centers, rendering mechanical switching centers obsolete.

Scratched: Another Justice Department witness who had been scheduled to testify on that point was scratched at the last minute on Thursday. Justice Department attorney Lionel Kestenbaum said he was withdrawing Sidney W. Dean Jr., of New York, as a witness because he had released copies of his prepared testimony on the case to the news media.

“It came as a shock and a surprise,” said Mr. Kestenbaum.

Mr. Dean is a business and marketing consultant, and had been proposed as a witness to the department by the American Civil Liberties Union, which had been turned down in its request to participate in the hearing.

Mr. Dean intended to state that if the merger were approved and ITT acquired ABC's 17 AM, FM and TV stations, it would have no choice but to withdraw many of its existing services from competition, such as CATV, satellites, cable and telecommunications interests. He also would have said that television and radio broadcasting is headed toward a vast new communications utility system, including over-the-air, cable and satellite, which will distribute to homes and businesses a full range of entertainment, news and other services.
ITC producing new radio-TV hardware

The interest of International Telephone & Telegraph Co. in ABC, now the source of a controversy between the Department of Justice and the FCC, is having one fallout that may very well prove beneficial to all broadcasting. That's the several broadcast equipment items that ITC is planning to put on the American market, all the result of ITC's awakening to the needs of ABC, and of all broadcasters, for new and improved apparatus. Some of them were mentioned by A. E. Cookson, ITC vice president and technical director, during his testimony last week in the IIT-ABC merger hearing (see page 58).

Item: A solid-state, UHF transmitter that may well sell at a more competitive price with VHF transmitters of the same power. This transmitter was developed and built by ITC's German affiliate and is being sold on the continent. Arrangements are being made to sell this gear through Visual Electronics Inc., New York.

Item: A new, lightweight color TV camera capable of “seeing” in extremely low light levels. The heart of this development is a new tube using microminiaturized components. The tube and the camera are now in the design stage.

Item: Solid-state diodes, ready for use in UHF tuners for all-channel TV receivers. ITC is discussing this with TV set manufacturers. The items are capable of being used in tuners no larger than a match box, half the size of current UHF tuners used in all-channel TV sets.

Item: Laser beams for transferring TV programs from video tape to film; this is now under development for ABC, but will become available for the entire industry.

How ABC worked
merger price up

International Telephone & Telegraph Corp. was let in on an ABC secret last week: ITC could have gotten ABC Inc. for a lower price than it has agreed to pay.

Simon Siegel, executive vice president of ABC, spilled the beans while testifying in the FCC's reopened hearing on the proposed $2.4 billion merger. In talks carried on in several meetings over most of 1965, the price climbed from about $70 a share to an estimated value of $85.50 per share.

Asked by Justice Department attorney Lionel Kestenbaum to trace the history of the negotiations, Mr. Siegel noted that the $70 offer was turned down by Leonard Goldenson, ABC president, who said the company was worth $100 a share.

In November 1965, when merger appeared near, Harold S. Geneen, ITC president and chairman, offered a stock exchange deal in which ABC stockholders would have received the estimated equivalent of $83 a share.

"Was this acceptable to you?" asked Mr. Kestenbaum.

"Don't tell ITC," said Mr. Siegel, "but it was."

Mr. Goldenson, however, continued to hold out for $100—and Mr. Geneen finally offered a stock exchange plan that, on the basis of stock prices then, would pay ABC stockholders the equivalent of $85.50 per share—one share of ABC common for 0.57 of ITC common and 0.57 of ITC preferred. ITC closed on the New York Stock Exchange on Thursday, April 20, at 94 1/4, while ABC closed at 81 1/4.

Mr. Siegel said the hard bargaining was the result of a board of directors instruction to get the best possible price. "I'm not sure we did," said Mr. Siegel, who participated in some of the talks with Mr. Geneen. "I don't know how far up we could have driven the price."

ABC won't collect anything from AT&T, of course, unless the commission reaffirms the decision it handed down in December approving the merger.

Networks and NAB rap
AT&T's rate charges

Counsel for the National Association of Broadcasters and the three networks carried their case to the FCC last week during oral arguments on the rate structure of AT&T and its associated Bell system companies.

Essentially the broadcasters iterated their proposed findings filed with the commission in March (Broadcasting, March 27). They called on AT&T to use the accelerated-depreciation method of tax computation rather than the straight-line method it now employs.

Robert Hankins, Washington attorney for NAB, noted that if AT&T had used accelerated depreciation when it became available by statute in 1954, there would have been a system-wide savings of approximately $1.56 billion with a "flow through" in savings of reduced revenue requirements by $3 billion. Further he said that in 1965 broadcasters paid out $66 million for interstate program transmission costs. If Bell is allowed to institute a further eventual rate hike of approximately 35% in charges to broadcasters, he said, the system would receive about $85 million from transmission costs. The record showed no basis for any increase in rates, the spokesman cited, but rather a decrease in rates was indicated.

NAB specifically called on Bell to use liberalized depreciation now to pass on savings to its customers. If this were to be accomplished, the spokesman said by 1970 a reduction in interstate revenue requirements and rates would provide a $134 million savings to consumers with an $8 million savings accrued to broadcasters.

As the birds go up,
the rates come down

A substantial reduction in rates for television broadcasters using communications satellites between the U.S. and Europe is in view. It started when the Communications Satellite Corp. asked the FCC for permission to reduce the rates. This was followed by a new tariff filing by AT&T.

New fees, which Comsat charges common carriers who are its only authorized users at present, would be $1,100 for the first 10 minutes, and $30 for each additional minute for one-way, black-and-white television. Proposed new rate for color TV would be 125% of the monochrome rate. There would be no distinction between peak and off-peak hours.

The new charges, which are for a half-circuit (from the U.S. to either Early Bird or the new Canary Bird) or from the satellite to the U.S., would supersede the present charges—$1,800 for the first 10 minutes, $32 for each additional minute for off-peak hours, and $3,000 and $48 for peak hours. Peak hours are considered to run from 6:30 a.m. to 3:30 p.m., EST, weekdays. These are considered peak telephone-use hours. The present color TV charge is 150% of the basic fee.

AT&T's charges would reduce one-way monochrome to $1,600 for the first 10 minutes, and $50 for each additional minute. This compares to the present $2,150 and $45 charged by

Broadcasting, April 24, 1967
AT&T for off-peak hours. Color charges would be 125% of one-way monochrome charges.

Two-way service by both Comsat and AT&T would be double the one-way charge.

AT&T reduces morning occasional TV rates

Cheaper rates for television interconnection in the wee hours of the morning were promised by AT&T last week when it announced that it had filed new tariffs with the FCC.

Proposing a one-year trial, AT&T said that the new early morning rates would be 50% of present charges. Under normal procedures new tariffs become effective in 30 days unless the FCC, or any other interested party, objects. AT&T said it hoped to begin charging the new fees on May 19. The trial, applying to occasional video channel service only (as opposed to full-time use), would cover 2 a.m. to noon each day, with charges for intercity video channels and video station connections set at half of present rate levels.

As an example, AT&T said a four-point TV network linking Boston, New York, Philadelphia and Washington for 30 minutes a day on four days a month presently costs $5,402. Under the suggested schedule, the same service would cost $2,944. Part of these charges are for local channels, not affected by the new Long Lines rate reductions.

AT&T said potential users could be educational and non-commercial broadcasters who might wish to use interconnections so that affiliates might tape programs for broadcast at later times, or commercial stations, production companies, news services and industrial corporations.

The AT&T announcement came during the same week that the FCC heard argument by NAB and the broadcast networks on AT&T's charges (see page 64).

Three meetings stress training and recruiting

Broadcasting and education were hand in hand last week in three widely separated locations.

* In St. Louis, Al King, director of state association liaison for the National Association of Broadcasters told broadcasting students that the industry they are aiming for is fast moving and changeable, and that they should keep “fresh, alert and be ready to accept change.”

* In Biloxi, Miss., William Walker, NAB's director of broadcast management, said fewer young people are attracted to broadcasting today because of its “glamour” and that the stations will get their needed manpower by wooing bright high school students.

* In Wilkes-Barre, Pa., Roy Morgan, Wilk, president of the Association for Professional Broadcasting Education, urged state broadcasting associations to develop a strong liaison committee with APBE member institutions.

Speaking to the convention of Alpha Epsilon Rho, national radio and TV honorary fraternity, Mr. King cautioned the students not to expect the top jobs in the industry when they get their first position. Instead, he suggested, look at it as a period of internship when “you can put into practice the things you have learned and you will be adding the ingredients of practical experience to your background.”

Mr. Walker told the Mississippi Broadcasters Association meeting that broadcasters must encourage high school students to tour the stations, appear on student broadcasts and participate in a broadcasting club. He also called for “more and more scholarships,” from state associations and stations for high school graduates who wish to study broadcasting in college.

The young people are there, he went on, “to make contact with them and convince them to enter the industry.”

MEMO TO: REPORTERS, COPYWRITERS, EDITORS, PROOFREADERS

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AWRT meeting draws the ladies

16th convention in Atlanta schedules Wasilewski and Taishoff for major talks

Some 700 members of the American Women in Radio and Television will be in Atlanta next week (May 4-7) for the 16th annual AWRT convention.

Main speakers at the sessions will be Vincent Wasilewski, president of the National Association of Broadcasters, and Sol Taishoff, editor and publisher of Broadcasting and Television magazines.

Also on the agenda are five panel meetings of AWRT and the AWRT Educational Foundation and installation of new officers.

The business sessions will begin Thursday afternoon (May 4) with meetings of the advisory council and will be followed that evening by the plenary banquet that officially opens the convention.

On Friday (May 5), Mr. Taishoff will offer the keynote address, "Local Live or You're Dead." This will be followed by a panel on "The Image Scrimmage" to be moderated by Don Heald, wsb-tv Atlanta. Panelists will include representatives of TV, pay TV, CATV and educational TV; Terry Lee, Storer Broadcasting Co., Miami Beach; Bill Daniels, Daniels Enterprises, Denver; John H. Pinto, RKO General Phonevision Co., New York, and Drs. Lois V. Edinger, University of North Carolina, Greensboro.

The Saturday (May 6) agenda opens with an address by Mr. Wasilewski. The following panel, "Strip for Action," will look at problems from the viewpoint of the producer, talent, the critic and the client. It will be moderated by Don Barber, WAGA-tv Atlanta. Panelists will be: Forrest L. Fraser, BBDO Productions, New York; Lee Jordan, wcas New York; Cleveland Amory, New York, and John K. Hanson, Burlington Industries, New York.

Three concurrent panels will take up Saturday afternoon. Carolyn Harris, Harris & Weinstein, Atlanta, will moderate the session "Imitators or Innovators." Panelists will be F. William Free, Marshalk Co., New York; Elmo Ellis, wsb Atlanta, and Maurie Webster, CBS Radio Spot Sales, New York.

The "Advertising Is so Daily" session will be moderated by Ruth Trager, Tucker Wayne & Co., Atlanta. On the panel will be Herbert Maneloveg, BBDO, New York; Stan Torgerson, Miami; Mike Shapiro, WFAN-tv Dallas-Fort Worth, and Martin Nierman, Edward Petty & Co., New York.

Moderating the panel, "Behind the 8-Ball," will be Ruth Kent, wsb-tv. Panelists will include: E. Boyd Seghers Jr., Won Continental Broadcasting Co., Chicago; Alan Bell, Bell and Stanton Inc., New York, and Bill Thompson, Union Oil Co. of California, Los Angeles.

The convention will conclude Sunday (May 7) with installation of new officers.
Cox hits CATV waivers

Fears FCC actions may bring change of TV system from free to subscription

FCC Commissioner Kenneth A. Cox warned last week that a commission unduly generous in granting waivers of the CATV rules combined with an aggressive, go-for-broke CATV industry may, between them, transform the nation's television service from a free to a paid basis.

The commissioner, who has frequently criticized his colleagues in dissenting to waivers they have granted CATV's seeking to relay signals into the top-100 markets, sounded his warning in a speech at a communications colloquium at the Annenberg School of Communications, in Philadelphia.

He said the commission has granted a series of waivers that virtually re-write the top-100-market rule. The result, he said, is that many of the markets are being flooded with distant signals without hearings being held, as required by the rule, to determine the impact of such a development on existing stations.

"There are so many imponderables in these cases about which we know very little—possible shifts in viewing habits... impact on the usefulness of television as an advertising medium...—that I am afraid we may be encouraging in irreversible shift from a basically free to an essentially paid television service," he said.

Copyright Bill * He conceded that if a copyright bill similar to that reported out by the House Judiciary Committee is enacted in the current session, market forces will be brought to bear in support of objectives of the commission's rules. This is the hope.

But, he said, the CATV forces,

Latest Christmas-tree bill may get stripped

It was an off-again, on-again, off-again week for attempts to scuttle the presidential campaign-financing plan voted in haste toward the close of the last Congress. Critics have repeatedly at leisure since the plan, originally sponsored by Senator Majority Whip Russell Long (D-La.), was passed as a rider to a bill so heavily loaded with not-particularly germane amendments that it became well known as the "Christmas-Treep Bill of 1966."

The bill, now the law of the land, holds promise of considerable revenues for broadcasters. If all taxpayers earmark a dollar each for the campaign fund, the total kitty could reach $60 million, with a major part going for purchase of radio and television production and time.

Opponents—many in favor of the campaign fund in principle but differing on perceived defects in the Long legislation—found their chance when the administration's bill to instate the 7½ % investment tax credit seemed a suitable vehicle for a repealing amendment. An attempt earlier in the month was successful, and the Senate voted repeal. At this point, House approval and the President's signature would still be needed to overturn the law already on the books.

Complications * However, the anti-campaign-fund forces' Senate victory had two somewhat unforeseen consequences: It rallied supporters to an effort to push for perfecting amendments (some of which would extend campaign funds to congressional and even local candidates, or, conversely, deny presidential campaign organizations from using their financial power under the Long bill to dominate state and local groups) and the attachment of a controversial rider to the investment tax credit bill inspired other Senators with pet legislative projects to do the same. By last week, debate on the investment bill had stretched three weeks with no end in sight, and the measure had been festooned with amendments ranging from tax credits for parents of college students to limits on meat imports.

On Thursday (April 20) Senator Long gained Senate approval (46-42) for a revised campaign-fund plan meeting many of the objections to the existing law. But the investment tax credit bill was placed in doubt as a vehicle for the Long improvement when Majority Leader Mike Mansfield (D-Mont.) moved to send the amendment-laden bill back to committee for removal of amendments. It was reported that Senator Mansfield would prefer a new campaign-fund measure to be reported as a separate bill within six weeks.
“while unable to win exemption from copyright liability, were apparently able to eliminate Section III, which spelled out certain exemptions for them but imposed varying degrees of liability in different situations.”

This leaves them facing the risk of full liability for all use of broadcast programing, he said—but it is a position of their own choosing.

“Can it be that they hope to rush construction of the systems authorized under the waivers of our rules in order to exert increased leverage for complete—or nearly complete—exemption from the charges all other users of copyrighted material must pay?” he asked.

He noted that CATV forces, in their opposition to the commission’s proposal to adopt CATV rules last year, were able to generate more mail to Capitol Hill than Congress had ever received on a comparable issue. The mail didn’t block the commission’s action, but, the commissioner said, it affected the outcome.

Running Risks = “One thing seems clear—they are running these risks, in large part, to avoid any limitation on their ability to originate programing and to sell commercials, which would bring them into direct competition with the broadcasters not just for audiences, but for program product and commerc-

And Commissioner Cox, who is a member of a committee of commissioners preparing a recommendation, said that pay TV “may be a worthwhile addition to the structure of television” if it offers some opportunity of added program choice for the public.

Commissioner Cox, who spoke on “Current Regulatory Issues,” took issue with Commissioner Lee Loewinger in a passage dealing with an “accelerating trend” toward multiple ownership and the absorption of the “largest broadcast operations into conglomerate entities with a wide range of interests.” Specifically at issue was Fred Friendly and the reasons he gave in his book, “Due to Circumstances Beyond Our Control…” for resigning as president of CBS News.

Commissioner Loewinger, in a speech scornful of Mr. Friendly’s views on programing, had derided the former CBS executive as having made a “discovery” that a principal function of commercial television is to make a profit (BROADCASTING, April 3). Mr. Friendly always knew this, Commissioner Cox said, but had become disturbed over “just how much the interest in profit had come to affect the network’s schedule,” particularly its willingness to pre-empt commercial programing for informational programing considered important by the news department.

The commissioner, who frequently tilts with Commissioner Loewinger on programing and other matters before the commission, added this barb: “I could understand defensive rationalization from those in the industry—though so far I’ve seen practically nothing. It is a bit surprising to find the response coming from the agency charged with seeing that the network serves the public interest—but that’s the subject for another speech.”

Commissioner Cox stressed, as he has in the past, his view that the commission legally can and should develop standards to assure programing in the public interest by broadcasters.

He also went a step further. The commission, he said, “can even remind the networks of the substantial interest in more serious entertainment—without either censoring or creating a situation in which the government controls the programs presented to the public.” He said the alternative is to agree with Commissioner Loewinger that most programing is bad—“but that it is none of our business.”

One type of programing that the commissioner feels is in need of curbing is the open-mike show, particularly in connection with its impact on the commission’s fairness doctrine. He said he favors open-mike programs that are designed to inform, and if they are
properly supervised.

But "I think we need to devise rules to control the excesses, about which we are getting more and more complaints," he said. He said the moderator on open-mike shows is "often a partisan" and the callers, who are usually anonymous, "frequently attack named individuals, organizations, and racial or religious groups, substituting sheer name calling for argument on the issues."

Changing hands . . .

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

• WAFT-TV Cleveland: 50% interest in channel 61 sold by Frank V. Mavec to Kaiser Broadcasting Corp. New corporation will be formed to be jointly owned by Superior Broadcast Corp., present permittee, and Kaiser. Each party will contribute $200,000 to new corporation for its half interest. Kaiser also will provide $1 million and arrange financing for $1.5 million from other sources. Mavec, who is 98% owner of Superior, will be reimbursed for expenditures for not more than $50,000 he spent in securing grant. Station is not yet built but will be activated by new owners. Kaiser, a subsidiary of Kaiser Industries Corp., owns and operates UHF television stations WFXB-TV Boston, in joint ownership with the publishers of the Boston Globe; WKBW-TV Detroit; WKBX-TV Burlington, N. J. (Philadelphia); and KMTX-TV Corona, Calif. (Los Angeles). It also holds a construction permit for KIJK-TV San Francisco.

• WiFi(FM) Philadelphia: Sold by Melvin and Fred Gollub to McLendon Corp. for $490,000 plus covenant not to compete. Melvin Gollub will remain with WiFi as general manager. McLendon Corp. is group broadcaster, owns KLIK and KNUS(FM) Dallas, KILT and KOST(FM) Houston, KBKL-AM-FM Oakland-San Francisco, WYSL-AM-FM Buffalo, N. Y., WNUS-AM-FM Chicago, WDTM(FM) Detroit, KADS(FM) Los Angeles and KCND-TV Pembina, N. D. Since McLendon already owns limit of seven FM's, acquisition of Philadelphia requires that McLendon dispose of one FM station. Company is negotiating to do so. WiFi operates on 92.5 mc with 20 kw. Broker: Blackburn & Co.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For the Record, page 84).

• WVCQ-AM-FM Coral Gables, Fla.: Sold by George W. Thorpe and others to Theodore and Elizabeth Niarhos for $800,000 with agreement not to compete for 10 years, during which time Mr. Niarhos will be employed as consultant for which he will be paid $200,000. Buyer is licensee of WDBN(FM) Medina, Ohio. WVCQ is daytime on 1080 kc with 10 kw. WVCQ operates on 105.1 mc with 160 kw.

• 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. Mr. Herson is president of Mark Century Corp., and Mr. Kempner is president of Mark Century Sales Corp. Mr. Leigh is composer and creative chief of Music Makers (musical commercial production) and of Mark Century. This is group's first acquisition. WPEA is fulltime on 1370 kc with 5 kw.

Walton gives KFIF to educators

The FCC has granted group-owner John B. Walton Jr. a transfer of license for his daytimer KFIF Tucson as a gift to the Arizona Board of Regents for noncommercial educational use at the University of Arizona, and an assignment of license from the Catalina Broadcasting Co. to the broadcaster for fulltime KTAN Tucson.

Mr. Walton acquired control of KFIF (1550 kc, 50 kw-day) from R. E. Pruitt Jr. for $215,000 on Aug. 19, 1965. His new station KTAN (380 kc, 5 kw-day, 500 w-night) was bought for $300,000. Mr. Walton's other stations are: KKVM-AM-FM-TV Monahans, KVUA-AM-FM-TV Amarillo, KJJS-TV Lubbock, KELP-AM-TV El Paso and KCUL-AM-FM Fort Worth, all Texas; KVOD Albuquerque and KAVE-TV Clovis, both New Mexico.

Connecticut court gets CATV appeals

Two unsuccessful candidates for Connecticut CATV franchises last week asked the state Superior Court to reverse the Public Utilities Commission's decision in that state's CATV awards, particularly its decision to deny grants to broadcast-affiliated applicants. And a third appeal, by a successful applicant, claimed he was given territory that is not economically viable.

Target of the appeals is the Connecticut PUC decision last month awarding .

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Hill questioners send more homework to FCC

The FCC got another assignment from Capitol Hill last week in the form of questions from Representative John D. Dingell (D-Mich.). But the commission may find Mr. Dingell's queries less troublesome than the batch submitted a month ago by Representative John E. Moss (D-Calif.) if only because there are fewer of them.

Mr. Moss's questions numbered 103. Mr. Moss deemed the FCC's answers unsatisfactory and sent them back for another effort (Broadcasting, April 17, March 27). Mr. Dingell has but 10 questions for the commission, and three of these are rhetorical, but several of the remaining are contrived to provoke faster action by the FCC on providing more spectrum space for land-mobile users.

Both sets of questions are sequels to an orientation hearing (Broadcasting, March 20) that brought into the open unexpected hostility on the part of the chairman and many members of the House Commerce Committee toward the FCC and all its works. Representatives Moss and Dingell agreed in March to submit detailed questions in writing in order to keep the hearing to a reasonable length.

Two of Mr. Dingell's questions concern telephone and telegraph matters and all of them, taken together, imply that the commission has been focusing inordinately on broadcast matters to the comparative neglect of other areas of FCC jurisdiction. The congressman specifically noted that in the FCC's 1965 annual report the tabulation of broadcast docketing took up about three-fourths of the total space, while all the other dockets were combined into just four lines in the table.

Wants Action is "The use of radio by the people of this country has changed a great deal in the last few years," Mr. Dingell noted, and said that the problems of two-way radio are central to his thesis. He placed particular emphasis on requesting the commission to embark promptly on a rulemaking proceeding looking toward land-mobile relief.

The congressman noted that by the FCC's own record, "only a few inquiries" had been received concerning establishment of a new FM translator service, and for this reason an inquiry rather than a rulemaking proceeding was instituted. He asked the commission: "Have you received 'only a few inquiries' or a good many inquiries concerning the need for more spectrum for the land-mobile radio services? Is there any doubt in your mind that a sufficient interest has been shown to warrant your commencing a proposed rulemaking proceeding?"

"I think the time has passed," he emphasized, "when we need more long studies to get this sort of rulemaking started. . . . There is no point in starting out with some sort of notice of inquiry because no one knows the specific case they have to make or meet until everybody's attention is focused on a proposed rule anyway."

CATV franchises to 17 applicants for 83 communities (Broadcasting, March 27).

The law suits were filed by Triangle Publications Inc., group broadcaster, under the name New Haven TV Cable Co., WWHN-TV New Britain-Hartford, under the name the Connecticut TV Inc., and by Duffy Electric Co., owned by E. John Ducci, an electrical contractor.

Triangle and Connecticut TV were denied because of their broadcast affiliations. Triangle owns WNBC-TV New Haven; Connecticut is owned by the same principals as the New Britain-Hartford television station.

Triangle charged that the utilities commission made no comparison of its qualifications with other applicants, and no finding regarding the public service rendered by WNBC-TV in the New Haven area. It also attacked the qualifications of two of the chosen applicants—Matthew Jenetopolous, a TV service and master-antenna businessman, who received the franchise for New Haven and environs, and Community TV Inc., principally owned by the estate of the late William Schlank and for which Rollins Broadcasting Co. holds an option to acquire an 80% interest, which received a franchise for other New Haven area communities.

Unraised Question is Connecticut Tele-

Vision charged that at no point in the 30-month-long proceedings had the PUC raised the question of cross-ownership.

It also claimed that the utilities commission had made no comparative finding on the relative abilities of the applicants, or on the various needs for CATV service of the communities granted.

Both Triangle and Connecticut Television observed that one grant had gone to the Outlet-BT Co., half owned by Outlet Co., a Providence, R.I., department store that owns WJAR-AM-TV in that city, as well as WBOB-AM-FM-TV Orlando, Fla.

The Ducci appeal claims that the territory it received (Barhamstead, Goshen, Harwinton, New Hartford, Winchester, with a population of 21,700) was rural area with so few people that it is "economically unfeasible".

The three plaintiffs asked the court to overturn the PUC's decision and to order the state commission to grant them what they applied for in the original proceedings.

The PUC's stand on cross ownership, it appeared at the time and still does, was at variance with the affiliations of some of those who were given franchises. Among these: Meredith-Aveco Inc., Time-Life Broadcast Inc., Julian Gross, as well as the Outlet Co.

Hyde again backs subsidized TV

FCC Chairman Rosel H. Hyde used the forum provided him in an award ceremony last week to make another appeal for support of a viable noncommercial broadcasting system that would serve as a competitive prod to the commercial service.

Chairman Hyde was being honored by the Volunteers of America, a national social welfare organization, for his devotion to the advancement of electronic communications, and for his leadership in the development of educational television.

He said that the present system of communications—by telephone, telegraph, television and radio—"have created a new, aware man: a man in touch with his fellow man." He called this a "social contribution of the greatest magnitude and for which there is no adequate historical parallel."

And broadcasters, he said, have participated in an "electronic renaissance" which has helped expand man's knowledge, by devoting increased time and effort to public-issue programs. He noted the coverage given to state and
CPTV hearings jump to second stage

Commercial broadcasters and the common carriers are set to testify this week during the second round of the Senate's hearing on the administration's bill to establish a Corp. for Public Television.

Dr. Frank Stanton, CBS president, will be lead-off witness for the broadcasters on Wednesday (April 26). CBS is on record of favoring the CPTV concept; on the day the Carnegie Commission report initiated the proposal for a Corp. for Public Television, Dr. James R. Killian Jr., Carnegie Commission chairman, read a telegram from Dr. Stanton pledging $1 million from CBS toward a $25 million private endowment for CPTV. Dr. Stanton called the report "a balanced, realistic and practical approach to a most adequate noncommercial television service." (BROADCASTING, Jan. 30).

Other network presidents are scheduled to appear Wednesday: Julian Goodman, NBC, and Leonard Goldenson, ABC. Also on Wednesday, Dore Schary will testify as a council member, The Dramatists Guild Inc., and FCC Commissioner Robert E. Lee will appear as the second witness from the commission. FCC Chairman Rosel Hyde appeared during the first round of hearings two weeks ago.

NAB Plan - Vincent Wasilewski, president of the National Association of Broadcasters, is expected to bring substantial reservations to a proceeding described as "a labor of love" by Subcommittee Chairman John O. Pastore (D-R.I.) at the close of the first week's testimony. At the NAB convention in Chicago April 2, Mr. Wasilewski warned that the CPTV "has the potential of becoming a government propaganda agency" (BROADCASTING, April 10).

The NAB has an alternative plan that would seek a decentralized CPTV with federal funds disbursed to the states and passed on to local ETV operations, which in turn would channel financial support upward to a production and networking operation.

Lineup for the first day of resumed testimony (Tuesday, April 25): General James D. O'Connell, director of telecommunications management, executive office of the President; General James McCormick, chairman, Communications Satellite Corp.; Joseph V. Charyk, Comsat president; Kenneth McKay, vice president, engineering, AT&T; Earl Hilburn, vice president, Western Union Telegraph Co., and Lester Markel, associate editor, New York Times.

The hearing is to continue Thursday and Friday (April 27-28) with witnesses to be announced.

Dangers are seen in microwave system

The National Association of Broadcasters has joined a growing chorus of broadcasters who voice fears that a 22-hop CATV microwave relay system...
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proposed by American Television Relay Inc. threatens the present carefully developed system of broadcasting. In fact, the NAB said, the most alarming prospect of ATR's plans is that of a ready-made pay-TV network.

ATR has proposed to relay the signals of four Los Angeles independent TV stations to CATV systems in Texas and has presently before the FCC 139 applications seeking construction permits for facilities in its planned point-to-point microwave system (Broadcasting, Feb. 20). Objecting to the proposed system the NAB said the commission should consolidate all applications for a full evidentiary hearing because ATR's plans show a "potential for undermining" not only CATV service but broadcasting service as well.

The NAB noted that the proposed microwave route wanders throughout Texas near or through many communities where CATV systems are located and close to a number of large cities. Though ATR has indicated four Texas drop points in Odessa, Midland, Raymondville and McAllen, the association claims that the construction and operating expenses of the system far exceed the estimated income from the projected drop points. There is a clear implication, the NAB said, that ATR will soon have to add other communities to its list of customers.

Furthermore there are many small market TV stations in the path of the proposed system; at least 30 existing or potential UHF stations in Texas will be directly involved, the association noted. The small-market station "can least withstand the importation of numerous distant signals ... because many of these outlets have small net weekly circulation and when an already small audience is fragmented, the impact of distant signal CATV operation can be disastrous."

Should ATR be authorized to construct its system, the NAB said effective FCC regulation of CATV could be frustrated and CATV itself could never again be considered a supplement to free over-the-air TV service.

New Wichita council reverses CATV grant

A newly elected Wichita, Kan., city council last Tuesday by a vote of 3-2 rescinded a franchise that was granted to H&B American Corp., Beverly Hills, Calif., last March (Broadcasting, April 3). According to city officials, the commissioners felt that Wichita would not be ready for cable television until Congress passed new copyright legislation. Had the franchise not been rescinded, the system would have required a $5 million-plus investment including 800 miles of new CATV cable.

H&B planned on serving some 40,000 subscribers out of a total population of 280,000 people.

H&B American is 23½% owned by RKO General Inc., a multiple CATV owner and group broadcaster.

Philadelphia ETV sets sights on $2 million

Noncommercial WHYY-TV Philadelphia announced its 1967 fund-raising goal as $2 million, which would accrue $500,000 from the Ford Foundation's 25% matching grant program.

WHYY-TV Chairman Albert J. Nesbitt said last week he anticipated contributions of $300,000 from viewers and hoped for $1,700,000 from business and industry, foundations, and municipal and state agencies. Last month the city government, for the fourth consecutive year, made an unrestricted grant of $250,000 to the station.

Mr. Nesbitt emphasized the outlet's increased color programming and the planned start of the Public Broadcast Laboratory's three-hour news and cultural affairs weekly program in September.

Los Angeles ETV aims for second UHF outlet

At its April board meeting, Community Television of Southern California, licensee of noncommercial KCE(T) Los Angeles, approved a resolution authorizing the filing for the only other available channel reserved for educational television in Los Angeles county. As a result the educational group will file with both the FCC and the Department of Health, Education and Welfare for channel 58, assigned to Los Angeles and designated as an educational outlet. The HEW application would be for a matching grant to construct a new transmitter and other facilities.

The application reportedly puts KCE(T) in competition with the Los Angeles city school system. This institution currently produces some 35 programs, which take up about 14 hours of air time a week on KCE(T).

According to Community Television of Southern California, application is being made for the second UHF educational channel so that service to school systems throughout the area can be greatly increased. There are plans also to provide double the amount of noncommercial evening and weekend TV service to the general public.

BROADCASTING, April 24, 1967
46 states line up for daylight time

Broadcasters' recurrent problem of keeping network and local programs on a regular schedule when various states, counties and even communities did or didn't go on daylight saving time, or went on at different dates, seemed considerably closer to a solution when Congress passed the uniform time act last year.

It provided for national uniform daylight saving time to start the last Sunday of April. It was a careful step to bring order out of chaos, but it had a loophole: The states could exempt themselves, if they did it on a statewide basis. That would, at least, dispense with confusion on the day the states went in and out of daylight saving time.

But groups of determined broadcasters and others across the nation, who went to work on the idea that a whole pie was better than half, fought exemption.

Their main opponents were farmers, operators of drive-in movie theaters and dedicated states-righters.

Last year only 19 states observed daylight time statewide, another 17 by local and county consent.

This year, as the result of campaigns to educate legislators and citizens on the issue, and some discrete lobbying, all but Missouri (which was at last reported considered a "probable"), Michigan, Kentucky and Florida, will be on the uniform time standard.

Michigan's Problem A petition for a plebiscite next year is currently being circulated in Michigan, whose problem involves the division of the state into upper and lower peninsulas. Michigan and Florida legislatures have simply been unable as yet to meet on the question.

Broadcasters were key figures in many of the state campaigns.

Owen Saddler, executive vice president and general manager of KMTV (Omaha), cut informational spots on the exemption bill in the state legislature, and distributed them free to other stations in Nebraska. He argued that it would be impossible for a station to tape 15 hours a day of network programming, even if it wanted to, and that if people desired their programs at the time they were used to them, they ought to write their legislators.

In Indiana, the legislature passed a bill that became law without the governor's signature, stipulating that while towns and cities must display a clock with the official time, the actual time used would be locally decided. Thomas Hamilton, vice president and general manager of WNDU-TV South Bend, was heavily involved in the uniform time campaign. Currently, the Indiana bill is being challenged on constitutional grounds and will probably be repealed.

New Mexico legislators were visited by the state's broadcasters, organized by Jerry Danziger, general manager of KOB-TV, and Bob Pettingell, manager of KOB both Albuquerque. During a four-month period, they spoke with every one of New Mexico's senators, explaining the effect on broadcast programming if the state were exempted, but they were unable to line up the votes for defeat of the bill.

Three days before it came to a vote, KOB-TV, and the other Albuquerque TV stations, KGOM-TV and KOAT-TV went on the air with explanations of what would happen to schedules if the bill passed. The reaction was overwhelming and the bill was defeated by a 2-to-1 margin.

Among the many other broadcasters actively involved in the achievement of uniform time standards were: the Texas Television Broadcasters Association, and WBAP-TV and KRLD-TV both Dallas-Fort Worth; Bob Brown of KARK-TV Little Rock, Ark.; Irving Waugh of WSM-TV Nashville; Bob Villar of WSPA-TV Montgomery, Ala.; Don Head of WSN-TV Atlanta, and Steve Flynn and Don Loury of NBC-TV.

Rev. Norris's case heads for Congress

The Reverend John M. Norris, owner of WGCW-AM-FM Red Lion, Pa., whose applications for station license renewals has been pending before the FCC for almost a year, is taking his case to Congress. Last weekend he wrote to every congressman and senator about his troubles with the FCC.

In his letter to Capitol Hill, Mr. Norris charged he was being harassed by the commission. He referred to an April 12 communication from the FCC asking him to tell the commission how he has determined the needs of his community, and with what civic, business and religious leaders he has conferred. This is exactly what the FCC asked him last October, he said, but in February of this year the commission told him it would act on his application "in the near future." When he received the February communication, he said, he called off a planned prayer meeting at the FCC (Broadcasting, Feb. 10).

WOCB stations also have challenged the FCC's fairness doctrine in a court suit.

Sarnoff presages growth in 'knowledge industry'

Half of the nation's gross national product in another 20 years will accrue from the "knowledge industry," RCA President Robert W. Sarnoff predicted last week at a special convocation in his honor at Florida State University, Boca Raton. The university conferred upon him an honorary degree of Doctor of Humane Letters.

Mr. Sarnoff used the term "knowledge industry" to describe a broad range of activities, from publishing and broadcasting to research and education. Its volume is growing at twice the rate of the economy as a whole, he said, and the electronics industry particularly will play a large and vital role in managing "the mounting flood of knowledge."

Roslow tells AWRT what's up Pulse's sleeve

A rundown of current projects of The Pulse Inc., was given to members of the Philadelphia chapter of American Women in Radio and Television last week by Laurence Roslow, Pulse vice-president.

He described the three-stage AMP, (All-Media Pulse), which has been conducted in New York, Chicago, Los Angeles and Philadelphia and will go into 10 markets by fall; CP '67, a national radio study covering 3,126 counties in the 48 continental states, with reports due out in February-March 1968, and LQR, local qualitative radio studies, which will show regular demographic data plus broadcast audiences by product usage.
No czar for Canada

But Stewart tells
CAB new regulations
are sure to be passed

The likelihood of more government control and parliamentary demands for more Canadian programing dominated the 41st annual meeting of the Canadian Association of Broadcasters held in Toronto last week.

Speaking on the future of Canadian broadcasting, Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, told the CAB new legislation affecting the industry was imminent as a result of the government's white paper (Broadcasting, Sept. 13, 1965 et seq.). Though the content of such legislation is not yet known, he said the BBG is preparing itself for new responsibilities.

He speculated that in the future broadcasters will make applications for licenses, changes in facilities and transfers of shares directly to the BBG, and that it seemed likely the board would be given the authority to place conditions on individual licenses. It is also expected, he said, that the board will be given directives on the use of satellites as part of the broadcasting structure.

If there is one message that comes through "loud and clear" in a special Commons committee report, Dr. Stewart said, it is government preoccupation with Canadian principles, control and identity in broadcasting. In a carefully worded warning he noted that there had been an increase in the number of radio stations contracting to receive material directly from U. S. radio networks. Although he would not preclude Canadian stations from other news sources, he made it clear that extensive substitution from other countries for Canadian news sources and an apparent decline in the capacity of news services to supply stations is contrary to national policy.

High Quality - Dr. Stewart said the Commons committee report recognized regulations and conditions of license cannot guarantee Canadian programs of high quality. But the report adds, he said, that broadcasters have a special responsibility to provide these programs because they will not come from other sources and that these programs must be developed to the full extent available talent and resources permit.

He noted that the pool of talent and the capacity to employ it are not spread evenly across the country among public and private stations. He said a principle of equalization is vital if a national network of private stations is to be maintained and provided an opportunity to perform its role as an essential and indispensable part of the national policy.

Dr. Stewart added: "Broadcasters may feel that there is being placed upon them a disproportionate responsibility for the welfare of Canada. And it may be cold comfort to remind you that this attention is directed to you because you are regarded as the ganglia in the central nervous system of Canadian nationhood; [but] there may be compensations."

Compensations were hard to find a year ago, said CAB President Jean Poulard. "The talk was all of a czar of broadcasting," he said, "a demi-god who, after having decided what was good or bad according to his own standards, would simply prevent the stations from transmitting the bad ones."

Czar is Dead - "The idea of a czar of broadcasting is dead," he said, "but I believe that the concept is still very much alive and has ... simply been shifted from broadcasting to advertising," by those people who would find wrong in a free-enterprise system activated by the profit motive. He added: "No czar of production can decide that, if the producer used more labor or..."
less advertising or cut down on promotion, the consumer would be better off; it has been tried again and again and to no avail.”

Not all broadcasters at the meeting, however, were in accord with future government controls. In a panel discussion involving legislators, newspapermen and broadcasters one idea tendered was the creation of the Free Press. They took to the task the lack of in-depth news coverage, extensive use of the free news handout, the need for wider radio-TV coverage of the Ottawa capital, the rip-and-read practices of some local stations and the neutral position private broadcasting takes in politics. As one panelist complained of the industry: “If we leave it to the newspapers, God help us.”

The CAB also presented special awards to three individuals for their contributions to broadcasting: Herbert Gordon Love, president of Broadcast News Limited and pioneer Canadian broadcaster; J. Alphonse Quinette, president of the Canadian Broadcasting Corp., and Richard G. Lewis, editor and publisher of the Canadian Broadcaster, an industry trade magazine.

A widening ripple in Europe

Spread of commercial broadcasting to more nations seen as inevitable by British ad man at 4A meeting

Opening up of television and radio to advertising in more and more European countries was predicted last week by Sir John Rodgers, president of London’s Institute of Practitioners in Advertising, in a speech for delivery Friday (April 21) at the annual meeting of the American Association of Advertising Agencies (see page 23).

“The countries currently deprived of TV advertising will soon follow suit [in accepting advertising] from necessity,” he said. “And the projected increase in satellite communications will probably speed both this and the increasing internationalism of advertising in Europe.”

In Europe, he said, “separate commercial television channels exist only in the United Kingdom, Holland and Finland, where, incidentally, it can be seen in Russia, where no doubt it demoralizes the Soviet citizenry. It also exists, but in short supply, in Germany and Italy, but it is banned in Scandinavia and France and Belgium. Commercial radio is even less available than commercial TV.”

Of Necessity = “Anyway,” he continued, “I believe as far as Europe is concerned, where the advertisers need a medium, and the public wants them to have it, they will eventually get it. I cannot help feeling that our present timorous rulers are shortly going to be overtaken by events and that the immense improvements in communications heralded by Telstar are going to make nonsense of any restrictive policy in any country—although of course there must be some international agreements on wavelengths.”

Sir John, who is deputy chairman of J. Walter Thompson Co. Ltd., London, and also a member of Parliament, opposed special restrictions on radio-TV, saying: “Advertising should be officially restricted only by the laws of the land, which apply to all publications.”

EQUIPMENT & ENGINEERING

Channel-sharing tests set for Washington

RCA, GE AND MOTOROLA TO ASSIST IN CH. 6 EXPERIMENT

Three major manufacturing companies that make both TV sets and mobile radio equipment and that last month had expressed some doubts about participating in the proposed sharing test on channel 6 in Washington (Broadcasting, April 3) have changed their minds. Representatives of RCA, GE and Motorola announced last week that their companies are now prepared to go forward in helping with personnel and equipment.

The reconsideration was made known at the April 18 meeting of the steering committee of the group organized to test the sharing of TV channels with the land mobile radio services.

The upshot of the steering committee meeting last week was that the trial will take place, and that it will commence sometime toward the end of May. Although there is no time limit, the tests are expected to run for several months.

Also mentioned in the plan for the study is the possibility of testing sharing on channel 8 in Los Angeles at some future date.

The objective of the field tests is to determine possible interference from mobile radio transmissions on channel 6 (82-88 mc) to co-channel and adjacent channel TV stations, and also to FM stations (which occupy 88-108 mc). The TV stations most concerned will be WTTG-TV Washington, on channel 5; WIP-TV Philadelphia and WTV (TV) Richmond, both on channel 6.

Also scheduled to be checked are the interference possibilities to viewers with UHF converters who use channel 6 as the “open” point in their receivers to tune in UHF stations.

A major portion of the discussion by the steering committee was on the position of broadcast representatives that the FCC laboratory participate in the test concurrently with the field exercises. There apparently had been no organization for the laboratory to participate at the same time that the field tests were going on.

It was agreed that the laboratory would be prepared to participate while the tests are underway.

The trial on sharing will see a mobile "base" transmitter operating at nine locations in the greater Washington area, and two other vehicles with receiving instruments and TV sets measuring potential interference on the adjacent and co-channel frequencies.

These are the apparatus being donated by the big-three manufacturers. Transmitter locations will be at three locations in the city proper, two in Maryland (Wheaton and Laurel) and four in Virginia (Arlington county, Fairfax county, Springfield and Woodbridge).

In addition to instrument checks, each test will also be made visually on a TV receiver in the vehicle and in nearby homes by a two-man observer team. They will use TV service grades as enunciated by the Telecommunication Association System Organization—excellent, fine, passable, marginal, inferior, unusable.

The test program began several years ago as part of the drive by land mobile services for more spectrum space. At first, the assignment of two UHF channels was requested. Failing this, mobile service spokesmen asked for a feasibility test of VHF sharing. This was approved by the FCC and it was proposed to test sharing on channel 6 in Los Angeles. The test was shifted to Washington when the Mexican government failed to agree because the same channel is used in Tijuana, Mexico.

Work on preparing for the Washington examination has been going on since late last year.

In the meantime, however, the FCC
Set sales drop in first two months of '67

Color-TV sales by distributors to retailers for the first two months of this year continued on its upward trend, but other categories in TV and radio sales moved to the loss side.

Because of a slump in black-and-white sales during January and February, total TV sales slipped also, notwithstanding the boost in color sales.

As reported last week by the marketing services department of the Electronic Industries Association:

<table>
<thead>
<tr>
<th>TELEVISION</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Monochrome Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January-February 1967</td>
<td>676,383</td>
<td>827,236</td>
<td>1,497,619</td>
</tr>
<tr>
<td>January-February 1966</td>
<td>533,300</td>
<td>1,240,090</td>
<td>1,773,390</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RADIO</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Home sets With FM* Auto</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January-February 1967</td>
<td>1,520,800</td>
<td>458,893</td>
<td>1,376,291</td>
</tr>
<tr>
<td>January-February 1966</td>
<td>1,934,911</td>
<td>532,749</td>
<td>1,532,754</td>
</tr>
</tbody>
</table>

* Excludes auto radios

announced that it was going to study the whole question, including the possibility of transferring some UHF television channels to the mobile services (BROADCASTING, April 17).

Monitor maker seeks delay on FM deadline

A small electronic manufacturing company last week asked the FCC to postpone for 90 days the effective date of its order requiring all stereo FM stations to have a type-approved modulation monitor. The FCC deadline is June 1.

The request was made by Belar Electronics Laboratory, Upper Darby, Pa., which said it has a monitor pending approval at the FCC laboratory. This monitor, it added, is an "add-on" type to be used with the company's mon- tural monitor (already type-approved) and a sideband monitor almost ready for submission for type approval. Because of the add-on feature, Belar said, delay in getting type approvals has resulted.

Unless a postponement is authorized, Belar said, it fears that it may suffer serious economic damage.

Jerrold gets Boston contract

Jerrold Electronics Corp., Philadelphia, reports that a contract to design and equip a 2,500 mc instruction television system for 135 Boston parochial schools has been awarded to Lake Systems Corp., Watertown, Mass., a Jerrold engineering contractor. The Boston system will originate from the Prudential Building in downtown Boston and will be under the direction of the Reverend Walter L. Flaherty.

WAKR-TV's new plant to have quadruple power

Construction has started on a taller tower and higher power for WAKR-TV Akron, Ohio, designed to quadruple power and coverage for station. At the same time, it was reported, WAKR-TV is scheduled to change its frequency from its present channel 49 to channel 23. Completion is due this fall.

New tower, rising in the western part of the city, about two miles from the present radiator in downtown Akron, will be 960 feet above ground. The new transmitter will operate at 1,125 kw (or 776 kw in horizontal plane). New grade A signal will encompass nearly a million homes, WAKR-TV said, covering all of Cleveland on the north and reaching beyond New Philadelphia and Dover to the south, reaching the Warren-Niles area of Youngstown on the east and including Elyria, Lorain and Ashland on the west.

Channel 6 interference reduction plans offered

Several engineering proposals to reduce or eliminate interference to TV last week in response to a commission request for comments on its projected table of assignments for 20 educational FM channels. Among those filing were group-owner Triangle Publications Inc. and its consulting engineers, Kear & Kennedy, and the Association of Maximum Service Telecasters Inc. and its consulting engineers A. D. Ring & Associates.

In a notice of inquiry issued last November (BROADCASTING, Nov. 14, 1966), the FCC requested information on criteria to be used in making channel available to communities and educational institutions as well as on the technical standards to be used in drafting the proposed table. The table would involve channels 201 to 220, 88.1 mc to 91.9 mc. The FCC also indicated it wanted to drop the low power 10-w educational FM stations because it felt those stations did not represent the most efficient use of the spectrum. Further the commission invited comments and data on the problem of adjacent channel interference to reception of TV channel 6 (82 mc to 88 mc).

Triangle offered an allocation plan that would reserve FM channels 201 to 207 for the exclusive use of 10-w operations. It encouraged the perpetuation of the small operation as a valuable training ground for the future broadcaster. If the commission had set a criteria of efficiency for this type of operation, then Triangle suggested that power levels should be set only as high as necessary to serve the area desired.

According to the plan, channels 208 to 220 would be assigned to class A, B and C stations in the same manner as assignments are made in the commercial FM band. If the rules were eventually modified existing facilities would be required to shift to a channel in compliance with the rules and probably in the larger cities stations that do not comply with the rules would be permitted to continue operations.

In order to protect channel 6 reception, Triangle suggested high-power assignments on any educational FM channel or on frequencies below 90 mc be restricted with a minimum mileage separation or eliminated in those areas of reception.

AMST said its data showed that channel 6 interference occurred in varying degrees from all 20 educational FM channels, and that the commission should acquire information to establish allowable ratios of FM signal strength to channel 6 signal strength for each of the FM channels. At the very least, AMST said, the FCC should adopt a policy of requiring applicants for high-power FM's with channel 6 service areas to apply for available channels with minimum interference potential.

Suit filed against N.Y. trade center

A suit was filed last week against the Port of Authority of New York charging that the agency is attempting to "take over and control" business from broadcasters in the New York area that now pay operators of the Empire State Building an approximate $1.25 million in yearly rentals.

The suit, filed in the Supreme Court of the state of New York by operators of the Empire State (landlords to nine
TV and 13 FM radio outlets), accused the PA of “inducing and persuading” the broadcast tenants to break their commitments and relocate to a proposed 110-story World Trade Center building in lower Manhattan. The stations’ transmitters are now located in the Empire State Building.

Last month Austin J. Tobin, PA executive director, offered the TV broadcasters rent-free space on the trade center until their contracts expired in 1984 (Broadcasting, March 13). The reason arose as debate continued over the question of possible interference to TV reception should the proposed building be erected.

Lawrence A. Wien, president of the Empire State, last week told a news conference that if the broadcasters move to the trade center, it would cost the PA some $25 million–$30 million in new equipment, plus another $20 million in installation fees, resulting in a total outlay of $50 million, which he called “a waste of public funds.”

Mr. Wien said the trade center’s construction requires that the walls be put up first, and that it would take two years before the TV towers could be switched from the Empire State location. Meanwhile, he continued, the majority of TV viewers (owning some 10 million sets) will have to reorient their TV antennas, paying from $6 to $12 per set, or $60 million to $120 million for “no better reception.”

The suit seeks to stop the Port Authority from “an act in unfair competition or unfair trade practice” and limit its structures (two twin towers) to 72 stories. The Empire State’s TV tower is 1,375 feet high (above ground level) on a building 102 stories high.

**FCC contour change brings UHF support**

An FCC proposed rulemaking that would alter the present method of determining a TV station’s field intensity contours drew a flood of response primarily from UHF owners last week. At stake in the new rule are more CATV carriage and priority rights that will be claimed by UHF’s.

The proposed rule change that specifies the power in the pertinent vertical direction shall be used to predict the distance to a station’s grade A and grade B contours was prompted by wkBN-TV Youngstown, Ohio, who claimed the present restriction operated to the “serious disadvantage” of UHF’s. The present rule states that only the horizontal power is to be used in predicting those contour distances.

The station noted that normally UHF’s use narrower vertical beams and more electrical beam tilt than do VHF’s in order to obtain greater effective radiated powers and better close-in coverage. For example, wkBN, Steubenville, Ohio, would be included within the grade B contours of at least two Youngstown UHF’s based on the maximum vertical lobe, but the city could not be included based on the horizontal radiated power.

Response from other UHF owners generally bore out that contention. Citing engineering reports, the stations said because of increased tower height either mechanical or electrical beam tilt in higher gain antennas was necessary to direct the major portion of the antennas’ radiated energy downward toward the earth’s surface. Therefore any power directed in the horizontal plane is wasted, the stations claimed, since such radiated energy would never be directed downward and, in effect, has no practical significance in a TV station’s coverage. It would be more meaningful, they said, to use the power a station radiates in the direction of the horizon to compute the distance to the contours.

One UHF owner, Jet Broadcasting Co., wJET-TV Erie, Pa., stressed the question of CATV carriage as a matter of “great public concern.” The owner noted that the precise location of its predicted contours formerly was of interest to its research department as an indication of the population to be served. However, the recent CATV rules made the location of these predicted lines virtually the “absolute determinant” as to carriage of the station by CATV systems within the station’s area.

A network approach to the rule, that of ABC Inc., warned that the proposed change should not necessarily apply to VHF’s. ABC noted that for VHF stations the angular differences between the appropriate vertical and horizontal angles is generally less than one-quarter of a degree and that the difference in radiation is much less for VHF (about one decibel) than for UHF antennas. To apply the rule to VHF’s, ABC said, would mean that the vertical plane pattern in all eight primary compass directions would have to be determined before the distances to the contours could be computed.

ABC proposed instead a revision of the rule’s wording that horizontal power should still be used in predicting those contour distances and that for UHF stations the appropriate radiation patterns in both horizontal and vertical planes should be used. Further, in predicting other field intensities over non-horizontal plane areas, ABC said, the effective radiated power to be used should be the power in the direction of such areas.

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Broadcasting, April 24, 1967
Slight dip in CBS earnings

Total income is up, but so were operating expense in CBS/Columbia Group, Paley reports

Chairman William S. Paley last week reported preliminary CBS figures for the first quarter 1967: While net sales increased $23 million, from $192 million over the same period last year, net income declined from $15 to $14 million.

Mr. Paley at CBS Inc.'s annual meeting in New York charged the decline in income to "additional operating expenses incurred by the CBS/Columbia Group, a negative factor that will be reduced as the year goes on."

The CBS/Columbia Group is composed of CBS Records; CBS Direct Marketing Services, based on the Columbia Record Club; CBS International, which carries out production, manufacturing and marketing of audio products offshore; CBS Musical Instruments, composed of Fender Guitar and Amplifier Co., the Electro Music and Rogers Drums which was acquired last year; and CBS Educational Services, comprising four 1966 acquisitions: Creative Playthings, the Learning Center, and two educational film producers, Bailey Films and Film Associates.

On the question of further mergers and acquisitions, Mr. Paley mentioned the pending merger with Holt, Rinehart and Winston, and said: "We look for prospects that measure up to our standards of quality; we are interested only in companies that have strong management; and those that have growth potentials and are in growth industries."

He denied that negotiations for merger with either Curtis Publishing or Wurlitzer were "in process at the present time."

In a quick run-down of the status of the five divisions of the CBS Broadcast Group, President Frank Stanton reported:

* CBS-TV programs are seven of the 10 most popular evening programs, and all 10 of the most popular daytime programs.
* CBS-owned television stations have nearly completed their transition to color, not only in network and film programs, but also in live, station-produced broadcasts, including news.
* CBS Radio sales in 1966 were higher than in 1965, or in any year since 1958. CBS-owned radio stations have expanded their new talk-information broadcasts to 80% of weekday programming, with a record number of editorials (494) and political endorsements (19). FM outlets established "The Young Sound" programing concept, aimed at the 20-to-35 age group.
* CBS Theatrical Films is being organized with Gordon Stulberg as president to produce "about 10 theatrical motion pictures a year."
* CBS News is now spending more in resources and manpower... than ever before in its history. It proposes to do so, and to be second to none in the promptness, accuracy and scope of its coverage."

CBS stockholders elected the proposed slate of directors and approved "the 1967 stock option plan," which increased the number of shares available for option to a maximum of 300 offices and key employees from 425,000 to 750,000 shares (Broadcasting, March 20).

Stockholders who might have been concerned about that first-quarter dip in net income might have been reassured to learn (via a film shown during the meeting) that 100 shares of CBS, purchased for $9,000 in 1932, would equal 12,465 shares today, with a current market value in excess of $850,000.

Another bright sign on the CBS horizon was the New York Yankees. Asked to state Yankee President Michael Burke's qualifications, Mr. Paley remembered that he had been "a business executive of Ringling Brothers Circus... well, you know, it's all show business."

Mr. Stanton's opinion was more restrained: "We're only five games into the season, and we have high hopes."

A silver gavel was presented Mr. Paley (r) by Dr. Stanton during the stockholders meeting on behalf of "The men and women of CBS, in grateful appreciation for your resolute and inspiring leadership."

A few giggles too

There were lighter moments at the CBS meeting. Mrs. Evelyn Y. Davis, whose voice inevitably is heard at annual meetings of major corporations, was in attendance. She wore a football helmet, which she said indicated that "the New York Yankees have been turned into a football within the company."

CBS Chairman William S. Paley, after stockholder Mrs. Davis took the floor for the third time to address the assemblage at length, took note of another piece of her clothing—a black sweatshirt emblazoned with the message "I was born to raise Hell"—and remarked gently: "Perhaps you might be able to operate more effectively there."

Transamerica takes over UA ownership

Some six months after the move was first announced as pending United Artists Corp., New York, has become a subsidiary of Transamerica Corp., San Francisco. The acquisition officially took place on April 10, the end of Transamerica's first offering period when 87% of UA shareholders agreed to tender their stock. The offering period subsequently was extended to May 1 and currently 94% of outstanding UA shares have accepted the Transamerica offer.

Last November (Broadcasting, Nov. 26, 1966), the two disparate companies agreed in principle on a plan under which Transamerica would acquire UA. Under the proposed terms UA shareholders had a choice of accepting either one share of Transamerica common for each common share they held or a...
Broadcasting, April 24, 1967

package that would include one-half share of common and ¼ share of a
new $4.80 cumulative preferred stock.
The new preferred would be callable after eight years at $104.80 and con-
vertible into Transamerica common at a rate of $30 a share.

Transamerica shareholders voted on
March 2 to increase the authorized
common shares of the company. This
action cleared the way for the com-
pletion of the UA transaction. The last
barrier was removed when the holders of 87% of UA outstanding shares ac-
cepted the Transamerica offer by the
April 10 expiration date. The offer
would not have been effective unless at
least 80% of UA's outstanding shares
accepted it. Transamerica, which will
hold its annual meeting in San Fran-
cisco on April 27, is a large financial
service organization. United Artists de-

...ments to
the stockholders that
Time Inc. intends to buy a VHF station if
it is in a "good market" and is avail-
able at the "right price." Time-Life
stations are KLZ-AM-FM-TV Denver;
WOOD-AM-FM-TV Grand Rapids, Mich.;
KOGO-AM-FM-TV San Diego; KERO-TV
Bakersfield, Calif.; and WPBM-AM-FM-
TV Indianapolis.

**Comsat's quarter income hits $1.2 million**

The Communications Satellite Corp.
reported last week net income for the
three months ended March 31 was
$1,229,562 (12 cents a share). Reven-
ues from Early Bird over the Atlantic
and Lani Bird over the Pacific, which
 commenced service Jan. 27, amounted
to $2,372,159, Comsat reported.

Operating expenses for the first quar-
ter totaled $4,388,685 of which $1782,814 was transferred to satellite sys-

tem development cost and capitalized.
The balance of the operating expense
was applied to operating revenues,
resulting in a net operating loss for the
first three 1967 months of $233,712. A
net interest income from investments of
$1,463,274 gave Comsat its net income.

As of March 31, Comsat has cash and
temporary cash investment of $158 mil-

...tionary stock.

**Four Star drops despite economies in production**

Four Star Television, North Holly-
wood, has incurred a loss for the 27

Reductions were made in the cost of
developing and producing film shows
for network telecast, but they were not
sufficient to offset the large decrease in
production revenues as a result of Four
Star's production of only one film series.
Through operating efficiencies intro-
duced last fall, profits on domestic
syndication and foreign distribution in-
creased in spite of the 15% drop in gross
income.

**Two significant developments ex-
panded the company's catalogue of
properties available for the foreign
market through Four Star International
Inc.—the agreement for the acquisition
of various championship sports events,
and rights from The Walter Read e Or-

ganization to a group of over 25 feature
length motion pictures for foreign dis-

...in its broadcast income

Time Inc. last week reported 1966
broadcast revenues of $22 million from
its five stations, compared to $4.3 mil-

...lion a decade ago (1956) from three
stations (one of which, a majority
equity, was not reported at that time).
The figures, usually not disclosed by
the company, were reported at Time's an-
nual stockholders meeting in New York.

Time officials also reported that over-
all revenues and profits last year ad-

...percent interest in Sterling Information Services Ltd.

During the meeting last week, man-
germent officials told stockholders that
Time intends to buy a VHF station if
it is in a "good market" and is avail-

...1967

Plough's first quarter
up record 9%

Plough Inc., Memphis, manufacturer of
proprietary drugs, ethical pharmaceuti-
cals and DAP household products,
reported an increase in net sales of
9% over the 1966 first quarter. A com-
pany official stated that this three
months ended March 31 were the high-
est first quarter in the company's history.

Plough, Inc., owner of five AM-FM
stations, also announced that there were
2,814,319 shares outstanding on March 31,
compared with 2,785,402 in 1966.

For three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Net sales</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>0.55</td>
<td>17,500,000</td>
<td>1,500,000</td>
</tr>
<tr>
<td>1966</td>
<td>0.41</td>
<td></td>
<td>1,000,000</td>
</tr>
</tbody>
</table>

**Scripps-Howard pays dividend**

Scripps-Howard Broadcasting Co.,
Cincinnati, has announced its earnings
figures for the three months ended
20 received a dividend of $0.35 per
share that was paid March 10.

For the twelve weeks ended March 25:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Net operating revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>0.43</td>
<td>4,091,459</td>
<td>1,482,715</td>
</tr>
<tr>
<td>1966</td>
<td>0.41</td>
<td></td>
<td>1,091,497</td>
</tr>
</tbody>
</table>
RCA posts some new records

Sales, profits in first quarter set new highs; color goes well despite durable goods slowdown

In the face of a general softening in the national economy, RCA achieved its best first-quarter performance in sales and profits this year. Net income increased 8%, sales were up 16% and share earnings up 6% compared to the corresponding quarter in 1966. Elmer W. Engstrom, chairman of the executive committee, and Robert W. Sarnoff, president, said last week's report as encouraging in that "any company as involved in the varied aspects of our national life as RCA must expect to feel the impact of prevailing economic currents." Though uncertainty continues to "cloud the general business picture," they noted that RCA emerged from the first quarter in a "good position for continued progress." They said RCA's performance for the rest of the year ought to "compare favorably" with U. S. industry standards.

Color TV, in the first quarter, the RCA report emphasized, ran counter to a general softening in the consumer durable goods market, with unit sales of sets ahead of the comparable period a year ago. RCA acknowledged that a general economic adjustment was reflected in "a slowing of the growth rate in color sales." An upturn is seen by RCA before this year's end.

Gains in the first quarter were reported in several phases of the RCA operation: factory sales of home instruments up 57% in dollar volume (new record); record first-quarter sales and earnings by subsidiary NBC; higher levels at RCA Victor Records; increase in orders and dollar volume in electronic data processing systems; record first-quarter volume in sales of RCA Broadcast and Communications Products division and of RCA Communications Inc.

Three months ended March 31:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products and services sold</td>
<td>$883,000,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>34,400,000</td>
</tr>
<tr>
<td>Net profit per share</td>
<td>$.57</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>60,500,000</td>
</tr>
</tbody>
</table>

*Net profit is reported above in accordance with the corporation's regular accounting practices; it is necessarily based in part on approximations and is subject to audit and year-end adjustments. Figures for the 1966 period have been restated to include those of Random House Inc., which was acquired by RCA on May 19, 1966, and has been accounted for as a pooling of interests.

TV role in MGM gains noted by O'Brien

For the first 28 weeks of the current fiscal year, Metro-Goldwyn-Mayer Inc., New York, achieved 25% more gross revenue for the same period last year. According to this increase, earnings went up 60% over 1965.

Robert H. O'Brien, president and chief executive officer, noting that "our opponents have said that we lean upon the library of our predecessors for our TV earnings," reported that MGM released 93 of its own pictures between Aug. 31, 1963, and Aug. 31, 1966. Since 1963, Mr. O'Brien reported, MGM's earnings from TV series have tripled, with an expectance of a 40% increase in profits this year.

For the 28 weeks ended March 16:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.42</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>117,353,000</td>
</tr>
<tr>
<td>Net income from television programs and commercials</td>
<td>1,513,000</td>
</tr>
<tr>
<td>Net income</td>
<td>7,543,000</td>
</tr>
</tbody>
</table>

Rust Craft's earnings up 27%

Operating income of Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card and broadcast company, showed a gain of 27% for the fiscal year ended Feb. 26.

It was reported that during the year, 60,000 additional shares were issued in acquiring CATV interests and in the exercise of stock options. Without this increase in shares, the earnings per share would have been 18 cents greater.

Both the broadcasting and publishing divisions showed gains, and results of the first year operations of WJKS-TV Jacksonville, Fla., and the newly acquired CATV interests were above expectations.

For the fiscal year ended Feb. 26:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.22</td>
</tr>
<tr>
<td>Consolidated net sales</td>
<td>42,311,515</td>
</tr>
<tr>
<td>Operating income</td>
<td>2,186,119</td>
</tr>
</tbody>
</table>

FC&B sets record for first quarter

Foote, Cone & Belding, New York, reported last week that gross billing reached a record high of $66.4 million during the first quarter of 1967, as compared with $59.3 million in the corresponding period last year.

Earlier FC&B had announced that for 1966 gross billing climbed to more than $255.6 million; operating income (commission and fees) rose to $33.5 million and net income increased to almost $2.95 million, equal to $1.36 a share, from $2,731,000, equal to $1.25 a share, in 1965.

For the first quarter, ended March 31:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$0.29</td>
</tr>
<tr>
<td>Net income</td>
<td>833,000</td>
</tr>
<tr>
<td>Operating income</td>
<td>10,900,000</td>
</tr>
<tr>
<td>Gross billing</td>
<td>88,400,000</td>
</tr>
</tbody>
</table>
**Peabodys: NBC 6, CBS 4, ABC 2**

**PRESIDENT JOHNSON PRAISES REASONER; DALY PRESIDES AT AWARDS**

The George Foster Peabody awards for distinguished achievement by radio and television during 1966 were presented last week in New York at a luncheon meeting of the Broadcast Pioneers. Of the 13 awards presented to network organizations, NBC received six, CBS four, ABC two and National Educational Television (NET) one.

John Charles Daly, a member of the Peabody board, presided in the absence overseas of Chairman Bennett Cerf. He read a telegram from President Johnson congratulating the recipients, particularly CBS newcomer Harry Reasoner who, the President said, "earned my admiration and respect" during his tenure as a White House correspondent. Mr. Daly announced the winners and read their citations, with some omissions. In the advance text of its citation, National Educational Television was honored "for valiantly swimming against the current which seems to be sweeping TV toward mediocrity." Mr. Daly did not read that portion of the citation, but NET President John F. White, in accepting the award, remarked: "It has been said we are swimming upstream. I would like to say we are delighted to be able to break out of the breast-stroke in this competition, into the free-style."

Again in the advance text of the citation, Mr. Daly quoted "Kup's Show" on WGN, Chicago, the show was praised "for consistently treating the TV viewer as if he were in fact a mature adult instead of a 12-year-old, though by doing so Kup keeps the public up far too long every Saturday-Sunday night."

Mr. Daly stopped after the word "adult," and Irwin Kupcinet expressed his gratitude "to those who control the media for granting the latitude necessary for his show.

A criticism of broadcast advertising that Mr. Daly did read was in the citation for ABC-TV's "A Christmas Memory," which, the citation said, was "marred only by the unfortunate interruptions of jarring commercials at all the wrong moments."

Frank Perry, producer-director of the show that received the award, had to "apologize" because "I placed the commercials, diligently, frame-by-frame. . . ." Mr. Perry said the award should be "to the vision" of ABC President Leonard H. Goldenson in his "quest for excellence."

One recipient, Harold P. See, of KNX-TV San Francisco, honored for the weekly public affairs program Assignment Four, thought to praise "the sponsors who pay for this business," and who "have sponsored every week of this show."

Dean John E. Drewery of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody board, administers the awards, made the presentations. The awards:

**Television News** • Harry Reasoner (CBS).—"Harry Reasoner is a skillful and responsible reporter; has demonstrated a unique capacity for pin-pointing the not-so-obvious and for holding up to inspection some of the absurdities with which we live. His television essays, with producer Andrew Rooney, among the capital attractions of 1966, exemplified journalistic skill, taste, and imagination. In recognition, a Peabody Award."

**Television Entertainment** • "A Christmas Memory" (ABC).—"Truman Capote's famous story, 'A Christmas Memory,' was brought to life on the television screen with all its hauntingly beautiful qualities intact. Superbly produced by the Perry's and acted to the hilt by Geraldine Page and a small but distinguished supporting cast, this was one of the very finest TV hours of 1966—marred only by the unfortunate interruptions of jarring commercials at all the wrong moments."

**Television Education** • National Geographic specials (CBS). —"National Geographic specials, CBS, were an outstanding scientific, entertaining television series including 'Hidden World,' 'Americans on Everest,' 'Dr. Leakey and the Dawn of Man,' 'The World of Jacques-Yves Cousteau,' 'The Voyage of the Brigantine Yankee,' and 'Miss Goodall and the Wild Chimpanzees,' each an exploration and panoramic overview of the fascinating world of nature with its challenges to man. In recognition, a Peabody television education award."

"American White Paper: Organized Crime In The United States" (NBC). —"For the scope of its inquiry and its significance to our national safety, in addition to its imposing professionalism, NBC's 'White Paper: Crime in America' deserves not only a Peabody award but our gratitude as well."

**Television Youth and Children's Programs** • "The World of Stuart Little" (NBC).—"Transferring a literary fantasy to the home screen without loss of either merit or appeal, 'The World of Stuart Little' exalted television and NBC's Children's Theater series. The re-creation of E. B. White's classic five-inch mouse was so technically adroit and so undescending in approach as to win the hearts of all—young and old. It richly merits a Peabody award."

**Television Promotion of International Understanding** • The Wide World of Sports (ABC).—"More than a mere chronicling of athletic contests around the globe, ABC's The Wide World of Sports, in concept and philosophy, has achieved a closer relationship of countries as well as competitors. Under producer Roone Arledge's helm, this has been accomplished in an indefinable but nonetheless measurable way that does broadcasting credit. In recognition, a Peabody award for international understanding."

"Siberia: A Day in Irkutsk" (NBC).—"Persistence and journalistic enterprise were rewarded when NBC News obtained permission from the Soviet authorities to film an hour-long program in the city of Irkutsk, in Siberia, the re-

**Permanent fixture**

Like the man who came to dinner, the impressive hospitality suite set-up by Desilu Sales Inc. for this year's National Association of Broadcasters/Television Film Exhibit in Chicago is likely to become a fixture. Officials of the Conrad Hilton hotel, where the convention was held, are said to be so taken with the suite that they have agreed to maintain it as a permanent VIP facility in the hotel. The fifth floor rooms will be known as the Desilu Suite.

Pegged to the theme, "Desilu's International Pageant," the exhibit reportedly took seven months to build. Its focal point is a beer cellar stocked with brew from 37 different countries (Broadcasting, April 10). The entire project was designed by Robert F. Neece, Desilu's western and midwestern sales manager, with help from company artist Dave Marshall. It was constructed by Wernecke Studios, Chicago.
The Dorothy Gordon Forum: "Youth and Narcotics—Who Has the Answer?" (WNBC-TV and NBC Radio).—"This program clearly demonstrated the importance of educating young people and the general public to face the facts involved in the narcotic scourge which is sweeping the nation. In recognition of the courageous leadership and research

which went into this revelation of the tragic aspects of a problem which can and does affect young people of the middle and upper income groups, and which can reach into many more homes unless something is done about it; and in appreciation of the educational techniques of a program which brought together, as participants, four young former addicts, the director of the clinic at which they worked, a 12-year-old child, and two high school students with a lack of knowledge of the dangers of narcotics, a Peabody award for public service."
BROADCAST ADVERTISING


David Offer Jr., account supervisor, and Shannon D. Wheeler, art director, with Foote, Cone & Belding, Chicago, named VP's. Sharon Burke, media buyer with FC&B, New York, joins agency's San Francisco office.

Lawrence Dobrow, executive VP of Lewis & Dobrow Inc., Washington, named president and chief executive officer of Richard J. Hindin, with L&D, Washington, named VP and account supervisor. James R. Bonfils, formerly with WTG(TV) and Ernest S. Johnston Advertising, both Washington, joins L&D there as VP and senior account supervisor. Bruce O. Welsor and Patrick C. Ryan, with L&D, Washington, named production director and account executive, respectively.

Marvin Gold, with The Chicago Group Inc., Interpublic agency in Chicago, joins Gerson, Howe & Johnson Inc. there as VP and copy director.


Jerome S. Stolzoff, senior VP of McCann-Erickson, New York, joins Smith/Greenland Co., that city, as executive VP.

Arthur A. Silver, creative director of Fuller & Smith & Ross, Cleveland, joins The Marschalk Co. there as VP and director of creative services. Robert W. Montell, copy supervisor at Papert, Koenig, Lois, New York, joins Marschalk, that city, as copy group head.

W. Rowell Chase, executive VP of Procter & Gamble Co., Cincinnati, named to newly created position with responsibility for P&G's major staff departments, including advertising. John W. Hanley, VP-packaged soap and detergent division of P&G, Cincinnati, elected VP-group executive with responsibility for all P&G operating divisions concerned with soaps, detergents and cleaning products. William R. Gurganus, general manager of P&G's German company headquartered in Frankfurt, succeeds Mr. Hanley.

Franklin J. Cornwell, regional VP of Monsanto Co., New York, named director of firm's advertising and market development department in St. Louis, succeeding William R. Farrell, who retires effective July 1.

Francine Wexler, copy supervisor, Doyle Dane Bernbach, New York, appointed executive director, Center for Advanced Practice, McCann-Erickson, same city.

Alan Koepler, VP and copy supervisor at Ted Bates & Co., New York, joins Norman, Craig & Kummel there as VP and associate creative director.


Marlene Puckett, media buyer for Rullman & Munger Advertising, Los Angeles, named media director.

Patricia Wagner, with Ross Roy Inc., New York, appointed director of public relations, replacing Frederic Henry, who has retired.

Bert Noble, national sales manager of WCHU-TV Chicago, named general sales manager, newly created top sales position.

Jack West, local sales manager and newscaster for WTVD(TV) Durham, N. C, appointed general sales manager.

Paul J. Cassidy, sales manager at KDKA Pittsburgh, named to same post at WND Chicago, replacing Bernard Kvale, who becomes sales manager at KDKA. Both are Westinghouse Broadcasting Co. stations. Richard H. Bolster, assistant to manager of Pittsfield (Mass.)

DEEP FREEZE

Education, income and size of families are important factors in frozen vegetable sales.

They influence usage and brand loyalty.

How? Another one of the many market stories from the Group W Marketing Information Bank.

Get all the facts from your GROUP station.

WESTINGHOUSE BROADCASTING COMPANY

KWW - KWW-TV BOSTON • WIKS NEW YORK • KYW • KYW-TV PHILADELPHIA

WATC-TV BALTIMORE • KIXD • KIXD-TV PITTSBURGH • WYNO FORT WAYNE

WIND CHICAGO • KPKS SAN FRANCISCO • KFWB LOS ANGELES

REPRESENTED BY: RADIO ADVERTISING REPRESENTATIVES, INC. AND TELEVISION ADVERTISING REPRESENTATIVES, INC.
TV Cable Co., appointed account executive at KDKA.

Lynn Koch, sales manager of KGO Missoula, Mont., named sales manager of KGO-TV.

Jack Lantry, previously with KXLY Spokane, Wash. and KIRO Seattle, named sales promotion and merchandising manager for KXTN-TV Tacoma-Seattle.

Bruce B. Cox, TV account executive, Compton Advertising, New York, appointed manager of program operations, responsible for Compton's program production department.

Sanford Serg, production manager at Fuller & Smith & Ross, Los Angels, joins The Bowes Co. there as production/traffic manager.


Louis M. Sirota, director of retail sales and TV productions for Television Bureau of Advertising, New York, appointed national marketing director of HF/TV Inc., that city, new television commercial film service for home furnishings retailers. HF/TV is subsidiary of Alderman Studios, High Point, N. C., still-photography studio serving home furnishings industry.

John Albers, with Campbell-Mithun, rejoins Knox Reeves Advertising, Minneapolis, as account supervisor.

Charles R. Bartholomew, account executive for Benton & Bowles, New York, joins Geyer, Morey, Ballard, that city, as account supervisor.

Richard W. Hope, copy group supervisor, and Donald E. Jordan, creative supervisor, with Ted Bates & Co., New York, elected VP's.

James G. Shelby appointed account supervisor on Firestone Tire and Rubber Co. account at Campbell-Ewald Co., Detroit.


Donald W. Meinke, sales representative for wswr Syracuse, N. Y., appointed television account executive for George P. Hollingbery Co., New York. Miles S. Staples Jr., previously with Paul H. Raymer Co. and BBDO, both San Francisco, joins Hollingbery there as account executive.

Thoren Schroeck, account executive for CBS Television Stations National Sales, Chicago, moves to New York in same capacity.


S. Thomas Delaney, account executive with WMCA for past 19 years, resigns effective May 1. No future plans announced.

Michael A. Walsh, media research director of The Aikin-Kynett Co., Philadelphia, elected VP.


John Gonser, producer-director at Ted Bates & Co., New York, and Harry Hess, formerly with Dancer-Fitzgerald-Sample and CBS, both New York, join Cunningham & Walsh there as TV producer and associate TV business manager, respectively.


Enid B. Goldstein, with Alan, Meyer & Richards, Chicago, joins Post-Keyes-Gardner, that city, as copy writer.

Irwin Josephs, media buyer at Gumbliner-North Co., New York, and John Ward, media buyer at Young & Rubicam, New York, join LaRoche, McCaffrey and McCall there as media buyers.

Isabelle Belman, media estimator for Helitzer Waring LaRosa Inc., New York, appointed media buyer.

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Kids are the big factor in picking cereal brands. Sure they are. But in one Group W market the brand is selected in one out of four homes by Daddy. Know which one? Another one of the many market stories from the Group W Marketing Information Bank. Get all the facts from your Group station.
MEDIA

James Neidigh, general sales manager of KING-TV, Seattle, named president-general manager of KBBX(FM), that city. Frederick Von Hofen, account executive of KING-TV, becomes VP-sales manager of KBBX. William L. Clark, national sales manager of KARL-AM, Oakland, Calif., named treasurer of KBBX.

Frazier Reams Jr., executive VP of WCWA-AM-FM Toledo, Ohio, elected president.

Giles E. Miller Sr., president and general manager of KPCN Grand Prairie, Tex., becomes president and general manager.

Ralph H. Davison Jr., station manager of KTWO-TV Casper, Wyo., named VP and general manager of KULR-TV Billings, Mont. Thor Myhre, former owner, president and general manager of KULR-TV, resigns to supervise other personal business investments.

Ken Spengler, general manager of WCVS Springfield, Ill., elected VP.

Richard E. Yancey, sales manager of KOWE-AM-FM Omaha, appointed general manager.

Jack A. Hoppus, program director of WMAX Grand Rapids, Mich., appointed general manager. Bruce Maile succeeds Mr. Hoppus as program director.

T. E. Mitchell, VP-controller, WPX Inc., New York, named to additional duties as assistant to Fred M. Thrower, president of WPX(TV), that city.

Walter H. McCroba, sales manager of WRDW-TV Augusta, Ga., named VP and general manager, succeeding Virgil B. Wolff, who becomes general manager of WHTV-Atlanta. Frank Cason, program director of WHTV, named station manager.

John M. Ranbarger, assistant treasurer of Nationwide Communications Inc., Columbus, Ohio, appointed treasurer. Nationwide stations are WRFD and WNCI(FM) Columbus-Worthington, Ohio, WQAR-AM-FM Cleveland, and WATE-AM-TV Knoxville, Tenn.

John D. Whitt, assistant staff director and personnel manager for parent Donrey Media Group, Fort Smith, Ark., named VP and general manager of KFQA-TV, that city.

Ronald Pешa appointed assistant manager and chief engineer of KFQA(FM), permittee in Honolulu.

James W. Douglas, with WWNC Asheville, N. C., appointed manager of WCBB Bristol, Va.

Johnny Dauro, program director of WNOH Toledo, Ohio, named general manager of WMOS Bowling Green, Ohio.

Mike Thompson, with WTVF(DV) Durham, N. C., appointed general manager.


PROGRAMING

Norman Rinehart, executive assistant to executive VP Frank S. Berman, and Peter Cardasis, controller and assistant secretary, with Movielab Inc., New York, elected VP's of production. Norman Lewis and Theodore R. Schreiber, with Movielab, New York, named treasurer and corporate secretary, respectively.

Louis Muccio, executive VP and executive producer, Gerald Productions, New York, named administrative manager of industrial and government projects, Audio Productions Inc., same city, producer of TV film commercials, documentary and industrial motion pictures.

Ronald Sossi, associate producer of The Rat Patrol, joins network programming staff, ABC-TV, West Coast, as program executive. He replaces Joe Byrne, who switches to full time supervisor of The Joey Bishop Show.

Irving Paley, advertising-promotion director of ABC Films until late 1965


color

195
new first-run, half-hours in

color

Ed Allen
Time
A NEW KIND OF EXERCISE VARIETY SHOW

SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write about your subscription.

TO SUBSCRIBE mail this form with payment. Mark the new subscription or renew present subscription. Subscription rates on page 7.

ADDRESS CHANGE: Attach label here and mail new address, including ZIP code, below. Please allow two weeks for processing.

BROADCASTING
1735 DeSales St., Washington, D. C. 20036
We get channels you can't get anywhere else.

and recently VP and associate creative director, Herbert Arthur Morse Inc., New York advertising agency, appointed director of advertising and promotion, MCA TV, New York, succeeding Sheldon A. Saltman, who has joined personal staff of singer Andy Williams.

William F. Storke, VP, program administration, NBC-TV, New York, named VP, programs, NBC-TV, same city. Alvin Cooperman, producer of network series and specials, named VP, special programs, also in New York. In changes in Hollywood, managers Dean Craig (daytime programs), Norton Hinsey (program development), James Seaborne (film programs) and Donald Van Atta (live nighttime and special programs) become directors, and Jerome Stanley, director of program administration, becomes director, NBC productions.

Mark C. Prichard Jr., program director of WLAC-AM-FM Nashville, named assistant VP, programming.


Charles B. Klasen, director of instructional television for Santa Ana Unified and Junior College Districts, Santa Ana, Calif., appointed education director of Kentuck Authority for Educational Television, Lexington, Ky.

Matthew A. Lynch, with International Textbook Co., Scranton, Pa., named director of educating programing division of special services. He will be responsible for development and production of audio-visual and audio programs for educating system, new radio-TV instruction method for programed home study being marketed by Triangle Stations Inc., Philadelphia.

Howard Blake, formerly producer of TV version of Queen for a Day, assigned to help develop daytime properties for network presentation by Screen Gems Inc., Hollywood. Don Berrigan, promotion manager of KHJ, Los Angeles, appointed to handle all promotion, public relations and publicity on The Monkees for SG.

Jack Reilly, assistant program manager at KYW-TV Philadelphia, appointed executive producer of programming at KDKA-TV Pittsburgh. Don Spagnolia, art director at KPIX-TV San Francisco, becomes art director at KDKA-TV. All are Westinghouse Broadcasting Co. stations.

Ira Eisenberg, documentary and special assignment writer for WCKY-TV Miami, resigns to become writer-producer for KRON-TV San Francisco.

Robert Klane, copy writer for McCann-Erickson Inc., New York, joins Filmex Inc., that city, as director/writer.

Christopher Knopf, retiring president of Writers Guild of America, West, elected chairman of Writers Guild of America’s national organization.

Johnny Blanchard, former New York Yankee, has signed one-year contract with WRCN-TV Minneapolis-St. Paul for post-game scoreboard after Minnesota Twins games.

NEWS

B. F. Middlebrooks, formerly regional executive for UPI in Virginia and North Carolina, appointed New York general news editor, joining three other UPI executives holding that title in 24-hour per day supervision of organization’s news report.

Thomas Houghton, news producer and network assignment editor for central division of NBC, Chicago, joins KSTP-TV St. Paul-Minneapolis, as associate director of news operations.

James Lynn, Albany (N. Y.) bureau chief for defunct New York Herald-
**Tribune**, appointed editorial director of WBCE-TV New York.

Robert Myers, bureau chief of AP, Salt Lake City, appointed chief of bureau at San Francisco. Reid Gordon Miller, AP correspondent at Pittsburgh, succeeds Mr. Myers at Salt Lake City. David D. Bailey, news editor of Miami bureau, replaces Mr. Miller in Pittsburgh. William J. Waugh, bureau chief in San Francisco, transfers to Los Angeles to assume overall responsibility for AP operations in California. Robert H. Sykes moves from AP staff in New York to Newark, N. J. Steve Moore and Bill Hanson join AP staff at Helena, Mont. Mr. Moore replaces Rolf Olsen, who becomes managing editor of Bozeman (Mont.) Chronicle.


Paul Rachlin, newsman with WNYW Newburgh, N. Y., joins WVIP Mt. Kisco, N. Y., in same capacity.

Gil Longin, newsman at WVIP-AM-FM Mt. Kisco, N. Y., joins ABC Radio, New York, as news writer.


**FANFARE**


Carl H. Graham, art director of KARK-TV Little Rock, Ark., named promotion manager of KARK-AM-FM-TV.

Gordon J. Hazlitt, with The Fred Kline Agency Inc., Los Angeles, appointed account executive.

Jack Ryan, staff publicist at Look magazine, New York, joins staff of Solters & Sabinson, that city.

**EQUIPMENT & ENGINEERING**

Paul Hunter, director of northeast branches of Olympic Radio & Television Sales Corp., Long Island City, N. Y., named VP.

Robert V. Holton, VP for advertising services and protective products group, 3M Co., St. Paul, named VP of marketing for company. He succeeds John F. Whitcomb, who becomes VP of abrasive products, adhesives and chemicals group.

David Houser, regional technician for Missouri-Kansas region of United Transmission Inc., Shawnee Mission, Kan., appointed firm’s chief engineer.

Ronald Stewart, director of engineering of Kentucky Authority for Educational Television, Lexington, Ky., named head of special engineering section of National Association Educational Broadcasters, Washington.


Eugene D. Warren, in charge of electronics division of TNT Communications Inc., Woodside, N. Y., elected VP.

G. L. (Pete) Bidwell, with GPL division, General Precision Inc., Pleasantville, N. Y., named manager of educational television planning.

George E. Morris, assistant secretary, RCA, New York, elected secretary. He succeeds John Q. Cannon, who retires after 22 years with RCA. Clifford H. Lane, manager, marketing department, RCA industrial tube and semiconductor division, Lancaster, Pa., appointed manager, marketing department, of newly formed RCA solid-state and receiving tube division, Harrison, N. J.

Victor C. Houk, manager, marketing policies and controls, for RCA industrial tube and semiconductor division, Lancaster, appointed manager, marketing department, of newly created RCA industrial tube division. William G. Hartzeil, manager, operations planning, controls and services—microwave and power devices, for RCA industrial tube division at Lancaster, named manager, microwave devices operations department.


Wesley G. Matthei, with electronics components laboratory of U. S. Army Electronics Command, Fort Monmouth, N. J., named manager of research and development for The Micro State Electronics Corp., Murray Hill, N. J.

Robert A. Gurney, broadcast technician for WJAR-TV Providence, R. I., appointed studio technical supervisor.

**ALLIED FIELDS**

Roy Hampton Park, president and director of Park Broadcasting Inc., group owner in Ithaca, N. Y., named to receive honorary degree at inauguration of Dr. G. Wayne Glick as seventh president of Keuka College, Keuka Park, N. Y.

Mrs. Jack Sundine, with WOC-AM-FM-TV Davenport, Iowa, appointed to Defense Department’s advisory committee on women in services.

**INTERNATIONAL**

Bernie A. Wilens, head of William Morris Agency’s New York motion picture division.
picture department, named VP, Europe, of new CBS theatrical films division. He will have his office in London.

Jacques-M. Goulet, commercial director of CKAC Montreal, appointed general manager.

James H. Meyer, chief engineer for KREX-AM-FM-TV Grand Junction, Colo., assigned to NBC International's television project in Saudi Arabia. He will be stationed at Jidda.

DEATHS

Alexander Singer, 46, president of Delphi Associates, New York TV program production company, died in Little Neck, N.Y. hospital of heart attack April 18. At one time Mr. Singer was associated in production capacities with Name That Tune, Surprise Package and Be Our Guest network TV programs.

Ardien B. Rodner, executive VP of Frank B. Sawdon Inc., New York, died April 11 in hospital in Hackensack, N.J. Mr. Rodner had been with agency since 1957. Surviving are his wife, Virginia, and two sons.

G. D. (Don) Tunnelliffe, 51, general manager of CKCK-TV Regina, Sask., died April 10 at his Regina home following long illness. He joined CKCK-TV in 1958 as general sales manager and became general manager in 1965. He is survived by his wife, daughter and three sons.

Howard L. Garvin, 36, account executive for CBS Television Stations National Sales, San Francisco, died there April 12 after long illness. Mr. Garvin joined WCBF-TV New York in 1963 as account executive and moved to San Francisco office of CBS Television Stations National Sales in 1964. He is survived by his wife, Helen.

William A. Riple, 68, general manager of WAST-TV Albany, N.Y., died April 7 at Albany Medical Center hospital where he had undergone surgery. Mr. Riple retired on Jan. 1 as general manager but had continued as station's consultant (BROADCASTING, Dec. 5, 1966). He had formerly operated WTRY Troy, N.Y. Surviving are his wife, Naomi, and daughter.

Donald Mansfield McWhorter, 59, veteran radio announcer in West Virginia, died April 8 in Florida following long illness. He had been with WMNN Fairmont, WHAW Weston, WBVO Clarksburg, all West Virginia, and with WIXIS Orlando, Fla. He is survived by his wife, Mary, and son.

John T. Schilling, 70, who was VP and general manager of KMBC and KMBC-TV Kansas City, Mo. before his retirement in 1961, died of heart attack on April 5 at St. Luke's hospital in Kansas City. He was one of founders of WHB Kansas City, Mo., in 1922 and served as announcer, engineer and jack-of-all trades during station's early days. In 1931 Cook Paint and Varnish Co. purchased WHB and made him VP and general manager. He retained his post in 1955 when paint firm sold WHB and acquired KMBC (BROADCASTING, Jan. 30, 1956). Paint company sold KMBC stations to Metromedia Inc. in 1961; and later Metromedia sold KMBC-AM to Knoxville International Inc. Mr. Schilling is survived by his wife.

Elise Lube, professionally known as Jan Martin, hostess and moderator of weekly Episcopal worldwide radio series, The Good Life, and creator of One More Step dramatic series, died April 14 in New York. In past she was script writer for Just Plain Bill, March of Time and The Big Story. She is survived by daughter.

FOR THE RECORD

As compiled by Broadcasting, April 13 through April 19 and based on filings, authorizations and other FCC actions.


New TV station

APPLICATION

Atlantic City — Atlantic City Television Co. Seeks UHF ch. 53 (704-710 mc); ERP 534 kw vis., 180 kw aur. Ant. height above average terrain 420.3 ft.; ant. height above ground 448 ft. P. O. address: 2550 Pacific Avenue, Atlantic City 08401. Estimated construction cost $255,000; revenue $275,000. Geography coordinates 39° 59' N; 74° 27' W; 100 ft. west. Type trans. RCA TTV-50A. Type ant. RCA TPU-71D4. Legal counsel Samuel Miller, Washington; consulting engineer Morton Morrison, Pathogy; Y. Prinzipalco Broadcasting Co. (55.55 mc); Victor M. Ruby, M.D. (22.33 mc); Frederick Perone of James Edghill (each 11.11 mc). Mid-Atlantic is applicant for assignment of license to WMID Atlantic City. Dr. Ruby is practicing physician. Mr. Perone is officer, director and 30% owner of stock brokerage. Mr. Edghill is officer, director and 98% owner of real estate, hotels and motels, bar, and restaurant. Ann. April 18.

FINAL ACTIONS

*San Francisco—Bay Area Educational Television Association, Broadcast Bureau granted UHF ch. 60 (746-756 mc); ERP 525 kw vis., 106 kw aur. Ant. height above average terrain 1,210 ft.; ant. height above ground 204 ft. P. O. address: 525 Fourth Street, San Francisco 94107. Estimated construction cost $418,685; first-year operating cost $63,000. Geographic coordinates 37° 41' N 122° 29' W; 204 ft. west. Type trans. GE CT-57-A. Type ant. GE TV-25-3. Legal counsel: Krieger & Jorgensen, Washington; consulting engineer Hammett & Edson, San Francisco. Principal James Day, vice president and general manager of KOREC(TV) San Francisco and head of directors KQED is licensed to applicant. Action April 4.

Richmond, Ind.—Communications Corporation of Indiana, Broadcast Bureau granted UHF ch. 43 (644-650 mc); ERP 694 kw vis., 138 kw aur. Ant. height above average terrain 560 ft. above ground 546 ft. P. O.
address: c/o John R. VonPein Jr., Box 1020, Richmond 73477. Estimated construction cost, $12,000; estimated operating cost, $1,900; revenue, $190,000. Studio and trans., both to be located. (please specify) Channel 21, 3000 ft. antenna. (please specify)。(please specify)。(please specify). Commission has scheduled a public hearing on the application on April 18.

OTHER ACTIONS
[...]

TV, BROADCASTING, increase 1,050

Tele /Mac of Memphis and Memphis Principals: John Karns, Hardin, John R. Santini, Jr., (each 6.06%), Dan Hardin, Sr. & Jr. (each 3.8%), Mr. Pyle files new news studio location for this Northwest, Radio Catonsville Inc. and Northwest Broadcasting Co. Board Member Nelson not participating. Board Member Pincock dissenting. Action April 18.

ACTION ON MOTIONS
[...]

FINE
[...]

ACTION ON MOTIONS
[...]

RULEMAKING ACTION
[...]

CALL LETTER APPLICATIONS
[...]

Mississippi Authority for Educational TV, Jackson, Miss. Granted *WMATA(TV).

Existing TV stations

FINAL ACTIONS
KAZZ(TV) Nogales, Ariz. --Broadcast Bureau granted license covering new community of Nogales, within the boundaries as 124 Grand Avenue, Nogales, condition. Action April 18.

KNTV(TV) San Jose, Calif. --Broadcast Bureau granted license to change ERP to 14 kW, 166 ft. to practical, ant. height to 1,448 ft. Action April 18.

KXHI(TV) Topaska, Kan. --Broadcast Bureau granted license to change ERP to 14 kW, 166 ft. to practical, ant. height to 1,448 ft. Action April 18.

KNGV(TV) Henderson, Nev. --Broadcast Bureau granted license to change ERP to 14 kW, 166 ft. to practical, ant. height to 1,448 ft. Action April 18.

WIRA-TV Maryville, Ala. --Broadcast Bureau granted C.P. to change ERP to 14 kW, 181 ft. to practical, ant. height to 1,448 ft. Action April 18.

WTVG(TV) Lenoir, Tenn. --Broadcast Bureau granted license to change ERP to 14 kW, 181 ft. to practical, ant. height to 1,448 ft. Action April 18.

WVTV(TV) Clarksburg, W. Va. --Broadcast Bureau granted license to change ERP to 14 kW, 181 ft. to practical, ant. height to 1,448 ft. Action April 18.

OTHER ACTIONS
[...]

ACTION ON MOTIONS
[...]

OTHER ACTIONS
[...]

Please start your subscription for (CHECK ONE)  □ 52 issues $8.50

□ 52 issues and 1 yearbook $18.50

□ 52 issues and 2 yearbooks $38.50
SUMMARY OF BROADCASTING, April 20

ON AIR

Linc.                CP's  CP's  Total
Commercial AM        4,104  15  77  87
Commercial FM        1,618  10  62  67
Commercial TV-VHF    479   6  26  32
Commercial TV-UHF    92   9  31  30
Educational AM       205   6  17  19
Educational TV-VHF   60   9  27  27
Educational TV-UHF   42   8  17  17

AUTHORIZED TELEVISION STATIONS

Compiled by Broadcasting, April 20

VHF  UHF  Total
Commercial  519  259  778
Noncommercial  76  102  178

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

COM/L FM  COM/L TV  EDUC FM  EDUC TV

Licensed (all on air) 4,083  1,533  570  290  775
CP's on air (new stations) 25  69  46  19  10
CP's not on air (new stations) 70  242  138  19  51
Total authorized stations 4,180  1,644  760  319  167
Licenses granted 0 0 0 0 0
CP's deleted 0 0 0 0 0

*In addition, two AM's operate with Special Temporary Authorization.
*In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

Metro-East Broadcasting Inc., both East St., Nauvoo, Ill., has rescheduled hearing from April 27 to June 22 (this phase of hearing to be concerned with issue 1 matters only) and further hearing scheduled for July 11 (issue 2); also scheduled other procedural dates (Doks. 17526-57). On April 17 in proceeding on AM applications of Circle L Inc., Reno, Nev., et al., granted motion of Columbia Broadcasting System Inc., and extended date for exchange of proposed rebuttal testimony (exhibits) from April 21 to May 3. (Doks. 16191-11, 16113, 16113).

Hearing Examiner H. Griford Ison on April 14 in proceeding on AM application of Lebanon Valley Radio, Lebanon, Pa., et al., granted petition for leave to amend of applicant Radio Catsong Inc., to reflect recent changes in articles of incorporation (Doks. 15853-36, 15853-39). On April 17 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., granted petition of applicant Cedar Broadcasting Inc., to change name to Catsong Radio Inc. (Doks. 15853-36, 15853-39).

Hearing Examiner H. Griford Ison on April 14 in proceeding on AM application of KASA Phoenix - Broadcast Bureau granted license renewal, new AM. Action April 12.

KYOB Blythe, Calif. - Broadcast Bureau granted CP to increase daytime power, install DA-D, change antenna transmitter and studio location to 0.2 mile north of Chandler, 0.23 mile west of 715, Avenue. Blythe, conditions. Action April 14.

WZT1 Dalton, Ga. - Broadcast Bureau granted renewal of license subject to condition that transfer of license covered by BTC-500 be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereof. Action April 12.

KBTC Houston, Mo. - Broadcast Bureau granted CP to increase power, new transmitting antenna and make changes in antenna system, and install DA-D. Action April 12.

WBWA and WXQM(FM) Glenn Falls, N.Y. - Broadcast Bureau granted CP to above. Action April 12.

ABC Houston, Tex. - Broadcast Bureau granted motion of licensee to change name to ABC Broadcasting Inc. Action April 12.


CALL LETTER APPLICATION

Richard Cruger, Anchorage. Requests KYAK.

Existing AM stations

APPLICATIONS

WLNC, Laurinburg, N. C. - Seeks CP to change frequency from 1300 kc to 1179 kc, to be called 1179 WLNC, and make changes in ant. system. (Increase height of antenna 500 ft). Action April 19.

WJNN Greenville, S. C. - Seeks CP of license to change from 60 kw-D to 10 kw-D. Action April 19.

FINAL ACTIONS

WBNN Birmingham, Ala. - Broadcast Bureau granted CP of license and changed name to Jomac Birmingham Corp. Action April 19.

BROADCASTING, April 24, 1967

OTHER ACTIONS

By letter, commission, denied application for FM station, pending FCC Order M-8941.

By memorandum, order and commission denied CP to Telegraph Broadcasting Co. of Kansas City, Mo., for installation of new antenna at 14103, Kansas City, Mo. Action April 19.

WNEW New York - Broadcast Bureau pursuant to Sec. 11.108 of commission rules, grants CP to major construction of new facilities, from 1440 kc, 250 w-N, 1 kw-W, to 1350 kc, 5 kw-W, Action April 19.

WNEW New York - Broadcast Bureau pursuant to Sec. 11.108 of commission rules, grants CP to above for major construction of new facilities, from 1440 kc, 250 w-N, 1 kw-W, to 1350 kc, 5 kw-W, Action April 19.

Random broadcast station to change name to Vantage Broadcasting Corp. Action April 19.

BROADCASTING, April 24, 1967

APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


APPLICATIONS


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APPLICATIONS


APPLICATIONS


APPLICATIONS

PROFESSIONAL CARDS

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1812 K St., N.W.
Wash., D.C. 20006
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JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D.C.
Telephone District 7-1205
Member AFCCE

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CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Murray Bldg.
Sterling 3-0111
Washington 6, D.C.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorents, Chief Eng.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D.C. 20005
Member AFCCE

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D.C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
990 Warner Bldg.
National 8-7757
Washington 4, D.C.
Member AFCCE

Lohnes & Culver
Munsey Building
District 7-8215
Washington 5, D.C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W.
Washington 6, D.C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6646
Washington 5, D.C.
Member AFCCE

GUY C. HUTCHESON
817 Chestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

JOHN B. HEFFEfINGER
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY 14, MISSOURI

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronic
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Washington, D.C.
Federal 3-1116
Member AFCCE

KEAN, SKLIO & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco, California 94128
342-5208
Member AFCCE

JULES COHEN
& ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W.
Washington 5, D.C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4586
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—90206
Phone: (Area Code 303) 339-5562
DENVER, COLORADO
Member AFCCE

PETE JOHNSON
& Associates
CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318
304-925-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
522 Hopkins Street
Lufkin, Texas
634-9558
632-2821

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCCE

RAYMOND E. ROHRER
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D.C.
Phone: 347-9061
Member AFCCE

E. Harold Munn, Jr.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-6733

JOHN H. MULLANEY
and ASSOCIATES
Suite 71
1150 Connecticut Ave., N.W.
Washington, D.C. 20036
Phone 232-223-1180
Member AFCCE

ROSNER TELEVISION SYSTEMS
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*ARB Continuing Readership Study

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PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
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Lee's Summit, Mo.
Phone Kansas City, Local 3-7777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge 38, Mass.
Phone Trowbridge 6-2810

Service Directory

BROADCASTING, April 24, 1967
FINALS


Edward Plains, Ill.—FCC granted May 12 to adapters for 150-ft. pole at 100 ft. N. of town. Estimated cost $500.

Southborough, Mass.—WXBS Broadcasting Corp. FCC granted May 11 for transmission tower 130 ft. at 3 miles S. of town. Estimated cost $3,900.

Plaines, N. Y.—Broadcast Bureau granted May 15 to adapters for 130-ft. pole at 1 mile N. of town. Estimated cost $1,000.

\[\text{Continued on page 95}\]
Help Wanted Management

Station manager, about 33, middle Atlantic stations. Station needs smart, hard working manager. Immediate opening for experienced medium market broadcast executive. Manager upper midwest, full charge and handle national sales for group. Excellent growth opportunity and chance to work for home office. Salary open. Send complete details, salary requirements and recent photo. Box D-282, BROADCASTING.

Help Wanted—Sales

Salesman: Experience necessary. Excellent advancement opportunities. 80,000 watt AM station in San Francisco. Send resume, Box D-116, BROADCASTING.

Assistant sales manager? Long on enthusiasm, desire to learn and earn? You have fine future in midwest city under 50,000 with midwest group. Box D-256, BROADCASTING.


Tacoma—Professional radio salesman—proven track record—management capability—high salary bracket—rush resume to KOMO—Tacoma, Washington.

Ground floor opportunity in prosperous 50,000 city with excellent trade area. Excellent guarantee, Midwest only. Contact Dale Low, KXOW, Mason City, Iowa.

"I want a salesman to compete with, came to WPTH stereo. Ft. Wayne, Indiana a man who didn't believe it could be done. By the way, he's the nation's fastest growing FM station.

WANTED—AM-VM-218. For the result of one week's work. Send tape and resume Box D-218, BROADCASTING.

**SORRY FOR THE INTRUSION**

...but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please consider the source.

They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING classified Section is THE marketplace for everybody and everything in broadcasting.

RADIO

**Announcers**

Needed two announcers, preferably with six months to a year experience or radio school training. Each should be qualified in writing and delivering news and commercials. No rocks . . . just level heads. Send resume, picture and tape to Box D-178, BROADCASTING. Positions are open in up-state New York station.

Dominant Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to rural and urban audiences. If you're the man we need you'll find a happy home here. Station also operates TV and enters inter-county personalities. Beautiful scenic area. Send complete resumes, tops and pictures. Immediate consideration. Airmail tape, picture and references. Bill Hawkins, KVAR, P.O. Box 7-1016, Anchorage 99501.

**Announcers**

PD-DJ, modern country—top 20 market—strong on-air work and production, with or without first ticket. Rush tape, resume, references to Box D-277, BROADCASTING.

New quality daytimer scheduled to open in New England. Pleas adult approach. See creative responsible men with all-around announcing, news, production abilities. Opportunities to grow. Trade are unlimited. Box D-285, BROADCASTING.

First phone announcer, modern country, ideal living, good income and benefits. Contact Gene F. Loffler, KGZK, Kalsipell, Montana 59922, or P.O. Box 10463—Alaska. Hunting, fishing great, $600 to start. City 40,000, Grouse, solid growth. Box D-198, BROADCASTING.

Assistant station manager, Fort Collins, Colorado. Outstanding opportunity to handle national sales and speaking to network. Send resume, tape and recent photo to Box 102, Fort Collins, Colorado.

**Announcers**

PD—DJ, modern country—top 20 market—strong on-air work and production, with or without first ticket. Rush tape, resume, references to Box D-277, BROADCASTING.
Announcers—(Cont'd)

Have immediate opening for summer vacation announcer capable of handling AM & FM, Box D-199, Broadcasting, Indianapolis, Indiana 46206.

Announcer-DJ—Immediate opening for experienced DJ with good music format! Excellent salary, fringe benefits, plus good future prospects. Send resume, Box D-161, WDFD, Flint, Michigan.

Uptown country morning man needed. Interested call to WHY, Box 2283, Orlando, Florida.


Southwest AM-FM seeks producer. Excellent salary and benefits. Send resume, Box D-199, Broadcasting.

Have immediate opening for chief engineer-anouncer at successful 5 kw daytimer. Excellent salary plus fringe benefits for responsible family man with first phone and good voice who can run smooth board and do all technical maintenance. Moderate board schedule, non-directional daytimer, first class equipment and studios, and pleasant associates in small agricultural town of 4,000. If you are looking for a bright future in a prestige operation, send photo, tape, references, personal data, and salary requirements to Box D-245, Broadcasting.

Why not try Announcer at MOR station? Call Jerry Schroe-der, WIOS, Tawas City, Michigan 517-363-3417.

First phone announcer. Adult, middle of the road programming. Medium market size. Send audition tape and salary requirements to Program Director, WKBZ, Muskegon, Michigan 49444.

Idaho Announcer-announcer. 3rd class license (prefer 1st). Ability to sell, retail experience mandatory. Box D-234, Broadcasting.

Florida’s southernmost radio station is adding a night timer. Apply to Box D-199, Broadcasting.

1st phone announcer—immediate opening on AM-FM area, Top-40, no maintenance. Why slave in the small market when you can slave with us where the action is. Not much bread to start, but why not take a chance. Send tape, resume, monetary requirements pronto. WHBC, Naut. V. 10945.

Immediate opening—Experience preferred—Sales position. Call or write WVOS, Liberty, New York.


Rapid advancement for management potential announcer-announcer with growing company. Send resume to Vince and Joanne Johnson, Box 190, Shelby, N. C. 28150.

Our Oregon stations have openings for first and third class announcers and salesman. Excellent opportunities. Write Manager, KXKZ, Springfield, Oregon 97474. (Box D-248, Broadcasting)


21 in metro market, resort area, rapidly expanding chain looking for top adult salesmen and women for country music station. Immediate opening. Rush tape, resume, photo. WPTF, Durham, North Carolina.

Help Wanted—Technical

Cashier engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, Broadcasting.

Excellent maintenance engineer for 5000 watt AM station in northeast. Salary approx. $200 per week. Write Box C-138, Broadcasting.

First phone engineer needed by modern directional station in Iowa. Must be able to handle both weather maintenance. Box D-48, Broadcasting.

Metropolitan area directional daytimer going for top paid first class. We experienced first class engineer. Strong on maintenance, some construction experience. Good salary and growth opportunity with this rising station. Send resume to Box D-73, BROADCASTING.

1st phone—beginners accepted. Must have car. 5 kw AM directional & 50 kw FM station located in eastern college town desires. Box D-161, BROADCASTING.

Engineer, experience, 1st class ticket, small stations. Please send resume with salary requirements. Box D-182, BROADCASTING.

Technical—(Cont'd)

Engineer with 1st class ticket and ready for responsibilities. Close to metropolitan area. Box D-199, Broadcasting.

1st phone capable of maintenance, for 5 kw AM and 50 kw FM Stereo. Box D-213, BROADCASTING.

Anticipated expansion of our extensive group operation and ongoing recruitment of key personnel have created our need for experienced and ambitious individuals who are technically competent, capable supervisors and administrative. A challenging opportunity for management responsibility, an excellent starting salary and complete fringe benefits. Send a confidential resume and qualifications to Box D-245, BROADCASTING.

Chief engineer needed at once for midwest 1 kw non-directional AM and automated stereo FM operation. Must be strong on control. Box D-280, BROADCASTING.

Have immediate opening for chief engineer-anouncer at successful 5 kw daytimer. Salary plus fringe benefits for responsible family man with first phone and good voice who can run smooth board and do all technical maintenance. Moderate board schedule, non-directional daytimer, first class equipment and studios, and pleasant associates in small agricultural town of 4,000. If you are looking for a bright future in a prestige operation, send photo, tape, references, personal data, experience resume and salary requirements to Box D-245, Broadcast.

Chief engineer position. AM-FM-Non-talk station, Des Moines, Iowa. Must be able to travel. Send resume in confidence to WNAV, Des Moines, Iowa.

Chief engineer. Excellent opportunity to join a progressive operation. Early morning show plus 2nd shift. 40 hour week, plus salary. Send resume, Box D-248, Broadcasting.

Midwest—5 kw—Directional—FM—seeks engineer with non-profit background. Contact Bob Herr's Engineers, Box 927, Springfield, Ohio.

Midwest station—1st class engineer position—AM-FM top 40 market. Send resume to Box D-234, Broadcasting.

Engineer: 1st class FM AM. Box D-199, Broadcasting.

Engineer-installers needed by top manufacturer of broadcast equipment. Must be able to operate optical channel control systems using 10 channel computer. Must have 1 year’s experience in audio engineering. Good salary and fringe benefits. Send resume to Box D-73, BROADCASTING.

Announcer, newscasting, Personalized, taped instructions. WION, Ionia, Michigan 48846.
Announcers—(cont’d)

Chief engineer/announcer, Basic Band type FM show preferred. D. C. area or paid re- location $1000, Box D-249, BROADCASTING.


Bright air personality, sincere. Not a Roster- ing prima donna. Box D-271, BROADCASTING.

Top 40 screamers. . . Two years experience. College—3rd. . . Box D-274, BROADCASTING.

DJ, announcer, experienced, single, college grade, draft exempt. . . Tight board! Authoritative news! Aggressive salesman! Superb commercial delivery! Dependable, ambitious, personable, excellent appearance. . . 3rd endorsed—Will relocate. Box D-275, BROADCASTING.


Sales

Ambitious executive. Top sales job or sales manager. Proven 19 year record in creative sales. Sold 75% of commercial promotions on 21 station in 650,000 market. Prefer South or Southeast market only. Excellent references. $18,000 plus with opportunity to rank one largest profitable sales. Box D-283, BROADCASTING.

Attention small markets. Experienced combo station manager, program director, traffic manager. Seeking permanent position. Creative, four years experience. Married, resides in suburban San Francisco. Salary required $1200.00. Phone 212-629-1184 or write Marc Ruef, 355 East St., N.Y., N.Y. 11203.

12 years Radio-TV, qualified general or sales manager. Love creative sales. Mel Litman, 4804 24th, Lubbock, Texas.

Announcers—(cont’d)

Experienced professional, background in- cludes programming, engineering, now selling, full-time. Married family man, small mar- kets only. Box D-246, BROADCASTING.

Station or sales manager: Sales oriented market with potential for increased sales. Outstanding sales and programming record in current position. Experience includes net- work and agency sales management, station sales, and program administration. Seeking challenging op- portunity with progressive organization. If your need is for a man of quality, character, and bottom line business sense, and you are willing to communicate on the basis of achievement then let’s talk about how your sales, programming and image successes can be expanded in your operation. Your Southwest preferred. Box D-282, BROADCASTING.


Situations Wanted—Announcers

Top 40 swingers. 3rd endorsed seeks larger market. Professional experience, seeks permanent position, Four years experience, prefers any format or station. 1st position. Call 212-223-8138 ext. 338 Modero. Or write Box D-286, BROADCASTING.

Top 40 former major market first phone, $150 minimum, prefers eastern U. S. Box D-287, BROADCASTING.

Sex-voiced gal does great MOR, news, weather, commercials. Prefers commuting distance of NYC. College. Third phone en- dorsed, tight board. Box D-288, BROADCASTING.

First class phone announcer, beginner seek- ing permanent, newtop. Raw copy or within 100 miles from area. No car. Box D-291, BROADCASTING.

Modern country music personality. 24 yrs. trained. Experienced music major, last 2 years 10-10 market C & M. Experienced all phases including production. Seeking permanent position as on-air news anchor. Will relocate, write or phone. Box D-293, BROADCASTING.

Beginner school trained, wants position in East or South, knowledge of sales and or sport, any format ok. Box D-297, BROADCASTING.

First phone, announcer—Five years experience seeks new-anouncer position. Available June, $550 minimum. Might consider news day-board night with future. Box D-288, BROADCASTING.

Mature 3rd endorsed wants nite or extra staff. Los Angeles or vicinity. Grad-Dan Marine Radio, AWACS. 5½ yrs. broadcast mobile units. Box D-289, BROADCASTING.


Law student desires summer announcer position (3 months). Experience top 40, full-time. Prefer major market. 3rd endorsed. Prefer East. Box D-298, BROADCASTING.

Central and upstate New York stations need summer announcer for 3 months. Summer experience, excellent. Some weekend, fill-ins, what have you. Box D-294, BROADCASTING.

Announcers—(cont’d)

Experienced news and sports director. Play- by-play all sports. News gathering and selling. 15 years East. Box D-258, Sebring, Florida. Tel. (813) 57-4402.


"Call me" — 6 years all phases radio. Some TV. Married. College degree in communications. 29 years old as news commentator, 21 years in radio. Seek- able voice. Looking for challenge. Hard work. Box D-291, BROADCASTING. Available May 1st. . . Management knows of this ad. . . Call 691-739-4185.

Announcer. Producer of own program in NYC, with extensive copy and production experience. For part time, single days or for vacation needs. Greater New York area. (212) PL 5-6677.


Attentive good music: Young man, draft exempt seeks PD job. 3 yrs. experience, 250 watts, ex-air deep voice. Charles Hugg 1-806-356-2333.

Technical

Vacation relief: College student with first phone, transmitter experience, car. Jun thru mid-September, anywhere. Box D-280, BROADCASTING.

First class operator with one year’s experi- ence in a two tower directional station in Ohio wishes to return to Texas. Will be paid to do transmitting. Site. Work day or night shift. . . Make offer . . . Box D-296, BROADCASTING.

1st class engineer with 20 years of experi- ence wants position as working engineer or chief. Desire permanence. Can do all phases of radio, Dan Coltrane, WITL, Lansing, Michigan.

NEWS

Veteran newsman—College graduate— 10 year broadcasting experience — currently new director in medium market—seeks on air position with major market news de- partment—wants security, chance for ad- vancement. Box D-85, BROADCASTING.

Looking for job for my husband. He's pre- viously employed, but is an excellent, well-qualified and creative News Director-PD. Help me get that new milk. Five figures only. Box D-190, BROADCASTING.

Nice Jewish Girl wants husband should move ahead. Creative and qualified news director. Help me get that new milk. Five figures only. Box D-253, BROADCASTING.

Top rated reporter seeks news directorship. Can build department from bottom. Box D-220, BROADCASTING.


Newsmen. Experienced. Strong gathering and writing voice. Box D-296, BROADCASTING.

Decade experience; awards. Thoughtful but aggressive. Large, quick-witted, eastern, eastern stations only. Box D-251, BROADCASTING.

Experienced newsmen, sidetracked six years present job as announcer-newswoman, desires opportunity to specialize news again. Box D-252, D-253, BROADCASTING.

Growing family is pushing news chief out of present market. If your budget allows for extra newsmen, Mike McKay, 2580 Wood Drive, Beloit, Wisc. 53511.

Production—Programming, Others

Top rated major market Top-40 DJ seeking a program director opportunity. 8 years experience here all phases of radio; Reply Box D-226, BROADCASTING.


TELEVISION—Help Wanted

Management
Business Manager—TV station—Complete accounting background through financial statements, accounting and tax reports. High degree of self-motivation. Excellent working and people skills. Must be able to maintain a precise and accurate record-keeping system. Salary dependent upon experience. Reply Box D-301, BROADCASTING.

Sales
Group-owned VHF station in South is seeking an Assistant General Sales Manager. Our company is among broadcasting's most highly regarded and applicants should be committed to working for a reputable quality station. We want a man who has demonstrated success in local and regional business and who will be ready for promotion to Regional Manager. Send resume and photo to Box D-294, BROADCASTING.

Announcers
Boston announcer for ETV station in Northeast New England. Requires fluency in foreign languages, good liberal arts background. Must have some additional resume stressing education background and on-air experience. Reply Box D-243, BROADCASTING.

Staff announcer with sports background wanted immediate. Beginners with potential considered. Send tape, photo and resume stressing educational background to: WPXZ, 357 Cornelia St., Plattsburgh, New York.

Technical
Chief engineer for expanding New England television station. Must be good at maintenance. Will also consider qualified maintenance technicians ready to move up. Box D-3, BROADCASTING.

Growing South Florida VHF needs experienced transmitter engineer. Interested applicant please forward complete resume in including salary to Box D-9, BROADCASTING.

Majors
Majors in broadcast, film or electronic engineering. Send resume to: WPXZ, 357 Cornelia St., Plattsburgh, New York.

Immediate opening for Engineer—first phone Television Station, operation—no experience required. Northern Lower Michigan. Box D-253, BROADCASTING.

Good opportunity for Trade School Graduate—3rd class license. Send resume to: WPXZ, 357 Cornelia St., Plattsburgh, New York.

Stop-and-compare: KCND-TV requires first ticket engineer. Salary scale fully competitive with market levels. Excellent working conditions. Fringe benefits will be accepted. Application of recent first graduate. Minimum starting salary $200 per week. Reply Box D-263, BROADCASTING.

Television engineer, 1st phone, experience preferred, but will consider trainee with TV Technical School or equivalent background. Good pay, excellent fringe benefits. Outstanding opportunity. Address: C. R. Secret, Chief Engineer, KID-T, Boise, Idaho. Reply Box D-254, BROADCASTING.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket, PD experience, prefers engineer. Call or write WREX-TV Dick Peck, Chief Engineer. Reply Box D-255, BROADCASTING.

A first class engineer for mountain top transmission station needed now. Located in the beautiful Lake Tahoe area. Send resume, requirements to Jim Kolbo, KOLO-TV, Reno, Nevada.

Technical—(cont'd)


Expanding TV station in Conn. needs engineer with first class license. Experience desired but not required. Call P. Gilmore—203-333-5551.

Engineering supervisor—Color—VTR—2500 watts—good engineering background—benefits—resume to Roy Johnston, Director TV, Northeastern University, Boston, Mass.

Television engineer—1st phone, heavy maintenance experience, excellent working conditions, fringe benefits. Immediate opening, south central Pennsylvania. Phone 717-384-9121.

Opportunity in South Texas for qualified second man to move up to Chief Engineer. Must be qualified in VTR, Studio maintenance. 3 years experience. Send resume and salary requirements to: F. O. Box 1359, Ft. Smith, Arkansas.

NEWS

Newman—Opening for young news tiger equally adept at gathering and presenting news. Journalism grad preferred. WSYA-TV. Savannah.

Production—Programming, Others

Station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for man from a smaller market or a top move up. You will enjoy the creative challenge offered by this position. Send sample of work and resume to Box D-289, BROADCASTING.

TELEVISION

Situations Wanted

Management
Experienced radio-TV 18 years up through studio and production manager. AD agency 3 years up through corporate level. Seeking small or medium market as program or production manager. Reply Box D-255, BROADCASTING.

13 years experience national-local sales and management with number one Television network in top four markets. Seventeen years total broadcasting & looking for fresh management challenge. 30 in medium size market. Reply Box D-256, BROADCASTING.

Sales
Television sales manager. Excellent record. My system works. Box C-65, BROADCASTING.

Announcers

Technical
Engineer, excellent announcer, asst. manager, good administrator, married, desires permanent position in larger market. Interested in TV. Nine years experience. Box D-261, BROADCASTING.

NEWS

Am looking for situation where management enthusiastically believes in, and promotes, documentaries, news, specials, and has sufficient technical talent and equipment to make possible to produce top product. At present position as producer of monthly documentaries and news specials at major medium Western public TV station, research, edit, narrate, sound-mix, and film 30 minutes of animated color. During this time limitation, have won four national awards for excellence in these documentaries, plus 1 regional award. Seeks position where have more assistance, so can produce a larger number of documentaries. Resume, tapes, film, photo available on request. Write Box D-164, BROADCASTING.

NEWS—(Cont'd)

Your television news director should have experience, ability and ideas. I do! Write Box C-104, BROADCASTING.

Production—Programming, Others

Director with 9 years Television experience seeks PD/MG-OP position. Excellent research and production experience; Producer-Director position desired. Capable, experienced, versatile production background. Box D-194, BROADCASTING.

Production/operations manager. Young, aggressive, executive, with heavy background in remote, sports and commercial production. Medium and major markets. Experienced in all phases of TV operations. Runs top network organization. Send resume stressing educational background and recent references. Box D-201, BROADCASTING.

Young, hard worker, Middle-Atlantic states—Northeast. Desire-2nd Radio or TV production. Experience—3 years TV announcing and directing; 3 years radio announcing and play-by-play. Married, draft deferral. College graduate. Available June 25, Box D-233, BROADCASTING.

TV promotion manager, interesting background, desires medium—major market. Promotion and sales, must be progressive, image-conscious organization. Box D-279, BROADCASTING.

Art Director—Special Designer—Artist—Studio Manager. 15 years top network live TV and film production experience. Production—development. Merchandise. Combination art direction. Box D-279, BROADCASTING.


WANTED TO BUY—Equipment

We need used, 250, 500, 1 kW & 10 kW AM transmitters. No Junk Guarantees. Radio Supply Corp., 1318 Turfite St., Laredo, Texas 78040.

Wanted to buy: Equipment to build UHF channel 39. Interested in purchasing all types of television station equipment to assemble. Please write Box D-23, BROADCASTING.

Wanted—Used consoles, 5 Bay FM-ant. H.P. 335 B Monitor, Tower approx. 250 ft. Box D-182, BROADCASTING.

Wanted: 500 capacity Lazy Susan metal cartridge storage rack. Call collect Chief Engineer 608-246-1861.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, camera, audio, Electro-Media, 90 Columbus Ave., Boston, Mass.

Co-axial cable-Helix, Stenofex, etc. Air foam and solid types. Unused at surplus price. Box D-15, BROADCASTING.


Satellite dish, Ku Band dish and trans-ceiver, junk. Box D-271, BROADCASTING.

Coaxial cable-Helix, Stenofex, etc. Air foam and solid types. Unused at surplus price. Box D-15, BROADCASTING.

Coaxial cable-Helix, Stenofex, etc. Air foam and solid types. Unused at surplus price. Box D-15, BROADCASTING.

New—used towers, ground wire available P.O. Box 55, 755-3096, Greenville, N.C. Bill Angle.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator. Complete turnkey station. Write Box D-255, BROADCASTING.

Spotmaster cartridge equipment, QRK turn, take will take all equipment. 410 S.W. 47 Ave., Miami, Florida.

For sale—I used RCA type TTV-12A trans-ceiver. Complete, with all parts. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

Gates BC 1 T 4 yr. old 1 kw transmitter equipment. Approx. $3,900. Box D-240, BROADCASTING.

RCA 16 mm. projector-model No. TP 6 DL/200 Very nice, 1972 auto-top shape. Box D-268, BROADCASTING.

For sale—TR-22 tape recorder. Fully functional. 1972 model 12 yr. old, excellent condition all modifications. Highest offer above $60,000. Accept cash, check or money order. Write Box D-364, BROADCASTING.
FOR SALE—Equipment—(Cont’d)

Two modified RCA TK-490 Color camera channel synchronizing units. Complete. Immediate delivery. Write P.O. Box 18151, Tampa, Florida 33608, or phone area 813 273-3164.

One Presto 6N disc recorder with 160 LP's, 120, N, and 60 line per inch screws, 1-D return fold arm, Spencer phospho- scope and Presto 92B record amplifier. All in working condition. Condition- 300-0 channel microphone amplifier/mixer, now 1 of them, and 2200 8-4 channel microphone amplifier/mixer. Excellent condition. 2 units for $1200.00. For sale and trade. No correspondence.

2 #313 Magnecord tape decks in good condition. 300.00 each. 54 inch tape pre-recording unit. $2000 each. KDVR Sioux City, Iowa, ph. 252-3332, D. E. Wolf, C. C.


Remote deleted.

Gates remote system and meters... Good condition... Also complete remote control equipment... Chief Engineer... WLYB, Albany, Georgia.

Gates ST-101 spot unit tape with remote control $50.00. Seeburg selectomite 300 with remote. $2200. Excellent condition. Write Box KK. Twin Falls Idaho.

ITA 1 KW AM transmitter, $3,100.00. Bauer 1 AM/MC/SS transmitter, $3,200.00. RCA 7.5 KW transmitter, $3,500.00. RCA 10 KW FM transmitter, $5,500.00. GE 10 KW FM amplifier, $2,500.00. Bill Barry, Box 609, Lebanon, Tennessee, (615) 446-0030.

General radio 1351B sound level-meter. Excellent. $50.00. D. Roller, 612 E. 46th St., Indianapolis, Indiana.

Broadcast Consoles, Collins 212-F, $900.00. 212-F, $1500.00. Excellent condition. Contact: Maze Corporation, Box 6356, Birmingham, Alabama.

MISCELLANEOUS


INSTRUCTIONS—(Cont’d)

Market brochures, coverage maps, rate cards, production plans and presenta- tions. Noyes, Moran & Co., Inc. 523 Warren Avenue, Downers Grove, Ill. 60560 (312) 968-5800.

INSTRUCTIONS—(Cont’d)

Your 1st Class License in six weeks or less at America’s foremost school of broadcasting training, the Don Martin School of Ra- dio and Television serving the entire Broadcasting Industry since 1971. Make your reservations now for our Accelerated Theory class June 18 and August 7. Most experienced personalized instruction and methods. Lowest cost—least accommoda- tions available close-by. Call or write: Don Martin School, 1803 W. Chicago, North- wood, Chicago, (213) 20-3281.

RADIO—Help Wanted

Help Wanted—Announcers

TOP MORNING JOCK
Wanted for Major Market, Country & Western Blockbuster.

First Phone Announcer

Religious oriented daytimer seeks First-Phone who can announce, Rise above the rest! You can live in a studio area or stay in rural communities. Plenty of good educa- tional institutions nearby. Call or write Village Radio and find out about “Radio.”

WEI, 462 Little Egg, Indianapolis 17-265-4149.

WE CAN’T HIDE IT!

We’re working our good people to death. We need more good people to fill out our professional program staff. Top money for air personalities and radio newsers. Virginia’s largest mar- ket of one million people. Send tape and resume to:

Bill Adams, Station Manager

WNOR Radio, Norfolk, Virginia

TELEVISION—Help Wanted

Technical

Television and Radio

Broadcast Technicians Wanted

For New England Major market UHF all color station. Experience desired. Union scale. Please reply.

Box D-225, Broadcasting.

An Equal Opportunity Employer

Production—Programming, Others

RESEARCH

Group owned TV station in Top 5 Market seeking Research Director. Should poss- ess Ph.D. or have a Master’s in Television or Broadcast Management. Excellent opportunity. Please send resume and salary requirements.

Box D-206, Broadcasting.
EXECUTIVE PERSONNEL AVAILABLE!

You can CONFIDENTIALLY select executive personnel from our listing of qualified applicants seeking greater opportunity in TV, Radio and CATV.

We can provide our clients with top executives plus sales, programing, production, engineering, promotion and administrative management personnel.

NATIONWIDE BROADCAST PERSONNEL CONSULTANTS
645 North Michigan, Chicago, Ill.

RON CURTIS—President
312-337-5318

WANTED TO BUY—Stations

Want Radio Station
1,000-5,000 with Daytime located in major market area in South, Southwest, or Midwest in area not presently having a station with Religious format. Financially qualified. Experienced. Broker inquiries invited or will deal with principals.
Box D-237, Broadcasting.

WANTED
AM station in Southwest, priced from $80,000 to $100,000. With a history of being profitable. We are financially qualified to pay cash.
Box D-83, Broadcasting.

FOR SALE—Stations

Southwest FM-Stereo
Outstanding sound and ratings in top 30 Market must sell immediately. If you have cash or sound securities and are prepared to move quickly, an exceptional property can be yours.
Telegraph or write:
Box D-236, Broadcasting.

Texas, Fulltimer
plus new FM. Earned $30,000 last year. Present billings above last year. Price $250,000.00
Terms to financially responsible.
Box D-259, Broadcasting.

Northern California
Full time single station market. Serving rich eight county market. Asking 160,000 dollars, $25,000 down.
Box D-300, Broadcasting.

LaRue Media Brokers Inc.
116 Central Park South
New York, N.Y.
265-3430

West TV&M profitable $525M terms
S.W. small fulltime 170M terms
South CATV Chain 1.5MM cash
East suburban daytime 150M nego
South suburban daytime 100M 28%

MISCELLANEOUS

May edition now available "365 Days of Laughs"
Radio Gay Service
PREPARED BYWR News For Decayers
"Mr. E." Productions
1907 Hickok Lane
Year service $10.00 Zip 45238

BROADCASTING, April 24, 1967
To: All Station Managers
From: Mike Schwartz and Don Wilks
Owners—Radio Station WTYM, Springfield, Mass.

Dear Fellow Salesmen:

A year ago we contacted a few old friends to come up with some spots to help us sign a hard-to-crack anti-radio restaurant. So unusual was the copy and so professional was the production and delivery that we nailed down a 52 week order, and they have already renewed.

We are a daytimer in a market reporting 10 stations, yet we get a lion's share of the local dollars because of our talent. These talents account for over 30% of our overall billing, and the sound of the station has become more professional. Now we are in a position to share these talents with you. They will taylor a spot for your prospect at a price that will be determined by the size of your market. Be assured that this is not a mouthful of “gobbledygook” but rather all our talents at spee tape. What can you lose? Please enclose $1.00 for handling and mailing charges, made out to Mido Advertising, c/o WTYM.

BROADCASTING, April 24, 1967

Heating Examiner Chester F. Naumow- ne,


ACTIONS

N his nine months on the commission, the FCC's newest and youngest mem-
ber, Nicholas Johnson, has demonstrated that there is more than one way of
becoming controversial. Where such of his predecessors as Newton N.
Minow and E. William Henry acquired the label through their attacks on broad-
casters, Commissioner Johnson has done it through attacks on his colleagues. In
dissents and other public statements, he has beat them regularly like a gong.

In a dissent to the commission's Dec.
21, 1966, approval of the ABC-Inter-
national Telephone & Telegraph Corp.
merger, a case which has since been
reopened under pressure from the Justi-
tice Department, he accused the com-
mission majority of making "a mockery of
the public responsibility of a regula-
tory commission that is perhaps un-
paralleled in the history of the Ameri-
can administrative processes."

Last month, in a case in which the com-
mission's policies in reviewing the pro-
gramming proposals of license-renewal
applicants were at issue, he said the com-
mission was, in effect, guilty of int-
ellectual dishonesty. He said the com-
mission goes through "the motions of
appearing to review programming against
a public-interest standard when in fact
[it does] nothing of the sort."

The difference in the targets of the
attacks of, say, former Chairman Henry
and Minow, on the one hand, and Com-
misioner Johnson on the other, is in
part related to his conviction that he is
no ideologue. His goal is not uplifting
broadcasters. What really concerns the
32-year-old former law professor, he
indicates, is nothing less than the total-
ity of the communications picture—the
interrelationship of all problems with
which the commission must deal.

More Information = He is, in addi-
tion, constantly stressing what he re-
gards as the critical need for research
to develop the information he feels the
commission needs to make rational de-
cisions. And he is forever posing ques-
tions designed to open up areas of in-
quiry.

Although he points to these interests
as proof he cannot be neatly labeled as
either a tough or soft regulator, it's
clear that he is an activist. Speaking of
the government's responsibility in the
area of programming, for instance, he
says: "The government can't sit by and
do nothing."

If the commissioner sees his principal
role as that of convincing the commis-
sion that it should turn its attention to
problems of a cosmic nature, there are
some at the commission who wonder
whether he is using the right tactics.
They say that a commissioner who is
decades younger than his colleagues and
who appears to question their honesty
is likely to have a hard job convincing
them of anything.

Angry activist jolts the system with dissents

And criticism of the new commis-
sioner is not hard to come by at the
commission. There are those who point
out that, for all the questions he has
come up with, he has yet to present a solution
to a single problem. (In response, he
says merely asking the questions and
citing the need for research can con-
stitute a "constructive contribution.")

Aware of Danger • Commissioner
Johnson is aware that his statements

WEEK'S PROFILE

Nicholas Johnson—FCC Commissioner; b.
Sept. 23, 1934, Iowa City, Iowa; B.A.,
LLB, 1956, 1958, University of Texas;
law clerk to Judge John R. Brown of U.
S. Court of Appeals, Fifth Circuit, 1958;
and to Associate Justice Hugo L.
Black of U. S. Supreme Court, 1959;
associate professor of law, University of
California, 1960-1963; in private prac-
tice, Covington & Burling, Washington,
1963; Maritime Administrator, March
1964-June 1966; sworn in as member of
FCC, June 23, 1966; m. Karen Chapman
of Iowa City, June 28, 1952, children
—Julie, 13; Sherman, 5; Gregory, 3;
member Phi Eta Sigma, Pi Sigma Alpha,
and Phi Beta Kappa, fraternities, and of
American, Federal and Texas Bar Asso-
ciations; served as chairman of Junior
Bar Conference Committee on Contin-
uing Legal Education, as director of board
of editors of International Society for
General Semantics, and as member of
Jurimetrics Committee of Association of
American Law Schools; hobbies—running,
tennis.

BROADCASTING, April 24, 1967

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can be counterproductive. He is also
sensitive to the criticism of the trade
press; he doesn't relish "the wildman
image" he feels he has been acquiring.
He says he wants to be remembered as
having made "a constructive contribu-
tion to the communications industries
and the services they provide."

But he has no intention of changing
his style. "I'm going to do the job I
think needs doing," he said recently.
"I won't try to generate controversy,
but neither will I fear the unpopularity
of the trade press."

The virulence of some of his state-
ments is said to be in contrast to his
performance at commission meetings.
He is, a colleague says, "no table thump-
er." Rather, "he is wide-eyed and full
of questions" and deferential to the
views of his colleagues.

It is the apparent boyishness that
impresses visitors on first meeting the
32-year-old commissioner. He is tall (6
feet, 3½ inches) but lanky and apple-
cheeked. But once the amenities are
over, the boyishness drops away and
visitors find themselves confronted by
a strong-willed man with a good mind
and some firmly held opinions about
the commission and its responsibilities.

Familiar Approach • His biting at-
tacks on the commission and his im-
patience with established procedures
probably come as no surprise to those
who followed his career as head of the
Maritime Administration. In his 28
months there—the second longest hitch
ever served in that position—he man-
aged to infuriate shippers, unions and
Maritime Administration staff members
alike with the policies he advanced in
an effort to make the maritime industry
more competitive in world commerce. 

Commissioner Johnson was preparing
to leave the government and return to
teaching (he had been a law professor
at University of California at Berkeley)
when President Johnson asked him to
serve as a member of the FCC.

In his new job he has maintained a
heavy work schedule. He frequently
works nights and weekends. Fellow
passengers on the D. C. Transit bus
that carries him to and from his home
in suburban Bethesda, Md., often see him
dictating into a portable tape recorder,
or poring over work spread out on his
lap, often while listening to an ear-
plug-equipped transistor AM-FM radio.
Such a pace has even helped influence
his choice of a hobby—running. He
finds it an efficient form of exercisec.

The hobby seems particularly ap-
propriate. It should provide the stamina
he'll need to stay the course and make
the contributions for which he says he
would like to be remembered. In addi-
tion, the activity leaves his mind free
to compose those Valentines to his col-
leagues for which he is already well
known.
Political sense

UNRESTRAINED tumult develops whenever politicians become involved in collection and disbursement of campaign funds, and that is precisely what has happened with the 1966 presidential election campaign financing act, otherwise known as the tax check-off or Christmas-tree plan.

The measure, as adopted at the last session, permits a taxpayer to check off on his income-tax return a dollar for the presidential campaigns of the two major parties. Each major party would reap a war chest of $30 million. In the last fortnight, the Senate killed the bill, but it has bobbed up again in revised form under the authorship of its sponsor, Senator Russell B. Long (D-La.).

We think the measure has much to commend it, if administered under proper controls and appropriate checks.

A $1 contribution, checked off the federal income tax of the individual, certainly is painless. The presidential candidates thus would not be beholden to a few big contributors. With full disclosures, the funds should be spent only for radio, TV, newspaper, billboard and other advertising, and possibly for limited campaign transportation.

The merits should be attractive to broadcasters. Television is admittedly the major instrument for campaigning. Unconscionable demands are being made for free time. These should end if the presidential candidates (or their parties) have adequate funds with which to buy the time, as they now buy space. The public, which elects the candidates, also would be underwriting the campaigns—at $1 per vote.

We think the check-off is the most foolproof protection against political excesses—even corruption—yet proposed. We wish Senator Long success in marshalling through Congress a reasonable compromise of his once-enacted, once-repealed bill.

Outlobbied?

REGRETTABLY, there are signs that resistance to the untenable demands of land-mobile interests for more spectrum space to be carved out of existing television allocations is beginning to cave in.

This was strongly implied in last week’s announcement by the FCC that it is undertaking “an intensified” study of mobile-service needs, including possible reallocation of UHF channels. A fortnight earlier, at the convention of the National Association of Broadcasters in Chicago, spokesmen who previously had strenuously resisted efforts of the land-mobile lobby tacitly admitted that they were being outmaneuvered on Capitol Hill. It’s understandable, what with the U. S. Chamber of Commerce and equipment manufacturers on the attack.

The finger, of course, points to unused UHF allocations in geographical areas where the truckers, industrial plants and other mobile users would make their first inroads. But to yield now would mean a decisive foot in the door and the eventual breakdown of anchored allocations for future development of essential broadcast services.

Nothing has happened to change the technical status that existed when there was all-out opposition to the land-mobile crusade to wrest VHF (including FM) and UHF space from broadcasters. So the only motivation that could lead to throwing in the sponge would be pressure of the special-interest lobbies.

We agree with Commissioner Robert E. Lee, the only dissenter, that the FCC action is premature. Broadcasters certainly should not yield an inch of spectrum, whether it be VHF or UHF, until all alternatives have been adequately explored. It will take time to implement technology that gives excellent promise of more sophisticated methods of spectrum use without chipping away at the UHF band. If scientific allocations yield to political pressure, irreparable injury will result.

Toward pure journalism

THE network newsmen who feel ill at ease in a union of entertainers are wisely waiting for temps to cool before doing something about their feelings. In the aftermath of the recent strike by the American Federation of Radio and Television Artists there are still sharp divisions between the newsmen who think AFTRA is their appropriate refuge and those who think otherwise.

In time, however, more newsmen will come around to the view, publicly expressed by Chet Huntley but known to be shared by others, including some of equal prominence, that there is a basic incompatibility, in function and purpose, between broadcast journalists and performers connected with the non-journalistic side of radio and TV. It is not because broadcast journalism is more or less important than broadcast entertainment. It is because it is different.

The broadcast media have made great gains as journalistic forces. Those gains have been made not because broadcast journalists put on a better “show” than their colleagues in the print media, but because broadcast journalism not only is more interesting and more timely but also is respected for its content. The Elmo Roper studies have found television to be by far the leading choice when respondents are asked which news medium they would believe when confronted by conflicting accounts of the same story.

Broadcast journalism has reached its present status because its practitioners have been trained not only in the techniques of broadcasting but, of more importance, in the craft of journalism. That craft has its own demanding standards, and it is like no other craft represented on the air.

If broadcast journalism is to continue to progress, its practitioners must continue to preserve, indeed enhance, their distinction as a separate breed. They cannot do so if they associate themselves with non-journalists on matters so personally vital as collective bargaining for pay and working conditions.

"There's too much violence off TV, too . . . I just ran into the producer whose series I lambasted yesterday!"
BEELINE COUNTRY...

AWFULLY BIG IN AGRICULTURE

To press ahead in western sales, put your message on Beeline Radio KMJ. This 9-county, $2.63 billion* KMJ market includes the Number One county in the nation in Gross Farm Income**... and it is covered in depth by Beeline Radio KMJ. KMJ is only one of four Beeline stations—the key to California’s rich Inland Valley and Western Nevada.

Data Sources: *Sales Management’s 1966 Copyrighted Survey—Effective Buying Income **SRDS, February, 1967

McCLATCHY BROADCASTING
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KMJ Fresno
KOH Reno
KBEE Modesto
KFBK Sacramento
Viking turnkey services are designed to get you from franchise to saturation subscription... quickly and profitably. We design the system, install it, check it out and get it running smoothly before we turn the key over to you. Further, we train your personnel and provide expert help in all phases of system operation. Whether you plan a new system or want to upgrade an existing system, you owe it to yourself to check with Viking. Call Collect today.

**viking**

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