The Twin Cities' Most Respected Television News Team!

"1966 STUDY OF TWIN CITY TV MARKET"

CREATIVE RESEARCH ASSOC., INC.

NAT'L. REPRES.: PETERS, GRIFFIN, WOODWARD INC.
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FOR OUR NEW
LEAD OXIDE VIDICON...

IT'S A DIRECT
REPLACEMENT
FOR YOUR PRESENT
1" VIDICON...

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CHANNEL 8 reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

Another priceless plus: 26%* color penetration for its all-color local telecasts and NBC programs.

*Based on Feb.-Mar. 1967 Nielsen estimates, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV
Lancaster, Pa.
Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

Soon to join company of station groups that have "gone public" is Corinthian Broadcasting Corp., which reportedly is considering sale of minority of its stock some time this summer. Major Wall Street house reportedly would underwrite limited public issue, looking to filing of appropriate application with Securities and Exchange Commission, probably within month. Corinthian officials declined to discuss matter.

John Hay Whitney, principal stockholder in Corinthian, would retain controlling interest even after sale of portion of his stock and possibly of some stock held by his associates. Despite report, public offering, if it evenuates, would not be designed to recoup Mr. Whitney's newspaper losses (New York Herald Tribune and World Journal Tribune) but rather would be part of long-range estate planning.

Conference on comp

NBC officials indicated some directions their thoughts are taking in work on new TV affiliation contracts last week in session with three-man subcommittee of affiliates, and got some affiliate thinking in return. Apparently all was harmonious, but inconclusive. Exchange of views, part of consultation arrangement worked out when NBC first started talking about updating TV contract forms (Broadcasting, April 10), is to be followed by NBC submission of proposals to three-man group next week, session with affiliates' full nine-man contract committee June 14 and, according to current timetable, submission of new forms to all NBC-TV affiliates by July 1.

Three-man contract subcommittee was composed of all surviving heads of NBC-TV Affiliates Board of Delegates: Harold Grams of KSDK-TV St. Louis, current chairman, and A. Louis Read of WBST-TV New Orleans and Jack Harris of KPRC-TV Houston, former chairman. They conferred Thursday morning with NBC officials headed by David C. Adams, senior executive vice president. While new contract terms, specifically including compensation system, were said to be still under development, affiliates reportedly were assured that no station would suffer financially. One NBC official's post-meeting assessment of new contract: "I don't think it'll be controversial."

Hardware store

Ford Foundation-endowed Public Broadcast Laboratory of National Educational Television apparently will include news control center comparable to key network installations. Engineering firms invited to bid on project say foundation's TV consultant, Fred Friendly, is talking in terms of six incoming microwave circuits, presumably feeding as many tape-machine machines. Such operation appears necessary in light of plans discussed at recent National Educational Television convention, calling for heavy reliance on local affiliate production (see story page 67). Only comment from increasingly secretive laboratory authorities was: "We'll have whatever we need; sometimes four, sometimes 10 machines."

One man's vote

Entire philosophy of broadcast regulation could change with shift of single vote on seven-man FCC. That's condition bothering broadcasters and lawyers because of 4-3 division on basic issues, largely as reflected on votes on station transfers involving group owners. Four-man majority normally comprises Chairman Hyde and Commissioners Lee, Loewinger and Wadsworth. Three-man minority customarily finds Commissioners Bailey, Cox and Johnson together, though on some occasions, one or more of them may abstain, which is vote neither for nor against.

Worrisome factor is that if any member of existing majority should leave, successors vote could be enough to swing balance from what's generally regarded as judicial position to that of activist or crackdown new majority.

Party line

Continuing acquisitions of CATV systems by telephone companies is accentuated by largest, and biggest, transaction in which Continental Telephone Corp., St. Louis holding company, is merging with C&U Communications Corp., Norwich, N.Y. C&U not only is major telephone group in central New York, but also multiple-CATV owner as well as group broadcaster. C&U owns six cable systems, serving 1,800 customers, as well as WCMR, Oneida, N.Y., and five FM's stretching across middle of state. Continental recently acquired Barstow, Calif., CATV, with 5,800 subscribers, from Jack Kent Cooke. Another recent sale was by Bruce Merrill who sold his Pecos, Tex., system, with 1,500 customers, to Trans-Continental Telephone & Electronics Inc., Dallas.

O&M gets the message

Ogilvy & Mather, New York, seems deeply impressed with communications theories of Professor Marshall McLuhan, prophet of electronic immediacy. It was learned last week O&M commercials are being categorized as "hot" or "cool" (McLuhan criteria) and studied on that basis for their effectiveness.

Hold that line

Representatives of Association of Maximum Service Telecasters called on several FCC commissioners last week in apparent effort to arrest what AMST considers heavy flow of CATV waivers, particularly in distant signal cases. One commissioner reported group said that, in permitting implication of distant signals, commission is concentrating on pieces of problem to neglect of big picture, and in process is eroding its rules. AMST mission was discussed at commission meeting Wednesday, with at least one commissioner who was contacted, Robert E. Lee, indicating he would in future take harder look at staff recommendations on waivers.

FCC's CATV task force chief, Sol Schillhaas, defended his group's recommendations as being in line with his understanding of commission wishes. AMST group included president Jack Harris, KPRC-TV Houston; C. Wrede Petersmeyer, Corinthian Broadcasting; Laurence E. Richardson, Post-Newsweek stations; Lester W. Lindon, AMST's executive director, and Ernest W. Jennes, counsel.

Auditor Staggers

FCC is among independent agencies called upon by House Commerce Committee to supply it with information on travel, expenses and honorariums, if any, of commissioners since Jan. 1, 1966. Chairman Harley O. Staggers (D-W. Va.) said he felt it was function of his Commerce Committee to examine such matters under its "legislative oversight" responsibility. He said he was not looking for anything in particular and "didn't expect to find anything," but request obviously had upsetting effect.
Watch out for number 1.

DENVER, KBTV, MONDAY-FRIDAY, 5:30-6:00 PM. (Number One daytime show in the entire market.)*
WASHINGTON, D.C., WTTG, MON.-FRI, 6:30-7:00 PM. (Number One in his time period.)*
ST. LOUIS, KMOX-TV, MONDAY-FRIDAY, 12:00-12:30 PM. (Number One in his time period.)*
SAN FRANCISCO, KTVU, MON.-FRI., 5:30-6:00 PM. (KTVU's Number One Show, sign-on to sign-off.)**
NEW YORK, WCBS-TV, MONDAY-FRIDAY, 9:00-9:30 (Number One in his time period.)**
PHILADELPHIA, WCAU-TV, MON.-FRI, 9:30-10:00 AM (Number One in his time period.)**
DENNIS THE MENACE,
146 half-hours available from SCREEN GEMS

The data used herein are estimates from the *November 1966 and **January 1 ARB reports and are subject to qualifications published by the ratings service.
WEEK IN BRIEF

TV code board to roll up its sleeves and hammer out new commercial time standards. In sight are clustering, limited post-show credits and maximum of three back-to-back spots. Industry response is light. See . . .

CODE TO TIDY UP . . . 23

Magic word at AWRT convention is 'creativity' as advertising and broadcasting spokesmen hit out at boredom in commercial selling. Salesmen, clients, agencies scored for complacency. See . . .

CREATIVITY CRISIS . . . 28

Spot-TV business down 2.5% in first quarter, according to BAR. Figures substantiate what reps and stations have been claiming. January and February showed small gains, March showed a big loss. See . . .

SPOT TV DOWN . . . 33

GM leads 1966 spot-network radio advertisers with $23.5 million. Food companies, as group, account for almost 20% of medium's total billings. Tobacco products run third on list with 10%. See . . .

RADIO'S CUSTOMERS . . . 36

One-horse races developing for NAB posts. Martin and Howell bow out, leaving Cobb as sole seeker of joint chairman's seat; Armstrong leaves run for radio board chairmanship to Dudley. See . . .

ONE-HORSE DERBY . . . 44

FCC's Johnson returns to boyhood homeland in mellower mood. Defends radio-TV programing, hits impotent FCC, says public interest might be better served if industry regulated itself. See . . .

A MELLLOWER NICK . . . 50

FCC considers changing CATV rules that could be beneficial to UHF's—depending on whether U may gain additional carriage or be faced with invasion of its market by another signal. See . . .

CATV CHANGE . . . 52

New process that turns monochrome film into color is shown at ABC-TV. Claims advantages of ABTO color over conventional film for TV news are speed, less expense, more flexibility with present gear. See . . .

ALCHEMY AT ABC . . . 56

Copyright bill pronounced dead in this session of Congress. Key decisions on CATV and performers' rights to royalty payments from broadcasters is postponed. Compromise seems likely next year. See . . .

BILL SEEMS DEAD . . . 64

Summaries of TV stations' financial reports from FCC records are not what it wants, ASCAP tells Judge Ryan. Music-licensing firm insists it needs full financial data from stations. See . . .

ALL OR NOTHING . . . 69

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52.3% PENETRATION

KMOX RADIO

One of America's great Radio Stations

Source: Based on ARB Oct.-Nov. 1966 Metro Area Cumulative Audience estimates, subject to qualifications which KMOX Radio or CBS Radio Spot Sales will supply on request.

CBS Owned
Represented Nationally by CBS Radio Spot Sales
Committee should decide on broadcasting

The Senate Commerce Committee's report on Public Broadcasting bill issued late Friday (May 12) attempts to clear away confusion on desirability of establishing interconnection facilities—but not networks—for ETV's. Subcommittee changed bill to permit Corp. for Public Broadcasting to contract directly with carriers for interconnection, yet denied CPB authority to operate network (BROADCASTING, May 8).

Full committee accepted subcommittee amendments last week and approved bill for floor action, possibly this week (see page 51).

As explained in report, interconnection means distributing programs for stations to schedule as they see fit, as contrasted with "network-type operation" under which stations would carry programs on centrally set, fixed schedule. Committee envisions, however, "special occasions when live or simultaneous broadcasts would be desirable."

Report also presents committee answers to other questions raised at hearing (BROADCASTING, May 1, April 17). Should CPB charge for programs it supplies to noncommercial outlets? Not usually, Senate group says, but CPB should decide on case-by-case basis. Committee notes that charge to financially hard-pressed stations "would be inconsistent with intent of legislation."

Should CPB have authority to distribute programs to commercial stations? Again, committee says generally no, but leaves door open if it is found necessary in order "to serve people who could be reached in no other way."

During hearing, recommendation to insulate CPB from politics by denying government's General Accounting Office power to review corporation's books prompted criticism. In letter reprinted within report, U. S. Comptroller General Elmer Staats argued that his agency, as watchdog for Congress, should have access to financial information. Committee, however, suggested outside audit would be acceptable.

Report also contains paragraph citing testimony of Judge Nat Allen, president of National TV Translator Association, advocating action by FCC to raise limit on translator power. Committee urges FCC to give "early consideration" to Judge Allen's suggestions.

Greater radio use by retailers seen in N.Y.

Reappraisal of advertising practices by retailers in New York has been prompted by demise of World Journal Tribune which left city with only three major papers.

Both retailers and broadcasters see reappraisal resulting in greater use of radio in market, although, as one Gimbel's executive said: "It's curious, but we've not yet been approached by radio salesmen since WJT folded."

City's big stores have been aggressively courted by mass circulation magazines and suburban newspapers. Broadcasters, displaying sentimentality usually reserved for newspapers, are said to feel it was inappropriate, as one official put it, to "pick WJT's bones the minute it died." Stations in market, however, are mounting campaign directed at retailers, and plans have been made by Radio Advertising Bureau to apprise advertisers of radio's ability to fill gap in three-paper city (see page 37).

Worldvision in Spain

ABC International said Friday (May 12) that Victor Sagi Television S. A. in Spain has become Worldvision Network associate through reciprocal sales agreement. Contract represents ABC's 27th international and first European member. ABC will be representative for one-quarter of time available for sale on Television Espanola (TVE), government owned and part commercial.

Sloan safety awards are announced today

Alfred P. Sloan Foundation is announcing today (May 15) recipients of 16 radio-TV awards for highway safety. Winners include three station staffers who receive $1,000 each; ABC Radio, CBS News, one TV, four radio stations and six advertisers, all receiving bronze plaques.

Cash awards go to Lee Rashall, editorial director, KGO San Francisco; Brian Scruby of KDIA-TV Pittsburgh, and Jim Young of WATT-TV Atlanta.

Plaques go to ABC Radio; CBS News and Shell Oil; WOOL Florence, Ala., WGN Chicago; WTMJ Milwaukee; WAER (FM) Syracuse, N. Y.; WPFO-TV Providence, R. I.

In addition to Shell Oil, advertisers cited for radio and TV programs were Nationwide Insurance Co.; Johnstown, Pa., plant of Bethlehem Steel Corp.; Mobil Oil Corp.; Farmers and Mechanics Savings Bank of Minneapolis; General Motors Corp. Awards presentation will be made May 23 at banquet in New York.

UHF'ers to eye CPB

Proposed Corporation for Public Broadcasting is scheduled for critical look at meeting of Committee for Full Development of All-Channel Broadcasting in New York, on May 25.

Sheldon K. Turner Jr., KDTV(TV) Dallas (ch. 39) is scheduled to discuss adverse effect administration's proposal may have on UHF.

Pay Television is one of six other items on agenda. At last meeting resolution urging FCC to establish nationwide system of pay TV was defeated. Minority report is scheduled to be discussed and entered into record.

Seeks stay of FCC order for sweet charity's sake

CATV case is developing at FCC in which commission could find itself cast in role of meanest man in town.

CATV involved is Community Service Inc., which is non-stock, non-profit company owned by city of Frankfort, Ky., and which turns over its profits to good works.

Commission on April 18 denied its petition for waiver of nonduplication
rule as it applies to WLEX-TV and WKYT-TV, both Lexington, Ky. Order requiring system to comply with rule becomes effective Thursday (May 18).

CATV, accordingly, has asked for commission for 45-day stay of order to give it time to prepare petition for reconsideration.

Community noted that compliance with order would disrupt service it has provided Frankfort since 1952. In past 11 years, it said, it has contributed $24,260 to local charities, and recently pledged $20,000 for new, local YMCA building.

Community maintains that Lexington stations do not put Grade B contour over Frankfort and, so, are not entitled to protection. Commission said CATV system had not supported that contention.

Bergman 'adult' films now available for TV

Feature films directed by internationally famed Ingmar Bergman of Sweden will be carried on TV in U. S. for first time next fall, it was announced Friday (May 12) by Robert Seidelman, president of Teeworld Inc., which has placed into distribution package of 31 new films, including 10 Bergman productions.

Initial sales of package have been made to WOR-TV New York and KHJ-TV Los Angeles, which plan special presentations of Bergman films, probably in late prime-time segments because of their adult themes.

Among Bergman pictures are "The Virgin Spring" and "Through a Glass Darkly" (both Academy award winners in 1961 and 1962 respectively) and "The Magician," "Wild Strawberries," "A Lesson in Love," "The Devil's Eye," "Winter Light" and "The Seventh Seal.

Other features in package include "The Rat Trap," "The Soldier," "Marco the Magnificent" and "Harlow" (Carol Lynley).

Authors urge more tests on courtroom television

Washington editor and lawyer have rendered Scotch verdict of not proven on contentions of lawyers and judges who would bar TV from courtroom in criminal trials.

Before cameras are banned completely from nation's courtrooms, further tests and experimentation should be undertaken, say Alfred Friendly, Washington Post, and Ronald L. Goldfarb, attorney. They make their findings in Crime and Publicity, being published today (May 15) by Twentieth Century Fund (335 pp. $5).

Discussing "The Pen and the Lens," authors conclude that arguments against permitting TV into courtroom because of alleged interference to participants is "exaggerated"; that suspicion image of law will be vulgarized or commercialized is "superconservative bugbear". They also call for TV to eliminate its "intrusions," but see no problem here.

States that permit TV in courtroom should be allowed to continue, they say; those that prohibit TV should be encouraged to relax total ban and permit experimentation.

Authors conclude that controversy over fair trial and free press cannot be solved by imposing curbs on news media. Solution, they agree is self-restraint on part of courts, lawyers and police officers.

Bobby Baker becomes issue in Los Angeles radio case

Bobby Baker has become factor in already involved and lengthy FCC comparative hearing in which 11 applicants are seeking 1100 kc frequency in Los Angeles.

Commission's Review Board, acting on petition of three applicants, on Friday (May 12) added special issue calling for determination of facts surrounding monetary contributions of officials of one applicant, California Regional Broadcasting Corp., made to or through former Senate aide.

However, issue may not be reached. Board directed that it is to be considered only in event comparative qualifications of Regional are deemed by examiner to be of decision significance.

Board said it is not clear which of 11 applicants will remain eligible after resolution of technical and other issues.

Issue grows out of testimony in trial last winter that resulted in Mr. Baker's conviction on counts of conspiracy, fraud, theft and income tax evasion.

According to testimony, William and Howard Ahamson, principal owners of Regional, were among California savings and loan officials who participated in raising $96,000 that was turned over to Mr. Baker in 1962.

Contribution was allegedly made after Mr. Baker indicated $100,000 donation might be helpful to savings and loan industry in its effort to defeat then pending tax legislation.
That's right. He's exactly who you think he is. The nation's No.1 salesman. Going strong every weekday on the CBS Radio Network. Want to make something out of it? You can. Profits.
starring **BOB DENVER** as Gilligan

with

**A BOATLOAD OF COMIC ROBINSON CRUSOES**

and a colorful parade of guest stars
"GILLIGAN'S ISLAND"

a body of land completely surrounded by laughter

AVAILABLE FOR YOUR STATION

Sold!

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MINNEAPOLIS
CINCINNATI
PORTLAND, ORE.
COLUMBUS, O.

INDIANAPOLIS
SALT LAKE CITY
HONOLULU
JACKSON, MICH.
ROANOKE-
LYNCHBURG
PROVIDENCE-
NEW BEDFORD
BELLINGHAM
NASHVILLE

and other markets...

98 HILARIOUS HALF-
62 IN COLOR

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A calendar of important meetings and events in the field of communications indicates first or revised listing.

**MAY**

May 14-16—Annual spring meeting of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.
May 15—-Ninth annual Emmy Awards 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 15—Station Representatives Association presents its annual Silver Nail-Gold Key awards luncheon program. Plaza hotel, New York.
May 15—Broadcast Advertising Club of Chicago “Broadcasting Man of the Year” award dinner. Ambassador West, Chicago.
May 16—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.
May 16—Poste, Cone & Belding annual meeting of stockholders. Hotel Commodore, New York.
May 17—Deadline for reply comments on FCC’s proposed rulemaking that would prohibit AM, FM and TV licenses from broadcasting “station-identification announcements, or any other broadcast matter” that either leads or attempts to lead listeners to believe that a “station has been assigned to any city other than that specified in its license.”
May 17—Quarterly meeting of the Alabama CATV Association. Speakers include Doug Jarvis, Southeastern Trans-Video Inc., Dallas, and Bill Daniels, Daniels and Associates, Denver. Guest House Motor Inn, Birmingham.
May 17—Annual meeting of the stockholders of The Outlet Co. to elect directors and to transact other business. 178 Weybosset St., Providence.
May 17-18—Television code board meeting of the NAB, Washington.
May 18—Annual meeting of the Montana AP Broadcasters Association. Finlen hotel, Butte.
May 18-21—Western States Advertising Agencies Association 17th annual conference. Theme is “The Other Side of the Looking Glass”: businessmen outside advertising review the business. Palm Springs Spa hotel, Palm Springs, Calif.
May 22-23—National Foreign Policy Conference for Editors and Broadcasters sponsored by the State Department of State. Speakers include the secretary of state and other high ranking government officials. Department of State, Washington. Any domestic newspaper, magazine, radio or television network or station or other information medium engaged in informing the general public about foreign affairs may request an invitation to one or all of these conferences for its bona fide representative by writing to the Director, Office of Media Services, Department of State, Washington 20520.
May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization’s U.S. and Canadian committees.

**JUNE**

June 1—First annual Golf Open sponsored by the Broadcasting Executives Club of New England, Framingham Country Club, Framingham, Mass.
June 4—Nineteenth annual Television Academy Awards sponsored by the National Academy of Television Arts and Sciences. Hosts will be Joey Bishop and Hugh Downs. (ABC—9 p.m. EDT) Century Plaza hotel, Hollywood, and Americana hotel, New York.
June 5-6—Annual spring meeting of Washington State Association of Broadcasters. Bayshore Inn, Vancouver, B. C.
June 6-7—The 1967 general conference of
Who gets credit for the country's 100 millionth phone?

It didn't come from the Bell System even though we install 11,500 a day.

It didn't come from General Telephone even though they install 1,500 a day.

And it didn't come from United Telephone even though they install 300 a day, nor from Continental Telephone's 200 a day.

Nor did it come from the Southland Telephone Company, Atmore, Alabama—with their two a day.

The 100 millionth telephone (more phones than the rest of the world put together) came from all of us—the Bell System and each of 2,300 independent telephone companies across the nation. With our thanks to our customers for making the first 99,999,999 phones possible.
THE PRODUCERS OF "CHICKENMAN" INVITE YOU NOW TO SOAR INTO HIGH ADVENTURE WITH Amazon Ace!

Here he is — the hottest super-hero since Buster Crabbe. He's Amazon Ace, and his Extremely Thrilling adventures can help your station survive (not to say triumph) in the Vast Jungle that is Radioland in 1967. Amazon Ace will catapult you past the Orocodies of Competition, just as Chickenman Struck Terror in their Hearts! All this, plus:

A TRULY GREAT PITCH HELMET PROMOTION!

A BUILT-IN SATIRIC "COMMERCIAL!"

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KLIF Dallas WKLO Louisville
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CBS-TV network affiliates. Speakers include John A. Schneider, CBS Broadcast Group president; Stuart T. Martin, chairman of affiliates association; Thomas H. Dawson, president of CBS-TV network; Michael H. Dann, senior vice president-programs; David Blank, vice president-economics and research, CBS Broadcast Group; William B. Lodge, vice president-affiliate relations and engineering, CBS-TV; Richard S. Salant, CBS News president; Walter Cronkite, CBS News correspondent; Carl Ward, vice president-affiliate relations, CBS-TV, Hilton hotel, New York.

June 6-8 — Annual convention, Armed Forces Communications and Electronics Association. Speakers will be Major General William B. Latta, commanding general, U.S. Army Electronics Command; Robert W. Calvin, chairman, Motorola Inc.; Leonard Jaffe, director, space applications programs, National Aeronautics and Space Administration. Panel on "Digital Communications—the Challenge," concerning television among total digital communications, is one of several scheduled sessions. Sheraton-Park hotel, Washington.

June 8-9 — Combined convention of Alaska Broadcasters Association and Alaska AP membership (including newspapers). Speakers include FCC Chairman Rose H. Hyde, Travelers Inn, Fairbanks.

June 8-10 — Annual spring meeting of South Dakota Broadcasters Association. Speakers include Donald A. Ansel, NAB general counsel, Madison.

June 8-10 — Summer broadcasting conference on "The professors and the professionals in broadcasting" sponsored by Memphis State University. Memphis State University, Memphis.

June 8-11 — Convention of the National Association of Farm Broadcasters. Chateau Frontenac, Quebec City, Que.

June 9-10 — Annual spring meeting of North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes, Minn.


June 11-12 — Ninth annual meeting of the American Advertising Federation. Theme of the conference is: "Problems in Advertising Manpower." Shamrock hotel, Houston.

June 11-14 — Annual summer meeting of Florida Association of Broadcasters. Speakers include William Carlisle, NAB vice president, for station services. American hotel, Miami Beach.

June 11-14 — Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Vincent Wasselwalt, president of National Association of Broadcasters. Wisconsin hotel, Denver.

June 12-13 — Eighth Chicago spring conference on broadcast television receivers sponsored by the Institute of Electrical and Electronics Engineers. O'Hare Inn, Des Plaines, III.

June 12-14 — Third International Conference on Communications sponsored by the Institute of Electrical and Electronics Engineers, Minneapolis.

June 12-14 — Second annual Television Audience Measurement Seminar sponsored by the School of Journalism of the University of Nebraska. Speakers include Gale Metzger, research director, and Joseph Matthews, western sales manager. A. C. Nielsen; R. R. Ridgeway, vice president, production, and C. A. Keliner, vice president station services, American Research Bureau; Howard Mandel, research director, National Association of Broadcasters; Mark Munn, manager, media and program analysis, Leo Burnett Co.; and Dr. John Thayer, research director, Peters, Griffin, Woodward Inc. Center for Education, Lincoln, Neb. For further information contact University of Nebraska, School of Journalism, Room 319, Nebraska Hall, Lincoln, Neb.

June 15 — Annual stockholders meeting of ABC, New York.


June 16-17 — Annual spring meeting and election of officers of Virginia Association of Broadcasters. Speakers include William Walker, NAB director of broadcast management. Marriott Twin Bridges motel, Arlington, Va.

June 16 — Annual meeting of Vermont Association of Broadcasters. Marble Island Country Club, Colchester.


June 17-21 — 32d annual summer convention and engineering conference of Georgia Association of Broadcasters. Speakers include Howard Mandel, NAB vice president for research; Lynn Christian, WPXI-FM New York, Holiday Inn, Callaway Gardens.

June 19-24 — 44th International Advertising Film Festival, to be held in Cannes, France, sponsored by Screen Advertising World Association. Information may be obtained from Movierecord Inc., 943 Third Ave., New York, N.Y., SAWA's U.S. representative.

June 22-24 — Annual summer meeting of Maryland-D.C.-Delaware Broadcasters Association. Henlopen hotel, Rehoboth Beach, Del.


June 25 — Second annual summer meeting of the National Association of Broadcasters. Williamsburg Inn and Lodge, Williamsburg, Va.

June 25-27 — First radio, television and film festival and seminar sponsored by the relations section of the American Library Association, San Francisco.


Indicates first or revised listing.

NAB RADIO PROGRAM CLINICS

May 17—Hotel "Ohio," Salt Lake City
May 22-23—Rickey's Hyatt House, Palo Alto, Calif.
May 25—Skirvin hotel, Oklahoma City
June 4—Holiday Inn, Nashville
June 7—Sheraton Cadillac, Detroit
June 8—Marriott motor hotel, Philadelphia.
OPEN MIKE®

ANPA replies on TV research

Editor: I appreciate your very fair and reasonable editorial on our proposal for a review of television research methodology (Broadcasting, May 8). I would not be silly enough to suggest that advertisers’ $2.8 billion investment in television is not based on real values in the form of sales effects. I do believe that some part of that investment, perhaps a substantial part, starts with a cost-per-thousand comparison with other media, based on audience rather than on only provable measure of sales effects.

Every widely used research method has certain failings as well as certain advantages, but any method which requires sustained cooperation (like agreeing to become a member of a panel) is bound to produce something less than the representative cross section which can be obtained by one-shot interviews. Your critical comments about the personal coincidental interview method are not shared by most professional researchers. If it were impossible to get a good sample of people through evening interviewing, there would be no marketing or opinion surveys that included men or working women.

I tried to explain in my letter to Sam Thurm [chairman, Association of National Advertisers] why we did not offer to underwrite the methodology study we proposed. We believe that advertisers will offer greater credence to a study they pay for than to any underwritten by an interested party.—Leo Bogart, executive vice president and general manager, Bureau of Advertising, American Newspapers Publishers Association, New York.

Answers artists’ demands

Editor: If performers succeed in getting their amendment tacked on the copyright bill (Broadcasting, April 17), our station will do what comes naturally.

We’ll play records, and pay, but we won’t announce who the performers are. It’s simple.—William E. Sullivan, executive vice president, WOTW Water- town, N. Y.

Lauds NAB coverage

Editor: I want to compliment your organization on having done such a fantastically thorough job on reporting all the new products at the NAB convention.—George D. Margolin, vice president and general manager, Front Projection Corp., New York.

Broadcasting, May 15, 1967

IN THE TRADITION OF TODAY’S BRAVE, NEW SUPER-FUNNY SUPERMEN COMES NOW CAPTAIN GLUTZ OF THE SPACE COMMANNNNND!

Blast through space with Captain Glutz and his electric fiancée, Mazda Mercy, in pursuit of “the evil but not altogether unattractive” Walter Sleazy! Ride with Cadet Clod and Space Indian as they do battle with “them dreaded Space Finks!” Listen to the horrible voices of Doctor Many-mouth!

And take your listeners along!

They’ll thank you for it. Their loyalty to this fun-and-pun-studded satire on Star Tunnels and Time Treks may make you Number One (or, what’s even harder, keep you there) in your market area.

Captain Glutz’s adventures are truly awe-inspiring. So if you want your awe inspired (and Glutz’s exclusive services in your market — 65 wild episodes and scads of promos, built to run for 13 weeks) write or wire Dick Morrison at SPOT PRODUCTIONS BOX 9360, FORT WORTH, TEXAS 17
Radio's adaptability fits programing to a special market

As an advertising vehicle, radio has unique and distinguishing features: low cost, an attractive efficiency and audience selectivity. But one often overlooked is an adaptability to special marketing situations.

It was just such a characteristic that made possible a most unusual buy for our client, Standard Brands' Fleischmann's margarine.

At the outset, we sought to create a radio show especially for the product. The show had to provide a platform for the margarine against its heavy-user profile, relate to current creative strategy and provide a merchandising base for our promotions to the field.

CBS Radio's Dimension on Health was selected to satisfy these aims. But to grasp how the show met the objectives, one must understand the product, its users and its marketing strategy.

Fleischmann's enjoys a dominant share in a highly competitive market. We searched for media with the same audience characteristics. In addition, the copy points made in Fleischmann's advertising message is one with health overtones: "so low in saturated fat." The importance of this has increased with the public's greater awareness of the relationship between food and health.

Germinal Idea • A breakthrough was provided by the then group product manager on Fleischmann's margarine, Roy Fishman, who suggested a program relating to family health. The program should be both newsworthy in content and geared as a service to the listener. His suggestion was the impetus for Dimension on Health.

It was agreed that the ideal format should be a relatively short program of about five minutes covering a broad spectrum of health subjects. We also favored a flexible formula in which different programing techniques could be used to sustain interest levels.

To achieve necessary impact, we believed the show must also have a frequency of broadcast of at least three times a week and up to five. And we wanted a continuing effort of 52 weeks a year.

With these guidelines the agency then met with the various radio networks to determine the feasibility of developing such a program. By this time, we had decided that no existing program quite met our specifications.

At that point there developed one of those happy circumstances of coincidence that transform a good idea into a working reality. CBS Radio was programing a Dimension feature, "Conflict in Marriage," Monday through Friday, 11:30-11:35 a.m. The contract for the series was to terminate early in 1966, and the network was developing new programing ideas for the time period. Among the programs being considered as a replacement was one on health. Consequently, our ideas dovetailed perfectly.

Veteran Team • CBS tapped Charles Kuralt, a 10-year news veteran, as anchorman, and teamed him with Earl Ubell, the noted science journalist, who was to write the program. This unique team produced three pilot tapes. Not only did this program more than meet requirements, but the time period was especially suited for our needs. And CBS's enthusiasm was as great as ours.

The program would present news of medical accomplishments which could better the lives of listeners and their families. The intention of the program was to call on CBS news correspondents around the world, a flexibility that has already enabled Mr. Kuralt to obtain for Dimension on Health a correspondent's report on the search for a vaccine to fight the common cold. It has also provided listeners with a direct report from a CBS newsman in Saigon with information on the medical war being fought to save the lives of wounded American soldiers.

The health series began in January 1966. In the relatively short period of time, the program has attracted a loyal following. The mail pull of the program has been unusually heavy and, of equal significance, quite articulate on often complex and technical subjects. Some of these letters have been provocative enough to be answered on the program.

It is also apparent that the program's appeal is not limited to a lay audience. For example, in February at a meeting of the Medical Society of the State of New York, CBS accepted a certificate of appreciation from the society for its "outstanding health education series." CBS Radio is the first network to be so honored.

Testing Appeal • Based on these readings on the program's listener acceptance, the network and sponsor decided to test the program's pulling power. A program was produced on the care and maintenance of the medicine cabinet and reported on what the well-stocked medicine cabinet should contain. It further provided tips on disposal of outdated bottles and what to do about other situations that might confront the listener.

On this program, as well as on other Dimension on Health broadcasts during the same week, Mr. Kuralt offered a special folder on the subject prepared in cooperation with health groups. The response was overwhelming. The count exceeded the agency's estimate, and according to the network, CBS processed as many requests for this promotion as any in recent experience.

While we would never suggest relating mail pull and the response to a booklet offer to any quantitative measure of the audience, we do believe they provide a qualitative gauge to listenership. The audience is obviously responsive and genuinely interested in information in the vital area of family health. This is also Fleischmann's margarine's market, and as such we can only foresee a most beneficial partnership between Fleischmann's margarine and CBS's Dimension on Health.
Laurel & Hardy meet INDESTRUCTO! and a rogues' gallery of assorted villains in their super-hero roles as ROOSTERMAN and FEATHER BRAIN. Laurel & Hardy..... NOW available in HALF-HOUR form (39 shows)...or 156 five-minute cartoons. And all in sparkling color!

WOLPER TELEVISION SALES, A DIVISION OF WOLPER PRODUCTIONS, INC. A METROMEDIA COMPANY 485 LEXINGTON AVE. NEW YORK, N.Y. 10017 (212) 682-9100 / 8544 SUNSET BLVD. HOLLYWOOD, CALIF. 90069 (213) 652-7075
A GOOD 15-STATION BUY GETS YOU 3/4 OF CHICAGO

Two reach the "youth market" almost exclusively ... One or two are strong in morning drive time ... Three offer high male late-night packages ... Four deliver good upper-middle income female ... Etcetera ... etcetera ... etcetera
A GOOD ONE-STATION BUY (WVON) GETS YOU THE OTHER 1/4 BY ITSELF!

With its loyal Negro audience alone, WVON reaches 25.2%* of the total Chicago market.

WVON (the 24-hour Home of the Soul Sound) ranks Number Three* among all Chicago stations!

WVON in Chicago reaches a larger Negro audience than the total population of such cities as Dallas, Atlanta, or Kansas City.

There's a lot more to be said for the station with Chicago's most dedicated listeners . . . if you'd like to talk about it, contact:

Bernard Howard & Co., Inc., National Representative
WVON / 1450 AM

For your copy of "A Survey of Brand Preferences Among Chicago Negro Families" by J. S. Wright, Ph.D. and Carl M. Larson, M.B.A. of the University of Illinois, write on your company letterhead to Robert Bell, General Manager, WVON, 3350 S. Kedzie, Chicago, Ill. 60623.

CG can start things popping in Indiana. If you want it to put more fizz in your soft drink sales, uncap a schedule with Blair Television.
Code to tidy up TV commercials

Comments bring proposals for slightly shorter limits, more clustered commercials, maximum of three spots together and a limitation on post-show credits

The television code board of the National Association of Broadcasters meets in Washington Wednesday and Thursday (May 17-18) to discuss and possibly act on a substantive change in commercial time standards.

It’s understood that the proposal to be made by the NAB Code Authority — on the basis of comments from stations, groups, networks, reps and advertisers — will include:

- Retaining distinctions between prime time and nonprime time and essentially retaining the allowable amount of commercial time in each. The present standard of 10 minutes, 20 seconds of commercials per hour in prime time and 16 minutes, 20 seconds per hour in nonprime time would be reduced to 10 minutes and 16 minutes, respectively.
- Setting up an interruption policy that could encourage clustering of commercials. In prime time two interruptions would be allowed in each half hour and four interruptions in each hour; in nonprime time three interruptions would be allowed in a half-hour and six in each hour. These interruptions would be in addition to station breaks.
- Permitting a maximum of three commercials in any in-program interruption or in a break. The code would no longer spell out maximum time that could be devoted to breaks (currently 70 seconds in a prime-time half-hour and 130 seconds in any nonprime period).
- Ceasing to count piggybacks as two commercials. The three-commercial maximum in an interruption or a break will be judged as three units of time, without reference to the nature of the message or messages within each unit.
- Excluding public service announcements from being counted as a commercial element in prime time. PSA’s are presently counted in prime time, but not in other hours.
- Eliminating all billboards except those for single or alternate sponsors. This would eliminate the overwhelming majority of billboards that are now on participating shows.
- Counting all promotions as non-program elements. Promos for the same show are now excluded from the commercial time count.
- Limiting post-show credits — counted as program material — to 30 seconds. Any time taken up after 30 seconds will be counted in nonprogram time. This would eliminate a reference to below-the-line credits, the only ones that are now counted as a nonprogram element.

Members Pondering

The proposed revisions in the time standards went out to the code board members last week. It’s not certain, however, that they will hammer out a new policy this week, but if they don’t a meeting has already been tentatively set for June 12 and 13 in Williamsburg, Va.

Assuming the code board develops the language and the parent TV board adopts it next month, the new regulations would go into effect in September 1968. Since a major part of the proposal calls for limiting interruptions in shows, the code authority feels that there are already too many programs grouped at the middle or end of a program.

Viewers comment on code time standards

The public seems more interested in television time standards than do the broadcasters. That’s one possible conclusion that could be drawn from incoming mail at the National Association of Broadcasters Code Authority.

In the two months since it first asked for industry comments on conceptually changing the TV time standards, the code has heard from about 50 parties.

In a little more than one week, about 60 laymen — at the suggestion of Changing Times magazine — have written to the code office commenting on commercial cluster, and a code spokesman said the “vast majority” have been in favor of cluster.

The article in the May issue of Changing Times asked “how you’d like to have all TV commercials
CODE TO TIDY UP TV COMMERCIALS continued

in the can for 1967-68 that would be unable to meet the new standards if they were to be put into immediate effect.

This week's meeting comes almost three months after the code board met in Scottsdale, Ariz., and adopted a concept aimed at simplifying and streamlining the time standards (Broadcasting, Feb. 27). To this end the code board asked the staff to canvass the code subscribers and other interested parties, develop a consensus view and come back with recommendations.

Comments Relatively Few - The comments, however, have come in from only a small portion of the industry. The code authority has received specific recommendations from about 50 parties—far fewer than it hoped would reply. The overwhelming majority of station responses came from network affiliates, with only a few independents bothering to offer an opinion on what should be done and how it should be handled.

The code authority feels that if its proposals are adopted, a lot of programs would have to "reformat" to fit the new standards, although it's felt that the majority of the programs would "find it quite easy to adapt."

Some modification of the standards would probably be sought by the networks and syndicators for the latenight talk and variety shows, which at this point would have to be extensively reformatted to fit the new rules.

In discussing the code authority's survey, Howard Bell, code director, said "most of the industry seems to favor the same commercial ceiling now in effect...most people want some kind of interruption standard...the majority feels an appeals standard is impractical and unworkable."

Describing the code's battle against piggybacks, as he views it as a defeat, Mr. Bell said "the industry should concede the fact that the marketplace has made the decision for us."

The code policy of counting piggybacks as two commercials, he added, "has proved to be unworkable and impractical."

He said from the station point of view, the difficulty in scheduling piggybacks has been "overwhelming." From the code's point of view, he continued, it "hasn't been a feasible standard."

Important Viewpoints - Three major comments, which were sent to the code authority in the past 10 days were:

- Station Representatives Association called for maintaining the current per-hour time standards, limiting in-program interruptions and the number of appeals (Closed Circuit, May 1).
- Association of National Advertisers called for setting up minimum amounts of program time and clearly defining nonprogram elements (Closed Circuit, April 17).
- Westinghouse Broadcasting Co. called for a reduction in commercial time, a ceiling on product impressions and provision for clustering.

SRA suggested that the prime and nonprime commercial limitations be retained, but spelled out the maximum amount of commercial time that could be taken within the program. For a prime-time half-hour it would permit four minutes (of a total of 15 minutes, 10-seconds), and in a nonprime half-hour, it would permit six minutes (of a total 8 minutes, 10-seconds).

SRA proposed limiting interruptions to two per prime-time half-hour program and three in a nonprime half-hour show. It also advocated "at least two minutes of program content" between in-program interruptions and "two minutes of program content between interruptions and breaks."

For 5-15 minute programs, it proposed one interruption within a program and 15-30 minute shows could have two interruptions.

It also suggested limiting the number of viewer appeals to eight per prime time half-hour (a maximum of five within the program) and 11 per nonprime half-hour (no more than eight within the program).

In a covering letter, Edward P. Shurick, H-R Television, SRA president, said the proposals were made with network affiliates in mind and he recommended that "serious, thorough consideration be given to separate code provisions for nonnetwork stations."

James O'Grady, Adam Young Co., chairman of the SRA trade practices committee that drafted the comments, said: "SRA is first and foremost interested in the good of the industry and the need for eliminating clutter, with the realization that the key to our well-being is viewer satisfaction."

Simpler Standards - Following a positive approach, at least as far as the public is concerned is how ANA would change time standards. Peter Allport, ANA president, said it supports "making the time standards simpler and more flexible, and feels it "can best be accomplished by guaranteeing the viewing public a specified amount of program time within each time period, and by clearly defining nonprogram elements. We suggest that 51 minutes of actual program time in a one-hour period, and 25½ minutes in any prime-time half-hour is reasonable."

In addition, the ANA wants "broadcasters and advertisers" to have "flexibility in using the nonprogram time "to innovate and to improve the medium." ANA feels setting the number and placement of interruptions "would lead to even more rigidity than at present."

The television industry has enjoyed excellent prosperity during the last several years," Donald H. McGannan, Westinghouse chairman and president, told Mr. Bell. As a result of this prosperity, he said, "each of us should be concerned with positive contributions to be made to assure continued forward progress."

"Expanded commercialization" would have "a detrimental effect on the medium," Mr. McGannan said in an apparent allusion to various proposals for increases in station-break time and to NBC's move "reserving the right" to put 16 instead of the current 14 comm-
Agency spokesman suggests 62-second station breaks

One agency plan for revision of the NAB television time standards has drawn praise for its thoroughness and care ful handling of elaborate detail, even among advocates of other approaches. The plan was submitted by the Leo Burnett Co., New York.

The plan was described by Gene Accus, Burnett vice president, in submitting it last February as reflecting "a view of broadcasting—that of its users—not generally evident in the promulgated rules and regulations that govern broadcasting."

It divides nonprogram material into two categories—advertising (commercials and also billboards, since they relate to in-program commercials) and "viewer information" material (promos, titles, credits, station and network identification, etc.)—and prescribes time limits for each of the two categories.

Station breaks would be extended to 62 seconds, day and night, and not more than three brands, products or services, including noncommercial as well as commercial presentations, could be scheduled consecutively in either prime or nonprime time. However, the plan would set up different time allowances for "advertising material" (commercials and billboards) in prime as opposed to nonprime periods.

The proposal for prime time, described as "a frank stand for status quo for prime-time in-program density" and a move to lessen that density in network movies, calls for no more than four minutes, 20 seconds of "advertising material" (commercials and billboards) per half-hour. This ceiling includes commercials in station breaks.

TV Cleanup • The Burnett plan for nonprime periods, described as an effort to extend "the general, logical clean-up of television" uniformly into all day parts, prescribes no more than seven minutes, 20 seconds of "advertising material" per half-hour, to consist of six minutes of commercial, not more than 20 seconds of billboards, and 62 seconds of station break (of which 60 seconds could be commercial).

Limits of "viewer information" would be the same in both prime and nonprime periods: 45 seconds for a half-hour program, 60 seconds for an hour, 70 seconds for a 90-minute program and 80 seconds for a show of two hours or longer.

Station breaks could carry only advertising or public-service messages.

The code's current definition of piggybacks would be eased somewhat by allowing multiproduct announcements to be counted as a single announcement if (1) the products or services are compatible and related in character and use and (2) are presented in both audio and video as "a harmonious, nonirritating unit to the viewer."

Multiproduct announcements not meeting these requirements could not be scheduled contiguous to more than one other presentation. Regardless of the treatment, at no time could there be more than three "advertising material" and/or public service or "viewer information" announcements be scheduled consecutively.

Limits the Same • Products or services scheduled within a single commercial time unit would not have to be those of the same corporate advertiser. Multiproduct announcements would all be subject to the same limitations, however, whether they came from national, regional or local advertisers.

The Burnett plan said the multi-product proposal might be controversial but was designed "to meet real and growing problems" including rising TV unit costs, "the hamstringing of brand marketing plans that can result," a desire to limit program interruptions "and the relative impossibility in multibrand, multiagency advertising economy of creating and producing "integrated commercials" as currently defined by the code.

The multiproduct changes also will help the smaller advertiser who cannot afford longer announcements, and in general are "realistic, practical and anticipate the inevitable of tomorrow by making it the reality of today," the Burnett report said.

The plan would limit program interruptions to two per half-hour. Among other suggestions, it also proposes a ban on the broadcasting of separate "conflicting" audio and video messages: News crawls, voice-overs, credits, promos and stay-tuned announcements, would be specifically prohibited.

The Westinghouse proposals were the same as those Mr. McGannon outlined to NBC a month ago in warning that Westinghouse stations would not clear network movies carrying more than 14 commercials (Broadcasting, April 17).

Mr. McGannon also told Mr. Bell that while the proposals were "ambitious," they or even more restrictive provisions have been in effect—except for clustering, not permitted under the current code—at Westinghouse stations "for a long period of time."

The WBC proposals would apply to both network and local programming and to both network-affiliated and independent stations.

Public-service and promotional announcements would be counted as "commercial" matter. Billboards, although not counted as commercial, would be restricted to fully sponsored half-hours and fully or co-sponsored hours.

WBC Proposals • In prime time, the proposals would limit commercial matter to three minutes per half-hour or six per hour (aside from station breaks). There could be no more than two program interruptions per half-hour and three per hour in prime time, and prime-time product impressions would be limited to five per half-hour and 10 per hour (not counting station breaks).

In prime-time movies there could be no more than seven minutes of commercial matter per hour (aside from station breaks), and billboards would also be eliminated from other participating programs, whether they fall in prime or nonprime time.

In programs outside prime time there would be a ceiling of five minutes of commercial matter per half-hour and 10 minutes per hour (not counting station breaks). There could be no more than two interruptions and seven product impressions per half-hour or four interruptions and 14 impressions per hour (aside from station breaks). Color logos would be eliminated from all network color shows outside prime time, and program credits in nonprime periods would not exceed 30 seconds.

Westinghouse noted that "in no instance do we recommend that networks turn back to the stations any additional time for the expansion of commercials."

It specifically held that prime-time station breaks should not be expanded beyond the present 42 seconds, and said these breaks should contain no more than two impressions (commercial and noncommercial), with 30-second announcements acceptable in prime-time.
Anticlutter campaign gaining advocates

NBC-TV last week entered the anticlutter campaign in a move characterized by the network as "experimental."

The network has selected NBC Children's Theater, an early evening Sunday show (6:30-7:30 p.m.) for its test. In last night's (May 14) presentation in the series of a Boston Pops orchestra performance, NBC was to use audio only in place of the usual visual credits, permitting program material to continue to the "very last note."

A report that NBC may extend the experiment to another Sunday show could not be confirmed last week.

All three television networks have been working on curtailing time allotted to nonprogram material (credit crawl, logos, promos, billboards, etc.).

ABC-TV officials several weeks ago outlined a program for reducing clutter. It includes efforts to restrict opening credits, eliminate certain promotional copy, reduce end-of-show credits and voice-over promos, and to drop billboards at night in sustaining programs in addition to daytime programs where billboards are currently being gradually eliminated (BROADCASTING, April 3).

CBS-TV authorities said Thursday the network was reviewing its policy on credits specifically, noting that for some time the network has had limitations in prime time of 45 seconds for credits at the end of half-hour shows and one minute at the conclusion of one-hour programs. Study also is being made of promotional copy and billboards used, though an official noted last week: "We have yet to receive a letter of complaint from viewers."

breaks for single products only.

The American Association of Advertising Agencies filed no specific proposals in response to Mr. Bell's request, but its broadcast policy committee sent a message last week (May 9) urging that be consulted before any "precipitous" changes are made in the code.

In the message, Richard A. R. Pinkham of Ted Bates & Co., chairman of the committee, held out the possibility that television might lose billions from changes that didn't meet agency and advertiser approval. Advance consultation, he said, could be "meaningful in preventing (adoption of) code policies which might divert advertising budgets from television to other media."

Clair R. McCollough of the Steinman Stations, chairman of the TV Code Board, reportedly advised Mr. Pinkham that his message would be presented to the board.

AAAA sources pointed out that, in addition, a number of agents individually had submitted their own ideas for code study.

Other Suggestions • Some of the other proposals the code authority has received, some as far back as the fall of 1966, when a time standards revision was first considered, include:

• Storer Broadcasting Co. wanted prime time extended by a half-hour to a three-and-a-half period, a limit of two messages in any prime-time station break and three messages in a nonprime break, and to make code membership a prerequisite for NAB membership.

• Corinthian Broadcasting Corp. wanted a reduction in nonprogram time by about two minutes per hour in both prime and nonprime time, a limit of four commercials per half-hour within prime-time programs and eight per half hour in nonprime programs, and to limit interruptions to three per half hour in prime time and four per half hour in nonprime.

• Edward Petry & Co. wanted to extend commercial time both day and night to 12 minutes per hour, limit the number of program interruptions to two per half-hour programs, limit to three the number of products that could be scheduled back-to-back, allow independents to have 16 minutes of commercial time and eight interruptions per hour.

• NBC suggested adding a half hour to prime time, increasing to 12 minutes the amount of nonprogram material in a prime-time hour, limiting the number of interruptions in half-hour shows to two.

In addition to these proposals and others made to the code board, ABC came out in March with its own plan to reduce clutter. Although it did not formally present its ideas to the code authority, ABC said it planned to restrict opening credits to 10 seconds, reduce end-of-show credits to 30 seconds, reduce voice-over promotion copy at the end of shows to 20 seconds.

CBS has not come out publicly on the time standards area but it is known to be leaning toward a cluster concept.

Agency appointments . . .

• Bristol-Myers Co., Scotch Plains, N.J., has moved advertising for its Clinton division Sene hair products, reportedly billing $3 million a year, from Grey Advertising to Wells, Rich, Greene, both New York.

• Tidewater Oil Co., New York, has assigned its $2-million account to Smith/Greenland Co., that city. Included are Flying A gasoline and Veedol motor oil, formerly handled by Grey Advertising, New York. Grey signed account three months ago when it picked up the Citgo account.

• Andrea Radio Corp., Long Island City, N.Y., named J. M. Korn & Son Inc., Philadelphia, for marketing, advertising and public relations of An- drea's consumer and industrial divisions (TV sets and communications equipment for space and aviation industries).

• American Machine & Foundry Co., toy division, has appointed Anderson, Morgan, DeSantis & Ball Inc., Hollywood, to handle advertising and public relations for AMF toys. Agency's initial campaign will be a market test for AMF's new game toys, scheduled this month. Starting in September, AMDB&K plans a nationwide television push on top-rated local and syndicated children's shows to promote AMF Christmas season toys.

• Econo-Car, Daytona Beach, Fla., national car rental system, has appointed J. S. Fullerton Inc., New York, to handle its advertising. J. S. Fullerton is president of the agency, and Bill Hecker is director of marketing.

• Standard Rochester Brewing Co., Rochester, N.Y., names Bruns Advertising Agency Inc., New York, its agency for TV, radio, outdoor and point-of-sale advertising for its new Topper draft beer. Bruns will also handle Standard dry ale.

• Corning Glass Works, Corning, N.Y., is reassigning its estimated $2-million consumer products account from Carl Ally Inc. to Rumill-Hoyt Inc., Rochester, both New York, on Aug. 1. The account, billing for Corning ware, Pyrex brand and Centura housewares and tableware products, allocates well over $1 million to network television. Corning's division, which leaves Carl Ally after three years, joins two sister divisions, Corning's technical products and electronic products, already handled by Rumill-Hoyt.

• Mother's Cake & Cookie Co., Oakland, Calif., has assigned Doyle Dane Bernbach, Los Angeles, to take over its $225,000 account from Hoefer, Dietrich & Brown Inc., San Francisco, effective July 1.
"As soon as public service ceases to be the chief business of the citizens... the State is not far from its fall."

ROUSSEAU, 1758

"The same thing is true of radio stations."

WSB Radio has just been honored with the George Foster Peabody Award for "outstanding local radio public service." This coveted national honor takes its place beside these other recent awards to WSB: The Thomas Alva Edison $1,000 Scholarship Award □ The Alfred P. Sloan Award for Traffic Safety □ The $1,000 Alfred P. Sloan Radio Writer Award □ The U. S. Mayors' Award □ The National Safety Council Award □ The Freedoms Foundation George Washington Honor Medal □ The Georgia AP Broadcasters "Pacemaker" Awards for 1965 and 1966 □ The Georgia Education Association "Schoolbell" Award. □

All radio stations are required to perform public service. But in this broadcast area, as in all others, WSB goes far beyond the required, far beyond the expected. For at WSB Radio public service is a way of life.
Creativity crisis chokes the industry

AWRT SPEAKERS SAY BOREDOM RULES IN ADVERTISING, RADIO-TV

The two agency spokesmen, Messrs. Maneloveg and Free, both referred to the boredom that accompanies much advertising. "Advertising is a bore," Mr. Free pointed out, adding that only "15% of the commercials on TV are noticed, talked about or laughed at by viewers."

To put a commercial in this category, he added, commercial writers "must be different, think young, be bright, original and daring. Make a rule of breaking rules to free imagination."

Mr. Maneloveg contended that a commercial must be different to break the "boredom barrier" and get results.

Electronic Campaign • The BBDO executive related how the agency enlarged the radio-TV budget when it began the current Pepsi-Cola campaign. Since the campaign was particularly suited to the electronic media, the agency decided to "throw out all the print schedules," he said, and it bought every availability it could find. The results: "Sales have zoomed."

He cited another unusual buy by BBDO for Schaeffer beer spots. The agency decided to buy all available breaks on the Tonight Show the day before any national holiday. While it appeared to be a bad buy as far as reach and frequency were concerned, he said, the results have been outstanding.

TV salesmen are a complacent lot today, Mr. Shapiro told the AWRT audience. He said "salesman" is a misnomer—they are more order takers than salesmen. Unfortunately we no longer find the truly creative salesman who uses his ingenuity in selling time."

The time for a return to creative selling, he charged, is long overdue. Salesmen must once again become involved with their customers and know their needs, objectives and plans.

He also tossed a rock at those responsible for "commercial creativity" at the client or agency level. "You, too," he charged, "have become complacent. Some of you are still under the impression that it makes very little difference what you say or how you say it" in your spot.

Too much of the business side of television is becoming routine, he said, and "a mechanized approach to the commercial side of our business can programing. "We're not far from that now—but God forbid if the individual's creative thinking and ability are relegated to lesser roles."

It's time to take stock, to re-evaluate the goals, he explained, adding "we must rehone our tools and reinstate the inventive, the unique, the unusual . . . and take an objective look at what has become drab and routine."

Knocks Salesmen • From the radio side of the sales picture, Stan Torgeson, general manager, KCBQ San Diego, also leveled a blast at salesmen. The local client, he charged, "doesn't care one iota if a $50 schedule next week means you set a new sales record. He wants to know if that $50 will bring him sev—
eral hundred dollars so he can set his own sales record in the next seven days."

He was critical of some of the information distributed by trade associations allegedly to help sales. "How in heaven's name anyone, RAB and NAB included," he asked, "thinks that a general fact such as there were 20 million radios, or whatever the number, sold in the U. S. last year will be the primary factor in influencing someone, local or national, to buy the medium, I have no idea."

Mr. Torgeson said it was "absolutely beyond my comprehension" how an RAB promotion that says "women listen to their radios an average of two-hours, 54-minutes a day will sell a schedule . . . to either the local grocer or a national timebuyer. . . ."

The way to make a sale, he maintained, is "tell how you can help sell the product. . . . Set ownership and listening hours and all these other nothing statistics" are no help.

Mr. Webster pointed out that "we haven't fully outfitted the creative director who puts the creative writer on the radio spots." It's not the writer, with a lack of experience, who is at fault, he added, but the creative director, who probably doesn't have a radio-oriented background and "who think's he's moved too high to start learning now."

The originality that is sorely needed, he continued, must include "intelligence and imagination with empathy added and multiplied by a restless striving to do it better, regardless of labor involved."

*Imitative Programming* • The lack of creativity in programing was brought out by Mr. Ellis who charged that "imitation has long been one of the biggest obstacles to radio. It has stymied progress and encouraged mediocrities and in many cases—very poor radio."

Attacking the sameness in sound of rock 'n' roll-formatted outlets, he said that these stations have "been rushing like teen-agers to be alike in everything they do . . . the supercilious, repetitious news, the pounding music, even the irritating station-break jingles, which all seem to have been bought from the same company."

With so much attention directed to such stations, he continued, it's easy to see why many stations have been rightfully criticized for "being repetitious, unimaginative, boring, dull, distorted, imitative, loud and juvenile."

The responsibility to combat such criticism, he said, is in the hands of each station director.

NBC's refusal to admit that an audience existed for a 90-minute daytime show led to the production and eventual syndication of the Mike Douglas Show by Westinghouse Broadcasting Co. Productions, Mr. Fraser explained. He said he had taken the idea for the program to the network, was told the audience did not exist, and then made his own poll of 4,600 people to see if there was an audience.

When he identified himself as being from a rating service, he said, eight out of 10 said they did not watch daytime TV. However, when he said he was a college student working on a thesis, three of the eight "nonwatchers" admitted they did watch. This led him to feel "there is an audience out there, but they suffer from a guilt complex."

*Commercial Flexibility* • Mr. Fraser said to get the most out of talent and the creative people on a program it is necessary to give them some flexibility.

The hard format—exemplified by the Tonight show, which opens with a commercial, followed by a monologue, commercial, Johnny Carson-Ed McMahon bit, commercial, guest, commercial, etc.—stifles creativity, he felt.

Discussing ABC's new late-night addition, the Joey Bishop Show, he said the problem with the show is that "nothing happens. It has to move forward. It needs objectives."

Corporate objectives were one main reason Burlington Industries moved into network television in 1965-66, John K. Hanson, director of advertising for Burlington, told AWRT. The intent was to make the general public aware of Burlington's name and also to sell the corporation's brand-name products. Network TV could deliver the audience, link the corporate identification with big-name properties and do the merchandising job, he said, and it has proven to be "the most stimulating, most responsive medium we've ever used. . . ."

He recalled that Burlington started with Ed Sullivan in the first year and the CBS perennial "did a great job."

This season Burlington renewed on the Sullivan show and "took a chance" on ABC's Stage '67. The concept of a different special every week, Mr. Hanson said, "interested us" and Burlington felt it could deliver a higher-income audience.

He said "supersalesmen" ABC President Thomas Moore, and Hubbell Robinson, executive producer of Stage '67, sold Burlington on the series without showing a pilot.

*Sponsor Identification* • Looking back over the season, Mr. Hanson called the ABC series "a pretty mixed bag ranging from the best—'A Christmas Memory'—to the worst clinker—'Olympus 7-000' . . . but nothing we were ashamed of." By sponsoring Stage '67, he added, it associated Burlington "with good TV and we feel good TV is good business for us."

In retrospect he feels the show should have been on a floating schedule and should have preempted other programs.

The need for honesty, integrity and quality in promotion, public and community relations was stressed by E. Boyd Seghers, sales promotion and research manager, WON Continental Broadcasting Co., Chicago, and Bill Thompson, manager of community service, Union Oil Co. of California, Los Angeles.

Honesty in telling the station's story, Mr. Seghers said, is the key to success, regardless of how pretty the package is wrapped in. Budgets shouldn't govern promotion claims, he maintained, adding that agencies "expect fancier printed promotion from us" because the station is in a major-market area.

"The only promotion that's going to do the job," he said, "is the promotion that's told straight . . . we have to spend whatever it takes to tell our quality story against rigorous competition in a very expensive market."

Mr. Thompson, who spent many of his earlier days doing character roles in old radio series, said he does a lot of talking to young people about quality and integrity in radio and television. The industry, he said, "should keep its sights raised and in good taste."

In the area of public service to the community, "you people in radio and television," he added, "don't have to take a back seat to anyone."

Vincent Wasilewski, president of the National Association of Broadcasters, reviewed congressional action on the copyright bill and its relation to broadcasters through sections on CATV and royalty payments to record performers, and on the congressional hearings to establish a Corp for Public Broadcasting.
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.
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.

The 1967 American Commercials Festival presented awards for outstanding television and radio commercials during a program of events in New York last Thursday and Friday (May 11-12). The radio awards were made for the first time by the festival at a luncheon, co-sponsored by the Radio Advertising Bureau.

In all, presentations were made to 35 product category "bests" and 15 technique "bests" in TV, and 14 in radio for commercials introduced in 1966. Winners were given CLIO statuettes.

At a separate luncheon on Thursday for international awards, the festival presented 25 statuettes for TV commercials introduced abroad during last year.

Winners in the eighth annual television competition were selected from 1,938 entries. In radio, there were 598 entries and in the international competition, there were 439 entries.

Wallace A. Ross is director of the festival. Chairman of the board is George H. Grifflin of Young & Rubicam. Newly elected chairman who will serve during 1967-68 is David Ogilvy of Ogilvy, Benson & Mather. All in following listing are New York City unless otherwise designated.

**TELEVISION**


Automotive: Automobiles: Volvo—"The Cars"; Carl Ally; TeleVideo; Howard Zieff. Automotive accessories: UniRoyal Tires—"Monster"; Doyle Dane Bernbach; Bill Littlejohn. Gasoline: Mobil—"Love Making"; Doyle Dane Bernbach; MPO.


Recreation: Equipment: Lowrey Organ—"Hanks"; Doyle Dane Bernbach; Videotape Center. Media promotion: World Journal
Spot TV in 1st quarter

BAR study of top-75 markets shows 2.5% drop in business

First clues to spot television's first-quarter performance on a wide scale were seen last week in a summary by Broadcast Advertisers Reports (BAR) indicating nonnetwork sales in 75 markets trailed the first quarter of 1966 by 2.5%.

The report showed gains of 0.5% in January and 2.9% in February but a 9.3% drop in March.

BAR's figures are projected from results of monitoring one week each month in the top-75 markets. Thus they present a picture that may be broadly indicative but is not complete in terms of either total stations or total time (and the system is currently being revised). The figures cover local as well as national and regional spot sales without distinguishing between the two.

Spot-sales leaders have been complaining since early last year about "softness" in business but there has been no clear assessment of its extent. For the most part individual reports have indicated widespread market-to-market and station-to-station variations, with estimates for spot-TV business as a whole ranging from "a little below" to "a little above" last year's first-quarter totals.

First-quarter estimates compiled for the Television Bureau of Advertising, based on confidential reports from some 365 stations, are expected to be available later this month.

Top Five Up • BAR officials said an analysis of its first-quarter figures showed nonnetwork sales in the top five markets—New York, Los Angeles, Chicago, Philadelphia and Detroit—gained 1.8%, from $94,490,175 to $96,226,034.

These five markets, according to...
BAR network billing report for week ending May 7

BAR Network TV dollar revenue estimates—week ended May 7, 1967 (Net time & talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ended May 7</th>
<th>Cume Jan. 1-May 7</th>
<th>Cume Jan. 1-May 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>93.4</td>
<td>93.4</td>
<td>2,285.1</td>
</tr>
<tr>
<td>Sign on 10 a.m.</td>
<td>CBS-TV</td>
<td>315.0</td>
<td>315.0</td>
<td>5,312.0</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>1,916.7</td>
<td>1,916.7</td>
<td>32,210.4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3,057.1</td>
<td>3,057.1</td>
<td>56,522.1</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>ABC-TV</td>
<td>1,314.6</td>
<td>1,314.6</td>
<td>26,768.6</td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>3,056.0</td>
<td>3,056.0</td>
<td>61,551.7</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>1,664.7</td>
<td>1,664.7</td>
<td>31,270.4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3,435.7</td>
<td>3,435.7</td>
<td>69,430.7</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>ABC-TV</td>
<td>1,309.3</td>
<td>1,309.3</td>
<td>26,738.9</td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>1,663.4</td>
<td>1,663.4</td>
<td>31,975.9</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>2,296.1</td>
<td>2,296.1</td>
<td>46,233.9</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>5,268.8</td>
<td>5,268.8</td>
<td>95,949.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>11,889.8</td>
<td>11,889.8</td>
<td>176,023.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$26,235.2</td>
<td>$26,235.2</td>
<td>$457,846.3</td>
</tr>
</tbody>
</table>

BAR, accounted for 38.2% of its 75-market dollar estimates for the first quarter a year ago and increased their share to 39.8% this year.

Total nonnetwork sales in the 75 markets were put at $241,675,518 for this year's first quarter as against $247,623,323 for the first three months of 1966.

By month, BAR placed nonnetwork sales in the 75 markets at $76,046,918 in January this year against $75,627,548 a year ago; $81,775,824 in February (against $79,491,544 a year ago) and $83,852,776 in March (against $92,504,231 a year ago).

BAR is changing its system for projections. Noting that projections based on one week of monitoring are often "naturally subject to certain variables inherent in a 25% sample," Chairman Phil Edwards said last week that the company is "broadening its monitoring base in key markets," increasing the volume of monitoring in some markets and cutting back in some.

By the end of this year, he said, BAR will have "a statistically oriented pattern of monitoring that will greatly enhance its reporting of national-spot and local dollars." He said BAR's computers will turn out the nonnetwork estimates "with the same speed as our present estimates of network-TV dollar expenditures," which are normally distributed within three or four days after the end of the monitored period.

Business briefly...

Meister Brau Inc., Chicago, will include radio-TV in its advertising plans for the introduction of a new diet beer, Lite, in eight midwestern states starting May 22. Agency is BBDO, Chicago.

Eastern Airlines, New York, will sponsor an ABC telecast of the motion picture, "The King and I," next season. Agency is Young & Rubicam, New York.

Armstrong Rubber Co., West Haven, Conn., through Pritchard, Wood Inc., New York, will launch all-media campaign for its new "cool tire," which uses fiber glass belts between the tread and cords. Spot television will be represented by two commercials in more than 65 markets. Radio schedules will run with ABC and MBS. ABC commercials will be on the Howard Casell and Chris Schenkel shows and on Mutual, within weekend news and sports programs.

Burger Chef Inc., Indianapolis, through Ruben Agency, that city, and Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York, have bought sponsorship in Sports Network Inc.'s color live telecast of the Indianapolis "500" festival parade on more than 150 stations on May 29 (5-6 p.m.).

American Tobacco Co.'s Cigar Division will advertise its Roi-Tan cigars on ten one-minute commercials over CBS radio and MBS. Commercials will be concentrated during periods of peak driving time and on weekends. Purchase was through Gardner Advertising Co., New York.

Bank of America, through D'Arcy Advertising Co., both San Francisco, has purchased sponsorship in NBC-TV's Today for its travelers cheque service from May to August.

General Foods Corp., White Plains, N. Y., through Grey Advertising, New York, will support introduction of Yuban Electromatic coffee for electric percolators with strong schedule of television commercials.

Rhode Island agencies establish association

Sanford F. Fern, president of Fern & Associates, Providence, R. I., has announced formation of a new nonprofit organization, Rhode Island Association of Advertising Agencies, to "promote and advance the standards of performance among advertisers, advertising agencies, media and suppliers". Another objective of the organization is to encourage young people to enter the media field through workshops and idea exchange.

Mr. Fern will be president, G. Russell LeBeau of Bo Bernstein & Co., vice president; Robert A. Meehan of Robert A. Meehan Co., secretary, and George M. Goldsmith of Goldsmith-Tregar Co., treasurer. All are Providence agencies.

Filmex adds unit

Filmex Inc., New York, a commercial and industrial film production firm, has formed an experimental film division coincidental with an expansion of office space. Called Filmexperiment, the new division will study and evaluate new lenses, lighting techniques, grip and dolly equipment and other innovations in commercial production. Slavko Vorkapich heads the experimental group.
Attention TV Stations:

We’ve got news for you!

FILMLINE’S professional color film processors
now available for TV NEWS

The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline’s reputation as the world’s leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

After you check these exclusive Filmline features you’ll want to install a Filmline processor in your news department NOW!

**FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM**
This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as spotocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

**TORQUE MOTOR TAKE-UP** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and FE-50 models as standard equipment. Don’t settle for less!

**“TEMP-GUARD”** positive temperature control system. Completely transistorized circuitry insures temperature control to the film within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

**“TURBO-FLOW”** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

**“ZERO DOWN TIME”** The reputation of any film processor is only as good as its reliability. The combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline’s “Push the button and walk-away processing” allows inexperienced operators to turn out highest quality film.

**MATERIALS, CONSTRUCTION AND DESIGN** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Additional Features included in price of machine (Not as extras).

- Magazine load, daylight operation
- Feed-in time delay elevator (completely accessible)
- Take-up time delay elevator (completely accessible)
- Red brass bleach tank, shafts, etc. Prehardener solution filler
- Precision Filmline Venturi air squeegee prior to drybox entry
- Air vent on prehardener
- Solid state variable speed D.C.
- drive main motor
- Bottom drains and valves on all tanks
- Extended development time up to two additional camera stops at 50 FPM
- Pump recirculation of all eight solutions thru spray bars
- Temperature is sensed in the recirculation line
- All solutions temperature controlled, no chilled water required
- Built-in air compressor
- Captive bottom assemblies assure you constant footage in each solution
- Change over from standard developing to extended developing can be accomplished in a matter of seconds
- Impingement dryer allows shorter put through time.

Partial listing of Filmline Color Installations:— NBC- New York
NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathé Labs, Precision Labs, Mecca Labs, Color Service Co., Capitol Film Labs, Byron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Technicolor Film Labs, Gurrant Film Labs, A-One Labs, All Service Labs, NASA Cape Kennedy, Ford Motion Picture Labs, TV Stations: WAPI-TV, WIP-TV, WTMAL-TV, WYXZ-TV, WWL-TV, WMAR-TY, WJXT-TY, WJTNY, WOCT-TV, WCAX-TV, WABC-TV, WAWC-TV, KXTV-TV, WCAU-TV, WSTV-TV.

When you buy quality Filmline Costs Less

Broadcasting, May 15, 1967
Radio’s top customers: food companies

THEY ACCOUNTED FOR NEARLY 20% OF TOTAL NATIONAL BILLING IN ’66

General Motors Corp. spent more than $23.5 million last year in spot and network radio, making it radio’s top national investor. Two other automotives came close, Ford Motor with over $22 million and Chrysler at more than $18.4 million.

These combined totals emerged today (May 15) with the release by the Radio Advertising Bureau of top-100 network-radio-advertiser estimates for 1966. A similar spot list was issued by RAB a week ago. At that time, RAB reported total spot and network revenues to be $358 million for the year (Broadcasting, May 8).

In fourth and fifth positions were two tobacco companies—American Tobacco at $11.8 million and R. J. Reynolds Tobacco with $11.6 million—followed by Coca-Cola $9.1 million, P. Lorillard $8.4 million, PepsiCo $7.7 million, Campbell Soup $7.2 million and American Home Products $5.7 million.

### TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS) YEAR—1966

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors</td>
<td>$6,334,000</td>
</tr>
<tr>
<td>AC spark plug</td>
<td>44,000</td>
</tr>
<tr>
<td>Buick cars</td>
<td>427,000</td>
</tr>
<tr>
<td>Chevrolet cars</td>
<td>2,100,000</td>
</tr>
<tr>
<td>Delco United Motors Service</td>
<td>863,000</td>
</tr>
<tr>
<td>Fisher Body</td>
<td>596,000</td>
</tr>
<tr>
<td>Frigidaire appliances</td>
<td>514,000</td>
</tr>
<tr>
<td>Guardian Maintenance</td>
<td>717,000</td>
</tr>
<tr>
<td>Oldsmobile cars</td>
<td>762,000</td>
</tr>
<tr>
<td>Pontiac cars</td>
<td>97,000</td>
</tr>
<tr>
<td>institutional</td>
<td>2,919,000</td>
</tr>
<tr>
<td>2. Campbell Soup</td>
<td>650,000</td>
</tr>
<tr>
<td>Campbell beans</td>
<td>1,031,000</td>
</tr>
<tr>
<td>Camel V.F. juice</td>
<td>2,238,000</td>
</tr>
<tr>
<td>3. State Farm Mutual Insurance</td>
<td>2,717,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>2,717,000</td>
</tr>
<tr>
<td>4. Liggett &amp; Myers</td>
<td>2,655,000</td>
</tr>
<tr>
<td>Chesterfield cigarettes</td>
<td>288,000</td>
</tr>
<tr>
<td>L &amp; M cigarettes</td>
<td>2,367,000</td>
</tr>
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</table>

### Radio spending by product categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Gross Expenditure</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Foods</td>
<td>$13,800,000</td>
<td>19.2%</td>
</tr>
<tr>
<td>2. Automotive</td>
<td>10,100,000</td>
<td>14.0%</td>
</tr>
<tr>
<td>3. Cigars, cigarettes, tobacco</td>
<td>7,500,000</td>
<td>10.4%</td>
</tr>
<tr>
<td>4. Consumer services</td>
<td>6,300,000</td>
<td>8.6%</td>
</tr>
<tr>
<td>5. Cosmetics and toiletries</td>
<td>6,200,000</td>
<td>8.6%</td>
</tr>
<tr>
<td>6. Drugs and proprietary</td>
<td>6,000,000</td>
<td>8.4%</td>
</tr>
<tr>
<td>7. Gas and oil</td>
<td>3,700,000</td>
<td>5.2%</td>
</tr>
<tr>
<td>8. Publications</td>
<td>3,700,000</td>
<td>5.2%</td>
</tr>
<tr>
<td>9. Soaps, cleansers, detergents and polishes</td>
<td>2,400,000</td>
<td>3.5%</td>
</tr>
<tr>
<td>10. Confections</td>
<td>2,200,000</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

19. Wynn Oil | 915,000 |
20. Bristol-Myers | 915,000 |
21. DuPont | 908,000 |
22. No-Doz | 631,000 |
23. Saporitarians and toiletries | 277,000 |
24. 3M | 896,000 |
25. Dynachrome film | 167,000 |
26. Dymasolor film | 24,000 |
27. Games | 109,000 |
28. Rescue cleaning pads | 5,000 |
29. Ribbon | 16,000 |
30. Scotch-Brite floor pads | 41,000 |
31. Scotchgard stain repellent | 56,000 |
32. Tapes | 346,000 |
33. Tarni-Shield tarnish remover | 122,000 |
34. American Motors | 865,000 |
35. Rambler cars | 865,000 |
36. Borden | 851,000 |
37. Aunt Jane’s Food Div.—pickles | 135,000 |
38. Borden’s Creamers | 91,000 |
39. ReaIemon Co. Div.—Real- lemon juice | 148,000 |
40. Wylers & Co. Div.—fruit juices | 397,000 |
41. Wylers & Co.—soups | 30,000 |
42. Chas. Pfizer | 842,000 |
43. Coty Div. Imprevu perfume | 795,000 |
44. Thos. Lemminger, Ben Gay | 47,000 |
45. AT&T | 838,000 |
46. Ford Motor | 784,000 |
47. Auto-Lite | 229,000 |
48. Ford cars | 292,000 |
49. Lincoln/Mercury cars | 284,000 |
50. Cowles Communications | 785,000 |
51. Family Circle magazine | 323,000 |
52. Look magazine | 443,000 |
53. American Express | 653,000 |
54. Credit cards and Travelers Cheques | 653,000 |
55. E. I. duPont | 547,000 |
56. Cantrice | 135,000 |
57. Darcon | 47,000 |
58. Golden 7—addictive | 14,000 |
59. Zerex antifreeze | 194,000 |
60. *Clothing and home textile fibers | 157,000 |
61. Quaker State Oil | 546,000 |
62. Quaker State oil and lubricants | 546,000 |
63. Nestle | 623,000 |
64. DeCafl | 178,000 |
65. Nescafe | 168,000 |
66. Nestea | 177,000 |
67. Review | 519,000 |
68. Esquire shoe polish | 244,000 |
69. Tintex dyes | 143,000 |
70. Top brine hair dressing | 129,000 |
71. Foster-Milburn | 497,000 |
72. Doan’s pills | 497,000 |
73. Bankers Life & Casualty | 481,000 |
74. White Cross hospital and medical insurance | 481,000 |
75. Quality Courts Hotels | 475,000 |
76. Motel and hotel service | 475,000 |
77. Kellogg | 472,000 |
78. Cereals | 472,000 |
79. Retail Clerks International | 464,000 |
80. Assn. | 464,000 |
81. Union promotion | 464,000 |
82. Sinclair Refining | 461,000 |
83. Dino-Supreme gas and oil | 461,000 |
84. Curtis Publishing | 444,000 |
85. Ladies Home Journal magazine | 222,000 |
86. Saturday Evening Post magazine | 232,000 |
87. Union Carbide | 438,000 |
88. Oil Miser additive | 174,000 |
89. Prestone antifreeze | 264,000 |
RAB to woo New York department stores

Leading New York area department stores and other large retailers received invitations last week to attend individual seminars on radio advertising and explore more extensive use of radio to counterbalance the loss of the \textit{World Journal Tribune}. The daily New York newspaper ceased publication on May 5.

Miles David, president of the Radio Advertising Bureau, which issued the invitation in a letter, pointed out that beyond the loss of the newspaper there were positive reasons for escalated use of radio by retailers. He cited the 12% gain posted by spot radio in 1966 and the record sale of 47 million radio sets at retail last year as evidence of radio's growth with advertisers and consumers.

He emphasized that each radio seminar would be conducted privately for each store, using material pinpointed to each retailer's marketing situation. He asked each store to consider the date, time and location of the seminar and said he would discuss the matter more fully with them this week.

<table>
<thead>
<tr>
<th>Estimated Expenditure</th>
<th>155,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vicks cough remedy</td>
<td>155,000</td>
</tr>
<tr>
<td>77. R. C. Bigelow</td>
<td>166,000</td>
</tr>
<tr>
<td>Constant Comment tea</td>
<td>196,000</td>
</tr>
<tr>
<td>78. National Steel</td>
<td>194,000</td>
</tr>
<tr>
<td>Steel cans promotion</td>
<td>194,000</td>
</tr>
<tr>
<td>79. Block Drug</td>
<td>191,000</td>
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<tr>
<td>Nytol</td>
<td>48,000</td>
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<tr>
<td>Poindent</td>
<td>53,000</td>
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<tr>
<td>Poind-Grip</td>
<td>42,000</td>
</tr>
<tr>
<td>Tegenin</td>
<td>38,000</td>
</tr>
<tr>
<td>80. Sweeney Industries</td>
<td>195,000</td>
</tr>
<tr>
<td>Dubonnet Wine</td>
<td>195,000</td>
</tr>
<tr>
<td>81. Dunn &amp; McCarthy</td>
<td>189,000</td>
</tr>
<tr>
<td>Enna Jetlick shoes</td>
<td>189,000</td>
</tr>
<tr>
<td>82. Kerr Glass Mfg.</td>
<td>189,000</td>
</tr>
<tr>
<td>Food preserving Jars</td>
<td>189,000</td>
</tr>
<tr>
<td>83. Knox Gelatine</td>
<td>188,000</td>
</tr>
<tr>
<td>Knox Gelatine</td>
<td>188,000</td>
</tr>
<tr>
<td>84. Hartz Mountain Products</td>
<td>188,000</td>
</tr>
<tr>
<td>Flea powder</td>
<td>188,000</td>
</tr>
<tr>
<td>85. RCA</td>
<td>184,000</td>
</tr>
<tr>
<td>Home entertainment products</td>
<td>184,000</td>
</tr>
<tr>
<td>86. Great American Insurance</td>
<td>173,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>173,000</td>
</tr>
<tr>
<td>87. Morton Manufacturing (Chap Stick Div.)</td>
<td>169,000</td>
</tr>
<tr>
<td>Chap Stick</td>
<td>169,000</td>
</tr>
<tr>
<td>88. Mentholatum</td>
<td>166,000</td>
</tr>
<tr>
<td>Deep heating rub</td>
<td>80,000</td>
</tr>
<tr>
<td>89. Cooper Tire &amp; Rubber</td>
<td>156,000</td>
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<tr>
<td>Tires and tubes</td>
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</tr>
<tr>
<td>90. Voice of Prophecy</td>
<td>143,000</td>
</tr>
<tr>
<td>Religious</td>
<td>143,000</td>
</tr>
<tr>
<td>91. Lutherans Laymens League</td>
<td>139,000</td>
</tr>
<tr>
<td>Religious</td>
<td>139,000</td>
</tr>
<tr>
<td>92. Chanel</td>
<td>155,000</td>
</tr>
<tr>
<td>Chanel #5 perfume</td>
<td>135,000</td>
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<tr>
<td>93. CIBA Corp.</td>
<td>131,000</td>
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<tr>
<td>Anty spray</td>
<td>88,000</td>
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<tr>
<td>94. Nupercainal sunburn lotion</td>
<td>45,000</td>
</tr>
<tr>
<td>95. Smith, Kline &amp; French (Manley &amp; James Labs)</td>
<td>129,000</td>
</tr>
<tr>
<td>Contac</td>
<td>129,000</td>
</tr>
<tr>
<td>96. CBS Inc.</td>
<td>128,000</td>
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<tr>
<td>Columbia records</td>
<td>28,000</td>
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<tr>
<td>97. Gillette</td>
<td>125,000</td>
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<tr>
<td>Shaving Products</td>
<td>115,000</td>
</tr>
<tr>
<td>Heads-up hair dressing</td>
<td>2,000</td>
</tr>
<tr>
<td>98. California Prune Advisory Board</td>
<td>124,000</td>
</tr>
<tr>
<td>Prunes and prune juice</td>
<td>124,000</td>
</tr>
</tbody>
</table>

| Estimated Expenditure | 124,000 |
| 99. Southland         | 124,000 |
| 7-Eleven stores       | 119,000 |
| 100. Jeffrey Martin    | 119,000 |

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

*Reports on expenditures are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy. Source: Radio Advertising Bureau Inc.

MJ&A executives change positions

A broad realignment at the managerial level was announced last week by MacManus, John & Adams Inc., Bloomfield Hills, Mich.

The agency, which now is billing at the rate of $100 million a year compared with approximately $40 million 10 years ago, has as its new president and chief operating officer, Charles F. Adams, 39, who has served as executive vice president since 1959. Ernest A. Jones, 51, president for the past 12 years, moves up to chairman of the board and chief executive officer.

MJ&A’s new line of command includes Mr. Jones, Mr. Adams, executive vice presidents Robert E. Britton, Donald E. Jones and James A. Walker, and senior vice president Charles H. Felt as members of a policy committee. Mr. Jones is chairman. An administration committee, of which Mr. Adams is chairman, also includes Mr. Jones and has the representation of other senior vice presidents and several vice presidents. Mr. Jones said he will concentrate on policy, client relations and business de-
development while Mr. Adams will be responsible for daily operations.

In 1951, Mr. Jones was assigned as a vice president to build up MJ&A's New York office. Within a decade, the office was expanded twice and is now the largest outside of the Bloomfield Hills complex. Next January the New York office will be moved from present quarters at 444 Madison Avenue to five floors in a building now under construction on Madison Avenue. Also announced were promotions of several senior vice presidents to executive vice presidents (see page 10).

TVAR answers color-study critic

Though Television Advertising Representatives Inc. differs with the critique of its new color-commercials study offered by William G. White of Cunningham & Walsh (Broadcasting, May 8), the rep firm would be "delighted" to see Mr. White proceed with his own measurement of color-commercial effectiveness, TVAR officials said last week.

The station rep's color study, prepared by Dr. Ernest Dichter and presented in New York earlier this month, points up that color-TV commercials are visually more exciting and more effective than monochrome commercials. Mr. White, C&W's director of media and TV programming, in effect criticized the study as providing no new information and questioned its methodology.

Mr. White, who had found the Dichter study interesting, said it would have been more so when color television was in the "embryonic days" and suggested money spent for the study could have been better invested in industry-wide color research projects. He took issue with Dr. Dichter's method of conducting interviews while alternating the viewing of color and black-and-white commercials in color homes.

TVAR's response, issued by Robert M. Hoffman, vice president, marketing and research, said that other agency comment on the study "has been extremely positive, differing considerably from the comments by Mr. White." He said executives with "well known" came to the study and had noted the lack from the comments by Mr. White. "He

Methodology - He said that Mr. White's criticism of the methodology used must be considered in this light: "The Institute for Motivational Research [Dr. Dichter's firm] conducted depth interviews with nonowners of color sets as well as people from color-TV homes. These interviews indicated that people with only black-and-white sets were equally, if not more, enthusiastic about color television than the color owners themselves."

TVAR, Mr. Hoffman said, considers color TV a "new medium" and hence the rep wished to "measure both its current and potential value to the advertiser. Obviously, until a family owns a color set, the advertiser derives none of the benefits of color TV from that family. Had we based the study on nonowners of color sets, the results would have had little practical value."

Mr. Hoffman said TVAR was "confident that the technique used by Dr. Dichter was correct. Any potential bias created by alternating color and black-and-white commercials was eliminated by splitting the sample and reversing the color factor." He explained that half of the sample saw a reel with the first commercial in color, the second in black-and-white, the third in color, etc., while the other half of the sample saw the same commercials in the same order but starting with a black-and-white commercial followed by color and back to black-and-white in that sequence.

As to industry-wide research, Mr. Hoffman said the Dichter study was but one step in what hopefully would become a continuing program of color-TV research. He said that if Mr. White proceeded with the measurements he recommends, "we feel certain his results would confirm" the Dichter findings.

Advertising results amend the ratings

The message about ratings last week from a major television advertiser to the Southern California advertising fraternity was clear and persistent. It went something like this: We're not necessarily knocking the Nielsen's. It's the only wheel in town and we've got to play with it. But you've got to feel audience reaction, go by your own means of research, rely a lot on personal judgment.

Appearing before the Advertising Club of Los Angeles, Alfred di Scipio, vice president of consumer products for the Singer Co., New York, told about the special kind of numbers game his company plays. It's predicated on a questionnaire used by the merchant-"s 1,500 retail outlets the day after a Singer-sponsored special has played television. The questionnaire asks Singer customers only two questions: Did you watch television last night (during the time the special was televised)? What show did you watch?

Used initially after Singer Presents Tony Bennett was aired on ABC-TV last October, the questionnaire showed the program with a 49.6% share of audience compared with Nielsen's national rating of 22.7% share.

Although, Mr. di Scipio admits that his survey is somewhat slanted, he pointed out that it's based on far more samples than Nielsen's and gives a good indication of the actual pulling power of the Singer programs. The same type of survey was conducted with Singer's Herb Alpert and the Tijuana Brass, which played CBS-TV last month.

Dataphone service speeds PGW orders

Speeding orders on their way and hacking through the dense jungle of paperwork took a forward step last week during a test by Peters, Griffin, Woodward Inc., New York station rep, of a new method of rep-to-station communications.

PGW prepared commercial orders on tape form and through the use of a Dataphone subset, placed a long-distance call via Wide Area Telephone Service lines to WWJ-TV Detroit. Once the connection was made -- PGW's TWX (Teletypewriter Exchange Service) operator simply dialed the station's TWX machine—the prepared tape message was transmitted at the rate of 100 words per minute. Time necessary to transmit one order was less than a minute.

Advantages offered by the TWX tie-in with telephone lines are said to be faster service (message information is contained on tapes that clatter through a special device on the TWX machine) and 24-hour-a-day operation (an unattended TWX machine at the receiving end prints the incoming orders regardless of the hour), and an elimination of paperwork (under the PGW test, the TWX orders also could serve as contracts).

The Dataphone-TWX service now under test at PGW augments the firm's use of long-distance telephone calls, telegrams, and conventional TWX communication wherein the message is sent over TWX circuits. Six other PGW-represented stations are also expected to participate in the test.

BROADCASTING, May 15, 1967
LOOK
WHAT
HAPPENED
TO US...

JUNE 8, 1966

Even the worst tornado can be conquered!

The picture (above left) was taken the night that the nation's worst tornado funneled a path of destruction a half mile wide and over twenty miles long through Topeka, Kansas.

Topeka didn't take it sitting down. Its people got to work on a rebuilding spree. The result (above right): A new Topeka, rebuilt and booming!

WIBW-Radio kept on its toes, too! The result: The above Distinguished Service Award presented to us by Sigma Delta Chi for public service.

It is in recognition of warning Topekans 21 minutes before havoc struck, and then continuing all-talk coverage for 23 consecutive hours without a break. Without a commercial.

Miraculously, in a disaster that claimed over 100 million dollars in property damage, only 17 persons died.

As the dominant voice on radio and television in Topeka, we are proud of our public service in helping to save thousands of lives.

We are equally proud to have a hand in the rebuilding of a great city—from one of disastrous destruction to an even more thriving market with growth and sales potential already beyond expectations.

We look forward to other awards for future public service.

But no more tornadoes, please.

For complete story call Avery-Knodel or Topeka 913 272-3456.

WIBW
TV • Radio • FM
Topeka, Kansas
Broadcast Services of Stauffer Publications
HOW THE "BIG TUBE" ENHANCES
COLOR FILM PICTURES

...reproduces TV programs and commercials with snap and sparkle

A MORE PLEASING PICTURE
A good film program or commercial looks even better with the TK-27. The big tube improves signal-to-noise ratio, and increases resolution. It eliminates more of the disturbing grainy elements. Thus, the picture is more pleasing to look at and, has much more "snap" and sparkle.

PROTECTS COLOR QUALITY
Advanced, ultra-stable circuits prevent drifting. Electrostatic-focus vidicons maintain uniform focus independent of high voltage variations. "No-ghost" sealed optics avoid problems of secondary reflections. These and other safeguards prevent deterioration of color quality—even over extended periods of time.

MOST WIDELY USED COLOR FILM CAMERA
Since its introduction in 1964 more of these "New Look" color TV film cameras have been shipped than any other. Choice of top stations throughout the country, it's the only camera that's all-transistorized, all modularized. The only camera with plug-in camera assemblies.

AUTOMATICALLY COMPENSATES FOR FILM AND SLIDE VARIATIONS
Automatic sensitivity and white-level controls compensate for film density changes and highlight brightness changes. Also, black levels are automatically held constant to give the ideal contrast range to the reproduced picture.

IT'S A MATCHED COLOR FILM SYSTEM
Only RCA makes the complete color film system for broadcasters. Big-tube film camera, film projector, slide projector, and multiplexer are all designed and built by the nation's finest and most experienced team of TV engineers. Matching means a better investment, and finest color pictures.

See your RCA Broadcast Representative for complete details.
Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.

The Most Trusted Name in Electronics
“Whatta way to win a ball game!”

WJR was there. July 15, 1966. Detroit pitcher Earl Wilson in a pinch-hitting role. Two away in the bottom of the 13th. Wilson knocks a three-run homer into the stands to break up the Orioles, the game and most of all the Detroit fans.

Even sportscaster Ernie Harwell had to give a yell. And it takes a lot to shake up this 20-year baseball veteran. He and Ray Lane team up every time the Tigers do. Their descriptions of the game, the players and the color make WJR’s Tiger broadcasts come to life.

Ernie and Ray aren’t alone. Bob Reynolds and Paul Carey add to the action with their coverage of the Detroit Lions and Michigan State games.

That’s why when timebuyers talk about sports reach in Michigan they talk about WJR. It’s the grabber.

Your Henry J. Christal Co. Representative can give you the whole story.

WJR’s there with by far the largest audience in Michigan.
the press of business. That leaves Richard Dudley, WSAU Wausau, Wis., as the only active candidate for the position.

Mr. Armstrong, who has been based in Kansas City, Mo., will be moving later this month to the group's corporate offices in Omaha.

A race is still alive for the vice chairmanship of the radio board between Donald Thurston, WMNR North Adams, Mass., and Daniel Kops, WAIZ New Haven, Conn.

Rumors were flying last week that a race was developing for the chairmanship of the television board, but at week's end it appeared that the only active candidate continued to be the incumbent, Robert W. Ferguson, WTRF-TV Wheeling, W. Va. Seeking a second term as vice chairman is John T. Murphy, Avco Broadcasting Corp., Cincinnati.

Kaiser picks Tuoti

Kaiser Broadcasting Corp. has named Frank X. Tuoti to head its soon-to-be-established New York office as manager and director of sales development. He is now vice president, sales development and planning, at WPX Inc., New York.

Richard C. Block, vice president and general manager, Kaiser Broadcasting, will continue to operate from corporate headquarters in Oakland, Calif. Kaiser currently maintains a New York liaison office at 300 Park Avenue.

Sulzer opens Unicorn

Paul Sulzer has formed an all-media reciprocal (barter) company, Universal Communications Inc. (Unicorn) with offices at 720 Fifth Avenue, New York. Mr. Sulzer becomes president, leaving a general manager post at RDR Associates Inc., a broadcast reciprocal firm. Fred B. Tarter, former head of his own print reciprocal firm, was named executive vice president.

Couric outlines bill
of rights for radio-TV

Broadcasting provides news that shows less bias than any other medium and it has programs suitable for the home at any time of the day. Yet of all the media, broadcasting is constantly "being lectured by professional critics, amateur do-gooders and semi-pro Cassandras on our responsibilities and how we fail to measure up to them."

The industry, said John Couric, vice president for public relations of the National Association of Broadcasters, is under attack because of all the media "we are the biggest and best."

Speaking to a meeting of the Ken-
in-depth reporting is a Blackburn specialty

Blackburn gives the would-be TV or radio property buyer or seller the big picture. Present earnings vs. potential. Financing. Responsible contacts. This complete in-depth service has won us high praise from satisfied clients.

BLACKBURN & Company, Inc.
RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO ATLANTA BEVERLY HILLS
H. W. Casell Clifford B. Marshall Colin M. Selph
John W. McGinty Money Building 1665 Peachtree Rd.
Leland S. Smith 331 N. Michigan Ave. 873-6526 274-8151
Jack V. Harvey
Joseph M. Strick
WCA Building
330-0270

48 (THE MEDIA)
Another delay granted in ABC-ITT case

The FCC has extended for one week the deadlines for filing proposed findings and reply findings in the ABC-International Telephone & Telegraph Corp. merger case. But the date for oral argument remains June 1.

The commission acted on a request by the Department of Justice. The department last week asked that the May 15 deadline for findings be extended until May 26, and the date for reply findings, from May 22 until June 7.

The department, whose petition for reconsideration led the commission to reopen the case in which the FCC had approved the merger, said that because of the length of the record and a limited staff it needed additional time to prepare its findings.

The hearing, which closed April 26 after 12½ days, produced 3,900 pages of testimony and 5,500 exhibits. According to an original commission schedule, the findings were due May 1. But the parties jointly requested, and obtained, a two-week extension.

ABC and ITT opposed the department's request for additional time. They said the department had sufficient manpower to do the necessary work to meet the agreed upon deadline, if it had chosen to do so. The department had five lawyers in the hearing phase of the case. They also noted that the commission has continuously expressed the need for expedition in the case.

The commission, in meeting the department's request part way, said it was considering the desire for expedition, and the official business commitments of the commission, as well as the pleadings.

It's understood the commission held to its June 1 date for oral argument because of a desire to hand down a decision before July. Two of the commissioners—Lee Loevinger and Robert T. Bartley—will be out of Washington during much of that month.

All-media telethon aids ravaged Illinois town

Television, radio and newspapers in northern Illinois and southern Wisconsin banded together Friday night (May 12) in a planned 10-to-12-hour telethon for the tornado-stricken town of Belvidere, III.

Belvidere, population 11,000, is 10 miles from Rockford, Ill., and it suffered about $10 million damage from an April 21 tornado that killed 23 and injured several hundred in the town.

To help get the town on its feet, area media set up the all-color telethon, which was to start at 10:30 p.m. and continue until 9 or 10 a.m. Saturday. It was to originate in the studios of WREX-TV Rockford and would also be telecast live by WCEV-TV Freeport-Rockford.

Joe M. Baisch and Earl W. Hickerson, vice presidents and general managers, respectively, of WREX-TV and WCEV-TV, were co-chairmen of the event.

Radio stations as far as the Chicago area were also set to pick up the show live. Stations that were to carry the feed were: WROK-FM Rockford, WLUV(FM) Loves Park, WCEV-TV Freeport, WLKB(FM) DeKalb, WIXN(FM) Dixon, WOTA-FM Oak Park, WMRO-AM-FM Aurora, all Illinois; WAKO Kenosha, WBE1-AM-FM and WGEZ, both Beloit, all Wisconsin.

In addition a half dozen other stations in the area were promoting the event and accepting calls from contributors in their area. Large space ads promoting the telethon were carried by several area papers.

NAB requests voice in CATV tariff hearing

The National Association of Broadcasters last week asked the FCC to grant it permission to intervene in a CATV channel-service tariff hearing involving four telephone companies and their subsidiaries.

The commission inquiry into the legality of CATV channel-service tariffs of the Associated Bell System, California Water and Telephone, General Telephone System and United Utilities Inc. was instituted in January (Broadcasting, Jan. 16).

At issue in the hearing is the applicability of Section 214 of the Communications Act to the carriers who serve CATV's and what action, if any, should be taken for violations of...
Why should you be interested in a map

Because it could mean a lot to you.
You see, each system on this map represents someone like you, who had a need for more effective and economical point-to-point voice, video, and data communications.
Your needs can be satisfied, as theirs were, by Lenkurt's complete line: microwave radio, multiplex, signaling, supervision and control, auxiliary equipment, and Lenkurt's engineering and installation service.
Today there are over 500 separate Lenkurt microwave systems, covering more than a quarter million microwave radio path miles throughout the United States, Canada, and 36 foreign countries.
Reasons?
We pioneered microwave radio and are continually working
of Lenkurt’s microwave installations?

LENKURT MICROWAVE SYSTEMS - U.S. and CANADA

Figures show we're the leading supplier of microwave equipment to independent telephone companies, industrial companies, government agencies, and military services. Almost half the microwave purchased by these users is Lenkurt. We offer 20 varieties of microwave radio operating from the 150 MHz band to the 3250 MHz band. Wouldn't you be on our map?

Contact your local Lenkurt representative or call Lenkurt Electric Co., Inc., San Carlos, California. Offices in Atlanta, Chicago, Dallas, and Stamford, Connecticut.

LENKURT ELECTRIC
SUBSIDIARY OF GENERAL TELEPHONE & ELECTRONICS GTE
A mellower
Nick Johnson
Iowa speech again urges
for planning ahead but
has kind words for TV

Maybe it was the sentiment attached to a journey to his home state. Or maybe it was that, after 10 months in office, some of the more combative edges have worn off him. But whatever the reason, it was a relatively mellow FCC Commissioner Nicholas Johnson who addressed the Iowa Association of Broadcasters in Waterloo, on Saturday (May 13).

True, he returned to his theme that the commission is failing to do the forward planning job that he feels desperately needs doing. But he so wove that message around with sentimental reminiscences of his Iowa boyhood and with warm and friendly references to his co-workers at the FCC that he didn't seem angry at anyone. In some of his previous talks, there was no attempt to relieve the harshness of his criticism.

And although he has never been particularly noted for the virulence of his criticism of television and radio programming, he made a point of defending the broadcaster's product. "Of course, there is a lot of drivel, and worse, on radio and television," he said. "But some of what is best in America today is also on radio and television—commercial and educational. It is reaching millions. And I have nothing but stupefied pity for the educated man who chooses to close his eyes and ears to it."

Maintaining 'Balance' = In the course of keeping "in balance" criticism of radio and television, Commissioner Johnson issued an oblique dissent to the remarks of Commissioner Lee Loewinger, who has frequently ridiculed the broadcaster's product while at the same time defending the broadcaster's right to produce what and as he does. (Without naming the author, he repeated in a composite quotation some of Commissioner Loewinger's more pungent quotes—television "is the literature of the illiterate," among them).

"The attitude that programming must inevitably be a sin beyond redemption is doing almost as much to hold back the full development of television as any of the many institutional restraints," Commissioner Johnson said. He warned that "a rich American culture is being lost daily" as a result of a feeling on the part of museums and libraries—which "save every pamphlet and brochure to come their way"—that audio and video tapes and films are not worth preserving.

But it was what he regards as the commission's lack of planning that concerned him most in Waterloo. The commission, he said, is without a road map to the future, and is "engaged in a variety of broadcasting brinksmanship fully as dangerous to you as to the broader 'public interest' Congress has instructed it to serve."

Problems = Commissioner Johnson also called on broadcasters to help the commission provide more enlightened regulation. He said many present difficulties result from "the heavy hand of stagnant and senseless regulation."—among them, the effort to regulate over-commercialization. He feels the effort is so inept as to warrant being dropped. He noted that the commission initially actively tended to do the business that the National Association of Broadcasters code was designed to maintain. And although the commission is now following the code, he said, it is "eroding standards once more by waiver and exception, and I gather the code may give up the fight in despair"—(a remark for which surprised NAB code officials could supply no basis). "Given the FCC record, the public interest might be better served if the industry were left to regulate itself."

Among other faults blamed on poor planning: "The UHF system of the 1970's could have been yours in the 1950's... We don't even have enough information to know what we are doing to cable television today... The interference-ridden, nighttime AM radio band, in which many of you seek your livelihood, stands as a blaring memorial to the thousands of commission decisions which have brought us to our present chaos."

Fine People = But if he was critical of the FCC as an institution, he spoke kindly of its members. "There are some mighty fine people" in the agency. "Of course, they're not all from Iowa. Some of the best are from Idaho [where Chairman Rosel H. Hyde was born]."

He hadn't given up his right to dissent from their views, however. In a passage in which he took note of disagreements he has had—some of which have been expressed in blistering language—he said that "disagreement is not only inevitable, but indispensable to wise decisions."

He said he has voted with the majority "well over 95% of the time." But, he added, he intends to continue speaking out when he feels it necessary. The country would really be in trouble, he said, if all seven commissioners were regularly to agree.
CPB bill leaps to Senate floor

Commerce Committee makes minor change in bill, aims for early passage

Moving promptly after receiving the bill from its subcommittee, the full Senate Commerce Committee last week placed its stamp of approval on the President’s bill to enact the first step of the Carnegie Commission’s grand design to strengthen the nation’s educational television and radio systems. In doing so, the committee cleared the way for Senate floor action on the measure.

The Senate Commerce Committee accepted changes in the administration’s bill voted the previous week by the Communications Subcommittee (Broadcasting, May 8) and made one additional change of its own. In a restrictive clause that would limit the range of activities of the Corp. for Public Broadening to be established by the bill to provide programming for noncommercial educational stations and networks, CATV systems were added to the types of facilities that the corporation will not, by law, be authorized to directly own or operate. As written, these had included broadcast stations, program production facilities, networks or interconnection systems.

Communications counsel for the panel expressed hope that the committee report could be finished before the week was out. A favorable Senate vote is expected as soon as the bill can be scheduled for floor action. One goal for final passage of the bill has been given as the end of the fiscal year, June 30, when existing facilities-grant legislation for educational stations is due to expire.

Action by the House has not been scheduled. Last week, House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) said he would wait for full Senate action to be completed before holding a hearing on the CPB bill, and that his committee would have to finish work on railroad-strike and health legislation before it could begin its consideration of ETV.

More Than One - One Senate committee critic of certain aspects of the bill took credit for a change made in the measure during subcommittee consideration. Senator Vance Hartke (D-Ind.), in an address to be delivered to the spring meeting of the Pennsylvania Association of Broadcasters at Buck Hill Falls, Pa., Monday (May 15), said he was responsible for getting the wording in the bill changed to permit the CPB to aid in the creation of more than one system or network of educational broadcasting.

Senator Hartke warned the Pennsylvania broadcasters “that a single network of noncommercial radio and television stations . . . is more dangerous than any single monopoly of commercial stations would be.” This would be because of the “aura of respectability that cloaks the educational or noncommercial stations,” he explained.

Shapp tosses hat back into CATV ring

Milton J. Shapp, dean of the CATV business, is back in the cable field.

Mr. Shapp, who ran $500 into the $35-million-a-year Jerrold Corp., Philadelphia, by hitching his star to CATV 19 years ago (and who ran unsuccessfully as the 1966 Democratic nominee for governor of Pennsylvania), is one of a group of three principal stockholders of Citca Corp. Last week, Citca bought the Williamsport (Pa.) Cable Co. from National General Corp., Los Angeles, for almost $225,000.

Associated with Mr. Shapp is Joseph L. Lecce, owner of the second Williamsport CATV system, Citizens Cable Co. and Grit Publishing Co., publisher of Grit, a national, small-town oriented, weekly magazine.

The Citca group has merged both Williamsport cable systems into one, with a total of 20,000 subscribers. Both systems are 12-channel installations, bringing Williamsport customers TV programs from stations in Wilkes-Barre, Scranton, Harrisburg, York-Lebanon, Lancaster, Clearfield, Philadelphia, all in Pennsylvania; New York City, Binghamton, N.Y., and Baltimore.

Williamsport Cable Co., started in 1952, was owned by National General Corp. At one time, National General owned seven CATV systems serving more than 30,000 subscribers. With the sale of its Williamsport holding last week, National General went out of the CATV business completely. The Williamsport CATV was its last CATV holding. It has about 12,000 subscribers.

Last September, National General

WJMD-FM, Washington’s quiet FM-stereo station that walked off with Washington’s largest weekend audience?

Well, somebody has! Between 7 pm and midnight, Monday through Friday, WJMD-FM Stereo has more listeners in Metro Washington, D.C. than any of the 30 other stations—FM or AM!! (Mediastat, February 1967). Remember that when you’re buying this high-income, quality-minded market. Even we can’t keep such good news quiet for long!

WJMD-FM

51 minutes of stereo music every hour
Broadcasting 24 hours a day

Division of the Atlantic Broadcasting Company
Represented by Roger Coleman, Inc.
New YorkChicagoDetroitLos Angeles
War-crimes trial boots McLendon and Burden

Week before last, Gordon B. McLendon, president of McLendon Stations, and Donald W. Burden, president, Star Stations, had their credentials as correspondents covering Lord Russell's Vietnam "war-crimes trial" torn up and they were expelled.

Back in New York last week, they explained the incident in a news conference in the Helicopter Club of the Pan American building. "We were disgusted by the so-called testimony during the third day of the trials, and rose to leave in the middle of the session," Mr. McLendon said.

They were stopped at the door by an official of the proceedings, Dr. Joachim Israel, who requested their credentials.

Thinking the request part of a routine check, they handed them over. Dr. Israel turned and started away with them. Messrs. McLendon and Burden began protesting, still in the hearing room and apparently long and loud enough to attract the attention of several security personnel.

In the "great fuss" that ensued, after another of Mr. Burden's repeated insistences that "we will have our credentials back," a senior security officer took them from Dr. Israel, tore the credentials in pieces and threw them on the floor. After further protests, the guard had Mr. McLendon and Mr. Burden "thrown out into the street."

Neither was quite sure last week what prompted their expulsion. But Mr. McLendon insisted "it probably wasn't" the stories they had filed on the first two days of the hearings. And Mr. McLendon insisted that his offer to Jean-Paul Sartre, a sponsor of the "trials," to "speak my piece if a time came for any testimony by a real American..." had nothing to do with it.

He considered it merely "possible" that hearing officials had been disturbed by Mr. Burden's photographing other correspondents before their mid-session departure. Despite what he termed "gigantically exaggerated coverage of the so-called trials by the European press," Mr. McLendon was "sure that no more than 10% of the 200 so-called correspondents in attendance were genuine. You could tell that by their long, feminine-style haircuts and distinctly Bohemian style of dress."

sold four other of its CATV systems to General Electric Cablevision Corp. for $3.5 million. The Beverly-Hills-based company owns a large chain of movie theaters and also has a motion-picture production and packaging arm.

Mr. Shapp is chairman and treasurer of Citca; Mr. Lecce, president. Grit interests are represented on the board of directors by James H. Lamade. Mr. Shapp said last week that this is the first in a series of acquisitions he intends to make in the CATV field. Associated with Mr. Shapp is Elmer Metz, former manager of community TV operations of the Jerrold Corp.

CATV change considered

FCC proposed rule would allow carriage of any TV in market if one must be used

The FCC is considering a revision of its CATV rules to meet complaints of UHF stations whose signals CATV systems may not now carry into major markets without commission permission.

The commission, in a notice of rulemaking last week, proposed an amendment that would allow CATV systems to carry the signals of other stations in a market if it is required to carry the programming of any one outlet in that market.

The commission said the results of the rules as now written are anomalous. One requires a CATV system to carry the signals of any station putting a grade B contour over the system's community. And another prohibits a CATV in any of the top-100 markets from importing signals beyond their grade B contour. The system must either obtain commission permission in a hearing or obtain a waiver of the rule.

A frequent result is that while VHF stations in a community put a grade B contour over a CATV in a major market and, thus, are entitled to carriage, a competing UHF station finds that its signal falls short.

At a Disadvantage = Accordingly, the UHF complains that the disadvantage under which it labors in its competition with VHF stations is compounded. The commission said it believes the proposed amendment would lessen the technological disadvantages that UHF stations face, and place all stations in a given market on a competitive footing. The commission also expressed the belief it would ease the administrative burden involved in considering waiver requests.

The notice also said the commission wants to consider whether the proposed rule should be mandatory or permissive. CATV systems have frequently asked for permission to carry the signals of distant stations. But CATV operators can be expected to oppose a proposal that would require them to carry all of the signals in a market if they carry one.

Split Vote = The commission split virtually right down the middle on whether or not to issue the proposal for industry comment. Of the five members present, Commissioners Lee Loev-
New E-V Model 668 Dynamic Cardioid Boom Microphone

with built-in programming panel!

It's just like having 36 microphones in one, at the end of your boom! Simply match the computer-style programming pins to the color-coded jack field inside the new E-V668. You'll get any combination of flat response (40 to 12,000 cps), bass and/or treble rolloff, treble rise, and 80 or 8,000 cps cutoff. The 668 built-in passive equalizer matches response to need precisely without loss in output level—mixes perfectly with any other microphone.

The 668 cardioid pattern is symmetrical in every plane with excellent rear cancellation at every program setting. Two independent Continuously Variable-D* systems provide this uniformity, yet permit high output (—51 dbm) for distant pickup without added equipment or special cables.

Light in weight and small in size, the 668 with integral Acoustifoam™ windscreen and shock mount minimizes shadow problems while allowing noise-free fast panning, indoors and out. Its 1 lb., 11 oz. weight eliminates "fishpole fatigue" and counterbalancing problems.

The 668 is guaranteed UNCONDITIONALLY against malfunction of any kind—even if caused by accident or abuse—for two years. And, like all E-V Professional microphones, it's guaranteed for life against failure of materials or workmanship.

The E-V 668 is the result of a three year intensive field testing program in movie and TV studios from coast to coast. It has proved itself superior to every other boom microphone available. Find out why with a no cost, no obligation trial in your studio. Call your E-V Professional microphone distributor today, or write us direct for complete specifications.

NEW! MODEL 967 Identical to Model 668 except sharp cutoff filters and HF-rolloff eliminated. List prices: Model 667, $495.00; Model 967, $445.00 (less normal trade discounts).

Patent No. 3115207 covers the exclusive E-V Continuously Variable-D design.

ELECTRO-VOICE, INC., Dept. 5718R,
660 Cecil Street, Buchanan, Michigan 49107

ElectroVoice®
SETTING NEW STANDARDS IN SOUND
inger and Robert E. Lee voted for the notice, while Chairman Rosel H. Hyde and Commissioner Kenneth A. Cox voted against it. Commissioner Robert T. Bartley concurred in part and dissented in part.

Commissioner Cox in a separate statement said the proposal runs counter to the purpose of the CATV rules. The rules, he said, were not designed to equalize competition in the distant market but to prevent unfair competition in the market into which signals are imported.

Commissioner Bartley repeated his view that the commission lacks authority to regulate CATV systems. He feels, however, that the proposal is desirable in that it represents a loosening of the CATV rules.

FCC moves to solidify its CATV jurisdiction

The FCC, obviously shaken by an appeals court decision that appears to cast doubt on its authority to regulate CATV systems, took the first step last week in seeking Supreme Court review of the case.

The commission instructed its general counsel's office to ask the U. S. Solicitor General to petition the high court for review. There was no certainty last week, however, that the Solicitor General would agree to take the case.

At issue is the decision of the U. S. Court of Appeals for the Ninth Circuit in a case involving six CATV systems in the San Diego area—Mission Cable TV Inc., Pacific Video Cable Co. and Southwestern Cable Co.

The commission on July 25, 1966, had ordered a hearing on whether limits should be placed on the six systems' importation of signals from Los Angeles. The commission acted on the petition of KFMB-FM San Diego, which said the CATV service would adversely affect the economic strength of local stations.

The commission also imposed limited restrictions on the CATV's ability to expand its service pending the outcome of the hearing. And it was that order that the court overturned (Broadcasting, May 8), asserting the commission lacked the authority to issue such stop orders.

Although the decision was directed at an interim order, commission attorneys feel that the language was so broad as to cast doubt on the validity of the commission's March 8, 1966, order asserting jurisdiction over all CATV systems.

Decision Anticipated * Several other cases are in court in which the question of the commission's jurisdiction is at issue. And a decision in one, brought by Buckeye Cablevision Inc., of Toledo, Ohio, is expected shortly.

As a result, the solicitor general may decide to wait the outcome of that case before acting on the commission's proposal to appeal the San Diego decision. If the court in the Buckeye case—the appeals court in Washington—supports the commission's assertion of jurisdiction, the Supreme Court would be called on to resolve an apparent conflict between the decisions of two circuit courts.

In another development last week, the CATV systems in the San Diego case asked the commission to deny KFMB-TV's petition to terminate the proceeding. They said that the court's decision "makes it clear . . . that the commission is without power or authority to impose any restriction or limitation," on them as a result of the hearing.

They also said that, if further judicial review is to be sought—either in the form of a rehearing before the appeals court or of a request for Supreme Court review—the commission should stay further proceedings in the hearing.

Oral argument was held in the case on May 4, and proposed findings are due June 6.

FCC grants WEKY extraordinary relief

The FCC, in an act of charity, has terminated the license-revocation proceeding against WEKY Richmond, Ky., and permitted its owner to dispose of his broadcast interests.

The Commission on May 5 granted WEKY's petition for extraordinary relief because of the illness of owner J. Francke Fox Jr. Doctor's reports say

Repeat call for Hyde

Thirteen-and-a-half years ago Rosel H. Hyde, then chairman of the FCC, was on hand at the White House as the nation's 50 millionth telephone was installed.

Last Thursday (May 11), Mr. Hyde, in his second tour as chairman of the FCC, was on hand at the White House as the nation's 100-millionth telephone was hooked up. Shown in the picture taken on Nov. 18, 1953, are President Dwight Eisenhower, Chairman Hyde and C. L. Doherty, of the National Association of Railroad and Utilities Commissioners (l-r), and Cleo Craig, then president of AT&T (foreground). During the ceremony commemorating the installation of the 100-millionth telephone, in the White House cabinet room, President Johnson used the instrument to call a number of governors around the country, including those in Idaho (Chairman Hyde's home state) and Hawaii.
Airlines may be bigger than autos on TV by ’72

United Air Lines, which spends substantial portions of its estimated $127 million budget in broadcasting, told its “friendly skies” marketing story last week to the Broadcast Advertising Club of Chicago. But the hottest news may be in what wasn’t told.

United’s advertising vice president, Frederick W. Heckel III, predicted that his firm’s broadcast budget by 1972 could well exceed that of Chevrolet. In fact the airlines collectively could be spending more than all of Detroit’s automakers in radio-TV by then if the present growth rate continues, he said.

United’s passenger advertising is placed by Leo Burnett Co., and freight business advertising is handled by Clinton E. Frank Inc., both Chicago.

Commercials in production...

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

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.


Commercial Videotape Division, WXYZ-TV, 20777 West Ten, Southfield, Mich.


Awrey Bakery, Detroit (bread); three 20’s for TV, on tape, color. Ralph Dawson, production manager. Agency: Behr, Otto, Abbs & Austin, Detroit. Rud Otto, agency producer. Approximate cost: $4,000.

Elektra Films, 33 West 46th Street, New York.


FocusPresentations Inc., 400 Park Avenue, New York 10022.

Peter Paul Inc., Naugatuck, Conn. (Caravelle candy bars); two 60’s for TV, live on film, color. Max Katz, director. Agency: Dancer-Fitzgerald-Sample, New York. Leo Stuchkus, agency producer.


Heller Corp., 1606 North Highland Avenue, Hollywood 90028.


Jack in the Box, Los Angeles (restaurant); one 60 for radio, music, Hugh Heller, production manager. Agency: Doyle Dane Bernbach, Los Angeles. Pete Huber, agency producer.

Logos Teleproductions, 3620 South 27th Street, Arlington, Va. 22208.


New York’s Spanish UHF triples sales in a year

Revenues at WNJU-TV Newark-Linden, N. J., in its second year of operation increased by 300% over its first year to slightly more than $1 million. Edwin Cooperstein, president of the station, reported last week.

WNJU-TV, a Spanish-oriented UHF serving the New York metropolitan area, went on the air May 16, 1965. Mr. Cooperstein reported that the station should be “in the black” by the end of 1967 when its billing should attain the $1.2 million mark.

As a result of the station’s growth and expansion plans, Mr. Cooperstein announced last week that Herbert T. Green, who has been station vice president and sales manager since 1965, has been promoted to executive vice president, and Arthur Gordon, assistant sales manager since last February, has been promoted to vice president and sales manager.

In its expansion moves, the station will relocate its sales offices in New York to larger quarters this summer and make additions to the staff; will engage in full color broadcasting by October, and will offer several of its station-produced Spanish-language programs for syndication.

Smoot sues sponsor for breach of contract

Dan Smoot, a conservative-oriented radio-TV commentator, has filed suit in Los Angeles superior court against Lewis Food Co. over an alleged breach of a broadcast-advertising contract. Mr. Smoot contends that the pet-food company canceled a contract with him to sponsor weekly programs on 50 radio and 36 television stations. The cancellations came, the suit claims, four months after D. B. Lewis, Lewis Food’s president, died last August. Supposedly the contract was to Dec. 14, 1967.

In his will, Mr. Lewis bequeathed Mr. Smoot $1 million “to further his work in publishing and broadcasting.” Another $1 million was left to the John Birch Society. Mrs. Yolanda Lewis, widow of D. B. Lewis, is challenging the will, claiming that her husband’s estate was under “undue influence exercised by Dan Smoot and the John Birch Society.”

Also in advertising...


Supermarket Study = A study prepared by Edward Petry & Co. on the influences spot TV exerts on supermarket shoppers will be released at the Super Market Institute convention in Cleveland, June 4-7. The study will be available at the Petry hospitality suite.

Rep appointments...


= WEMP Milwaukee: Metro Radio Sales, New York.

One-horse derby at NAB

Two drop out of contention for joint-board chairmanship, leaving only Cobb in the running

The race for joint-board chairmanship of the National Association of Broadcasters turned into a one-man jaunt—at least temporarily—last week, when two of the contenders dropped out.

Dwight Martin, WDSU-TV New Orleans, and Rex Howell, XYZ Television Inc., Grand Junction, Colo., announced their withdrawal after receiving a ruling by the Broadcast Music Inc. counsel that possible conflict of interest would develop if either man was elected NAB chairman and continued to retain his seat on the BMI board.

That left Grover Cobb, KVGB Great Bend, Kan., radio board chairman, and the only announced candidate, as the sole contender. Joseph Baudino, Westinghouse Broadcasting Co., Washington, chairman of the selection committee, said, however, that nominations would be kept open until the committee's June 23 meeting. He said "several other names" had been discussed by the committee at its earlier meetings and presumably they would be reconsidered.

The committee, at its April 28 meeting in Chicago, could not decide on one candidate and the meeting broke up with divided support for Messrs. Cobb, Howell and Martin (Broadcasting, May 1).

Members of the committee at that time said they expected at the June 23 meeting to go over the names again and probably recommend "at least those three and maybe more" to the 44-member board at its June 26-30 meeting in Williamsburg, Va.

If that were the case, one board member said last week, "we could possibly go a dozen ballots before picking a chairman." It takes three-fourths of the board to elect a chairman.

End its Life • Another item brought up at that committee meeting was a suggestion that the committee dissolve itself. That was dropped on the ground that the committee was created by the NAB board and the board was the only body that could take it out of existence. The board may be asked to do just that at next month's meeting.

The selection committee was originally created following the January 1966 meeting when the board established a fulltime chairman's job that would pay $50,000 a year. The first paid chairman was John F. Dille Jr., who took over the reins in mid-1966.

However, by the January 1967 meeting he suggested—and the board unhesitatingly adopted—a new concept that would eliminate a paid full-time chairman and make the post a part-time one calling for payment of expenses only. Under the present concept, to which Mr. Dille was elected to a second term last year, the chairman need spend only about one-fourth of his time at the Washington headquarters.

Lesser Role • At the same time that the chairman's role was diminished, the board—again on Mr. Dille's recommendation—strengthened the hand of the executive committee so that it could make board decisions and set NAB policy between the semiannual board meetings. The committee was also enlarged from five men (joint board chairman, and chairman and vice chairman of both the radio and TV boards) to seven men (adding the NAB president and the immediate past joint-board chairman).

Since the function of the selection committee was to pick a man—whether a board member or not—to fill the $50,000 seat, and since that post no longer exists, the question has been raised of whether there is still a need for the selection committee.

The radio board race for chairman also got a bit clearer last week with the announcement of George W. (Bud) Armstrong, Storz Stations, Omaha, that he was withdrawing because of...
he lacks the mental and physical capacity to defend himself in a hearing and add that the strain of an evidentiary hearing could worsen his condition.

The revocation hearing had been ordered on several issues, including a question as to whether an unauthorized transfer of control had occurred.

Under terms of the extraordinary relief granted, Mr. Fox will retire from broadcasting. He will sell WIXY to members of two Kentucky families for $200,000, a price that the commission says will not provide him with a profit. And he will place in an irrevocable trust for the benefit of his wife, Mary, his 85% interest in WILN-Harlan, Ky., his only other broadcast interest.

**NBC-TV increases equipment donations**

NBC has contributed 14 monochrome TV cameras, associated equipment and five monochrome film chains to educational institutions, most of which are in or near markets served by the five NBC-owned-and-operated television stations. Recipients of the equipment and specific details of the donations have not yet been revealed.

Latest contribution—representing a purchase value of about $300,000—brings to $2.3 million the amount of NBC donations in cash, equipment and program material to educational television and institutions over the last 10 years.

Two of the black-and-white cameras and a film chain were presented to Yale University, New Haven, Conn. The grant was made on a proposal for an ETV facility at Yale by Scott H. Robb, Yale '66, a former president of the Ivy Network Corp., and son of Arch Robb, director of special programs, NBC-TV.

**Media reports...**

WIGL creditors — A meeting of creditors of 500-w daytimer WIGL Superior, Wis., (on 970 kc) now silent, has been called for May 15 in that city by William H. Frawley, referee in bankruptcy. Station, which is in hands of receiver, is being sold to C&H Radio Co. but must go through an FCC hearing.

WMCA to NC&K — WMCA New York has appointed Merchandising Programs Inc. (subsidiary of Norman, Craig & Kummer), New York, as its advertising agency.

In the mails = "Something of Value," a booklet featuring excerpts that describe how government, religious, educational and broadcasting leaders view the National Association of Broadcasters' radio and television codes is being sent to 20,000 opinion leaders in all fields. The views are taken from taped interviews which were originally presented at the 1966 NAB regional meeting.

KOGO's new addition — A 3,200 square foot addition to KOGO-AM-FM-TV San Diego will be built this summer to contain the entire new operation of the stations. The one-story addition will include a reception-waiting area, a reporter-office pool area and offices for the news director, editorial director and sports director. An enlarged studio, for use in filming interviews—with special lighting for color—will be included in the new facility.

**NAB requests flexible FM testing periods**

The National Association of Broadcasters has petitioned the FCC to modify its rules to provide more flexibility during the authorized experimental period for the testing and maintenance of FM facilities.

The NAB seeks to change the present 1 a.m.-6 p.m. time period to 12 midnight-6 a.m. as well as authorize FM's, upon informal application to the commission, to test during other hours. The association said the present rule works an unnecessary hardship on station personnel since many FM facilities operate on limited schedules and conclude broadcast activities before the 1 a.m. test period.

The NAB also cited the increased complexity of FM transmissions involving SCA and stereo broadcasting that require precise adjustment of both receiver and antenna system. These adjustments, the NAB said, are frequently made by the home listener or by service personnel during daylight or early evening hours; therefore, provisions should be made to accommodate these new FM broadcast requirements.

The association said that since FM allocations are based on the "same fundamental philosophy" that dictates TV allocations and the FCC presently does not restrict in any way TV's technical experiments to improve station operation, FM's should be authorized comparable test privileges.

The NAB petition is an outgrowth of a question on the FM test period raised during the association's State President's Conference held in Washington in early March.

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**"I DON'T MIND PAYING A LITTLE LESS"**

AIRWAYS PROVIDES OVER 200 WAYS TO DO IT for this man who expects top service and convenience in renting a car. He knows that over 200 AIRWAYS offices in the U.S. and Canada offer lower rates including gas, oil and insurance. He knows AIRWAYS saves him money by not maintaining airport facilities and saves him time because one call and AIRWAYS will probably arrive before his luggage. He knows AIRWAYS will provide a 1967 Chevrolet, Pontiac, Buick Riviera, Camaro or other new car. He knows it—AIRWAYS knows it—now YOU know it.

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5410 West Imperial Highway
Los Angeles, California 90045

BROADCASTING, May 15, 1967
Alchemy at ABC: B&W film into color

ABTO COLOR PROCESS TO BE DEVELOPED FOR TV NEWS

A new process that creates full-color images from black-and-white film was demonstrated for the first time last week at ABC-TV studios in New York.

Slides prepared by a process developed by Technical Operations Inc., Burlington, Mass., were compared with conventional color slides on color monitors in the ABC studios. Color quality of images from the black and white slides was described as "good" by witnesses of the demonstration.

Commercial possibilities of the new process will be explored by ABTO Inc., a new company to be formed and owned equally by ABC Inc., and Technical Operations (Broadcasting, May 8). Frank L. Marx, an ABC Inc. vice president, will serve as president of ABTO. ABC officials said the new firm would be incorporated as soon as the process became marketable.

Although only slides were demonstrated, ABTO representatives said development is proceeding on black-and-white motion-picture film possessing the same characteristics as the slide film. Mr. Marx said initial development efforts are being concentrated on television because the system is expected to be faster, less expensive, and more flexible than present color-film methods. He said the new process will offer film speeds and resolutions approaching those now possible with black-and-white film, and will use equipment that many television stations already have.

"We're particularly interested in the news-gathering aspects of television because we believe our process will make it economically and technically possible for networks and local stations to increase and improve color news coverage," Mr. Marx told the audience.

Comparison Test - During the demonstration ABTO black-and-white slides were randomly compared to conventional color slides prepared by the Society of Motion Picture and Television Engineers that are used to regulate and test color television equipment. All slides were 35 mm size. The ABTO black-and-white slides were actually "second generation," since they were rephotographed from the standard SMPTE slides, transferring the color "information" to the black-and-white film developed by ABTO. Color information from the photographic subject is "stored" on the black-and-white film in the form of three images in perfect registration. The special film is processed in standard black-and-white developers.

In addition to the film, all that is needed to project color pictures either via a film chain or motion-picture projector is a commercially available light source and an extra optical element in the projector's lens. Mr. Marx said he was "not at liberty" to disclose the details of the process other than to say that the negative film used in the process was "not renticular" and "not a multilayer film."

Mr. Marx indicated that once the process is commercially feasible, ABTO would offer modification packages for standard broadcast equipment that would enable present film chains to handle standard black-and-white film, conventional color film and ABTO film. He pointed out that the process was still under development and that no final specifications or economics for either film or modification kits have been decided upon.

Sarnoff sees satellite person-to-person TV

Brigadier General David Sarnoff, board chairman of RCA, predicted last week that ocean-spanning satellites in the future may lead to the development of person-to-person television communication.

He touched upon this development in the latest issue of The Exchange, official publication of the New York Stock Exchange. General Sarnoff said expansion of satellite communications could lead to the incorporation of TV as well as sound in a two-way pocket device, equipped with a decoding circuit responsive to one code out of several million possible arrangements of pulses transmitted from similar units elsewhere in the world.

In advance of this person-to-person TV, General Sarnoff envisioned the evolution of satellite communications in three phases over the next decade or two. The first would be through satellites linking continents; the second, linking cities with cities, and the third, broadcasting directly to the home.

TV use brings need for second Pacific satellite

A second communications satellite for the Pacific is seen some time this fall, pending approval by the 56-nation international consortium scheduled to meet in Tokyo Thursday (May 18).

The news of a second synchronous satellite for Pacific traffic was made known last week by Joseph V. Charyk, president of the Communications Satellite Corp., at the company's stockholders meeting in Washington.

One of the reasons for the need for a second Pacific satellite, Mr. Charyk said, is that the present synchronous Canary Bird, launched last January, must be pre-empted in part for TV service. Increased telephone and message traffic to the Far East, due to the Vietnam War, is also foreseen. Earth stations are now operating in Japan, the Philippines and Thailand, with a fourth land installation under construction in Hong Kong. Both the Philip-

At a news conference showing the ABTO color process are (l-r) Dr. M. G. Schoor, president, and Dr. F. C. Hennig, chairman of the board, Technical Operations Inc., and Frank L. Marx, vice president, ABC Inc.
...a high-light summary of NSI Reports

The Blue Chip Summary, issued 6 times a year, puts the following information at your fingertips:

- maps of NSI (and/or Metro) Areas for 200+ TV markets
- a roster of reportable stations in each market—with channels and affiliations
- day-part average audience estimates—both per ¼ hr. and cumulative (weekly reach)—with complete demographic breakdown found in regular NSI Reports
- plus details on sample sizes, characteristics, statistical tolerances and standards.

An ideal reference source where information on individual ¼ hr. details or specific programs are not needed.

For details, write, wire or phone your NSI Sales/Service Representative.

Nielsen Station Index

a service of A. C. NIELSEN COMPANY

Broadcasting, May 15, 1967
pine and Thailand stations are being upgraded with larger antenna facilities. Other earth stations that are due to become operative this year are Spain and Panama.

Mr. Charyk also told Comsat stockholders that the next generation of communications satellites will have wider bandwidths and increased effective radiated power through the use of high-gain, despun antennas. Present plans call for these Intelsat III series of satellites to be launched in mid-1968. A satellite over the Indian Ocean, opening communications space links among Europe, Asia, Australia and New Zealand, is on the schedule.

In other subjects taken up at the Comsat stockholders meeting:

- Mr. Charyk repeated Comsat's proposal to undertake a domestic satellite pilot program in advance of the FCC's decision on whether and how a domestic satellite system should be inaugurated (Broadcasting, April 3).
- Jaynes McCormack, chairman of Comsat, told stockholders that the company was considering asking Congress to revise the composition of Comsat's board in light of the recent sale of 235,000 shares of series II stock by International Telephone & Telegraph Co. (Broadcasting, May 8). This transaction brings the carriers' total share just above 45% of the company's ownership, he said. The carriers are entitled to six members of the 15-man board, and to own up to 50% of the company.

ATR answers the critics of its microwave system

American Television Relay last week leveled a charge of its own against critics of its proposed 1,610-mile point-to-point microwave relay system serving CATV companies. The company said complaining broadcasters were attempting to disrupt delay and obstruct the FCC's processing of its applications by embroiling commission consideration of the requests with other unrelated and unconnected applications.

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 along its planned route. Major broadcast opposition to the system has come from the National Association of Broadcasters; Grayson Enterprises Inc., kwab-tv Big Spring, Tex; Kelly Broadcasting Co., xcr-a-tv Sacramento, Calif.; Argus Broadcasting Co., wltv-tv Bowling Green, Ky.; and Taft Broadcasting Co., group owner.

ATR's charges came in a petition to dismiss the broadcasters' requests for consolidation of all the applications for full evidentiary hearing. The company said that since none of the broadcasters placed a signal over the areas it proposed to serve, their interests could not possibly be affected by the granting of the applications. Further, the company replied to complaints that it was not financially qualified to construct its system.

ATR noted the FCC had found it qualified two years ago to construct point-to-point microwave radio facilities in California, Arizona and New Mexico; the company maintained it had the resources to construct the facilities for 22 Texas-based stations currently pending before the commission. However, ATR said no useful purpose would be served if it were required to demonstrate that it has liquid assets for all future construction plans because these applications will not come up for FCC action for at least two years.

Laser-powered color TV to cost $100,000

A laser-powered color TV system has been developed by Texas Instruments Inc., Dallas, and is being studied by the U. S. Air Force for possible use in military applications. It's not for the home receiver for years yet, according to Charles E. Baker, Texas Instruments director of optoelectronics systems, who added: "Almost any kind of laser display is going to cost more than $100,000 for some time to come."

The experimental system produces a 30 x 40 inch picture using neon helium laser for red and an argon laser to produce blue and green. Because lasers operate without a vacuum, their colors are "spectrally pure," Mr. Baker said. He added that the only limit to screen size is the power of the laser. A 100w laser, already in use, could produce enough brightness for a 50 x 50 foot picture, he noted.

Immediate use of the color laser TV will be large-screen displays for air traffic control or satellite tracking, he said.

McMartin backs Belar in FM monitor delay

A large electronic manufacturing company has extended a helping hand halfway to a smaller competitor. The offer from McMartin Industries, Omaha, came in response to a request from Belar Electronics Laboratory, Upper Darby, Pa., for a 90-day postponement of the June 1 effective date of an FCC order requiring all stereo FM stations to have a type-approved modulation monitor (Broadcasting, April 24).

Belar said it has a monitor under consideration at the FCC laboratory and a sideband monitor almost ready for submission, but certain features of the equipment resulted in a delay in getting type approvals. Unless postponement is effected, Belar argued the company would suffer serious economic damage.

McMartin, which is one of two companies with type-approved monitors on the market (Collins Radio, Dallas, is the other), claimed the postponement would be unfair to the many broadcasters having invested funds to comply with the FCC order. Instead, McMartin proposed the FCC should postpone for three months the effective date of its order, but require each stereo FM to place its order by June 1 for a monitor type-approved by that date. If Belar doesn't obtain approval by June 1, McMartin said, its only loss would be the potential sales it might have made, and "at least an effort was made to help them."

Technical topics

New color processor = Houston Fearless Corp., Los Angeles, is introducing a line of processors for reversal color film. The equipment is said to have particular application for rapid access of television news film. It's being marketed under the name of Colormaster Mark II.

Improved log system = Bauer Electronics, Palo Alto, Calif., has introduced an improved log-alarm system for radio and television stations. Monitoring and recording plate current and voltage, power output, transmitter frequency and tower lights, the solid-state system gives immediate warning if critical parameters go out of specification. Price of the unit is $1,850.

Test camera jig = Cohu Electronics, San Diego, has started production of a new TV camera test jig. The equipment is supposed to provide reproducible, standardized test conditions for camera adjustments. It consists of four major components: mounting rail, light box assembly with test patterns, camera-support assembly and camera test-jig adapter. Cohu is selling the complete package for $495.

Olympic buy = Six Ampex VR-2000 high band color video tape recorders are going to the Winter Olympic games in Grenoble, France. They are coming at McMartin's request of the Office de Radio-diffusion Television Francaise, which will record events at the Winter Olympics next February. The high band equipment is part of an order of some $1.4 million for 12 VR-2000 recorders in all placed by the French television
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For local use:
Contact your local MS Society Chapter

this ad contributed by the publisher
network with Ampex S.A.R.L., Paris. The other six recorders will be installed in the Paris studios of ORTF and reportedly will be used for the introduction of color telecasting in France next fall.

Switch for CATV - A new high-speed remote-operated coaxial switch for CATV programming channeling is being produced by Marconi Instruments, Englewood, N. J. Available in single pole, two, four, and eight-way configurations, the switching is accomplished by dry-reed relays mounted in a strip-line configuration. Prices are $120 for two-way switch; $170 for four-way, and $245 for eight-way.

DuPont tape - DuPont, Wilmington, Del., is developing a new type of magnetic recording tape using black-colored chromium dioxide material instead of conventional iron oxide. DuPont claims its patented compound provides twice the storage capacity in computer use, and greater magnetic strength and fidelity in hi-fi instrumentation and video recording. Studies are being continued on the tape's use for video recording and instrumentation.

Custom console - A modular four-channel "custom" console which enables the engineer to build a console to suit his own requirements has been developed by Altec Lansing's audio controls division. The unit, designated model 9200, is styled so that a variety of audio control accessories may be utilized to lay out any type of desired circuit. For engineering data sheet write to Glenn Malme, Advertising Manager, Altec Lansing, 1515 So. Manchester Ave., Anaheim, Calif. 92803.

New FM transmitter - Bauer Electronics, San Carlos, Calif. has introduced a new 3-kw FM transmitter, model 603, reportedly designed to meet the needs of class A stations wanting to transmit full power, horizontal and vertical. The 603, although designed for a 3-phase power supply, can be furnished with optional single phase when 3-phase is not available or too costly to bring in. Bauer offers the same transmitter for 5,000-watt operation, designated model 603S. A simple plate transformer change can boost this 3 kw station to 5 kw.

IGM sales brief - International Good Music Inc., Bellingham, Wash., reports more than $350,000 worth of IGM automation equipment was sold at the National Association of Broadcasters Convention April 2-5 in Chicago and that another $75,000 was signed the following week. Orders were for either complete control systems or individual equipment units.

GE changes camera prices

A price increase on one color television camera, a price reduction on another and a reduction in the finance rate on conditional sales contracts, all effective May 29, are being announced today (May 15) by the General Electric Co.'s visual communication products department. The price of the PE-250 basic live camera color system moves up to $73,000 from $70,000; the price of the PE-240 color film camera system goes down to $48,500 from $49,500 and the price time differential rate for company-financed contracts is lowered to 4% annually, add on, from 5% a year, add-on.

BMI cites composers of 103 pop songs

One hundred thirty-four writers and 72 publishers of 103 popular songs licensed for performance by Broadcast Music Inc. New York, have been awarded BMI Citations of Achievement for success in the field of pop music during 1966. Awards are presented annually to songs that reached top-10 positions as determined by trade-paper polls of national popularity and popular acceptance.

Three special citations went to John Barry, Don Black and Screen Gems-Columbia Music Inc. for the Oscar-winning film title song "Born Free"; to John Kander, Fred Ebb, and Sunbeam Music Corp. for having won Tony awards for "Cabaret," the Broadway musical; and to "Stagers in the Night," written by Bert Kaempfert and Charles Singleton, as the most performed song in the 1966 BMI repertory.

AWRT originates award and radio-TV magazine

A new publication and a new award were announced in Atlanta at the 16th annual convention of American Women in Radio and Television in Atlanta (see page 28).

AWRT introduced its new magazine, Opt, at the convention, and said it would give a "perspective, and in-depth look" at the radio-TV industry. With the creation of Opt, to be issued three times a year, AWRT's "News and Views" was turned into a monthly membership bulletin.

Members of AWRT got a look at the Silver Satellite award, a black marble and stainless steel piece of abstract sculpture, which will be presented annually starting with the 1966 convention in Los Angeles. The award will go to a man or woman whose contribution to communications warrants national or international respect.

AWRT also approved its first international convention. It will be held in London in 1970 and will reflect attempts by the organization to expand its international membership.

Miami broadcasters go to aid of local ETV

Miami's radio and TV stations acting together to keep the area's only educational television station on the air during the summer months. By donating talent and equipment, the commercial stations aided WTHS-TV in raising $62,500 through a five-night TV auction. Over 2,000 donated items were sold by the 40 auctioneers, most of them radio and TV personalities, during the April 17-21 period. WLBW-TV supplied for the week a remote TV unit, including four cameras, to link the auction to WTHS-TV's studio.

Drumbeats...

Pen Prize - The Cecil Award for the best arthritic broadcast script of 1966 went to Thomas A. Maples of KIUC Tucson, Ariz. Oscar A. Gonzalez, president of the Tucson Chapter, the Arthritis Foundation, said that this is the second year in a row that the national award has been won in Tucson, indicating distinct interest and awareness. The 1965 award was won by Mac Marshall of KGUN-TV.

Radio's light power - A local country and western music station turned the lights on in Glendale, Calif., last weekend—some 3,200,000,000 candle-beam-power worth. It was the opening of a three-week campaign developed by the sales and production department of KAJY Glendale. While listeners of the station were reminded every half-hour that the motor car dealers of Glendale were automobile sales headquarters for Southern California, a flood of searchlights on every car lot beamed the same news at the point of purchase. In all, the opening barrage included more than 300 minute announcements on the station.
McIntire's wrath aimed at FCC

Fairness doctrine limits conservative views by fear of FCC action, he charges

The Rev. Dr. Carl McIntire visited Washington last week to walk a picket line and address a rally, to invoke the name of God and to call for help from Congress, all in connection with his continuing controversy with the FCC.

His complaint, basically, is the commission's fairness doctrine.

He has long held that the doctrine is being used by liberal groups to suppress the fundamentalist religious and conservative political views expounded on such radio and TV programs as his own half-hour 20th Century Reformation Hour.

Last week, he said the commission itself is using the doctrine as a form of "blackmail" to force stations to drop his program, or to discourage them from taking it. (Despite such alleged pressures, the program is heard daily on more than 500 radio stations.)

Underlying this expressed concern is his even older quarrel with the National Council of Churches and its "modernist" views. The commission, he said, has taken the side of the NCC in the "historic" cleavage between that group and the fundamentalists in the American Council of Christian Churches, which he helped found, on the interpretation of the Bible.

He feels the commission helps perpetuate a situation in which the networks and individual stations make what he says are vast amounts of time available to NCC and its member groups, and virtually none to the smaller ACCC.

Powerful Ally = God, Dr. McIntire appeared to feel, is on his side. "As long as we have the word of God," he told a rally of his followers at Constitution Hall Monday night (May 8), "we can make progress" in turning religion back "to the God of our fathers."

But he challenged Congress, too, and asked for approval of a resolution calling for a congressional investigation of the commission. The resolution, which accused the commission of violating constitutional guarantees of free speech and free exercise of religion, was adopted unanimously.

Singled out for special mention in the resolution as forces using the fairness doctrine as a weapon to suppress conservative views were the NCC and the Institute for American Democracy. The IAD, organized in November to expose extremists of left and right, has been concentrating its fire on commentators of the right (BROADCASTING, March 13) (see page 63).

The Collingswood, N. J., preacher denies he is the "extremist" he is frequently pictured. "I'm a preacher of hell-fire and damnation," he told the audience. And he demonstrated the oratorical flair to support that kind of preaching, with his voice rising to mighty crescendos as he denounced the FCC and all its works, or dropping to a hoarse whisper as he quoted Scripture.

Warm Reception = The audience loved it. Often, in fact, his points were lost in the waves of applause that rolled in from the rear of the hall before he finished his sentences.

It was the pastor, however, who was disappointed in the size of the audience. Its estimated 800 members left large gaps of empty sections in the 3,811-seat hall. "We're fighting for freedom here tonight," he said. "What's the matter here? We should have this hall packed."

Dr. McIntire opened his one-day foray into Washington at 3 p.m. Monday at the head of a line of some 60 pickets who, for one hour paraded in front of the new Post Office Building on Pennsylvania Avenue, where most FCC administrative offices are located.

His aim, he said, was to focus public attention on the commission and its fairness doctrine. As his followers—some from as far off as Arizona and California—picketed with signs reading "FCC Denies Religious Freedom," "FCC Denies Free Speech," "FCC Harasses [sic] Religious Broadcasts," Dr. McIntire said: "Nobody's suffered from the fairness doctrine the way we have."

However, he also said his movement "is gaining strength." And it does appear viable. The 20th Century Reformation Hour plus related enterprises are estimated to have grossed more than $3 million last year. Dr. McIntire said the estimate was reasonable.

Pending Action = Dr. McIntire didn't take advantage of the platform he had Monday night to call attention to his direct involvement in a pending FCC case—that involving the stations owned by the Faith Theological Seminary of Philadelphia, which he heads. Wxur-AM-FM Media, Pa., face license-renewal hearings in the fall on a number of issues, including the question as to whether they have complied with the fairness doctrine.

But in his remarks he accused the commission of cooperating with liberal groups in applying the fairness doctrine in a manner to suppress the views of conservative commentators. He cited two cases in which he said stations, both in Pennsylvania, cancelled his program as a result of "fear" of the commission or by indirect pressures ex-

Dr. Carl McIntire (right, foreground) leads followers in picketing the FCC last week. Dr. Charles Richter, known to listeners of Dr. McIntire's '20th Century Reformation Hour' as 'Amen Charlie,' is at his right. Man in bow tie is Donald Waite, associate director, '20th Century Reformation Hour.'

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BROADCASTING, May 15, 1967
Fairness complaints upheld by FCC

The FCC last week sided with the Institute for American Democracy in its fairness-doctrine complaints against two Florida stations. IAD said had carried attacks on it and its opponents.

The stations, WEDR-FM Miami and WSWN Belle Glade, had demanded a considerable amount of information before deciding whether to grant IAD's request for time to reply to the broadcasts.

The commission said the requests were unreasonable, and gave the stations 10 days to inform it of the measures they intend to take to comply with the fairness doctrine.

IAD, established in November to oppose extremists of the left and right, has been the target of a number of conservative commentators. And IAD has been demanding, and getting, time for reply on a number of stations. (See page 62).

Cotton Broadcast # At issue in the Florida case was a Richard Cotton Conservative Viewpoint broadcast that the commission said the two stations aired "on or about Jan. 11."

The commission said the stations ceded initially in not informing IAD of the "attack" and offering time for reply. IAD had properly requested a transcript of the program and an opportunity to respond, the commission said.

However, WEDR-FM then asked for such information as "the persons purported to have been attacked, the exact nature of the attack and supporting data refuting the attack, i.e., complete information on persons claimed to be attacked," all "in proper, legal, affidavit form." WSWN asked for the submission, "in affidavit form," of the names of those who brought the matter to IAD's attention "and what they related to you verbatim which you considered an attack." The station also requested certified copies of IAD's charter and biographies of IAD officials attacked, and asked that its letter be treated confidentially.

The commission told both stations that such demands were unreasonable and improper, and constituted a "further violation of fairness-doctrine requirements.

Mutual may increase network programming

The Mutual Affiliates Advisory Committee recommended that MBS increase the network's program inventory for national sales during MAAC's annual meeting in Freeport, Grand Bahama Island, which ended May 5.

Matthew J. Culligan, MBS president, said the move will enable the network to broaden its resources in news, special events, sports and weekend programming.

Victor C. Diehm, chairman of MAAC and president-general manager of WABX Hazleton, Pa., said the new arrangement was proposed in place of an earlier network suggested plan of news headlines and a commercial position on the hour. He added that the "network's willingness to change its original plan has given both of us a workable basis for the future."

Mr. Culligan later reported that Mutual now has commercial positions on the half-hour for its news programs and for two 15-minute daily news programs plus sports and special-events programs. Members of MAAC now will communicate with the network's 523 affiliated stations urging that additional commercial time be allotted to Mutual in return for which the network will provide additional programming.

Mr. Culligan stated that the "specifics" of the added commercial time have not been determined but will be worked out by affiliates and MAAC, which will return to the network with the agreed-upon approach.
Copyright bill is stalled

Senate action on controversial bill this session unlikely because of unsettled CATV, artists issues

Copyright law revision, and with it, key decisions concerning CATV and performers’ rights to royalty payments from broadcasters for air play of phonograph records, has been pronounced unpassable during this session of Congress by many of those directly involved with the legislation. Last week word from the staff of the Senate Commerce Committee and the Copyright Office of the Library of Congress confirmed that action on the House-passed measure was improbable this year.

The position of the Commerce Communications Subcommittee is generally that too many substantive issues remain unsettled, making passage this year “very unlikely.” Lengthy consideration of a variety of sticky issues, including almost all aspects of the bill, is said to preclude prompt committee action on the bill.

The Copyright Office, which has been engaged since before 1960 in the massive project of redesigning a copyright law that has remained without substantial revision since 1909, is now said to be resigned to the fact that its work cannot come to fruition during this session. For the rest of the year, emphasis is to be placed on polishing certain parts of the bill and arranging, if possible, compromises and agreements designed to pave the way for passage during the second session of the 90th Congress, early next year.

CATV Problem: Difficulties concerning the degree of copyright liability to be imposed upon community-antenna systems represent one major problem area. As passed by the House, the bill has no section specifying CATV exemptions; such provision was eliminated in floor action, partly as a result of a jurisdictional squabble between the Judiciary and Commerce Committees over regulatory aspects of the proposed exemptions. This part of the bill, Section 111, is now considered to be unsalvageable, although the same language that was stricken from the House-passed bill still appears in the draft officially before the Senate.

It is believed that a new Section 111 must be devised that would forestall the sort of controversy the previous section engendered. This involves bringing the warring factions that are generating the controversy to terms that all can accept, and, at present, no one seems sure what sort of terms these might be. One difficulty cited is the lack of an appeals court decision in the United Artists v. Fortnightly case, in which a U.S. district court found cable systems to be completely liable for retransmission of copyrighted material.

Observers hold that the absence of a clear ruling on the status of CATV’s under existing copyright law is keeping conflicting parties from holding meaningful negotiations looking toward revision. (The appeals decision has been termed “long overdue,” and some speculation has it that the bill has been written but is in the process of being revised in the light of House action on copyright revision.)

Win or Lose: A decision either way would be expected to firm-up the respective bargaining positions on the CATV question. Many observers expect that the CATV interests will lose the appeal, leaving the cable systems with full liability. This, it is expected, will inspire cablemen to exert prompt pressure on Congress to enact some measure of exemption. (However, if the CATV interests win their appeal, relative bargaining strengths would be reversed.)

Another issue clouding the congressional picture is that of performers’ rights. Not provided for in present law, nor mentioned in the revised bill as passed by the House, the idea of royalties for recording artists is said to have found considerable favor in the Senate panel. Last Thursday the Senate sponsor of the amendment that would grant such rights appeared before a group of broadcasters in New Jersey to explain his position (see box). Meanwhile, opposition has been left almost exclusively to the National Association of Broadcasters.

Although not of immediate interest to broadcasters, still other aspects of the bill are contributing to delay in Senate action. Among these are the question of application of liability for use in computer systems of copyrighted matter, questions of use in education (including exemptions for instructional television) and the question of mechanical royalties affecting juke-box operators.

McLendon’s campaign finds growing support

Gordon B. McLendon sought to enlist the American Mothers’ Committee in his “campaign against filth, smut and suggestive lyrics” in popular music at its convention last week in New York. Mr. McLendon initiated his campaign in trade press advertisements in which he stated that McLendon Stations would refuse to air records sub-

Hot subject, cold audience

The sponsor of the Senate amendment to the copyright-revision bill that would force broadcasters to pay royalties to record artists for each play of their records on the air appeared last Thursday (May 11) before what he described in show-business terms as “a tough audience.” He addressed a group of broadcasters.

Speaking at the spring managers meeting of the New Jersey Broadcasters Association, Senator Harrison Williams Jr. (D-N.J.) offered as quid pro quo for the industry representatives the supposition that if record companies could count on air-play revenues they could afford to record a wider range of music and take more chances on unestablished but promising talent. As the market now exists, jazz and classical music would be benefited most by such royalties, he said.

But the senator made his strongest appeal on what he feels is a matter of equity that should have been corrected years ago. Accompanied by Mitch Miller, Senator Williams used one of Mr. Miller’s hits as an example. The Senator cited “The Yellow Rose of Texas” as a song probably destined to remain forgotten despite its inclusion in an album of Civil War songs, and noted that Mr. Miller’s arrangement made it a best seller. As arranger, Mr. Miller received royalties on sales while the record was selling, the senator conceded, but he went on to suggest that radio stations—“particularly in Texas”—have probably played the record “thousands of times during the past 10 years or more without paying Mitch a penny.”

Stressing the creative contribution of performers, Senator Williams noted that “almost no one wants to hear ‘Hard Day’s Night’ by a string quartet.” And listeners want to hear Herman’s Hermits sing “Mrs. Brown, You’ve Got a Lovely Daughter,” he added, “not Jan Peerce.”

64 (PROGRAMING)
TV's grim role

Television brought the Vietnam war home with shocking impact to a family in LaGrange, Ga.—and in doing so brought news of a casualty faster than the Department of Defense.

A newscast of battlefield action shown over wsbtv-Atlanta, drew Mrs. Landon Morrow Sr.'s undivided attention because she saw a camera shot of her son.

"Come quick, Landon," she called her husband. "Here's our son."

After switching to other action, the camera returned to her son again—this time, he was on a stretcher, wounded and being treated by medics in the field. He was identified as the radioman from his company, the position Mrs. Morrow knew he held.

The soldier's wife, Mary, did not see the news show so the Morrows did not call her.

"We kept calm until we could get a telegram," Mrs. Morrow Sr. said. "And we did, around 9:30 the next morning."

The Department of Defense communications wire also advised that the wounded soldier was recovering and being transferred to a hospital in Japan.

The campaign "has been making progress," Mr. McLendon said. He cited similar air-play policies instituted last week by Susquehanna and Star stations. This brought the total of campaigning stations to 14 AM and 10 FM, including Mr. McLendon's five AM and seven FM stations.

He also cited what he termed "a qualified review" of the Standell's single "Try It" in a recent issue of an entertainment publication, which noted that the song's lyrics "may be regarded as rough in some quarters."

"Five weeks ago," Mr. McLendon asserted "before we warned the record industry that it must clean up its music, the same record would not have received such a qualified review.

"We are not naive enough to think that the battle which we have begun has been won; we know that it's going to take a united front of broadcasters to win a final victory—that, plus the help of people like you," he emphasized for the assembled mothers.

Mr. McLendon called for continued campaigning, including a "purge of all the distasteful English records that deal with sex, sin and drugs."

The McLendon crusade has drawn widespread support from the broadcasting industry, as well as the public and some record manufacturers. Stations, large and small, group or individually owned, said that they agreed with the concept that care should be taken regarding what is aired. Generally, they said, it is up to the station to exercise responsibility in programming, although not all felt that it was necessary to go as far as to request lyric sheets for all records.

WLBT(TV) had no policy on racial news

Fred L. Beard, former manager of WLBT(TV) Jackson, Miss., testified last week at an FCC hearing in Jackson that the station had no policy on covering racial news.

"We just covered it as it happened," he said.

Mr. Beard was questioned on his tenure at WLBT, from the mid-1950's until 1965. The station's license-renewal application, the subject of the hearing, has been opposed by the United Church of Christ and two Negro leaders. They contend WLBT discriminated against Negroes during this period.

The hearing, before FCC Examiner Jay A. Kyle, goes into its third week today (May 15).

Hagan Thompson, news director of WLBT testified last Wednesday that news broadcasts on the station only identified any significant appearances on television in the past, being considered one of the medium's major holdouts.

Miss Day's husband, Martin Melcher, will produce her features for CBS. He also will be involved in other CBS projects. Miss Day's first film for CBS is scheduled for production this fall.

CBS-TV eyes Doris Day

as CBS Film signs her

The recently-formed CBS Theatrical Film Division made its first talent acquisition last week and it was a big one that may have indirect television programming overtones. Singer-actress Doris Day, was signed to a multiple movie production deal that may include as many as four pictures. These movies will be made initially and primarily for theatrical distribution. There is no television commitment involved in the agreement Miss Day signed last week.

CBS-TV, however, reportedly is still negotiating separately for Miss Day's television services. She has not made similar air-play policies instituted last week by Susquehanna and Star stations. This brought the total of campaigning stations to 14 AM and 10 FM, including Mr. McLendon's five AM and seven FM stations.

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Heavyweight champs square off in radio’s dream tournament

Murry Woroner is a radio program producer, not a fight promoter. But he may be the matchmaker to put Jack Dempsey in the same ring with Joe Louis.

The dream pairing, abetted by a team of the nations foremost boxing authorities and a computer, could be one highlight of “Knockout”, a program-promotion of Woroner Production that bids to set a highwater mark in radio syndication.

From his Miami headquarters, Mr. Woroner hastened to assure, All Time Heavyweight Championship Tournament, the program portion of the promotion, goes beyond mere imagination of a script writer. And evidently his salesmen have successfully made this point to 94 stations that already have signed for a fall release.

Mr. Woroner underscored that this clientele includes such outlets as WNEW New York, WTAM Pittsburgh, WTOP Washington, WFBR Baltimore, WCRB Miami and many others known for perception in program planning.

Network or Tape • Tournament, matching 16 of the all-time heavyweight champions from John L. Sullivan to Cassius Clay, has another unusual aspect. The release date of Sept. 11, 1967, will be strictly maintained by network feed (9:30 p.m., New York time) or by sealed, controlled tape delivery.

The three experts involved in the initial planning of Tournament include Nat Fleischer, publisher of Ring magazine, who will rate the champs and make the pairings for the first eight programs of the 15-week elimination tournament. With him will be promoter-manager Chris Dundee, owner of five champions, and Angelo Dundee, handler of many ring greats, contributing data on fighting aspects of the tournament fighters.

According to Mr. Woroner, the trio’s findings will be fed as thousands of bits of information into an NCR computer by SPS Data-Processing of Miami. The fighters being rated as to 129 variables per man (speed, ability to withstand and throw punches, courage, agility, killer instinct, etc.). This is being combined with the blow-by-blow record of all the tournament boxers plus the 129 variables of all opponents who fought the champions.

Veteran sportscaster Guy LeBow will take the computer readout and recreate the blow-by-blow descriptions. All fights will be carried as if originating from the Miami Beach Convention Hall and fought under rules of the Florida Boxing Commission. All necessary steps to insure secrecy of the computer readouts and

persons by race “if it was pertinent to the story.”

Station attorneys introduced national news media accounts of two racial events in Mississippi and two WLBX news scripts of the same events, containing that all four carried essentially the same information.

Kenneth Dean, director of the Mississippi Council for Human Rights, also testified that WLBX had always cooperated with his race-relations organization.

Campaign-fund law nipped in Senate

After weeks of pulling and hauling over the controversial campaign-fund law passed in the final days of the last Congress, the Senate finally took definite action last Tuesday (May 9). Attempts to tie repeal of the measure to a bill reinstating the 7% investment-tax credit suspended last year as a counter-inflationary move were beaten down by Senate majority leadership, but at a cost that rendered the fund inoperable unless guidelines for use of the campaign money are passed by Congress.

Senator Russell Long (D-La.), Senate majority whip and author of the law now on the books, took the Senate action as a defeat. He had fought tenaciously against repeal. Broadcasters stood to gain considerable revenue under the law. Much of the money spent would be used to buy broadcast time.

In order to affect the operation of the law, the House must concur with the Senate action, and the modifications must then be signed into law by the President. House approval could be gained through action of a conference committee; the House has already passed the investment-tax-credit measure, which now serves as a vehicle for the campaign-fund legislation. The Senate has instructed its conferees "to insist" on the fund's modifications. A presidential veto remains a possibility, but this would also scuttle the tax-credit reinstatement. The President strongly supported Senator Long's efforts to save the law, but as the Senate action fell short of outright repeal in language, if not in fact, he may be expected to concur.

If the Senate didn't vote repeal, it did almost render the campaign-fund plan invisible. As the crucial votes developed, not only was the fund not to be disbursed to the presidential campaign organizations until guidelines had been set, but in the final compromise the fund was not to be funded to start with. Under the Long law, taxpayers were to be given the option of checking a box on their tax forms that would earmark $1 to be paid into the fund. As passed, the space on the form is not to appear until Congress takes further action. It was feared that the existence of the projected $60 million in a fund would add to pressure that the earmarked money be turned over to the campaign organizations without waiting for the guidelines.

Further, it was argued that money so earmarked but prohibited from being distributed could not then be used for any purpose.

66 (PROGRAMMING)
Barrett, Morgan join ETV project

It was two steps forward and a possible step backward last week at the Public Broadcast Laboratory of National Educational Television. ABC commentator Edward P. Morgan received a two-year leave of absence, effective June 19, to become "senior correspondent" for the PBL's news and cultural affairs show, due to start Oct. 29 on NET's 115 affiliated stations. Mr. Morgan will earn at least as much from the noncommercial assignment as he has from ABC (CLOSED CIRCUIT, April 10).

Dean Edward W. Barrett of Columbia University Graduate School of Journalism was appointed chairman of the PBL editorial policy committee, after being elected to a five-year term on the NET board of directors.

Despite the prestigious appointments, reports of a cutback in original plans for the show continued to circulate. Dean Barrett granted only that the PBL had entered "an inevitable period of budgetary adjustments, troubles."

Originally, the show was to be three hours weekly. At the recent NET convention, however, Lewis Freedman, PBL director of cultural programming, said: "We are considering alternate-week broadcast," while Av Westin, PBL director, said: "The show's final format will be determined by the wishes of NET affiliates" (BROADCASTING, April 24).

Last week, a PBL spokesman called reports that the show would be only two hours long and possibly appear only on alternate weeks and perhaps only 25 weeks a year "conjectural." He said: "Only we know our plans. The show will be two or three hours weekly, definitely every week."

How Much Money? Apparently there has been some confusion among PBL staff members as to how much money they have to operate with.

The Ford Foundation's $10 million appropriation for the laboratory has been banded about a great deal, seemingly without ever being nailed down to a period of time, until recently. The $10 million represents all the money appropriated for the two years of the laboratory's "demonstration project."

But PBL authorities gave the impression earlier that the foundation would make an annual appropriation of $10 million, saying in February that $2 million would go for interconnection, with the remaining $8 million for facilities, staff and programming. The regular, eight-hour-a-day interconnection they were projecting at that time is said to cost about $2 million a year, or 40% of the appropriation for the two years.

Competitive Pay = Whatever the eventual budget plans and format of the PBL show, its salaries are being kept competitive with commercial TV. Mr. Westin has said his salary as director is comparable with what he was making as executive producer of CBS News election coverage. And Mr. Morgan said last week his salary from the lab will be "fully competitive with that of my broadcasting activities at ABC," reportedly $75,000 a year.

Mr. Morgan has had his own 15-minute weekday news-and-commentary program on ABC radio for the last 12 years, sponsored by the AFL-CIO. Cancellation of the union's sponsorship involves $956,000 a year, entire network radio budget. There were reports last week that ABC was mounting a substitute program with similar format, a new commentator, and presumably new sponsorship.

Elmer W. Lower, ABC News president, commented on Mr. Morgan's appointment: "We are happy to be able to grant his request for a leave of absence to help create still additional sources of television news for the nation."

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Critic blasts networks' news

Cleveland Amory charges
dishonest reporting in networks' news departments

In a scathing denunciation of the TV networks' news departments, "the most nauseous" of all TV network departments, Cleveland Amory—identified as "America's foremost social historian"—charged that the average network documentary is "dull . . . pointless and worst of all point of viewless."

He criticized the TV coverage of the April 15 anti Vietnam peace parade in New York as "an absolute outrage and it was false and it was untrue and there wasn't one solid piece of fact they had to back it up."

It was, he cried, "thoroughly and dishonestly reported by the sources you might have expected to report it that way. . . . I think it was prereported and I think this is a very dangerous thing that the networks are doing."

Mr. Amory made his comments in Atlanta May 6 at the annual convention of American Women in Radio and Television.

After reading a few letters from viewers who disagree with the critiques he writes for TV Guide, he launched into his attack on the networks.

He was "thrilled to see CATV come along" because that means that "somewhere" there is an "end of the domination of these networks—the domination of three people controlling what you see throughout the country, which is the vice presidents of these three networks in charge of programing."

This network domination, he maintained, is "an appalling thing" and it may satisfy a few people for a little while, "but let me tell you, it doesn't satisfy the hungry multitudes of this world."

Tossing a few barbs at half-hour series, he said although they "are often bought on the basis of an original idea, by the time they have been through the mills of the TV gods, they are ground so exceedingly fine that they all appear on your screen sounding as if they have come out of the same bread basket."

He was particularly incensed over the canned laugh tracks in situation comedies. These tracks, he felt, "make every episode of every show sound as if it has been shot in some kind of a hysterical thunderstorm." (He neglected to mention that a half-hour situation comedy, O. K. Crackerby he had co-created was canceled by ABC-TV in the 1965-66 season after 17 episodes, because it didn't get the ratings.)

But the bulk of his vitriolic remarks were directed at the network news departments. Mr. Amory said he was "sick and tired of their complacency... of their groaning with awards. They are absolutely confident that they do the most marvelous job on documentaries that can possibly be done. Actually they do a very poor job on documentaries."

He could find only "two documentaries in the entire year that would bear mentioning, let alone repetition—

'Bonanza' producer working on back-to-back westerns

Is America ready for two solid hours of westerns on a regular basis? David Dortort thinks so and he's the man most intimately concerned. Bonanza is his mature offspring; High Chaparral is his new baby. NBC-TV has slotted them back-to-back from 9-11 p.m. on Sunday, starting in the fall. Already industry observers are calling the new show "the son of Bonanza" and questioning the wisdom of milking a good thing.

David Dortort, whose official designation is executive producer for both shows, does not pussyfoot around the situation. He would rather have seen High Chaparral scheduled on a different night than alongside Bonanza and also at an earlier hour than 10. He knows there's normally a dropoff in audience at that late hour and is aware that the established show's coattails may more smother than mother. Yet, in pragmatic fashion, he accepts the greater challenge of the schedule as NBC-TV has worked it out and sees where it may have a beneficial effect on both the returning and the new western.

The point Mr. Dortort tries to make most clear is that High Chaparral will differ importantly from Bonanza.

"It's not two hours of Bonanza," he stresses. "It will be a completely different kind of western, with greater scope and more physical action. It will be concerned with man's conquest of a hostile nature and hostile people. It also will be the story of the Apache, the Spartans of the Southwest. It will restore truth to the history of the Indian. There will be more adult and more contemporary attitudes between the characters. We'll strive mightily so that we do not duplicate Bonanza."

A Double Bill • Mr. Dortort wants the Sunday night audience on NBC-TV to think of the two hours as two separate feature films. They're going to be seeing a western double bill, he points out, but each will offer contrasting values.

Bonanza will continue to offer its close family relationships and warmth. High Chaparral will be shot mostly on location, feature rugged action and, in this time of racial awareness, introduce "honest and sensitive" portrayals of Indian and Mexican minorities (there are five Mexican characters who are regulars in the series).

Chaparral will not only be high and mighty, as Mr. Dortort envisions it, but could be big and long as well. If the series clicks in its maiden season, the producer hopes to convince the network to expand it to 90-minutes in subsequent campaigns. The pilot for the series was shot in.
The Right to Bear Arms and Saigon.

This, he claimed, "is an appalling record . . . in a year in which this country, at home, was embroiled in the greatest domestic ferment perhaps in the history of this country, and abroad was engaged in the most controversial, most unpopular war in all our history."

Chiding the networks for lack of documentaries on animals, Mr. Amory (who failed to mention that he is president of the Fund for Animals Inc. and a director of other anti-violence organizations), claimed TV "commercializes on animals" more than any other industry, yet "has done absolutely nothing for animals."

He noted Walter Cronkite on his CBS news program had done two seven-minute segments on "the case of pet stealing for laboratories and the use of animals in laboratories." However, Mr. Amory, continued, "the second segment completely negated the first."

He was also critical of CBS's work on Rachel Carson's "The Silent Spring," which deals with the dangers of insecticides. The TV documentary was pointless, he charged, because the network "beat over backwards to be sure they had all the chemical advertisers satisfied by removing the point."

ASCAP wants all or nothing

Tells court it needs full TV station financial data from annual FCC reports

The American Society of Composers, Authors and Publishers and the All-Industry TV Music License Committee last week resumed, on paper, their argument over how much of their financial souls TV stations must bare to ASCAP.

Judge Sylvester J. Ryan, presiding over the committee's five-year-old lawsuit to determine "reasonable" rates for TV stations' use of ASCAP music, had ruled originally that the 375 stations represented by the committee must turn over—but under conditions assuring confidentiality—all their financial reports since 1959.

But in a chamber session 10 days ago he indicated that he might be changing his mind, and that it might be enough for the committee to produce summaries of the stations' FCC reports, grouped in broad revenue classes, with individual reports from relatively few stations to be made available as a basis for testing the validity of summaries (BROADCASTING, May 8).

In response to his request for memoranda on the question, ASCAP last week filed papers renewing its contention that it must have access to all FCC reports in order to take into account many different economic factors involved in determining reasonable and nondiscriminatory rates.

In addition, ASCAP argued, the FCC reports are available to the committee and unless both sides are working from the same basic financial data "we will be at hopeless odds in trying to resolve our differences . . . as to the pertinent financial figures."

Supports New Approach For its part, the committee filed a memorandum emphasizing its support for the new approach suggested by Judge Ryan, asserting it will put both sides "in a position as close as possible to parity" with respect to financial information, will expedite the case and will assure "that there will be no needless disclosure of any confidential data of any television licensees of ASCAP."

Moreover, the committee contended, confidential individual station data on many items requested by ASCAP has no bearing on the rate issue. Among the items listed in this category were "executive salaries, revenues derived from broadcasts, gross and net profits, revenues from political broadcasts, depreciation and amortization and costs of equipment in various categories."

The memorandum for the all-industry committee, which is headed by Charles Tower of Corinthian Broadcasters, was filed by the New York law firm of Barrett Knapp Smith and Sarpiro. The ASCAP memorandum was submitted by Arthur H. Dean of Sullivan and Cromwell, New York, and Herman Finkelstein, ASCAP counsel.

WBBM-TV has problems with its work force

Two labor-relations issues last week involved CBS-owned WBBM-TV Chicago. One concerned the WBKB-TV newscaster, John Drury, now working at WGN-TV Chicago.

Mr. Drury recently resigned because he claimed he was "unhappy" at WBBM-TV and promptly went to work for WGN-TV. WBBM-TV, however, said it refused the resignation and refused to release Mr. Drury from his personal-services contract, which still had two years to run. The CBS outlet isn't disclosing what action it plans in the case.

Last Monday afternoon (May 8)
KHJ-TV exposes its inner workings

One of the most expensive, locally produced, nonsyndicated, weekly hour television programs in the country is going into its second month of production at KHJ-TV Los Angeles with the filming and taping of an unusual self-portrait. The regular color Saturday night series is called On the Scene. It made its debut on the station last month. Now it's doing a show on the station's own facilities, trying to answer questions of interest for people who have never gotten behind the tourist's view of a television operation.

For one week, film and video-tape crews—the program employs both production techniques—disrupted the station's routine, visiting executive suites, control room, editing departments, news room and switchboard and reception operations, in hopes of plotting the logical course programs of all kinds follow on their way to on-air presentations. Broadcast veteran Jack Denton, host for the program and the only on-camera talent used, is handling this program—as he does all others in the series—in a tight but informative, breezy but disciplined, manner.

Despite a minimum outlay for performing talent, the On the Scene series is an ambitious project by most standards. The average weekly cost of a program is $3,200. Of this total, $2,000 goes for below-the-line costs, while the remaining $1,200 is spent above-the-line. Any advertiser can buy into the program. Standard 60-second spots are sold on a participating basis.

The series takes the entire 79,000 square miles of Southern California as its subject. The concept of the program was in the planning stage for several months. Essentially, it's pegged to the changing times in the regional community. The KHJ-TV cameras have delved into all areas of community activity—recreational, industrial, cultural. Most shows are produced on a location in a single day of shooting by remote crews.

The first program in the series, for example, focused on Cole of California Inc. (not a sponsor). It followed a bolt of cloth as it went through various stages of manufacture on the way to becoming a bikini bathing suit. A subsequent program documented the operation of the Motion Picture Country Home and Hospital.

Besides leading viewers past the stage set into behind-the-scenes operations, the station self-portrait program also figures to have definite, if somewhat indirect, value as a promotion piece. Among other things, the station's efficiency of operation, station personnel and various specific programs are to be tactfully praised during the course of the self-portrait. The program was scheduled to be shown on May 6.

\[\text{On the Scene} ' \text{ host Jack Denton (dark suit) talks to Paul Fuentes, the show's director, in the newsroom.}\]

WBBM-TV was struck by its 13 film editors in a dispute over one man who wanted extra pay for cutting a news special on fair trial and free press. He claimed extra pay is due under the current contract with local 780 of International Alliance of Theatrical Stage Employees since the work qualifies as higher rated production editing. A compromise was reached that same night. The men will receive some extra back pay for such work without setting a precedent and the station gains the right to negotiate the point in the future rather than having it arbitrated as local 780 sought in a court suit now dropped.

**TV series sales...**

"Alfred Hitchcock Presents" (MCA): WKEF-TV Dayton, and WJAN-TV Canton, both Ohio; WOFS-TV Green Bay, Wis.; KIGN-TV Denver; WAFT-TV Cleveland; KARK-TV Little Rock, Ark., and WLDB-TV Miami.

Arrest and Trial (MCA): WAFT-TV

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**A Desilu executive by any other name...**

The Gulf & Western Industries Inc. acquisition of Desilu Productions, first announced last February, took a significant step closer to completion last week with an important shift of management. Latest move in the complicated contractual procedures, which would have Gulf & Western acquire Desilu for about $16.6 million worth of its stock, was the resignation of Herbert F. Solow, vice president in charge of programming for the TV production company. Mr. Solow immediately assumed the same title for Paramount TV Productions.

The change is only a technicality since G&W already owns Paramount. Young Mr. Solow (37), who has Desilu riding high once again in network TV production, will report to John T. Reynolds, president of Paramount TV Productions.

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**Action in Chicago**

Jerry Udwin, news director of WIND Chicago and president of the Headline Club, the Chicago professional chapter of Sigma Delta Chi, has announced that a committee has been formed composed of media, bar and civic representatives. Its purpose is to "establish lines of communication" between newsmen and the judiciary regarding the citizens' right to know, he said.

Cleveland; WJAN-TV Canton, Ohio, and WLDB-TV Albany, Ga.

Mr. Ed (MCA): KLO-MT Reno; KFDA-TX Amarillo, Tex.; WSPD-TV Toledo, Ohio; WAFT-TV Cleveland, and WDMT-TV Laurel-Hattiesburg, Miss.


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BROADCASTING, May 15, 1967
Film drought poses problems

TV program executives told to use more imagination in presentation of features

The dwindling supply of feature films suitable for station use in early-evening and late-night periods may force stations to use more imagination in their programming.

That view was pointed up in a discussion panel on stations' use of feature films last Thursday (May 11) at the opening of the fourth annual meeting of the National Association of Television Program Executives in New York.

Although stations are faced with problems posed by increasing network use of movies in prime time, rising costs, and a shortage of motion pictures with audience appeal, it was noted, broadcasters could make better use of available product if they applied some creative thinking to presenting films.

"There's been no new major concept in presenting films since the early days," said Ray Hubbard, national television program manager for the Westinghouse Broadcasting Co. "Local stations have to accept available features for what they are: only a few first-run blockbusters. The real winners will be on the networks."

He and four other panelists—Al Ordover, research manager, marketing services for NBC-owned TV stations; John Koushouris, program director, WOR-TV New York; Louis Friedland, vice president for syndication, MCA TV, New York, and Robert Seidelman, president, Teleworld Inc., New York—discussed questions presented by panel moderator Elliott Abrams, vice president, Walter Reade Organization.

Mr. Koushouris said stations are getting the dross of the syndicators' film catalogues and are forced to rerun features too many times. One way to beat the problem, he suggested, is for stations to develop their own personalities and "grind out the product in our own studios."

Comments by film producer Joseph E. Levine during a question-and-answer period at lunch were predictably in a more free-swinging style.

"Thank God for TV"* In answer to a worried, heavily structured question on the aesthetic problem of mixing media with movies on TV, Mr. Levine laughed and said: "I only wish I had more problems like that: the millions I'm making selling pictures to television are keeping me in business. Every night before I go to bed I thank God for television."

Mr. Levine went on to advocate television advertising as the most effective method of promoting movies on

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Civic dialogue on WDZ

All regular programing and commercials go on the shelf Saturday (May 20) at wdz Decatur, Ill. Instead, the daytimer plans to devote its entire 14-hour schedule to consecutive appearances by area and community elected officials who will explain the workings and problems of their offices. In addition, five telephone lines will allow listeners to fire questions and comments at the officials.

The 6 a.m. to 8 p.m. dialogue between citizens and elected officials is being done under a research grant by General Electric.

Tapes of the day-long broadcasts and stenographic notes will be compiled later into a compendium to be given free by wdz to those in public office. The radio station is buying time on area TV outlets to promote the project.

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New code unnecessary to insure fair trial

Justice Tom C. Clark, who retires next month from the U. S. Supreme Court, said in Chicago last week he doesn't believe strict sanctions against the news media are necessary to insure fair trials in criminal cases. Trial judges already have sufficient power to handle any difficulties that may arise, he felt.

Justice Clark gave his views to newsmen Tuesday before he addressed the judges and members of the bar of the U. S. Seventh Circuit. He said he didn't think the so-called collision between press freedom and fair trial necessarily has to be resolved through a code. He noted that in his 18 years on the Supreme Court only five cases have come up that involved a conflict between press freedom and the rights of a defendant.

Currently a special committee of the American Bar Association has proposed tight restrictions on lawyers, police officers and the news media to curb what it considers to be prejudicial publicity in crime trial coverage. The ABA committee recently modified its proposals slightly (Broadcasting, May 8).

At the same meeting that heard Justice Clark, a law professor from Northwestern University, John R. Waltz, said the courts and the legal profession should put their own houses in order before they try to curtail the news media. He noted some judges seek publicity and some lawyers try to use the news media to influence their cases favorably.

The fair-trial and free-press issue was to be the subject of a midwestern regional meeting Saturday (May 13) in Chicago of the Radio-Television News Directors Association. Judges, lawyers and professors were to take part in the panels with newsmen. Fair trial and free press also will highlight other RTNDA regional meetings in the near future, RTNDA President Bruce Dennis of WGN Continental Broadcasting Co. said last week.

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Congressman queries Sevareid's objectivity

The possibility that Eric Sevareid, CBS News commentator, may become a Democratic candidate for the Senate has prompted a Republican congressman to suggest that "if CBS does not see fit to replace Mr. Sevareid, it might at the very least consider adding a disclaimer each evening to the effect that the views of this possible Democrat candidate for public office do not necessarily represent the views of CBS News."

In remarks delivered on the House floor last week, Representative Durward G. Hall (R-Mo.) charged that a news report of discussions between the CBS commentator and Democratic party leaders in North Dakota amounted to an "open admission by Mr. Sevareid that his sympathies lie with the Democrat party [and] would seem to raise questions about his own objectivity in political commentary."

The congressman said that the situation also raises a question of journalistic ethics, "which cannot be ignored by CBS."

CBS said it had no comment on the matter, but Roger Mudd, on CBS Evening News, May 6, in covering the news story that Mr. Sevareid had been approached as a possible candidate, confirmed that the governor of North Dakota had asked the commentator to run for the Senate. Mr. Mudd quoted Mr. Sevareid as saying that he had not encouraged the governor; his inclination was that it would not happen, but that he would do a little more thinking about it.

TV—"if it weren't for spot-TV promotions of my theatrical pictures, I'd still be back in Boston. Why don't you try buying spots on your competitive stations, if they'll sell to you?"

He also predicted that television "will put on long pants, mature to the point that you will carry adult movies. Two years ago I lost my shirt producing 18 so-called family pictures. I found out that families only go to dirty movies nowadays, and so will you eventually. You'll have to program adult films to maintain your ratings."

The NAPTE meeting was to continue on Friday.

NBC eyes foreign TV

NBC News is exploring the possibility of carrying on NBC-TV foreign stations' coverage of U. S. events. William R. McAndrew, president of NBC News, said he was leaving this week for a three-week trip to Europe to work out details of exchanges of news programing with executives in Great Britain, West Germany, France and Italy. He added that similar discussions will be conducted with Iron Curtain countries by Kenneth Bernstein, NBC Moscow correspondent, and other network officials stationed abroad.

Mr. McAndrew expressed the view that it is of "utmost importance" that Americans see and hear how the top newsmen of foreign countries report to their people about the U. S. and how they interpret American events. Mr. McAndrew's plan is to carry tape and live presentations (via satellite) of major news stories as they are telecast abroad on NBC-TV news shows, primarily the Huntley-Brinkley evening program.

Radio series sales...


Cowles may buy UHF stations

Stockholders at Cowles Communications Inc.'s annual meeting last week in New York were told net earnings for first-half 1967 will be below those of a year ago. Marvin C. Whatmore, president, said profits will be down primarily because of Cowles' present diversification program in the communications field.

Gardner Cowles, chairman, reported 1967 first-quarter revenues up roughly 10%, but said this was offset by product improvement and print costs that gave Cowles a net loss of $138,000. The multiple-station firm's broadcast properties showed increased advertising sales, according to Mr. Whatmore.

During the meeting, Mr. Cowles indicated the company may buy one or two UHF TV stations. He said the FCC has "unfairly" voted against Cowles' acquisition of more VHF TV stations because of "a small interlocking ownership" that exists between the company (owner of three V's) and Mr. Cowles' brother (owner of two V's). Mr. Cowles said the firm is also looking into the acquisition of additional radio stations.

Cowles also owns magazines, newspapers and interests in the educational field.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>35,045,000</td>
<td>31,398,000</td>
</tr>
<tr>
<td>Net income</td>
<td>25,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,408,150</td>
<td>3,398,050</td>
</tr>
</tbody>
</table>

Fuqua's sales up for $1.7 million profit

Fuqua Industries Inc., Augusta, Ga., diversified company with broadcast ownership, announced that revenues in 1966 increased 38% over 1965 and net profit from operations increased 800%.

In late 1966 the company purchased two radio stations and at the same time merged with Polaris Corp., which added another radio station and two television stations to its holdings. J. B. Fuqua, president, reported that the company intends to add additional broadcast properties as well as branching into other areas of communications. The recent acquisition of Colorcraft Corp. will also enhance Fuqua's corporate
Development program, Mr. Fuqua said.

Fuqua stations are WROZ and WTVW (TV) Evansville, Ind., KTHI-TV Fargo, N. D., KKOA Sacramento, Calif., and WTAC Flint, Mich. Mr. Fuqua in his own name owns 100% of WJBF (TV) Augusta, Ga., and KTEV (TV) El Do-
rado, Ark.

Last week Mr. Fuqua announced that Fuqua Industries was negotiating to acquire McDonough Power Equipment Co., McDonough, Ga., manufacturer of lawn mowers and power equipment.

The transaction, if concluded, Mr. Fuqua said, would involve payment of between $8 million to $10 million in Fuqua Industries stock. He said that McDonough's expected 1967 earnings would be about $1 million on sales of more than $10 million.

Year ended April 28:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
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</thead>
<tbody>
<tr>
<td>Earned per share (loss)</td>
<td>$3.41</td>
<td>$0.070</td>
</tr>
<tr>
<td>Net sales and other income</td>
<td>19,898,000</td>
<td>14,254,000</td>
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<tr>
<td>Income before depreciation and depletion</td>
<td>3,025,000</td>
<td>927,000</td>
</tr>
<tr>
<td>Provision for depreciation and depletion</td>
<td>711,000</td>
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<tr>
<td>Provision for income taxes</td>
<td>1,096,000</td>
<td>126,000</td>
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<tr>
<td>Net income (loss)</td>
<td>1,745,000</td>
<td>(495,000)</td>
</tr>
</tbody>
</table>

*Includes nonrecurring item.

Disast's slump covered by insurance proceeds

Slumping rentals for its theatrical films during the first six months of this year have dropped the net income of Walt Disney Productions some $500,000 below that of last year. However, a nonrecurring item (nontaxable life insurance proceeds of $900,000) lifted the consolidated profit statement of the Burbank, Calif.-based production company to a $396,000 margin over the first six months of 1966.

For the six months ended April 1:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.33</td>
<td>$2.32</td>
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<tr>
<td>Gross revenues</td>
<td>44,516,000</td>
<td>45,435,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>4,306,000*</td>
<td>4,562,000</td>
</tr>
</tbody>
</table>

Chris-Craft duplicates

1st quarter of 1966

Chris-Craft Industries Inc., Oakland, Calif., reported first-quarter results for the period ended March 31 virtually equal to the same period in 1966.

The company, which manufactures boats and has an automotive parts division, owns three television stations: WTCN-TV Minneapolis-St. Paul, KCOP (TV) Los Angeles, and KPTV (TV) Portland, Ore. The earnings of all TV stations, the company said, were substantially higher during the 1967 quarter than in the 1966 period.

For three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.33</td>
<td>$0.33*</td>
</tr>
<tr>
<td>Consolidated sales</td>
<td>18,452,587</td>
<td>17,910,903</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>1,054,948</td>
<td>1,054,973</td>
</tr>
<tr>
<td>Net earnings</td>
<td>599,948</td>
<td>589,673</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,674,399</td>
<td>1,688,569</td>
</tr>
</tbody>
</table>

*Adjusted to number of shares outstanding as of March 31, 1967.

ITT's record quarter continues 7-year gains

Harold S. Geneen, president and chairman of International Telephone & Telegraph Corp., New York, reported that the company achieved record sales and earnings for any first quarter in its history. The quarter was the 31st consecutive one in which sales, net income and per-share earnings had in-

C-E-I-R reports improved earnings

C-E-I-R Inc., Washington-based applied research and computer services corporation, reported improved earnings for the six months ended March 31 as compared with that in 1966.

Dr. Herbert W. Robinson, chairman and president, said that considerable progress had been made in "gaining marketing acceptance of the improved television and radio audience measurement services of the American Research Bureau subsidiary," but that it could not be reflected in significant sales and profits until contracts are signed next fall for the new broadcast year.

For six months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.90</td>
<td>$0.63</td>
</tr>
<tr>
<td>Gross income</td>
<td>11,309,400</td>
<td>11,806,600</td>
</tr>
<tr>
<td>Net income</td>
<td>1,592,000</td>
<td>47,500</td>
</tr>
</tbody>
</table>

Seven Arts continues to rise

Seven Arts Productions Limited, Toronto, reported last week that both net sales and net income for the nine-month period ended March 31 rose appreciably over figures for the corresponding period last year.

For the nine months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$3.10</td>
<td>$1.50</td>
</tr>
<tr>
<td>Net sales</td>
<td>37,745,846</td>
<td>22,318,537</td>
</tr>
<tr>
<td>Net income</td>
<td>3,578,210</td>
<td>4,080,468</td>
</tr>
</tbody>
</table>

BROADCASTING, May 15, 1967
Capital Cities income up 14% for quarter

Capital Cities Broadcasting Corp. reported a 14% increase in net income for first quarter of this year compared with $1966 earnings.

Capital Cities is selling its WPRO-TV Providence, R.I., station to John B. Poole, Detroit attorney and principal owner of WJRT(TV) Flint, Mich., and buying KTRK-TV Houston from John T. Jones Jr. and others. Mr. Poole is paying $16.5 million for WPRO-TV; Capital Cities, $21.3 million for KTRK-TV. Applications for these transfers are pending FCC approval.

For the three months ended March 31:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.41</td>
</tr>
<tr>
<td>Net broadcasting income</td>
<td>7,514,763</td>
</tr>
<tr>
<td>Gross income</td>
<td>8,150,813</td>
</tr>
<tr>
<td>Operating gross before depreciation</td>
<td>3,086,106</td>
</tr>
<tr>
<td>Depreciation</td>
<td>418,072</td>
</tr>
<tr>
<td>Interest and financing expense</td>
<td>410,584</td>
</tr>
<tr>
<td>Income taxes</td>
<td>1,108,440</td>
</tr>
<tr>
<td>Net income</td>
<td>6,601,800</td>
</tr>
</tbody>
</table>

Warner’s profits hold as income drops 10%

Its television income and theatrical film rentals were down, but Warner Bros. Pictures still managed to show a six-month consolidated net profit an edge above that of the previous year. Gross income, though, had a decided decline of more than 10%. In the television operational category, which includes production of series and sale of features to TV, income dropped more than 6% from $19.4 million to $18.2 million.

For the six months ended Feb. 25:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.60</td>
</tr>
<tr>
<td>Gross income</td>
<td>60,610,000</td>
</tr>
<tr>
<td>Net income</td>
<td>3,405,000</td>
</tr>
</tbody>
</table>

Financial notes ...

- Visual Electronics Corp., New York, has reported that in the fiscal year ended March 31, it achieved the best sales and profits in the company’s history. Sales for the year, subject to final confirmation, should exceed $15,500,000 as compared with $6,880,000 for 1966.
- Transamerica Corp., San Francisco-based financial holding company, last week extended its offer for the common stock of United Artists Corp. until and including May 22. The offer, originally to expire April 10, previously was extended to May 1. Currently more than 94% of the outstanding United Artists stock already have been offered.
- Roanwell Corp. declared a 16 cents per share dividend payable May 26 to holders of record as of last week (May 8). This represents a 33.3% increase over the dividend paid for the past several years. Roanwell (New York) is an electronics manufacturer (among other areas includes various microphones and amplifiers, switches and devices used in radio broadcast equipment). Its stock is traded over the counter.
- Metromedia Inc., New York, has declared a regularly quarterly dividend of 20 cents per share to stockholders of record May 15. Dividend is payable June 15.
- American Broadcasting Co’s, Inc. reports its board of directors has declared the second quarterly dividend of 40 cents per share on the outstanding common stock of the corporation, payable June 15, to shareholders of record May 19.

MCA sets new records

MCA Inc. achieved the highest first-quarter earnings in its history during the three months ended March 31, it was announced last week by Les Wasmann, president.

For the period ended March 31:

<table>
<thead>
<tr>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$0.90</td>
</tr>
<tr>
<td>Net Income</td>
<td>4,386,000</td>
</tr>
</tbody>
</table>

FATES & FORTUNES

BROADCAST ADVERTISING


John G. Lee Jr., marketing VP of Chun King Corp., joins Kitchens of Sara Lee, Chicago, as senior VP-marketing succeeding Oliver F. Matson who becomes executive VP of Booth Fisheries. Both firms are interests of Consolidated Foods Corp.

Lawrence J. Elegant, copy group head, and Thomas E. Lawson, account supervisor, with Ogilvy & Mather, New York, electedVP’s.

John M. White, manager of West Coast office of Norman, Craig & Kummel, Beverly Hills, Calif., elected VP and associate account supervisor.

George R. Levine, account supervisor at Needham, Harper & Steers, New York, joins NCK there as account supervisor.

James E. Duncan, account supervisor for N. W. Ayer & Son, Detroit, elected VP and manager of agency’s Detroit office.

Robert Power Reimers, president of Roberts & Reimers, New York, named board chairman and chief executive officer.


Judith Protas, copy group supervisor with Doyle Dane Bernbach, New York, named VP.

Courney Moon, VP, creative director, Grey Advertising, Beverly Hills, Calif., named VP, creative services. Bob Emenegger, associate creative director, named creative director.


Richard Westman, manager of West Coast office of Frank B. Sawdon Inc., Los Angeles, elected VP. He will move to New York office and be responsible for all radio and television. Robert Beale, account executive at WJAR-TV Atlanta, joins Sawdon, New York, as radio television media buyer.

William F. Hasslock Jr., media director of D’Arcy Advertising Co., Atlanta, named VP at Marketing Associa-
ates, that city.

Mary Alice Crisafulli, timebuyer at Clinton E. Frank Inc., Chicago, elected "Timebuyer of Year" by Chicago chapter of Station Representatives Association.

Robert R. Prangley, general sales manager of KLAK Lakewood, Colo., named VP.


Howard J. Leichuk, media planner with BBDO, New York, named media director of Pittsburgh office of BBDO.

Robert B. Nagler, media director of The Philadelphia Agency, Philadelphia, also named treasurer.

Doug Finley, local sales manager for KTLA (TV) Los Angeles, appointed general sales manager.

William J. (Dub) Groome, with WTVC (TV) Chattanooga, appointed general sales manager of WCCB-TV Charlotte, N. C.

Jim Morgen, account executive for KLAC Los Angeles, named local sales manager.

Max Reeder, with KXXX San Jose, Calif., joins KGUN Santa Clara, Calif., as sales manager.

William F. Allen, sales representative with American Telephone & Telegraph Co., Philadelphia, named sales manager of WRIO (FM) Cape May, N. J.

Anthony J. Schillizzi, with National Time Sales, New York, appointed sales manager.

Roger K. (Dutch) Huston retires effective June 4 as sales manager, CBS Radio, Chicago, after 30 years of service with network. He will be succeeded by E. Sawyer (Smitty) Smith Jr., account executive there since 1951. Richard C. Goldstein, account executive, WCCB New York, appointed account executive, CBS Radio, that city.


Stan Dragoti, art and TV production supervisor, and Alex Kroll, copy supervisor, with Young & Rubicam, New York, appointed creative supervisors.

Walter Duka, formerly information director of President's Committee on Consumer Interests, named by Y&R as public affairs and press relations executive in New York. Mr. Duka assumes duties being relinquished by Richard T. Connolly, retiring after 22 years with Y&R.

Jim Spero, with Needham, Harper & Steers, Chicago, joins Edward H. Weiss & Co. there as media supervisor.

David L. Soulen, VP-account supervisor at Ted Bates & Co., New York, joins LaRoche, McCaffrey and McCall there as account supervisor.

Alan Frischer, with Metromedia TV Sales, division of Metromedia Inc., New York, appointed account executive, replacing Al Bonomolo, who joins Metromedia-owned WNEW-TV there as account executive.

James F. Hayes Jr., with National Television Sales Inc., New York, joins WPIX (TV), that city, as account executive. Lewis Robert Thompson, with art department of WPIX, named assistant art director.

Rodger H. Ruback, with Nationwide Broadcast Personnel Consultants, Chicago, joins WLS-FM there as account executive.

Richard V. Fairbanks, national sales manager of KMSF-TV Minneapolis - St. Paul, named general manager, succeeding Richard Butterfield, who became station manager of WHOM-TV Boston.

Gaylord M. Creedon, director of broadcasting at Kane, Light, Gladney Inc., New York, appointed producer at Videotape Center, that city.

Hil Covington, creative supervisor at Young & Rubicam, New York, joins Focus Presentations Inc. there as director.

Dean Jones, radio and television director for Swanson, Sinkey, Ellis Inc., Lincoln, Neb., named copy writer for Bozell & Jacobs, Omaha.

Al LeSage, with Time-Life broadcasting division, named media supervisor-network operations, Knox Reeves Advertising, Minneapolis. Bob Harvey joins agency as radio-TV producer. He previously was with BBDO there. Steve Mignone and Dave Bell join Knox Reeves as account executives. Mr. Mignone had been with BBBO in both Minneapolis and New York while Mr. Bell was broadcast buyer on Kellogg at Leo Burnett Co., Chicago. Bill Cameron, John Davis and Lowell Johnson join Reeves as media analysts.

Neal Mason, sales manager of WOOC Washington, appointed general sales manager of WOAM-TV and WFAN (FM), that city.

Jon S. Millerson, account executive, Lloyd H. Hall Co., New York, marketing research firm, named marketing research manager of Media Survey Inc., that city.
Senate approves Straus

The Senate last week confirmed the nomination of R. Peter Straus, president of the Straus Broadcasting Group Inc., as assistant administrator of the Agency for International Development in charge of African affairs. Mr. Straus succeeds Edmond C. Hutcheson (Broadcasting, April 24).


M. E. Greiner Jr., general manager of WMCAM-FM-TV Memphis, named VP.

Dick Taber, VP of parent Black Hawk Broadcasting Co., Waterloo, Iowa, also named VP and general manager of KJLZ Radio and KMHT-TV Austin, Minn.

Mark Georgeou, labor counsel for National Association of Broadcasters, named attorney in NAB general counsel's office.

John Kaufmann, accounting manager for KRON-TV San Francisco, named assistant treasurer.

Cecil Webb, general manager of Western TV Cable, and formerly with KRON-TV San Francisco, both owned by Chronicle Publishing Co., joins Kaiser Broadcasting Corp., Oakland, Calif., as assistant to Richard C. Block, VP and general manager.

PROGRAMING

Ruth Ann Meyer, program director, WMCA New York, elected VP for programming.

Mal Alper, film production business manager for NBC-TV, West Coast, named general manager of David Dortort Productions and Xanadu Productions, Hollywood.

Stephen R. Dickler, account executive for ABC Films, New York, named southern division manager in Atlanta.

Milton R. Shefter, manager of advertising, sales promotion and informational services for WBC Productions, New York, named VP in charge of sales for Acme Film and Videotape Laboratories Inc., that city.

Don Bryan, southern sales manager for Screen Gems Inc., Atlanta, named southern-southern sales manager. James Ricks, southern representative for United Artists Films, joins SG, Atlanta, as sales representative. Jack Elliston, sales manager for WKW-TV Madison, Wis., joins SG. Dallas, as sales representative.


Robert J. Horen, Midwest sales representative, MGM-TV, Chicago, named manager of company's southern division, with offices in Atlanta.

Jerry Siegel, senior editor at MPO Videotronics Inc., New York, joins Colodzin Productions Inc. there as supervising editor. Paula Murphy, previously with VPI Productions Inc. and Marc Brown Associates, both New York, joins CPI, that city, as sales and production coordinator.

Ronald L. Wilson, manager of broadcast services at Stockton-West-Burkhart, Cincinnati, appointed director of programming for noncommercial WCET-TV, that city.

Robert Sherman, music director of WQXR New York, named program director. He replaces Martin Bookspan, resigned to enter TV-arts fields, though he continues as program consultant to station.

David Samuels, with WENZ Highland Springs, Va., appointed director of programming.

Shirley Gillette, utilization coordinator for school television service of
Ray DeTournay, production manager for KKNX-TV Los Angeles, named to newly created post of director, production operations. Dan Gingold and Joe Landis, both producer-directors for station, named executive producers.

Paul Coss, with WBZ-TV Boston, joins KDKA-TV Pittsburgh as producer. Both are Westinghouse stations.

Lee Nichols, chief consultant to state assembly of California, Sacramento, named to newly created post of program consultant for noncommercial KXIE-TV, that city.

Paul Hayes, with WFLA Tampa, Fla., resigns to devote full time to Paul Hayes Productions, St. Petersburg, Fla.

Kenneth L. Evans, executive story editor for Paramount Pictures Corp., New York, appointed executive assistant to Gordon Stulberg, president of new CBS theatrical film production and distribution division.

NEWS


Jerry Madden, general manager, NBC Sports, named director, production, special news programs.

David Dary, manager of local news for NBC's WRC-AM-FM-TV Washington, appointed director of news for KTSB (TV) Topeka, Kan., due to go on air in fall. Irwin Margolis, news manager of NBC's WKYC-AM-FM-TV Cleveland, takes over Washington post.

Briggs Baugh, production supervisor for CBS-TV, New York, appointed operations manager for news department of WCBS-TV, that city.

Harold Salzman, news director at WLS Chicago, elected president of Illinois AP Broadcasters Association.


Ronald Werth, director of research and newly created post of Peter, Griffin, Woodward, New York, appointed to newly created position of director of audience research for ABC News, that city.

Herb Miller, previously with KFMB-TV San Diego, and NBC, Chicago, appointed regional executive for Tennessee for UPI in Nashville, Mike Feinsilber, with UPI's foreign news desk in New York, transfers to Saigon staff.

Bill Walter, news editor of WRRX-TV Rockford, Ill., named news director.


Paul Moyer, with KTVI (TV) St. Louis, joins KDCA-TV Pittsburgh as newsman. Bob Purkey, former Pittsburgh Pirate pitcher, joins KDCA-TV as sportscaster.

Glenn Wilson, newsman and editor, with WLW and WLV-TV Cincinnati, joins news department of KTVI (TV) St. Louis.

FANFARE

Jerry A. Bronston, with KMSP-TV Minneapolis-St. Paul, appointed promotion and PR director.

Bill Weber, artist producing syndicated "Dr. Funshine" comic strip, and Don Fiel, promotion director for Compatibility Research, San Francisco, named promotion art director and merchandising assistant, respectively, of KRON-TV San Francisco.

Winston E. Kock Jr., press information writer for Avco's WLWT (TV) Cincinnati, appointed to advertising and promotion department of Avco Broadcasting Corp., that city.

David R. Huntington, with WBTV (TV) Charlotte, N. C., named copy writer in station's promotion department.

EQUIPMENT & ENGINEERING


Rein Narma, video operations manager for Ampex Corp.'s consumer and educational products division, named VP, engineering and product planning for same division.

Al Ladage, assistant engineer at KREX-AM-FM-TV Grand Junction, Colo., named...
director of engineering for XYZ Television Inc., Grand Junction, Colo. XYZ stations are KREX-AM-TV, KREY-TV Montrose and KREZ-TV Durango, all Colorado.

Douglas Lane, president of Lane Markoe Productions, Lafayette, Calif., as chief engineer.

Harold N. Saphin, director of operations for i'airchild Hilker Corp., Hagerstown, Md., named director of operations, electronic division, for Viking Industries Inc., F: 'oken, N. J.


ALLIED FIELDS

James Beveridge, head of his own film production company and consultant, James Beveridge Associates Ltd., Ottawa, joins New York University's new Institute of Film and Television, New York, as professor.

Daniel W. Price, educator, appointed director of Broadcast Service Center, California State College at Los Angeles.

David S. Lichtenstein, with Federal Power Commission, Washington, appointed chief of rates branch, international and satellite communications division of FCC's Common Carrier Bureau, that city.


Wilbur L. Pritchard, group director, communications satellite systems of Aerospace Corp., El Segundo, Calif., appointed director of new laboratories to be constructed by Communications Satellite Corp. in Montgomery county in Maryland.

A. James Ebel, VP and general manager of KOLN-TV Lincoln, Neb., named to Commission on Press, Radio and Television of Lutheran Church in America.

INTERNATIONAL

Al A. Bruner, CHCH-TV Hamilton, Ont., elected president of Television Bureau of Advertising of Canada. Other officers elected: John R. Malloy, Canadian Broadcasting Corp., Toronto, first VP, and Roland Giguère, CFTM-TV Montreal, second VP.


Roger Clark, director and account supervisor with Markenwegburg International-NCK, Norman, Craig & Kimmel's partner agency in Hamburg, Germany, appointed marketing director of Lindo, Norman, Craig & Kummel Ltd., Kingston, Jamaica.

DEATHS

Ronald Matthews, 64, correspondent for British Broadcasting Corp. and New York Times in Tunisia, died May 5 at his residence near Tunis. He suffered pulmonary blood clot.

Max Fullerton, 62, retired bureau chief of AP, Baltimore, died May 5 in St. Joseph's hospital in Baltimore. He had been with AP in Maryland and West Virginia for 27 years, and founded Chesapeake AP Broadcasters Association. Surviving are his wife, Virginia, and three daughters.

Roland D. Irving, historian for KRON-TV San Francisco, died May 2 after long illness. He joined KRON-TV as promotion and advertising manager in 1952, and became historian in charge of programing and public service records in 1963. He is survived by his wife and three sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, May 4 through May 10 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D-day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local station, mc—megacycles, mod.—modulation, N—night, SCA—sub-sidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, VHF—very high frequency, unlimited hours, VHF—very high frequency, visual, w—watts, —educational.

New TV stations

APPLIcATIONS

Fort Smith, Ark.—Broadcasters Unlimited, seeking UHF ch. 34 (530-536 mcs); ERP 1.506 kw via, 187 kw. au. Ant. height above average terrain 856 ft.; ant. height above ground, 699 ft. P. O. address: 3500 Midland Boulevard, Fort Smith 72901. Estimated construction cost $507,474.15; first-year operating cost $236,000; revenue $425,000. Geographic coordinates 35° 4' north lat.; 94° 26' west long. Type ant. Jampro Zig Zag Y2Z-5-A-24. Legal counsel Harold E. Mott, Washington; consulting engineer Edward Lorentz, Cheney Chase, Md. Principals: Cleve L. Cotner, Mike Meyer, Carl Robbins, Gilbert Forsgren and Ernest S. Stephens (each 20% partners). Mr. Cotner sells monuments and is in real estate purchases and sale of cemetery lots; is president, director and 50% stockholder in cemetery and has stock in funeral home. Mr. Meyer is in transportation and sale of homes. Mr. Robbins is vice president and stockholder in bank and is president, director and stockholder in lumber and building supplies. Mr. Stephens is in coal and mining and transportation. Mr. Forsgren is part-
Las Vegas—Arthur Fellwell Williams, Seeks VHF CH 13 (210-216 mc); ERP 387 kw, aug. 3805 ft. above avg. terrain 315 ft.; ant. height above ground 281 ft. F. O. address: Box 1516, Las Vegas 89106. Estimated construction cost $210,510.

Las Vegas—Clark County Communication Inc., Seeks VHF CH 13 (210-216 mc); ERP 33.15 kw, aug. 15.00 ft. above avg. terrain 200 ft.; ant. height above ground 181 ft. F. O. address: c/o Robert A. Marion, 1822 Jefferson Place, Las Vegas 89168. Estimated construction cost $1.000,000.

Las Vegas—Lotus Television of Las Vegas, Seeks VHF CH 13 (210-216 mc); ERP 230 kw, aug. 1345 ft. above avg. terrain 236 ft.; ant. height above ground 181 ft. F. O. address: Box 1632, Las Vegas 89105. Estimated construction cost $1.000,000.

Las Vegas—Lotus Television of Las Vegas, Seeks VHF CH 13 (210-216 mc); ERP 316 kw, aug. 2660 ft. above avg. terrain 2147 ft.; ant. height above ground 181 ft. F. O. address: Box 1751, Las Vegas 89106. Estimated construction cost $1.000,000;

Las Vegas—Radio Broadcasters Inc., Seeks VHF CH 13 (210-216 mc); ERP 316 kw, aug. 2660 ft. above avg. terrain 2147 ft.; ant. height above ground 181 ft. F. O. address: Box 1851, Las Vegas 89106. Estimated construction cost $1.000,000.

Las Vegas—Radio Broadcasters Inc., Seeks VHF CH 13 (210-216 mc); ERP 316 kw, aug. 2660 ft. above avg. terrain 2147 ft.; ant. height above ground 181 ft. F. O. address: Box 1851, Las Vegas 89106. Estimated construction cost $1.000,000.

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SUMMARY OF BROADCASTING
Compiled by BROADCASTING, May 11

ON AIR

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>CP's</th>
<th>CP's</th>
</tr>
</thead>
<tbody>
<tr>
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AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, May 11

VHF   UHF   Total
Commercial | 519 | 259 | 778
Noncommercial | 76   | 103 | 179

STATION BOXSCORE
Compiled by FCC, Nov. 30, 1966

<table>
<thead>
<tr>
<th>COML AM</th>
<th>COML FM</th>
<th>COML TV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
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<td>3,155</td>
<td>841</td>
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</tbody>
</table>

1 In addition, two AM's operate with Special Temporary Authorization.
2 In addition, one licensed VHF is not on the air; two VHF's operate with STAs; and three licensed UHF's are not on the air.

In station. Action May 9.


WOLE-TV and KHBC-TV Aiblens, Tex.—Broadcast Bureau granted license covering changes in station. Action May 9.

KKRC-TV Abilene, Tex.—Broadcast Bureau granted license covering installation of auxiliary antenna system. Action May 9.

WWVE-TV Hampton, Va.—Broadcast Bureau granted license covering installation of formerly authorized tower and antenna at the old main trans. and ant. location. Action May 9.

KBRC-TV Abilene, Tex.—Broadcast Bureau granted license covering installation of tower and antenna at the old main trans. and ant. location. Action May 9.

KING-TV Seattle—Broadcast Bureau granted license covering changes in station. Action May 9.


OTHER ACTIONS

AK-SAR-BEN Broadcasting Inc. request for waiver of Sec. 1.354(b) of rules and call letters of its TV station KAKS, ch. 43, Omaha, deleted. Action by commission by order, May 10.

RULEMAKING ACTION

Commission, on May 2, granted request by Meredith WOW Inc. (WOW-TV), Omaha, for extension of time to May 24 to file comments and to June 8 for replies to petition by Mid-America Broadcasting Co. (KNKL-TV), Salina, Kan. for rulemaking involving Salina and Lincoln Center, Kan. (RM-1184), Action May 4.

New AM stations

APPLICATIONS


NEWSPAPER

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New AM stations

APPLICATIONS


WUTC Franklin, N. C. - Seeks CP to change frequency from 1520 to 1560 kc, make changes in ant. system (height increase). Ann. May 4.

DEAL ACTIONS

KIMN Denver - Broadcast Bureau granted license covering increase in power. Action May 4.

WTOR Torrington, Conn. - Broadcast Bureau granted license covering changes in frequency, power, ant. location, changes in antenna mast and installation of new trans. and DA-2. Action May 3.

WBEC Calleau, Ga. - Broadcast Bureau granted license covering new AM station, specify studio location as 203 Piedmont Street. Action May 3.

WBDC Escanaba, Mich. - Broadcast Bureau granted license to make changes in daytime DA pattern; conditions. Action May 4.

![Image](https://via.placeholder.com/150)

ACTION MOTIONS


FINES

WJAC Broadcast Co., licensee of WAUC Waukegan, Ill., was directed to pay $500 forfeiture for failure to respond to notice of violation issued Feb. 8, for operation by improperly licensed operator and failure to keep a maintenance log. Action by commission by memorandum opinion and order, May 10.

Federal Communications Commission, licensee of WTCW-AM-FM Whitesburg, Ky., was directed to pay $1,000 forfeiture, for operation of two stations without properly licensed operators and for technical violations, including inoperative emergency action equipment, for failure to check transmitting equipment five days per week, and failure to have transmitter clearly visible to observer for examining licensed transmitting apparatus at his normal operating position. Action by commission by memorandum opinion and order, May 10.

Richmond County Broadcast Co., licensee of WIXX Hamlet, N. C., was directed to pay $500 for failure to have an improperly licensed operator and for failing to provide a transmitter by operation holding first-class operator's license. Action by commission by memorandum opinion and order, May 10.

CALL LETTER APPLICATIONS

KVYD, Buck Owens Broadcasting Co., Tempe, Ariz. Requests KPDT.

KBKA, George E. Cameron Jr., Burbank, Calif. Requests KKBQ.

DESIGNATED FOR HEARING

Designated for hearing application of Braun Broadcasting Co., licensed to operate new TV station on 1120 kcs, 50 kw, unlimited time, directionalized day and night, and denying the application of Hi-Dees, Farm Bureau Corp. (KHDF), for authority to operate new class II-A broadcast station at Colo., at 220, 330 kw, using unlimited time, directonalized at night, at Twenty-Nine Palms, Calif. Conditions. Action May 8.

MOTION FOR RECONSIDERATION

Hearing Examiner N. L. Nielson for June 2 granted motion by Walter N. Nielson for extension of time to May 20 to make responsive pleadings to the Broadcast Bureau's Order 17,129, directing the cessation and application of Kentwood Broadcasters (KFKP) for CP (Doc. 1600-19). Action May 5.

OTHER ACTIONS


Office of opinions and review on May 5 granted petition and supplement filed by Madison County Broadcasting Inc. (WFRF) and extended to May 29 for time filing for reconsideration of FM processing on application for CP to WFRF Wood River, Ill. (Doc. 16056).

Review board in Lexington, Neb., standard broadcast proceeding, Docs. 15612-14. Granted joint petition filed May 4 by Nebraska Rural Radio Association (KRVR) and Town & Farm Inc. (KJMKJ), and extended for time to make joint motion to hearing examiner's initial decision to a date 12 days after board's action on joint petition for approval of agreement filed by above parties. Berkemeyer absent. Action May 8.

Petition by Northern Carolina Broadcasters Inc. (WWTI) for reconsideration of commission's memorandum opinion and order designating a renewal location for hearing denied; Commission also will grant the renewal location for hearing denied; Commission also will grant the renewal location for hearing denied; Commission also will grant the renewal location for hearing denied; Commission also will grant the renewal location for hearing denied. Action by Commission of May 10.

Review board in Eugene, Ore., standard broadcast proceeding, Docs. 15989-16000. Board Members Berkemeyer, Sladek and Finocchi, adopted decision granting application of Broadcast Bureau for KPDR in a section of Oregon for authority to operate new class II-A broadcast station on 1120 kcs, 50 kw, unlimited time, directionalized day and night, and denying the application of Hi-Dees, Farm Bureau Corp. (KHDF), for authority to operate new class II-A broadcast station at Colo., at 220, 330 kw, using unlimited time, directonalized at night, at Twenty-Nine Palms, Calif. Conditions. Action May 8.

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ETV fund grant

* Following grants for educational television service: have been announced by Department of Health, Education, and Welfare:

- Boston: ETV budget program.
- Hartford: ETV station, to serve area.
- Baltimore: ETV station, to serve area.
- Richmond: ETV station, to serve area.
- San Francisco: ETV station, to serve area.


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- WTV-AM, Tallasahsee Antenna Corp., Tallasahsee, Fla., Requests AFRM.
- WAFM, North Cincinnati Broadcasting, Inc., Cincinnati, Ohio, Requests AA.
- KATT-AM, Casper Family Radio Inc., Casper, Wyo., Requests KAWM.

Translators

* Waived Secs. 74,169(b) and 74,169(c) of rules and granted following applications for translators as part of statewide noncommercals:

- broadcasting stations: serving Hawaii: (1) 100-watt UHF to serve Lahaina, Hilo, and Kauai, on ch. 64; (2) 100-watt UHF to serve Hilo, Kona, on ch. 80; (3) 100-watt UHF to serve Hilo, Kona, on ch. 98.


BROADCASTING, May 15, 1987

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**CLASSIFIED ADVERTISING**

**RADIO**

**Help Wanted Management**

Salesman: We're a young aggressive chain looking for sales manager who's willing to work his tail off for a five-figure income. There are more opportunities. Advancement in chain, benefits. New York area. Box E-126, BROADCASTING.

Saleswoman, management: Manage our Green- ville branch studio. Well established, previous manager promoted. WSMX, Litchfield, Il. Career single station needs proven all round person manager. Must be strong on sales and community service, solve station's problems, top com- mission arrangement plus fringe benefits. Boston or New York. Reply to Box E-370, BROADCASTING.

Saleswoman-announcer: Front office position with major eastern network. Great opportunities. Reply to Box E-382, BROADCASTING.


General sales opportunity in prosperous 250 thousand city with excellent trade area. Excellent guarantees. Contact Dale Low, KSMN, Mason City, Iowa.

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**Announcers—(cont’d)**

Contemporary personality for important market with top earning potential. Salary commensurate with ability and other benefits commensurate with background and ability. All inquiries individually considered. Tapes returned. Immediate telephone interview will follow for qualified applicants. Box E-77, BROADCASTING.

Experienced staff announcer with broadcast endor- sement for well established regional network station. Box E-80, BROADCASTING.

Announcer: First phone. Want an ideal place to settle down with good income, relaxed atmosphere, two hours drive to two large cities? Pleasant, no-pressure living. If you approach the bet, it's no big deal. Current AM man makes over $12,000 with sales. Mid-Atlantic. Box E-97, BROADCASTING.

Looking for ambitious young man top 40 oriented and who grow with young organization. Production necessary. Salary competitive. Wire Box E-116, BROADCASTING.

Metropolitan market in coastal Southeast. American combination AM-FM night shift (5 P.M.-MN) 461 Florida. Salary to $150. Box E-109, BROADCASTING.

Excellent working conditions. Rush tape and resume to Norm Kelker, WNMI, P. O. Box 900, Melbourne, Florida.

**Announcers—(cont’d)**

Experienced combo — heavy news/sports/ MOR station. Excellent earnings and first phone. WEMC, Gaithersburg, Maryland.

Top station in University town needs: One air personality. One announcer-studio engineer to pull incidental maintenance. One an- nouncer-salesman to pull limited air shift. Salary open. Send complete details. State salary, experience, and references. WJSO Radio, Box 123, East St. Louis, Ill. Assistant Station Engineer. Johnson City, Tenn. We Swing.

Announcer DJ for afternoon drive at MOR station. A years experience minimum. Jet ticket helpful but not necessary. Send tape, resume, references, and complete remittance to WMBR, Jacksonville, Florida.

Announcer, heavy on production. Excellent working conditions. Rush tape and resume to Norm Kelker, WNMI, P. O. Box 900, Melbourne, Florida.

Night News Editor wanted for station in metropolitan New York area. Salary and fringe benefits are competitive. Send resume to Paul, 112 West 42nd Street, New York, New York.

Morning man and Music Director , experienced on top rank FM station, seeking employment for middle of the road and top 40. Excellent production background. Production pay for right man plus fringe benefits. Send air check, long form, complete resume to James P. Schuh, Program Director, WSPQ, Stevens Point, Wisconsin or call 715-341-1800.

Immediate opening—experience preferred. Rate based on experience. WVOS, Liberty, New York.

**Technical**

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-177, BROADCASTING.

Experienced maintenance engineer for 8000 watt AM station in northeast. Salary approx- imately $200 per week. Write Box C-135, BROADCASTING.

First phone engineer needed by modern direction. Box D-54, in you must be able to learn construction and maintenance. Box D-54, BROADCASTING.

Chief engineer needed at once for midwest 1 kw non-directional AM and automated FM operation. Must be strong on maintenance. Salary open. Box D-200, BROADCASTING.

First class engineer for position as chief- engineer. Established medium market. Pleasant north- ern New England area and excellent work- ings. Must construct new facilities this summer. FM to be considered as part of near future. 1000 watts daytime—well-equipped. Salary quite competitive. Box C-201, BROADCASTING.

Immediate opening in south for well-qualified engineering experience in midwest and FM-stereo experience. Box E-115, BROADCASTING.
Technical—(Cont’d

Ambitious engineer for television. Prefer ex work in major station agency or major VTR. Good opportunity. Box E-125, BROADCASTING.

Chief engineer, maintenance, occasional board work, directional, C-W-religion. Midwest. Box E-185, BROADCASTING.

Chief engineer needed immediately, 5 kw directional, experienced, near Univ. Modern Gates equipment. No board work. Radio-telephone, plus, 28 kw, transmitter watch. Paid life insurance and pension. Experience required. Submit resume including salary required to Box E-205, BROADCASTING.

Chief engineer for 1 kw AM non-directional station southeastern Massachusetts. No announcement, no check, re-sume including salary required to Box E-218, BROADCASTING.


Technician with first class professional license needed for well-equipped radio and live television station in mid-west market. Operator and maintenance. Prefer some previous radio experience, but will consider the ambitious. Air mail resume to: Pat Finnegan, C-201, WLRX-AM-FM-TV, Munro, Indiana 47102.

Immediate opening in top AM-FM, South-east maintenance, no board work. No board work. Send resume to Technical Director, WQXI, Atlanta, Ga.

NEWS

News oriented announcer with lat phone. Salary and conditions agreeable for jobbing job with future. Start $125 or better. Box E-138, BROADCASTING.

Need addition to large, well-equipped news department. Midwest independent with headquarters here. Salary open. E-43, BROADCASTING.

Top rated news operation in Southwest currently taking applications for first phone number where city of 175,000. Send air check, re-write sample and photo. Paul Banks, News Director, KELB, Lubbock, Texas.

Successful small market MOR station will need a newsman and morning man with strong air personality by June 1st. Applicants must have experience on TV. Start phone salary based on ability and experience. If interested contact John Rapp, Program Director, WCOJ, Near Phila., Box 138, BROADCASTING.

Full-time newsman or woman, must be aggressive and able of gathering, writing and developing news for metropolitan market. Toller River, WVAJ, Albany, Ga. 31707.

Production—Programming, Others

Girl Friday needed who knows full operation of small station including bookkeeping, buying, programming, air work. Some travel between company owned stations with owner. Box E-190, BROADCASTING.

Needed immediately! Experienced radio continuity writer for three man dept. in Midwest 40-yr. CBS affiliate. Salary commensurate with ability and experience. Prefer background or knowledge of Midwest. High resume and sample copy to Box E-191, BROADCASTING.

Immediate opening for creative copy writer, editor, copy editor. Experience, growing station. Occasionally announcing for all types of accounts. Would consider phase send script, tape, and salary requirements with application to Box E-191, BROADCASTING.

RADIO

Situations Wanted—Management

Experienced manager has new, recently-difficult positions in major eastern metropolitan markets. Box E-24, BROADCASTING.

Top ten market operations manager/rd. 15 years experience in all phases—former general manager. Read "Job Wanted" for more opportunity. Box E-117, BROADCASTING.

Management—(Cont’d

Management, sales, production, program-

ing, agency and station agency. Every- medium market. Solid track record, excellent references. Family man. Box E-117, BROADCASTING.

Young promotion minded Broadcast executive years of personal station experience. Interested in general manager’s position with option to succeed. Excellent reference and track record. Prefer Ohio, Penna., Other locations will be considered. Box E-155, BROADCASTING.

A most uncommon availability, Outstanding announcer for top city station. 25-year member of #1 music and news independent. Will consider affiliation with a radio station or group of stations located in south on coast. Money important but secondary to growth op-

portunity and livable environment. Back- ground covers every aspect of news and personality announcing, news directing, programming, complete with accreditation. Thurough knowledge of FM and足以. Excellent, energetic, creative, professional, mature. Can make substantial contribution to growth of on-the-way-up organization. Want to put down roots and strongly identify with quality station in quality community. Box E-208, BROADCASTING.

Sales

Experienced salesmen, announcer, want sales in Arkansas or surrounding area. Family, good character, wants station with same. Box E-210, BROADCASTING.

Announcers

Radio graduate Negro, Production minded. 3rd endorsement. Available now, Box E-18, BROADCASTING.

Rock personality wishes to relocate due to change in music format. Prefer night rock shift to conform to record. Tight board, production, news, tape, resume, on request. Box E-94, BROADCASTING.

Top 46 DJ-Great production, young swing-


Young sportscaster . . . desires to relocate. Will consider all offers. Prefer Oregon, California, or near-by states. College gradu- ate in Radio-Television. 21, $/yr ex- perience. Married, draft exempt, Play-by-play in all sports. Can re-create football, basketball. Number one sportscaster in 148,000 3 sports station market. Available July. Box E-128, BROADCASTING.


Top 46 DJ, tight board, solid news, com- mericals. Box E-131, BROADCASTING.

Modern country & western personality—Age 24—Family—Age 36—all phases —Sales producer—PD—Seeking permanent position in the South prefer Florida. Box E-152, BROADCASTING.

Negro DJ, 3rd class available now news, commercials, tight board, are you ready South? Will relocate. Box E-153, BROADCASTING.

Personnel-top 46/MOR—strong production. 28, married. Currently top 10 market. Want advancement with professional organization. Box E-154, BROADCASTING.

Young (26) married announcer desisps position with MOR or serious music AM and/or FM operation years experience in all phases of radio including talk and sports. Properly trained in market area. Well-read and college educated, draft exempt, no narcotics. Box E-156, BROADCASTING.

Announcer, pro, mature, stable, veteran, family, degree, mild winters $150.00. Box E-156, BROADCASTING.

Professional experienced announcer. Coun- try-western or middle road, Desire move to large market or eastern area but will consider all. Now employed, 5 years experience, some sampling. Personal interview possible. Box E-171, BROADCASTING.

Announcers—(cont’d

Announcer, sales, management next. Definite salary. Good experience. Box E-145, BROADCASTING.

Announcer newsman now in top 10 market was to move to progressive operation. Extensive news experience, also top rate sales background, management ability. Box E-177, BROADCASTING.

Top forty personality needs advancement. With references and tape. Pan America, West. Two year experience—radio-producer play, 3. . . . Box E-181, BROADCASTING.

America’s #1 knucklehead desires top 40 combo position first phone—college degree—draft exempt. Will relocate, will travel for best offer. Box E-182, BROAD- CASTING.

North Jersey DJ—newscaster seeks part- 

time work for experience. 3rd endorsement. Box E-183, BROADCASTING.

Salesman-announcer. First phone. Adult. Any market considered for good day and advancement. Box E-186, BROADCASTING.

Top 49—Graduating announcer, Detroit. Single, 23, veteran, third phone. I can—need chance to prove it. Box E-188, BROAD- CASTING.

First phone-dj, dependable, sober, married, 500 minimum. Box E-189, BROAD- CASTING.

Negro dj announcer, newscaster, experience, tight board. Married. Box E-191, 3rd en- dorsement. Box E-195, BROAD- CASTING.

Controversial talk personality, college edu- cated, 2nd endorsement, first phone. Box E-198, BROAD-CASTING.

Announcer-46 combo. Presently employed, would like to relocate. Seven (7) years commercial experience. Prefer West Coast. Highly experienced in live shows, interviews, etc.. Strong knowledge of market and M.O.R. A-1 references—steady—reliable personality. Box E-199, BROAD-CASTING.

Top 47—Former Hospital DJ, looking for a new opportunity in TV. Box E-200, BROAD-CASTING.


Cornerstone, 35—sales manager, 2 years experience, family man, responsible, excellent references, No phone. Box E-207, BROADCASTING.

Trainee first phone announcer, NYC or with-in 300 mi radius. No car. Box E-209, BROADCASTING.

Attention Los Angeles, Southern California, want the best DJ, authoritative newscaster. College graduate, dependable, will relocate. Family man. Box E-210, BROADCASTING.

Top 49 only, format Jock with first phone now in top 25 market. Box E-211, BROADCASTING.

Sacred stations. Four years in major market MOR. Draft exempt, references, college. Top grade for first, first, normal char- acter. Box E-212, BROADCASTING.

Experienced DJ available immediately, TV experience. Prefer top 40, will consider, draft exempt. Box E-216, BROADCASTING.

Phoenix area—want to take your time in screening applicants while your afternoon or evening schedule is covered? Education administrator is available for telephone interviews for the summer beginning June 12. Fourteen years announcing experience, talk and net affiliates. Never disappointed. Best refer- ences. Box E-217, BROADCASTING.

Need a good-guy voice. Well I’m IT. DJ, tight board, experienced, dependable, authorita- tive newscaster. Will relocate, family man. Box E-219, BROADCASTING.

West only! 12 years, third, vet., single, ready. 408-252-3565. After 8.

Build a better listener trap! Historian BS or fine arts degree. 30 years experience, top-notch broadcasting, controversial talker. 301- 

M-1693.

DJ/newsmen, AFRTS experience. Midwest- east only. Prefer first phone, military completed, 29, married, $120 week North or South. Send resume and picture to: Carl Rump, 550 Clyde, Calumet City, Ill. 60920.
RADIO
Announcers (cont'd)

No hurry—Want major market, evening continuity.
From 312-246-2351, Chicago.

Next: A radio first—Film of a caterpillar wrangling from Baltimore to LA. In slow motion.
Major markets, highest rates.
First phone—BS and law degrees 501-MU 6-1883.

Top forty rock dj . . . 3rd phone, military assignment.
Medium to large market only. Afternoon or night shift. Tape and resume available.

Attention Ohio, Pennsylvania, Southern Michigan, Ontario.
Experienced, well-rounded, on-the-air director. No search for your permanent position in MOR radio or TV with good salary and good future.
Write: Talent, 701 Oaklawn Dr., Dayton, Ohio 45406.

Los Angeles attention: Third endorsed, sales director.
Major chain, N.Y. based.
Oversee research and on-the-air, all promotions.
R&R.

TELEVISION—Help Wanted
Management

Supervisor of television facilities for unden- minity television service. Will be responsible for maintenance of linear and non-linear facilities, quadplex video tape recorders, professional color cameras and gear and repair and supervision of (2) technicians. Ground-floor operations on a new system just being built. Possible open for university course work in management. Must commensurate with qualifications and experience. Send name and resume to: Director, Educational Television, Memorial Universi- ty of Newfoundland, St. John's, Newfoundland, Canada.

Television sales manager.
Thoroughly experienced in sales and marketing.
Excellent record as TV sales man.
20 years experience.
See references. Contact Duane Day-
linx 815-989-5881.

Sales

Looking for a live-wire salesmanager. Good opportunity. Box E-123, BROADCASTING.

Group owned station needs salesmen to cover regional and local accounts in North- east. The aggressive salesman could be- come sales manager, even station manager, at one of stations in Northeast-Central Atlantic regions. A real challenge with good advancement. Send resume, please, to the building
to Box E-185, BROADCASTING.

Announcers

Midwestern old-time station looking for ex-perienced on-camera announcer. Send complete resume, recent or video tape to Box E-176, BROADCASTING.

Immediate opening in major market for versatile on-camera announcer. Must be able to handle sports, weather, commercials, etc. Send resume, please, to E-124, BROADCASTING.

First phone looking for position as broad- cast technician. Box E-191, BROADCAST- ING.

1st phone maintenance, combo 3 years radio, presently employed R & D electronics lab. Desires return to radio craft exempt. Box E-214, BROADCASTING.

Capable chief engineer, straight MOR seeks: run own department, principal with strong background. Good pop. reloca-
tion for adequate salary assistance. Box E-173, BROADCASTING.

Newspaper radio newsmen seeks to move to major market. College graduate, experienced in all aspects of news writing and delivery. Write Box E-190, BROADCASTING.

Radio newsmen seeks to move to major market. College graduate, experienced in all aspects of news writing and delivery.
Write, Box E-179, BROADCASTING.

News director, 100,000 market seeking move to larger city. Strong background reporting, air work, special events production. Six years experience. D.J. Box E-189, BROADCASTING.

Experienced newsmen, gathering, writing, air work, studio operations. Six years experience. D.J. Box E-187, BROADCASTING.

Drive newsmen . . . now in top 10 market, looking for position in another major market. Prefer news desk story position. Box E-180, BROADCASTING.


Over twelve years radio, experienced newsmen, available now. Box 1026, Stamford, Conn. Box E-188, BROADCASTING.

Broadcast school graduate. Matures voile for delivery of news and commercials. Third phone endorsed. Full on-time work. Tape available. Ed Grabowski, 318 N. Mozart St., Chicago, Ill. 88686

Production—Programming, Others

Continuity director. A Copycat with experience, talent, know-how and fresh ideas.
Box E-174, BROADCASTING.

1st phone PD, top 40, any market. Box E-181, BROADCASTING.

Girl Friday. Can handle air-work, copy, etc., working for any network.

Technical (Cont'd)

Chief television engineer. Opportunity to design and supervise installation of audio, video and RF systems at new camp- us. Experience with CBS or ABC and growth with these companies desirable. Experience covering three Instructional television studios now under construction plus experience on BSSE and five years TV engineering ex- perience. Unique opportunity to develop growth opportunity in beautiful area. Salary open.
Please send resumes to: Don Stack, Directors Office, 5000 Wilshire Blvd., Los Angeles, Calif., 90057.

Los Angeles attention: Third endorsed, sales manager.
Major chain, N.Y. based.
Oversee research and on-the-air, all promotions.
R&R.

Television engineers. Experienced trans- mission and studio technicians for minimum two years assignment in South Florida market. Must hold first class license. Liberal fringe bene- fits. Pleasant living conditions. Comprehensive resume and references to: Bob Bower, Group Sales Manager, Box 155, Miami, Florida.

California major market independent now staffing. Seeking bright, creative people who believe television can be interesting, stimu-
lating and fun. Production, announcers, TV and radio. Both full and part time positions available. All positions are open. Prefer applicants from western region. Send resume to: Box E-607, BROADCASTING.

Radio engineer. 3-year Federal nursing project beginning July 1. Must be creative, competitive, work with others. Send resume to: Talla-
hassee, Florida, Salary $10,000. Send com-
plete resume, photo, first communica-
tion, WFSU—TV, WFSU—TV, WFSU—TV, Box 32896, Tallahassee, Florida.

WTV'S—TV, Lancaster, Pennsyl-

ania, a Triangle Group Station and CBS affiliate. Seeking new-announcer. Pleasant appearing, intelligent, hard-working, young man interested in joining staff of professional on the move. Send full details of experience and edu-
cation plus salary requirements to General Manager, WTV'S—TV, N.D. 58, Leba-
on, Pennsylvania. No phone calls please.

WSF—Television, Atlanta, needs capable in-
dividual with experience in color film pro- duction and TV equipment. Salary almost complete. Salary open. Ex-

perienced personnel only needed. Send resume to: Mr. Hal Scott, Assistant News Director. WSF—Television, 101 W. Peachtree St. N.E., Atlanta, Ga. 30309.

Producer-Director for filmed television pro-

duction. $7,000-$10,000 per year. Write: WFSU—TV, 6501 South University Drive, Tampa, Florida. A first class station.

Will return Baas.

California full color VHF building new studios now. Now on-line qualified studio operations and maintenance. Excel-

lent working conditions. Box E-188, BROADCASTING.

Chief: Chief for CCTV system; experi-
ence; RF engineer. No color. New construction. Capabi-
lity; July 1 start. Technician to operate helical scanning and linear equipment. Open now. Degree work possible.
Contact: Instructional Broadcasting, Eastern Michigan University, Ypsilanti, Mich., 48197.

Engineers: Chief for CCTV system; experi-
ence; RF engineer. No color. New construction. Capabi-
lity; July 1 start. Technician to operate helical scanning and linear equipment. Open now. Degree work possible.
Contact: Instructional Broadcasting, Eastern Michigan University, Ypsilanti, Mich., 48197.

Help Wanted News

Anchors/newsman ready to move up? Write, prepare and perform. Midwestern net-

affiliates, market group. Box E-78, BROAD-
CASTING.

Assistant news director for University-owned NBC station. Must be able to air prime evening newscasts. Experience in writing and film work, supervise students. Op-portunity for definite growth. University of Illinois.

Addison, Illinois.

Assistant for university course work in film. Television can be intersting, stim- ulating and fun. Production, announcers, film including and resume to: Box E-158, BROADCASTING.

Film editor. Independent station with heavy film schedules. Experience in film edi-

iting in all phases of TV film project completion. Excellent opportunity for ambiti-

ious young man looking for advancement. Send resume to Box E-139, BROADCASTING.

Immediate opening for one experienced di-

rector. Reply in writing with resume and salary requirements to Box E-149, BROADCASTING.

Production—Programming, Others

Art Director for TV station in nation's capital. Head up own engineering and functioning art/photo department with no ceiling on your creative talent. You will be responsible for station's entire graphic look, including sets and are-

Box E-138, BROADCASTING.


Send to Box 1531, 1531 Peachtree St., N.W., Atlanta, Ga. 30309.

Send to Box 158, 158 College Ave., Ann-}
Situations Wanted

Management

Controller/Business Manager now in sixth year at WFTF station, owned by a leading group of investors. Interested in multi-station operation. Will consider financial management post in allied field. Broad broadcast experience preceded by 10 years with a major network. Heavy on forecasts, budgets, balancing books, sales and promotion reports. Write Box E-190, BROADCASTING.

Sales

Television sales manager. Excellent record. My system works. Box C-66, BROADCASTING.

Announcers

Radio personality needed. Have over 150,000 watts. Need announcer to produce radio program, self-contained, $90 each program. Indivi.
duals or groups. Write Box B-1, BROADCASTING.

Technical

21 or 23 ft. position in your television station. I am a capable broadcast television construction experience. VHF & UHF College graduate. While in college, I worked summers on studio equipment. Seeks position in New York Metropolitan area, or East, with generous offer in return. Box E-330, BROADCASTING.

NEWS

Network O&O with big name, small budget, is looking for top man. Small market opportunity for experienced TV producer. Full house and overseas on mule and camera. If it's in your blood, you won't need training. Please. A major market spot with a small TV operation. Box E-149, BROADCASTING.

Production—Programming, Others

TV meteorologist . . . Experience with national no. 1 station. Expert weather service now seeking position with oriented TV station. Must have good color film background, good eyesight, and ability to work fast. Must be dull. Complete with color moviefilm, 35 mm prints, and a few choice slides. Inexpensive weather radar, Prefer Florida, Georgia, Texas, or Midwest. Box E-136, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 300, 1 kw & 10 kw AM transmitters. No junk. Serious Radio Supply Corp., 1314 1sturde St., Laredo, Texas 78046.

TELEVISION

Equipment—(Cont'd)

Need 2 each metal tripod, metal dolly, friction head, 4 x 4, WHNT-TV P.O. Box 19, Huntsville, Alabama.

Memorial University of Newfoundland will accept lists of all types of television equipment (monochrome) for possible purchase or trade. Local and distant locations. No sound equipment desired. Address responses to Director, Educational Broadcasting, Memorial University of Newfoundland, St. John's, Newfoundland, Canada.

Needed: 1 low impedance mixer, 3 quality microphones, 2 ch. or 4 ch. console or portable, Carnegie Music Building, 2740 South Madison, Indianapolis, Indiana.

We want to buy good, used 3M #279 tape. Write or call South Florida C.C. Inc. — 1440 79th Street Causeway, Miami Beach, Florida. Phone: Box 235-160, BROADCASTING.

FOR SALE—Equipment

Television studio transmitters, monitors, microphones, etc., Philadelphia, PA. For list, S. W. C., 2464, Oakland, CA. 414263. Phone 9-238-2332.

RCA turntable channel 9, 6 bay RCA channel 4, 2000 ft 3% transmission line, reflectors, 1000 foot townhouse, with elevator, other surplus equipment. Write Box B-225, BROADCASTING.

For sale . . . TR-32 tape recorder. Fully colorized. Four years old, excellent condition, all modifications. Box 4068, Columbus, CA. 9-374-3211.

Raytheon 5 kw transmitter, Model RA-5, with spare tubes and parts, Best offer takes it. New tubes can be installed. Contact Bob Mason, WIXK, Radio, New Richmond, 713-246-2254.

Ampex new model 351 full track through Model 350, in working order. Write for price. We will convert your 3-channel Ampex Model 300 to 2-channel Ampex 300 tool of old trains. Accurate Sound Company, 5 N. Tyler St., San Angelo, Texas 76901.

Two towers, broadcast, microwave, CATV, TV, new and used, phone 224-6523 Tower Maintenance, Inc. Palmahamess, Fl. 1607.


50 kw AM transmitter with 5 kw back up. Now in service. Extra tubes and parts. Best offer over $25,000.00. Box E-251, BROADCASTING.


Coax Switch: Andrew 5721, 21 ft line: manual, excellent; $600. McMartin FM monaural modulator funnel FM $500 excellent; $350, Coaxial Exciter-Mixer 101, 10515733, each $15, GE BPSA FM transmitter modified to 3 kw; $2400; (2) complete sets. No extra exciters, site pickup and removal conditions. PHILMORE, WHBY, West Bend, Wisconsin.

RCA TR-5 tape video recorder—Now in service. Call or write Bob Paasch, C. E., WCKT, Miami, Fl.

Equipment—(Cont'd)


1 kw AM transmitter. CCA Electronics has obtained following transmitters in trade for our new modern 5 kw AM broadcast transmitters: A. Used in use at the stations and are available at a sale price of $3,000.00 each. They are all in excellent condition. (1) RCA BFA-131, KOSG, Des Moines, Iowa; (1) WOZT, St. Charles, Georgia; (1) Easier IKW AM, OR. (1) Coaster, Benton-Wells, CCA Electronics Corp., 11th Jersey Avenue, Gloucester City, New Jersey 8030. Phone: (609) 436-1718.

One each sync generator, Northern Radio Stereo, tape tubes, only $100.00 each. Ted Dames Co., 308 Hickory Street, Arlington, New Jersey 07010.

For Sale: 1611/KX 2000-A3, new factory sealed, tube-only, only $199.00 each. Ted Dames Co., 308 Hickory Street, Arlington, New Jersey 07010.

For sale—3 Stainless G15 1 ft. insulated towers, complete, Los Angeles area, available mid August. Also square cross-section 32 ft. towers, Charleston, South Carolina, available mid August 1967. Write Box E-253, BROADCASTING.

Schafer automation 1-CU-1 control unit. FLUKE 80-A power supply, 1-MU-3 R preparation unit, all accessories. Like new, write Box B-207, 2nd W, Seattle 98119. Phone 206-284-8950.

MISCELLANEOUS

16,000 Professional Comedy Lines Topical Laugh Service featuring deejay comment, introductions. Free catalog, Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines. $5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

30 minute tape—"quickie" pop-in vocals with top name talents. Available within days. Voice—effects. $10 tape shipped return mail. Dave's Tapes, P. O. Box 981, Lexington, Kentucky.

Instant gags for Deejays—Thousands of one-liner gags, bits, station breaks, etc, Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1733 East 28th St., Brooklyn, N. Y. 11232.

One-Liners, gags, exclusive in your market! $100—$15.00; 2000—$325; 3000—$480. Lynn Polk Productions, 414 Mason, San Francisco, California.

Owners-Managers in trouble? We can help if you will work and follow advice. Call Telephone W. T. Wofford, Consulting Services, AC 612 450-7547.

Call letter auto plates, studio banners, bumper-stickers, etc. Broadcast Services, Box 35, Owens Cross Roads, Ala. 35762.

WANTED: Home for Robbie, the confused dog. Does forecasts, temp., i.d.s., tells fortunes, computes trivia, knocks your jokes and actually converses with you via over 200 categorized one-liners. Distressingly voice-electro-mechanically synthesized over electronic sound equipment. Simply "masoch." Exclusive your market, only $4.95 from Sassy Freedty Productions, P.O. Box 15103, Orlando, Florida 32809.

INSTRUCTIONS

FCC License Preparation and/or Electronics Association. Degree training in broadcast courses: resident classes. Schools located in Hollywood, New York, and Los Angeles. For information, write Gramman School of Electronics, Desk E-17, 1505 N. Western Avenue, Hollywood, Calif. 90028. Registration for Veteran's Training. Write Elkins Institute, 2605 Inwood Road, Dallas, Texas 75212.
INSTRUCTIONS—(Cont'd)


Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying, and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station. Approved for veterans training. Elkins Institute, 2903 Inwood Road, Dallas, Texas 75225.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1339 Spring Street, Atlanta, Georgia 30305.


"Warning" accept no substitute, REL is 21 in—success—guarantee—lowest tuition—highest place in class. Low-cost dormitory facilities at school. FCC 1st license in five (5) weeks. Highest success rate in the nation. Reservations required.

Be sure to write, BROADCASTING INSTITUTE, Box 8071, New Orleans, for radio announcing careers.

New York City's only school specializing in First Class license prep, and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact us today! P.O. Box 455, New York, New York 10001.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training. Under the direction of Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1957). Make your reservations now for our accelerated courses in April and August. Most experienced personalized instruction and placement. Lowest costs—finest accommodations available close to New York or write: Don Martin School, 1053 W. 43rd St., New York, N. Y. 10018.

FCC first phone license training by correspondence. Low cost, pay-as-you-go plan. For free literature and the Willard Foundation, P. O. Box 1049, Washington, D.C. 20016.

First phone in six to twelve weeks through tape recorded lectures at home plus one week training in Washington, Minneapolis, Memphis or Hollywood. Fifteen years FCC license training experience. Proven results. 99% passing Bob Johnson Radio License Instruction, 1000 W. 3rd Street, Hollywood, Calif. 90028.

TECHNICAL SALES

Technically oriented, preferably with Technical Degree, senior level sales personnel are required for positions in two rapidly growing commercial areas in which ASL has placed prime emphasis.

These areas are Broadcast Transmitting and CATV. If your background, interest and ability lie in these fields, please contact our Personnel Department to discuss employment in detail.

(215) 822-2929

AMERICAN ELECTRONICS, Ltd., Inc.
P. O. Box 552
Lansdale, Pa.
(Suburban Northern Philadelphia)
An Equal Opportunity Employer

 Help Wanted—Announcers

America's NO. 1 C & W Station

Immediate opening for personality to replace man moving to Santa Barbara after 13 years with station. Tight production, no cens. Rush tape to GM nesses to WCMC, 5200 Cutler Drive, Norfolk, Virginia 23502.

E-X-P-A-N-D-I-N-G

Do you have a minimum of 5 years experience in one of the top 25 markets? Are you looking for that "right" move? Can you stand a thorough reference check? Can you deliver a sell commercial without screaming? Do you have a solid record of ratings? If you can answer yes, you may be the personality we're looking for. Rush air check, resume, and references to: WME

115 Broadway
Boston, Massachusetts 02116

Help Wanted—Announcers

Positions Open Now In Wisconsin

Announcers andnewsmen are needed in large, medium size and small radio stations in Wisconsin. Give full details on your background and requirements in your first letter to Wisconsin Broadcasters' Association, P. O. Box 5545, Shortwood, Wisconsin 53211.

Help Wanted—Sales

Radio

Help Wanted News

Creative Newsman

If you are a creative newsmen or woman with extensive experience in on-the-air reporting, film production techniques, writing crisp news copy and you are looking for a good salary with a complete benefit program, then send tape and resume to:

Bernard Shuman
Manager News
General Electric Broadcasting Co.
1400 Balltown Rd.
Schenectady, N.Y. 12309
An Equal Opportunity Employer.

Help Wanted News

RADIO

Situations Wanted—Management

Dynamic

A leading broadcaster with a dynamic background of proven success in single and multiple station management is available for the toughest challenge in any far western state major market. Knowledge in recruiting personnel, programming and inspiring sales results by showing salesmen how to sell, is my specialty. Community relations is the thread which sews it all into ratings and profits. If your need is for the above service, please write to

Box E-161, Broadcasting.

Announcers

BEST YEARS OF LIFE: Is what I am willing to give to a major MOR AM outlet. Four years experience: two at Top 5 market personality FM (50,000 watts); draft exempt; B.S. degree; marriage in June. I am 25 and looking for a dynamic group to grow with. Secure life and realistic salary essential. Prefer cool climate markets.

Box E-219, Broadcasting.

Announcers Available

20 well trained announcers available immediately. Write or phone Midwest, 225 S. Wabash, Chicago, IL 2-0712.

TELEVISION

Help Wanted—Technical

CHIEF ENGINEER

Florida—TV & Radio

Progressive, network affiliated radio & VHF Television combination in Florida growth market seeks experienced, highly qualified Chief Engineer. Must have topflight departmental, administrative and leadership abilities as well as thorough knowledge of transmitters, studio and associated equipment & FCC rules & procedures. Color television experience highly desirable. Send resume including salary requirements to Box E-204, Broadcasting.
Franchise Distributorships for Background Music Systems

Leading U.S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

Box E-66, Broadcasting.

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY

SHERLEA BARISH, DIRECTOR

SOUND RECORDINGS

The best equipped sound recording company in South Florida, with 2 studios fully equipped, offices, high speed duplicators, cutting room, editing room, storage, central air conditioners, etc. Annually working with yearly income over $80,000.00 Request inventory equipment and price to

Box E-159, Broadcasting

FOR SALE—Stations

DISTRIBUTORSHIPS

SEA-BORNE

Complete sea-borne commercial radio station 10 kw output, complete with two studios and ready for immediate service. All necessary classifications. Contact Dale Electric (Overseas) Limited, Filley, Yorkshire, England.

CONFIDENTIAL LISTINGS

G. BENNETT LARSON, INC.

R.C.A. BUILDING, 3535 SUNSET BLVD., SUITE 701
HOLLYWOOD, CALIFORNIA 90028

FOR SALE—Equipment

WANTED TO BUY

Stations

WANTED

Radio Station

Money Maker

Grossing at least $150 M. Send complete details including terms.

Box E-225, Broadcasting.

UTILITY DISTRIBUTION SYSTEMS

TELEVISION

Situations Wanted

TELEVISION

Situations Wanted

SOUND RECORDINGS

The best equipped sound recording company in South Florida, with 2 studios fully equipped, offices, high speed duplicators, cutting room, editing room, storage, central air conditioners, etc. Annually working with yearly income over $80,000.00 Request inventory equipment and price to

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WANTED TO BUY

Stations

WANTED

Radio Station

Money Maker

Grossing at least $150 M. Send complete details including terms.

Box E-225, Broadcasting.
**COMMUNITY ANTENNA ACTIVITIES**

The following are activities in community antenna television reported to Broadcasting, through May 10. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- **Indicates franchise has been granted.**
- **Fort McClellan, Ala.—** Cablevision Co. of Anniston has been granted a franchise.
- **Fort Pierre, S.D.—** Trans-Vision Corp. (multiple CATV owner) has applied for a franchise to operate a cable system consisting of 12 channels.
- **South San Mateo county, Calif.—** Non-Township Cablevision Inc., Video Engineering Systems, Inc., has been granted a nonexclusive franchise to operate a cable system consisting of 12 channels.
- **Upland, Calif.—** International Cable Television Corp.'s application for a franchise has been rejected.
- **Walnut, Calif.—** Kern Cable Co. (multiple CATV owner) has applied for a franchise.

A 12-channel system would cost $4,750 monthly, and there would be no installation fee.

- **Fort Collins, Colo.—** City council ruled that "Time-Life Broadcast Inc. (multiple CATV owner) and Fort Collins Video Corp. of Denver, require a franchise rather than a permit. A franchise must be held to approve the franchise.
- **Lee County, Fla.—** South Florida Cablevision, South Florida Cable TV, and Gulf Communications Enterprises Inc. have applied for a franchise to serve Fort Myers Beach and Bonita Springs, both Florida.
- **Beech Island, S.C.—** Electric Cablevision Corp. (multiple CATV owner) has applied for a franchise to serve Beech Island, South Carolina.
- **Hampton County, S.C.—** Hampton Area Cablevision Corp. has applied for a franchise to operate a six-channel system.
- **Atchison, Kan.—** General Cablevision Inc. has been granted a franchise.
- **Guthrie, Okla.—** TV Cable of Guthrie Gazette has been granted a temporary, nonexclusive franchise.
- **Quinton, Miss.—** TV Cable of Quitman has been granted a franchise. Monthly service charge will be $13.50 and an installation charge of $15.90.

**ACCOUNTS**

- **KJST**
  - **Joshua Tree, Calif.—** Broadcast Bureau granted application to Western Metropolitan Broadcasting Co. for $14,771.87. Principals: David E. Kustner, Brian R. Nash, Limited partners: D. R. F. D. S. Dr. joystick Co. of Court and William L. Ewald. Action May 4, see May 7.

- **KJST**
  - **Joshua Tree, Calif.—** Broadcast Bureau granted application for franchise to Western Metropolitan Broadcasting Co. for $15,065 for station. Principals: D. R. F. D. S. Dr. joystick Co. of Court and William L. Ewald. Action May 4, see May 7.

- **KWWB**
  - **Lexington, Ky.—** Broadcasting, May 7.

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HOLLYWOOD, that ever-handy date-line for every film happening east of the Pacific and west of the Rockies, is naturally little island of inbred interests. If Lew Wasserman sneezes at Universal in the morning, it's the talk of the town by high noon. Negotiate a deal at Desilu Gower and leave it to the barber on Vine Street to interpret the small print. Cancel a slew of new shows and join the rest of the inhabitants in mourning. Threaten to dump a steady meal ticket like Gunsmoke and be prepared for some smoking newspaper editorials. Either pay homage to "Sound of Music" or accept the town's anti-American boot.

Naturally such a climate is kind to truisms. Don't buck the Red Skeleton Show. Whatever Lucy wants, Lucy gets. Knock the networks behind the scenes because of their domineering setup as the only three buyers around, but be tactful about them in print for the same reason. The Tiffany of the film production field is MGM.

Production Values • That last comment is worth a second look. It's more fact than fancy. For usually you don't need logo identification to tell what production house produced what film. More specifically, in television you don't have to hear the lion's roar to know the product was made at MGM.

From the start of its network activity (a late start actually), Metro tried to get production values on the television screen. The company philosophy was straight out of Knute Rockne: "Hit that line with everything you've got. Get thrown for a loss if necessary, but walk off the field looking like a champ."

Mr. Novak got thrown for a loss but most people maintain that it was a champ. Dr. Kildare, on the other hand, had it coming and going. It scored and looked good all the way.

"We try to shoot a feature film every-time we produce a television episode," is the way Alan Courtney explains the MGM pride of good quality. "It's our tradition to be the best in the area of production."

Mr. Courtney is the current keeper of this tradition on Metro's television team. As director of programs, he mans the desk where the buck stops passing.

He's not flashy. He doesn't shoot off sparks, rule with a velvet whip, make grandiose moves. Instead, he's the cab driver who knows the short cuts that save precious minutes, the newstand guy who can tuck the paper under a buyer's arm in one professional move.

Alan Courtney is a man thoroughly grounded in what he does. He knows product. He knows production. Most important, he knows the value and recognizes the need for putting down the written word where it all begins, the persons who interpret and perform and the men behind the cameras who make it all work. Luckily, MGM always has had some of the best talent in the business right on the home lot. "My job is to be conscious of scripts and personnel and try to get the best out of them," he says.

The New Season • He's got lots to work with in the 1967-68 network TV season. Proudest product is The Man From U.N.C.L.E., MGM's way of spelling style with its quick camera cuts, fanciful bad and good guys and laugh-while-we-excite action approach. It's one of the studio's returning network series, Daktari, produced in association with Ivan Tors, is the other.

Then there are three new hours: Mayas, about two boys and an elephant, filmed entirely in India; Hondo, about a scout for the U.S. Cavalry, and Off to See the Wizard, which will integrate feature films for children with original TV productions. That adds up to five hours for MGM-TV in 1967-68 (two hours each on NBC-TV and ABC-TV and one hour on CBS-TV), with the half-hour Flipper waiting in the wings as a possible 7 p.m. Sunday entry on NBC in first-run, syndication status.

The showing is evidence of the studio's remarkable resiliency. For Metro is coming off a television season that saw such of its shows as The Girl From U.N.C.L.E., The Rounders, Jericho, Please Don't Eat the Daisies and the previously mentioned Flipper being canceled. The loss of three-and-a-half hours of network time could have made most production houses topple if not fall. But by now, Metro is a pillar of the TV film industry.

Executive Touch • So, too, is Alan Courtney a pillar of a man. At 6 feet 3½ inches tall, 220 pounds, he's a big man even without his executive stripes. Yet there's a quiet affability about him, a do-it-with-a-small-smile style that marks him more a Napoleon Solo type than a THRUSH heavy.

The 46-year-old Alan Daniel Courtney has been around too long, done too much, to let anything but his cool show. Born in San Francisco, he spent much of his childhood in travel with his grandparents, who were in the import-export business. At times he lived in Mexico and South America.

In his youth, Alan Courtney thought he'd be a banker, then dabbled in the theater. He carved out an eight-year career for himself in the movie exhibitor-business, before getting it for a bottom rung at NBC. From 1944 through 1961 he advanced steadily, if not spectacularly, at NBC, leaving when he was the head of program administration for the television network.

In the next two years, Mr. Courtney made two quick career stops, first at MGM, where he was boss of national sales, and then at CBS, as vice president, programs. After NBC, he was looking for a new home. He may have found it at MGM. He joined the Culver City campaigners in 1963 and last year was named director of programs.

He sees more motion pictures in television's future. "We're bringing the movie screen into the home," he says. In the next five years he thinks almost everything in prime-time television could be related to the movie house of old. For an old movie usher like Alan Courtney, it's a happy return.

MGM-TV keeps its tradition in programing

WEEK'S PROFILE

EDITORIALS

Thought for the week

According to prevailing signs, the sanctity of the commercial-time standards in the National Association of Broadcasters' television code will remain unquestioned this week when the code board meets to consider code changes. The board may work on other matters, the clustering of commercials, the number of allowable program interruptions, but it gives no signs of altering the limits it fixes for commercial presentations within program periods.

This will come as good news to the FCC, which in the past year has become the enforcement agency for the NAB's radio and television codes. It will mean that the FCC can go on questioning the renewal applications of stations that don't abide by the NAB time standards.

In television not many stations have run into trouble with the FCC in this process, principally because the FCC has been lenient in adopting for its own guidelines only those code standards that apply to nonprime time. Who, however, is to say that a future FCC won't adopt the tighter prime-time standards too? Those standards are vulnerable to FCC embrace as long as they are retained in the code.

Help wanted

The Senate is apparently headed toward approval of an only slightly modified version of the administration's bill to establish the superstructure of a Corp. for Public Broadcasting. Unless a rash of new and skillful opposition develops, the bill probably has a good chance in the House.

The movement of the legislation to date is a tribute to the administration's political sagacity. At this point the Senate is being asked only to appropriate $9 million of seed money for a year of organizational work by the new corporation, an amount which also means for protest so picayune an item in the federal budget to make the wasteland flower? The really sticky questions about the long-range functions and funding of a federally sponsored apparatus of subsidized radio and television have been set aside.

Still, the time to raise those sticky questions is now. It will be too late to raise them a year from now if by then a distinguished directorate has been appointed, a corporation has been chartered and the cadre of a bureaucracy hired. No Congress is likely to wipe out so illustrious a creation in its infancy.

Of all those offering testimony to the Senate Communications Subcommittee, which conducted hearings on this bill, only one witness, Vincent T. Wasilewski, president of the National Association of Broadcasters, raised substantive questions about the fundamentals of the bill. He was summarily excused, upon completion of his formal presentation, with Chairman John O. Pastore's expression of incredulity that anyone could find fault with the measure. Mr. Wasilewski was in an unenviable position. The three major networks had gone on record in support of the legislation that the NAB spokesman opposed.

It is unlikely that the networks, in any appearances before a committee of the House, will disengage themselves from the commitments they have made to the Senate. Their executives are realists who see no immediate threat in the passage of the CPB bill and no immediate gain in opposing a proposal that has been endorsed by Lyndon B. Johnson and his chief supporters in the Congress. That leaves it up to Mr. Wasilewski and the broadcasters whose views were ignored by the Senate subcommittee.

The central issue here has nothing to do with whether there will or will not be a strengthened noncommercial broadcast system in this country. Clearly the national sentiment favors a significantly expanded role for subsidized TV. The issue is whether the expanded noncommercial system is to operate from a dominant center of federally oriented power or from many stations with individualized objectives and independent means.

The system that would grow from the CPB bill now before the Congress would unquestionably be centered on the Corp. for Public Broadcasting. The system Mr. Wasilewski proposed would be a station-oriented system. The latter, it seems to us, guarantees the public a better return on its investment, and it is therefore worth fighting for.

That fight is all but lost in the Senate. It cannot be won in the House unless Mr. Wasilewski is given considerably more assistance than he got before his confrontation with Senator Pastore.

Uneasy street

Jack Jurey, the capable editorial voice of the Washington Post-Newsweek Stations (WTOP-AM-WM-TV) in commenting on the sudden demise of the World Journal Tribune, not only deplored the seriousness of the event but also identified the added responsibility that is imposed upon broadcasters when a newspaper expires.

"Radio and television must take up the slack," Mr. Jurey said, "by giving news in all its aspects the emphasis and attention it deserves."

Contrary to belief in some embittered newspaper enclaves (among them entities that are affiliated with station ownership) responsible broadcasters do not gloat over the folding of a newspaper even if it reduces competition and thereby brings some windfall. They realize that many newspapers are fighting for economic survival and others will be, mainly because of unconscionable union demands not only as to wages and hours but because of featherbedding and resistance to technological advances.

What has happened to these newspapers can happen to broadcasters. The most vulnerable are the big-market and centrally controlled entities.

Just ahead lies the electronically published and delivered newspaper. It won't matter to the consumer whether the new publisher was weaned on printers' ink or kilowatts. Both kinds had better be prepared for that future.

"He wants to know why he's not getting residuals from those fire prevention spots!"

Drawn for Broadcasting by Sid Hix

Broadcasting, May 15, 1967
The big rating books are out again — the Nielsen and ARB Spring “Sweep” reports — and again they show that KSTP-TV is the leading News, Weather, Sports station in the market by an overwhelming margin.

Since 1948 when KSTP-TV was pioneering in television news gathering and presentation, it has been dominant in the local news area. That’s nineteen years, and that’s a long time to be first at anything — especially in the fast moving television business.

We’re proud of KSTP-TV’s News, Weather and Sports shows and our leadership in this most important programming area, but in addition to the pride, there’s a sense of responsibility to the hundreds of thousands of viewers who, over the years, have learned to depend on KSTP-TV for their news first. A listener-loyalty like this is tough to earn and tougher to keep, but we work at it and the ratings continue to show we’re getting the job done.

You can be sure, too, that KSTP-TV works just as hard at the rest of its programming to provide top-quality local shows for its audiences and its advertisers.

If you sell a product in the Twin Cities area, you want to do the job in the most efficient, most economical way possible, and the availabilities in KSTP-TV’s fine programming should be important to you.

Why not call Sales Manager Jim Blake or a Petry rep. today? That’s the way to get the job done in the Twin Towns.
Announcing... for color and black and white, the new family of RCA image orthicons with a big difference here that shows up big here

Now RCA brings you the "BIALKALI PHOTOCATHODE" in the new RCA-8673 and -8674 Image Orthicons. This major engineering innovation has greatly improved compatibility with its non-stick target, maintaining resolution and sensitivity over an extended tube lifetime and improving performance of existing color or black-and-white cameras. A simple change in a resistor chain provides proper voltages for a trio of these new Bialkali Photocathode Tubes. Wide-range, the 8673 and 8674 fit spectral requirements of all three channels... eliminating the need for another tube type for the blue channel.

Another big difference: the re-designed image section provides reduced distortion and freedom from "ghosts." These new tubes are available singly or as matched sets—a trio of 8673/S or 8674/S types for color service... types 8673 and 8674 for black and white. Main construction difference is in the target-to-mesh spacing. The closer-spaced 8673 enhances S/N ratio for quality performance under sufficient illumination. The 8674 has greater sensitivity under limited illumination. For complete information about the new RCA Bialkali Photocathode Image Orthicons, ask your RCA Broadcast Tube Distributor.

RCA Electronic Components and Devices, Harrison, N.J.

The Most Trusted Name in Electronics