Strong anti-network bill seeks stifling federal regulation. p29
FCC staff’s opinion cuts deep into ITT-ABC merger hopes. p32
United Network forced to quit because of financial troubles. p34
Corinthian’s plan to go public disclosed in SEC filing. p76
<table>
<thead>
<tr>
<th>STATION</th>
<th>MARKET</th>
<th>PROGRAM</th>
<th>RATING</th>
<th>SHARE</th>
<th>HOMES</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNEW-TV</td>
<td>NEW YORK</td>
<td>THE FLINTSTONES</td>
<td>14</td>
<td>28</td>
<td>845,400</td>
<td>... once again, Fred delivered more homes than any other program on a</td>
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<tr>
<td></td>
<td>M.F.F., 6:30-7:00 pm</td>
<td>NEWS/WEATHER/SPORTS</td>
<td>8</td>
<td>16</td>
<td>448,800</td>
<td>competing station in the entire market (Monday-Sunday, sign-off to prime time) and first choice in his time period with young women 18-34.</td>
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<td>WNBC-TV</td>
<td></td>
<td>THE FLINTSTONES</td>
<td>10</td>
<td>20</td>
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<td>WABC-TV</td>
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<td>6 O'CLOCK MOVIE</td>
<td>8</td>
<td>16</td>
<td>407,650</td>
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</tr>
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<td>WPIX</td>
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<td>MASTERS/CORRIG/RASCALS</td>
<td>6</td>
<td>12</td>
<td>333,850</td>
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<tr>
<td>WOR-TV</td>
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<td>BROKEN ARROW</td>
<td>3</td>
<td>6</td>
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<td>WTTG</td>
<td>WASHINGTON, D.C.-WTTG, M.F., 5:30-6:00 pm</td>
<td>THE FLINTSTONES</td>
<td>15</td>
<td>42</td>
<td>191,550</td>
<td>... highest rated show in the entire market (Monday-Sunday, sign-off to prime time).</td>
</tr>
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<td>WMAA-TV</td>
<td></td>
<td>MIKE DOUGLAS</td>
<td>6</td>
<td>17</td>
<td>57,300</td>
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<tr>
<td>WCNC-TV</td>
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<td>MOVIE 4</td>
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<td>19</td>
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</tr>
<tr>
<td>WTOP-TV</td>
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<td>EARLY SHOW</td>
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<td></td>
</tr>
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<td>WWOX-TV</td>
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<td>TEEN DANCE PARTY</td>
<td>1</td>
<td>3</td>
<td>6,850</td>
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</tr>
<tr>
<td>WOCA-TV</td>
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<td>PATTY DUKE</td>
<td>1</td>
<td>3</td>
<td>8,050</td>
<td></td>
</tr>
<tr>
<td>WTCP-TV</td>
<td>MINNEAPOLIS-ST. PAUL-WTCP-TV, M.F., 5:30-6:30 pm</td>
<td>THE FLINTSTONES</td>
<td>17</td>
<td>38</td>
<td>109,850</td>
<td>... a winning 39% share of the young females 18-34.</td>
</tr>
<tr>
<td>WCCO-TV</td>
<td></td>
<td>CBS EVENING NEWS</td>
<td>8</td>
<td>16</td>
<td>50,650</td>
<td></td>
</tr>
<tr>
<td>KGTV</td>
<td></td>
<td>HUNTLEY BRINKLEY</td>
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<td>26</td>
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<td></td>
</tr>
<tr>
<td>KMSP-TV</td>
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<td>TIMMIE &amp; LASSIE</td>
<td>9</td>
<td>20</td>
<td>57,400</td>
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</tr>
<tr>
<td>WABC-TV</td>
<td>KANSAS CITY, MO.-KBBC-TV, M.F., 5:00-5:30 pm</td>
<td>THE FLINTSTONES</td>
<td>18</td>
<td>49</td>
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</tr>
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<td>WDAF-TV</td>
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<td>MERV GRIFFIN</td>
<td>4</td>
<td>11</td>
<td>23,400</td>
<td></td>
</tr>
<tr>
<td>KCWI-TV</td>
<td></td>
<td>LEAVE IT TO BEAVER</td>
<td>14</td>
<td>28</td>
<td>73,450</td>
<td></td>
</tr>
<tr>
<td>KGGM-TV</td>
<td>ALCALDEQUE.-KGOM-TV, M.F., 4:30-5:00 pm</td>
<td>THE FLINTSTONES</td>
<td>18</td>
<td>54</td>
<td>31,150</td>
<td></td>
</tr>
<tr>
<td>KOB-TV</td>
<td></td>
<td>DIALING FOR BOLLARS</td>
<td>8</td>
<td>26</td>
<td>15,150</td>
<td></td>
</tr>
<tr>
<td>KOAT-TV</td>
<td></td>
<td>PETER JENNINGS NEWS</td>
<td>6</td>
<td>18</td>
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<td></td>
</tr>
<tr>
<td>KCPX-TV</td>
<td>SALT LAKE CITY.-KCPX-TV, M.F., 4:00-4:30 pm</td>
<td>THE FLINTSTONES*</td>
<td>13</td>
<td>51</td>
<td>42,650</td>
<td></td>
</tr>
<tr>
<td>KSL-TV</td>
<td></td>
<td>MAHALE'S NAVY</td>
<td>6</td>
<td>26</td>
<td>19,500</td>
<td></td>
</tr>
<tr>
<td>KUTV</td>
<td></td>
<td>MERV GRIFFIN</td>
<td>6</td>
<td>24</td>
<td>21,050</td>
<td></td>
</tr>
<tr>
<td>WISC-TV</td>
<td>MADISON.-WISC-TV, M.W.F., 5:00-5:30 pm</td>
<td>THE FLINTSTONES</td>
<td>19</td>
<td>51</td>
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<td></td>
</tr>
<tr>
<td>WMTV</td>
<td></td>
<td>MIKE DOUGLAS</td>
<td>12</td>
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<td></td>
</tr>
<tr>
<td>WECO-TV</td>
<td></td>
<td>PETER JENNINGS NEWS</td>
<td>6</td>
<td>17</td>
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</tr>
<tr>
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<td>LOS ANGELES-FTV, M.F., 7:00-7:30 pm</td>
<td>THE FLINTSTONES</td>
<td>13</td>
<td>21</td>
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</tr>
<tr>
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<td>CBS NEWS</td>
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<tr>
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<td></td>
<td>TWILIGHT ZONE</td>
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<tr>
<td>KTLA</td>
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<td>HITCHCOCK/VALLEY DAYS</td>
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<td>KCOP</td>
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<td>WFLA-TV</td>
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<td>BIG TOP</td>
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<td>15</td>
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<td>BANGOR, MAINE.-WLZI-TV, M.F., 6:30-5:00 pm</td>
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<td>WABI-TV</td>
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<td>BOZO</td>
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<td>91</td>
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<td>ROCKFORD, ILL.-WREX-TV, M.F., 6:00-6:30 pm</td>
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<td>26</td>
<td>46</td>
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<td>WIVO</td>
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<td>NEWS</td>
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<td>32</td>
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<td>WEEC-TV</td>
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<td>RIFLEMAN</td>
<td>13</td>
<td>27</td>
<td>15,500</td>
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</tbody>
</table>

1=Independent Station
2=Network Affiliate
*Within Coordinating Service

Source: The data provided by Arbitron for March 1967 are subject to qualifications published by the ratings service.

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**THE FLINTSTONES**

166 HALF-HOUR FULL-COLOR EPISODES

Screen Gems
THE KTVI NEWS REPORT

with Glenn Wilson and Jim Hale

Monday thru Friday, 5:30 and 10:00 p.m.

IN COLOR

KTVI is St. Louis' only TV station with its own motion picture film processing labs, plus... more working newsmen, nine mobile news units, and around-the-clock news desk coverage.

The best informed St. Louisans prefer KTVI News
DAYTIME
FAVORITE
OF THE
YOUNG
WOMEN

To reach the young women in the Dallas-Fort Worth television market during the day, your best buy is KRLD-TV.

The most recent ARB report shows that Monday through Friday, 9:00 A.M.-6:00 P.M., Channel 4 delivers more women, 18-34 years, per average quarter hour than any other station in the market... 17.8% more than the second station; 52.8% more than the third station; and 101.4% more than the 4th station.*

Contact your H-R representative for further details and choice availabilities.

*February/March, 1967 ARB Television Audience Estimates

KRLD-TV
4
The Dallas Times Herald Station

CLYDE W. REMBERT, President

represented nationally by

BROADCASTING, June 5, 1967
What will happen at ABC Inc. if FCC disapproves pending merger into ITT? Present disposition of top management is (1) to cut TV and radio network overhead to home; (2) drop plans for gavel-to-gavel TV coverage of political conventions, for which out-of-pocket is estimated at $10 million; (3) go for rating-oriented programing and leave to other networks major burden of underwriting non-profitable specialized programing.

Would ABC Inc. look for merger with some other entity? Present disposition is negative. Management shies from risk of another Justice Department onslaught and Capitol Hill fulminations with consequent demoralizing effects on staff, stockholders and sales and programing incentives.

Side effects

Folding of United Network’s late-night Las Vegas Show last week (see page 34) had repercussions all around. It raised new questions for CBS-TV officials to ponder in trying to blueprint their own late-night plans for submission to annual affiliates meeting this week. United’s collapse can be construed as creating vacuum for CBS to fill, or as augury against taking on entrenched competition. With both pro and con reactions from affiliates, CBS officials reportedly will meet again early this week to review questions of when, under what circumstances and with what sort of programing they’ll go into late night. With that sort of fluidity and with affiliates meeting starting tomorrow (June 6), there was little betting on how firm CBS’s proposals would be, pending further soundings among affiliates.

Unicco Network closing also knocked over TV prospects of Continental Football League, which had three-year deal with UN set for kickoff Sept. 9. CFL’s 15 teams are now free to scramble for local TV contracts to make up for what CFL officials call “undefined amount of dollars” lost in UN contract. Terms of contract reportedly called for no down payment, but guaranteed pay after coverage started.

Warming the griddle

Aids to congressmen who introduced stiff network-regulation bill last week (see page 29) said Friday they fully expect to have hearings on bill this year—assuming current session runs long enough. Signs now point to Congress still being at work in December, aides noted.

Bill has been seen by Commerce Committee Chairman Harley Slaggers (D-W. Va.), out of town during the latter part of week, aides said, as it is common practice for majority committee members to show chairman all relevant bills before submission. Thus measure is seen attracting chairman’s interest—key requirement for hearings.

Go sign

Capital Cities’ purchase of KTRK-TV Houston and sale of WPRO-TV Providence, R. I., may go before FCC this week, with Broadcast Bureau recommendation for approval. Word is that bureau sees good in Providence sale as reducing Capital Cities’ TV interests in northeastern part of country (company owns VHF in Albany, N. Y., and UHF satellite in Adams, Mass., as well as TV in Buffalo, N. Y.). Bureau also points out that associated radio properties in Houston and Providence are not involved in transfers, hence diversification of broadcast ownership is being expanded in both cities.

It deals go through, Capital Cities will buy KTRK-TV from John Jones and associates for $21,289,500 (Broadcasting, Jan. 9) and sell WPRO-TV to John B. Poole and group for $16.5 million (Broadcasting, Feb. 27).

Two down

George Stevens Jr., assistant director of USIA in charge of motion picture and television service, is expected to resign this week to become head of American Film Institute, new organization established by motion picture-TV interests to develop new techniques and recruit creative personnel in visual field. Mr. Stevens will be second department head to announce resignation from USIA in recent weeks, first having been John Chancellor, director of Voice of America (see page 88).

TV movies

MCA TV is said to be seriously considering production of feature films for syndication, patterned after "World Premiere" movies that company is making for NBC-TV. Project is still in blueprint stage and is predicated to some extent on future of late-night network programing. If ABC-TV’s Joey Bishop Show continues to make “good progress” that ABC says it’s showing—CBS-TV introduces third entry in period originally exploited by NBC-TV (where Johnny Carson is currently entrenched). MCA TV may have second thoughts about movie syndication. It isn’t known how MCA TV reacted to end of United Network (see page 34).

Increasing trend on part of feature-film suppliers to make agreements with TV networks for two or three initial runs and subsequent runs (up to six) is cutting even more sharply into availability of first-run movies for local stations. Since beginning of year major studios have released to stations only about 150 first-runs, majority of which are of nonnetwork quality and many produced in Europe and other parts of world. Outlook is for local stations, with few exceptions, to gain accessibility to network quality features only after repeated runs on ABC, CBS and NBC.

Interior decorator

FCC’s energetic Nicholas Johnson would like to see agency introduce showmanship at its new headquarters building, wherever it might be. Practically under mandate from its present landlord, Postmaster General Lawrence F. O’Brien, to move soon as FCC has delegated to Commissioner Johnson task of financing new home. He would like to have building with ground-floor area adequate to accommodate modern broadcasting and possibly other communications gear as exhibit for tourists who visit Washington.

Regiring minimum of 200,000 square feet, FCC has been looking at buildings in new downtown area, including one at 20th and M Street under construction, stone’s throw from present NAB headquarters and diagonally across street from CBS Washington headquarters. ABC News is about three blocks away. Budget for space would run $1-$1.25 million, with General Services Administration to pick up tab.
Nearly a million Americans have Syphilis and don’t know it. Some of them live in your community. And listen to your station.

They don’t know that Syphilis can lead to insanity. Or blindness. Or that 1,000 people die every month from a disease they never knew they had.

They also don’t know that in its early stages, Syphilis may be easier to cure than the common cold.

And we think you can use the power of radio to tell them.

Group W radio stations have been running a series of special programs titled, “The VD Epidemic”. And these programs are now available to you along with a supporting all-media promotion campaign.

Produced by Group W, in cooperation with Columbia University’s School of Public Health and Administrative Medicine—the U.S. Communicable Disease Center—and the American Social Health Association—these programs are designed to alert the public to the sources, symptoms and cure of this dreaded disease.

The response from the public and support from public health organizations have exceeded all our expectations.

Our theme? “Syphilis is not a dirty word. It’s a disease”. Our goal? To prove once and for all that the one thing that won’t cure Syphilis is the “silent treatment”.

We’re sure you realize that this is a great opportunity for radio to take the lead in an important crusade.

And we sincerely hope you’ll join us in it.

For information, phone or write Group W, 90 Park Avenue, New York, N.Y. 10017.

Some very nice people who listen to your station have Syphilis.
Basic programing rights of networks face serious threat in House bill introduced by Moss, Dingell and Ottenger. Bill would put television networks under direct control of FCC. See...

NETWORKS FEEL CHILL...29

Broadcast Bureau's Fitzpatrick testifies, under direct questioning by Johnson, that ABC-ITT merger would not be in public interest. Q and A came during first day of oral hearing. See...

BLOW TO MERGER HOPES...32

It held out for 31 days, but then upcoming and outstanding bills dealt death blow to United Network. Overall losses on 'Las Vegas Show' are expected to total about $2.3 million. See...

UN FORCED TO QUIT...34

FCC's Johnson takes another whack at what he terms overcommercialization by radio stations and commission's inadequate barrier against such moves. Makes charge in dissent to FM grant. See...

JOHNSON BLASTS...46

Jack Harries denies any thought of ex parte activities resulting from visit by AMST officials to four FCC commissioners. Discussion, he says, was on general CATV policies, not on pending cases. See...

AMST DENIES TACTICS...50

Wayne State University starts $5 million center as part of continuing study of communications. Feels future advances in programing and advertising will come out of university laboratories. See...

TV RESEARCH AREA...56

First meeting of NAB's secondary-market television committee finds broadcasters unanimously opposed to FCC's rule that limits protection against importation of signals by CATV's to top 100 markets. See...

WANT PROTECTION...60

Revision of NAB TV code's commercial time standards and discussion of cigarette advertising are expected to be prominent on agenda of CBS-TV affiliates meeting. Also up will be late-night plans for 1968. See...

CBS-TV MEETING...64

Possible $21.5 million could be realized by Corinthian shareholders from 829,107 shares of stock to be sold publicly. Whitney will offer 750,000 shares, 22% of his holdings. See...

CORINTHIAN FILES...76

New York Port Authority boss claims there is 'no factual basis' for complaints that upcoming World Trade Center project will cause serious TV interference for millions in metro area. See...

INTERFERENCE CLAIMS HIT...80

DEPARTMENTS

<table>
<thead>
<tr>
<th>Department</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Deadline</td>
<td>9</td>
</tr>
<tr>
<td>Broadcast Advertising</td>
<td>41</td>
</tr>
<tr>
<td>Changing Hands</td>
<td>54</td>
</tr>
<tr>
<td>Closed Circuit</td>
<td>5</td>
</tr>
<tr>
<td>Datebook</td>
<td>14</td>
</tr>
<tr>
<td>Editorial Page</td>
<td>106</td>
</tr>
<tr>
<td>Equipment &amp; Engineering</td>
<td>80</td>
</tr>
<tr>
<td>Fanfare</td>
<td>84</td>
</tr>
<tr>
<td>Fates &amp; Fortunes</td>
<td>88</td>
</tr>
<tr>
<td>Financial Reports</td>
<td>76</td>
</tr>
<tr>
<td>For the Record</td>
<td>93</td>
</tr>
<tr>
<td>International</td>
<td>86</td>
</tr>
<tr>
<td>Lead Story</td>
<td>29</td>
</tr>
<tr>
<td>The Media</td>
<td>50</td>
</tr>
</tbody>
</table>

WANT PROTECTION...60
"Book" MACON, the rich middle Georgia market...

It's now in the book! We have the data most wanted by agencies and advertisers on the Macon market... facts about your products, figures you can use, and information about our coverage of the area that is leading the South in per-capita retail sales increase.

39 RICH COUNTIES*
Population ..................................721,700
Incomes (E.B.I.) .................$1,339,772,000
Retail Sales ..............................$ 807,902,000

Data from Sales Management Survey of Buying Power, June 10, 1967

*With its new tall tower, WMAZ-TV's Grade B Contour now reaches 39 counties.

WMAZ-TV
MACON, GA. CHANNEL 13

Signal Coverage in the Southeast...

Offering advertisers coverage of more than 1-million homes in six southeastern states.

WBIR-TV  WFBCTV  WMAZ-TV

Represented Nationally by AVERY KNODEL, INC.
Fairness applied to cigarettes

FCC says stations must offer anti-cigarette forces

rebuttal time to $201 million purchased in radio-TV

FCC unanimously extended its fairness doctrine in dramatic fashion Friday (June 2) by announcing that anti-smoking proponents must be given chance to rebut cigarette advertising on radio and television.

Notice of momentous move was made in letter to wcbs-tv New York in response to complaint by 26-year-old New York attorney that CBS-owned station had refused to give him time to present anti-smoking messages (Broadcasting, Dec. 12, 1966).

Commission refused request of John F. Banzhaf III for "roughly" proportional time to that used for cigarette spots but said stations are responsible for making available "significant" amount of time for presentation of anti-cigarette viewpoint.

FCC General Counsel Henry Geller, in briefing at issuance of letter, stressed that "good faith" and "reasonableness" of station licensee would govern. He also, in responding to question, said his personal view is that a three-to-one ratio of cigarette advertising to smoking-warning messages could be acceptable.

What Next? * FCC move places in jeopardy over $200 million worth of broadcast advertising. In 1966, according to Television Bureau of Advertising, cigarette companies spent $194 million in television, and, according to Radio Advertising Bureau, $7.3 million in radio.

Mr. Banzhaf began his campaign last fall and when wcbs-tv failed to meet his demands, filed his complaint with FCC. He is graduate of Columbia University law school and of Massachusetts Institute of Technology.

Issue of FCC's responsibility in smoking health controversy is not new. Early in 1966, Beverly Hills, Calif., group asked FCC to bar cigarette advertising entirely. Commission official said then that it couldn't move into this area until official government finding that smoking has direct, causal relation to health hazards.

Commission's letter to Mr. Banzhaf recited activities of wcbs-tv in presenting smoking hazards to its audience. Since September 1962, commission noted, wcbs-tv has presented anti-smoking viewpoint in news programs, science reports, and free spots for American Cancer Society, as well as half-hour and hour programs in 1962 and 1964.

It also noted that station feels this activity has provided contrasting viewpoints on issue by responsible authorities and that consideration of fairness doctrine to cigarette advertisement is unnecessary and, in fact, unlawful.

Limiting Issue * FCC, stressing that this finding is "limited" to cigarettes only, stated:

"We believe that a station which presents such advertisements has the duty of informing its audience of the other side of this controversial issue of public importance—that however enjoyable, such smoking may be a hazard to the smoker's health."

Rejecting claim for equal time, commission traced history of cigarette legislation and concluded that since Congress was moving on step-by-step basis over three-year period, its action must be "tailored" to carry out congressional purpose.

To this end, commission said, its notice "requires a station which carries cigarette commercials to provide a significant amount of time for the other viewpoint, thus implementing the 'smoking education campaign' referred to as a basis for congressional action in the 1965 act...."

And, FCC added: "... this require-ment will not preclude or curtail presentation by stations of cigarette advertising which they choose to carry."

In attempting to provide guidance for stations, commission observed: "A station might, for example, reasonably determine that the above noted responsibility would be discharged by presenting each week, in addition to appropriate news reports or other programing dealing with the subject, a number of the public service announcements of the American Cancer Society or HEW (Department of Health, Education and Welfare) in this field. . . ." But, commission added, type of programing, amount and nature of time to be afforded "is a matter for the good faith, reasonable judgment of the licensee, upon the particular facets of his situation."

Licensee Decision * In its concluding paragraph, commission again cites wcbs-tv's activities in presenting anti-smoking viewpoints and in presenting ACS spots, rejects Mr. Banzhaf's claim for "rough approximation of time," and adds: "... the question remains whether in the circumstances a sufficient amount of time is being allocated each week to cover the viewpoint of the health hazard posed by smoking. . . ."

Letter concluded: "The guidelines in the foregoing discussion are brought to your attention so that in connection with the above continuing program you may make the judgment whether sufficient time is being allocated each week in this area."

Latter was signed by Ben F. Waple, secretary of commission, "by direction of the commission."

Younger stepping down

Ranking minority member of House Communications Subcommittee, J. Arthur Younger (R-Calif.), although "making progress" in bout with leukemia, has announced he will not seek re-election next year. Representative Younger, also second-ranking Republican on parent Commerce Committee, is eight-term congressman.

Former child star Shirley Temple, now Mrs. Charles Black, said Friday (June 2) she was considering running for Mr. Younger's seat.

Paar selling stations in Northeast to Harron

TV personality Jack Paar has decided station ownership isn't his dish. Friday (June 2) he concluded deal to sell wmtw-tv (ch. 8) Portland Spring-Peal, Me., to Paul F. Harron's Mid-New York Broadcasting Corp, for about $5 million. Transaction, which includes wmtw-fm Mount Washington, N. H., involves 98% of stock (balance is held locally). Sale is subject to FCC approval.

Mr. Paar's Dolphin Enterprises Inc. purchased 80% of stations in 1964 for $3,675,000 from group headed by John W. Guider, former Washington attorney. He later brought 20% of remaining 20% from Mr. Guider.
Fondren, Polykoff named

Lee Fondren, station manager and director of sales, KLZ Denver, and Shirley Polykoff, vice president, Foote, Cone & Belding, named to receive American Advertising Federation's Ad Man and Ad Woman of Year awards. Awards will be given during AAF's convention in Houston June 10-14.

Mrs. Polykoff has created advertising for Clairol, whose budget has grown from $500,000 in 1955 to about $37 million. Mr. Fondren was chairman of joint commission for merger of Advertising Federation of America with Advertising Association of West to form AAF.

Two opinions on ABC-ITT merger

Staff attorneys preparing orders for approval, denial; Justice warns of antitrust suit if merger is approved

FCC staff attorneys are at work this week writing two draft opinions on proposed ABC-International Telephone & Telegraph Corp. merger—one providing for approval, other for denial.

Commissioners are expected to get copies of drafts by end of week. This would permit them to study proposed orders and, possibly, to make their choice between them by regular meeting date, Jan. 14. However, it appeared likely that rewriting of proposed orders (one would become majority opinion; other minority opinion) and separate statements would delay final commission action in controversial case.

It's understood that two commissioners, one representing faction favoring approval, other representing commissioners favoring denial, will supervise work of staff attorneys preparing proposed opinions.

Commission instructions to write proposed orders were issued as commissioners on Friday (June 2) concluded oral argument that began Thursday and had been scheduled for only one day (see page 32). Extensive questioning by commissioners of counsel in case caused extension.

Warns of Suit • In windup argument, Lionel Kestenbaum, Justice Department's antitrust division attorney, indicated that department would consider filing antitrust suit against merger if commission approves it. Mr. Kestenbaum, in response to question from Commissioner Kenneth A. Cox, said he had not fully considered whether merger would violate antitrust law but added he expects antitrust division chief, Donald F. Turner, to ask him his views on case.

Mr. Kestenbaum said that, as result of his involvement in proceeding, he feels department would have "strong case." Questioning by commissioners during oral argument provided no basis for speculating that any of them will change their vote in case. Commission approved merger by 4-to-3 vote in December, then reopened case on petition of Justice Department.

Commissioner appearing to harbor strongest feeling against merger was Nicholas Johnson, who wrote 80-page dissent when FCC approved proposal in December. He said Friday parties had made misrepresentations to commission, had urged ABC affiliates to stimulate ex parte contacts with commission on case, and had attempted to influence press coverage of hearing.

He said also representatives of parties had "spread misrepresentations" concerning two commissioners. One misrepresentation, apparently, was alleged statement of ITT public relations official that Commissioner Johnson and member of Senate were working on legislation to prohibit newspapers from owning broadcast stations (Broadcasting, April 24). Other was report in memo from president of ITT subsidiary indicating that Commissioner Robert E. Lee had sought employment for son with ITT consultant (Broadcasting, May 29).

Marcus Cohn, counsel for ITT, attempted Friday to take edge of "personal" statement of Thomas B. Fitzpatrick, chief of commission's hearing division, that grant would not be in public interest.

Shouldn't Be Judge • Mr. Cohn said Mr. Fitzpatrick, as counsel for Broadcast Bureau, was "excellent advocate" during hearing but that "an advocate should not judge."

He noted that bureau has chief, whose responsibility it is to make recommendations to commission on hearing cases. Reason for that arrangement, he said, is that chief, who "has not been in the pit," can be more objective in his recommendation.

Commissioners obtained another layer of assurance from parties concerning commitments they had made. ITT counsel Taggart Whipple, speaking with authority of company, said if merger is approved, ITT will notify commission before making change in policy.

In response to question from Commissioner Robert E. Lee, Mr. Cohn said commission, "of course," should hold ITT to promise of autonomy for ABC News. "If substantial change" is made in that policy, he said, commission has "right and duty" to consider such variations whenever any ITT-ABC licenses are up for renewal.

[High Standard?] • Mr. Kestenbaum, however, in rebuttal, said commission should not place reliance on such representations; commission should only consider long-range economic interests of parties. And Commissioner Johnson, in connection with news-integrity question, said applicants were asking commission to expect that ITT officials' dealings with ABC will be in accord "with higher standards" than those he feels they have applied to other media.

Mr. Kestenbaum reasserted his view that parties do not need ITT financing—principal justification given for merger. But Herbert Bergson, who also represented ABC, said ABC's ability to compete with NBC and CBS would be seriously hampered by denial of merger. He said ABC would have great difficulty in borrowing money and that if it did, it "would be so mortgaged" that its flexibility would be gone.

In reciting ABC needs, he disclosed that network is considering producing feature films. He said network has budgeted $40 million for feature films over next four years "and $30 million for films we will produce ourselves" on theory that network will not be able to purchase all feature films it will need.

World Trade Center hearing set by FCC

FCC has set July for hearing in New York on interference problems expected from construction of World Trade Center in lower Manhattan (see page 80). Commission says exact date and naming of hearing examiner will come later.

Commission noted Friday (June 2) situation may occur in other urban areas as new buildings are constructed, thus "problem warrants full exploration."

WEEK'S HEADLINER

Samuel E. Ewing, staff VP and general attorney for RCA manufacturing and service divisions since 1960, named VP, Washington, RCA, succeeding Carleton D. Smith, who requested early retirement after serving NBC and later RCA for 36 years. Mr. Ewing joined RCA in 1947 as attorney in RCA Victor division and has held various top legal posts with company. Mr. Smith will continue as Washington consultant to RCA.

For other personnel changes of the week see FATES & FORTUNES
"One of the funniest ideas to have hit television in years," says *TV Guide* of *F Troop*. And it's still racking up impressive ratings at the local level.

In the latest NSI national sweep (Feb-Mar, 1967), *F Troop* ranked No. 1 in its time period in 19 of the top 25 markets! In the latest NSI survey period (Mar-Apr, 1967), covering only 13 major markets, *F Troop* ranked No. 1 in its time period in 12 — was virtually tied for first in the 13th!

*F Troop*, with 65 half-hours (31 in color), is now recruiting for fall enlistments. Check to see if it's still available in your market.

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y. Circle 6-1000
HOW TO GET THE VERY BEST
COLOR TAPE PICTURES
without the penalty of complicated operation

It's one thing to produce the sharpest, most brilliant, truest color tape pictures... superb dupes through four generations. It's still another to have all this sophistication combined with operating simplicity.

NEW OPERATING CONVENIENCE
Design features not available on other machines — automatic indicators, total instrumentation, grouped controls—all make it easier for the operator to exercise command of the sophistication of the TR-70 and thus achieve its total high band capability. Operating efficiency is increased and chance for operator error is reduced through in-depth marriage of man with machine. Monitoring of audio and video are at ear and eye level; record and playback control panels are separated; tape transport is waist high, sloped at a 45 degree angle and easy to thread; electronics module bank is completely color integrated.

NEW EASE OF MAINTENANCE
Standard construction means easier maintenance. All plug-in modules are the same style, are keyed to avoid incorrect positioning—and, no tools are required for removal. Over 160 test points and push-button monitoring points on front panel trace signal from input to output; 4-mode FM test facility is built in. Everything is easily accessible without removing front panels or screws—There's no emptying of water trays; no getting down on hands and knees to reach modules.

NEW COLOR PERFORMANCE
Designed, tested and delivered for high band color, the TR-70 is all ready to go when you receive it. Here's a new standard in color tape operation. Excellent signal-to-noise ratio—better than 46 dB—coupled with less than 1.5 per cent color K factor rating for the entire system and a virtually flat 0.5 dB frequency response—to produce brilliant pictures. Highly saturated color can be recorded and reproduced beautifully without moire. The basic machine is high band color, but with flick of a switch can be used for low band. Pix Lock, Line Lock, ATC and Color ATC are included. It's not only the finest—it sets new standards all along the line.

Why not see it, and prove it for yourself? Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J. 08102.

New RCA Video Tape
Series 7000 for standard or high band. Notable for low head wear and signal-to-noise advantages.
Manufactured by RCA

The Most Trusted Name in Electronics
A calendar of important meetings and events in the field of communications.

Indicate first or revised listing.

JUNE

June 5-6—Annual spring meeting of Washington State Association of Broadcasters. Speakers include F. E. Fish, vice president, Campbell-Ewald, Detroit, Bayshore Inn, Vancouver, B. C.

June 5-7—Board of directors meeting, National Community Television Association, Sahara Tahoe, Lake Tahoe, Nev.

June 5-6—Annual convention, Electronic Industries Association, Continental-Plaza hotel, Chicago.

June 6—Annual stockholders meeting, MCA Inc., Sheraton-Blackstone hotel, Chicago.

June 6-7—The 1967 general conference of 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. Long, 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 8-9—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. Galvin, chairman, Motorola Inc.; Leonard Jaffe, director, space applications programs, National Aeronautics and Space Administration. Panel on "Digital Communication in the Challenge," concerning television among total digital communications, is one of several scheduled sessions. Sheraton-Park hotel, Washington.

June 7—Meeting of the San Francisco Advertising Club. Speaker will be Herb Manlove, vice president and director of media, BBDO, New York. San Francisco.


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

June 9-10—Annual spring meeting of South Dakota Broadcasters Association. Speakers include Douglas Anello, 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 8-10—Radio-television Institute conducted by the Episcopal Radio-TV Foundation, Atlanta. Institute theme is "The Communication Gap." Speakers include Don Elliott Heald, general manager, WSB Atlanta; Elmo Ellis, general manager, WSBI Atlanta; Dr. Gerhart D. Wiebe, dean, school of public communication, Boston University; Roy Bishoff, director, Television Information Office and Fred A. Niles, president, Fred A. Niles Communications Centers Inc., Chicago; Cathedral of St. Philip, Atlanta.

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

June 9—Chicago chapter of Public Relations Society of America holds all-day semi-
Katz Television
is pleased to announce that
effective June 1, 1967
we began representing
Baton Rouge, La.
"The hottest new industrial spot in the Nation"
—WALL STREET JOURNAL
your super, not-so-silent salesman

Increasing television station sales — and profits — is virtually a reality with an EMCEE VHF or UHF Translator on the job. Designed to automatically rebroadcast television signals without degradation and without change (except to shift the signal to a new channel), EMCEE Translators provide several key functions in opening up new coverage areas, filling shadows and holes in existing coverage areas, and assuring a stronger color signal for even the Grade B coverage area.

And with the new FCC rulings authorizing microwave feed to television translators, you have an ideal relay system to areas previously unreached due to topographic or distance factors.

When you consider these market penetration benefits — plus their low cost and hands-off, maintenance-free operational factors — you will readily see why leading broadcasters have specified EMCEE 5 to 1 for over six years!

**EMCEE VHF/UHF Television Translators**

...write for complete information

EMCEE BROADCAST PRODUCTS, a division of ELECTRONICS, MISSILES & COMMUNICATIONS, INC.

160 E. 3rd Street, Mt. Vernon, N. Y. 10550

DEPT. B-6


June 14-16 — Annual spring meeting of California Association of Broadcasters. Mark Hopkins hotel, San Francisco.

June 14-15—Annual spring meeting and election of officers of Virginia Association of Broadcasters. Speakers include William Walker, NAB director of broadcast management; FCC Chairman Rosel Hyde. Marriott Twin Bridges motel, Arlington.

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

June 16-18—Summer meeting of the Oklahoma Broadcasters Association. Western Hills Lodge, Wagoner.

June 17-21—3rd annual summer convention and engineering conference of Georgia Association of Broadcasters. Speakers include Howard Mandel, NAB vice president for research; Lynn Christian, WPIX-FM New York; Bill Stewart, McLendon Station. Holiday Inn, Callaway Gardens.

June 19—Deadline for comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programing of any one outlet in that market.

June 19-24—14th International Advertising Film Festival, to be held in Cannes, France. sponsored by Screen Advertising World Association. International cinema and television commercials will be judged. Information may be obtained from Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

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

June 23-24—Meeting of the Texas AP Broadcasters. Commodore Perry hotel, Austin.


June 28-July 1—Summer board meeting of the National Association of Broadcasters. Williamsburg Inn and Lodge, Williamsburg, Va.

June 28-July 1—First radio, television and film festival and seminar sponsored by the public relations section of the American Library Association. San Francisco.


June 28—Special stockholders meeting. Columbia Broadcasting System Inc. to vote on proposal to merge with Holt, Rinehart and Winston Inc. and to authorize six million shares of CBS preferred stock as part of agreement on merger. CBS Broadcast Center, New York.

June 30—Entry deadline for Albert Lasker Medical Journalism Awards for articles and broadcasts published or televised in 1966 which pertain to the improvement of health and the prolongation of life through medical research. Entry blanks may be obtained from, and entries must be submitted

*Indicates first or revised listing.*
Reeves Color Videofilm™—this one can make you happy with color video tape-to-film transfers. It's the only transfer with all the quality you expect from having the Reeves name on the label.

Color Videofilm™ has the purest whites, the truest color balance, the widest tonal scale and the most precise saturation of any color transfer. You get true colors, reel after reel after reel.

Broadcast quality? That's our business. For 34 years Reeves has set quality standards that have been followed by the industry. For 34 years our name has meant the finest quality available. It still does.

See our Color Videofilm™ demo reel and see what we mean.

™Reeves Sound Studios, division of Reeves Broadcasting Corporation.
WTRF STORY BOARD

7

UNBIASED SURVEY! It's been reported that people using the new Bourbon-flavored toothpaste have 40% more cavities and couldn't care less.

SAY WHAT? You like the mouthfeel? Just keep it brief, just enough to cover the subject.

Wheeling-Steubenville TV

WHO SAys ants are such steady workers, they go on picnics, don't they?

ALL COLORCASTING

NAME OF A HONOLULU typing school: "Wheel-a-key"

Upper Ohio River Valley NAUTICAL SMILE! What do they stand for?

US . . . United States Ship, HMS ... Her Majesty's Ship, AMS ... Italian for 'Alfa My Ship. (Thanks to J. Mill of Lindy)

149,343 Color TV Homes

THATSA the estimated color TV home count Nielsen reported in their Oct.-Nov. '66 survey for WTRF-TV Wheeling-Steubenville.

Ask your local BLAIR TELEVISION why you should select WTRF-TV for your next spot schedule.

wtrf TV Wheeling-Steubenville

PROBLEMS, PROBLEMS, of the colorful Color TV Wheeling-Steubenville. Ship.

facts about the colorful Color TV Wheeling-Steubenville. Ship.

WHAT'S new? a key!

40% of TV viewers again couldn't care less. It's a key!

THIS THE WTRF-TV STORY? You can have all the imaginative facts about the colorful and lucrative Wheeling-Steubenville TV Market and the devil, but you've got the devil to WTRF-TV's programming. Ask national rep BLAIR TELEVISION why you should select WTRF-TV for your next spot schedule.

wtrf TV Wheeling-Steubenville

PROBLEMS, PROBLEMS, with all the new-fangled piping in the house, you don't know whether to call a plumber or a plastic surgeon.

SUBSCRIBER SERVICE

Please include a BROADCASTING address label whenever you write your subscriptions.

TO SUBSCRIBE mail this form with payment. Mark [ ] new subscription or [ ] renew present subscription.

Subscription rates on page 7.

ADDRESS CHANGE: Affix label here and print new address, including ZIP code below. Please allow two weeks for processing.

BROADCASTING

1735 DeSales St., Washington, D. C. 20036

18 (DATEBOOK) BROADCASTING, June 5, 1967

NAB RADIO PROGRAM CLINICS

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott motor hotel, Philadelphia

JULY

July 2—Deadline for comments on FCC's proposed rulemaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 5—Deadline for comments in FCC inquiry on national rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

July 7—Deadline for reply comments on FCC's proposed rulesmaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

July 11—Annual stockholders meeting, Taft Broadcasting Co., Cincinnati.

July 13—Deadline for reply comments on FCC's proposed rulesmaking that would codify regulations covering the assignment and use of AM, FM and TV call signs.

July 14—Deadline for comments on proposed FCC rules that would amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

July 16-18—Annual summer meeting of Idaho Broadcasters Association. Speakers include Paul Comstock, NAB vice president for government affairs, Shore Lodge, McCall.

July 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertiser's Bureau, Harvard Business School, Boston.

July 19—Summer meeting of the New York State Broadcasters Association. Speakers include Vincent Wastiewski, NAB president, Otesaga, Cooperstown.


July 20—Deadline for reply comments in FCC inquiry on the need to establish rules for FM broadcast similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service the commission said.

July 30-Aug. 11—Ninth annual seminar in marketing management and advertising sponsored by the American Advertising Federation, Harvard Business School, Boston. For further information write or call George T. Clarke, director, bureau of education and research, American Advertising Federation 655 Madison Ave., New York 10021. (212) 73Emplins 3-0230.

AUGUST

Aug. 1-16—Annual meeting of American Bar Association. Inconsistencies of recommendations of Reardon Committee on Fair Trial-Free Press are scheduled for Section of Judicial Administration. Section of Criminal Law, Illikai and Hawaiian Village hotels, Honolulu.

Aug. 3-5—Fifth annual National Broadcast Editorial Conference sponsored by the department of journalism of the University of Michigan and the Radio-Television News Directors Association with the collaboration of the National Association of Broadcasters, University of Michigan, Ann Arbor. Suggestions on proposed rules regarding the conference should be addressed to Prof. Yablonsky, department of journalism, University of Michigan, Ann Arbor.

Aug. 4-5—Summer convention of the New Mexico Broadcasters Association. Pines motel, Las Cruces.

Aug. 8-10—Workshop on advertising financial management and fiscal control sponsored by the Association of National Advertisers. Lido Beach hotel, Lido Beach, New York.

Aug. 13-17—Second Inter society Energy Conversion Engineering Conference sponsored by the American Institute of Electrical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics.

Hotel Fontainebleau, Miami Beach, Fla.

Aug. 14—New deadline for reply comments on FCC's proposed rulesmaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 22—Annual meeting of shareholders of Rollins Inc., Wilmington, Del.


Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits the rules of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution or the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesstra, Berlin 10.

SEPTEMBER


Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wastiewski, NAB president, Downtown hotel, New Orleans.


Sept. 21-23—Fall symposium, Group on Broadcasting, Institute of Electrical and Electronics Engineers, Mayflower hotel, Washington.

Sept. 24-26—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motor hotel, Sidney.

Indicates first or revised listing.
THERE ARE HOUR WESTERNS
(How many in color?)

AND THERE ARE OUR WESTERNS...
Now in syndication

56 western hours in COLOR

Starring:
Peter Brown
Neville Brand
William Smith
Philip Carey
Robert Wolders

With Guests:
Burgess Meredith
Martin Milner
Julie Harris
Eve Arden
Mickey Shaughnessy
Jack Lord
Jack Kelly
John Carradine
Charlie Ruggles
... and many more

and LARAMIE / 60 western hours / in color
OPEN MIKE®

Selling in tough markets

EDITOR: The national reps and the major-market operators level their blasts at the lack of creative salesmen. But did you ever attempt to break into the establishment? It really doesn't take a genius calling on the top-15 advertising agencies and representing stations in the top-25 markets to sell an adjacency to one of the top-10 rated programs. But let a real solid salesman from East Podunk try to break into the big time and he's told that he doesn't know what it's all about.

But how many of the big-time operators ever had to sell a three-buck spot to a local retail merchant who is his own media buyer, spending his own buck? That's where creativity comes in.

Let me give you an example of creating sales. KRAM is an affiliate of ABC. By just playing the ABC news network instead of the ABC news network coming on and then selling the local commercial as the adjacency, the local advertiser assumed that he became a part of the network news. He had one little idea sold an advertiser who had never used a radio schedule of 12 announcements per day seven days a week. He must have gotten results; he renewed for another 52 weeks.

Don't let the word "creativity" become mystical. It's all around us if we know where to look for it.—Ted Oberfelder, manager, KRAM Las Vegas.

News distorts complex events

EDITOR: The editorial, "No time for amateurs" (Broadcasting, May 22), was as good as any you have published, and you have had some good ones.

It brought back memories of the many decisions I had to make when James Meredith arrived in Oxford, three months after I bought WSDU. I was reminded of it also last night when I had seven young men from Switzerland in my home who are in this country on a Rotary exchange program. They were telling us what a different impression they had about the racial situation after seven weeks in Mississippi than the impression they had before they arrived.

A big part of that distorted impression was from the news coverage of the Meredith tragedy. Even when news coverage is good and factual, as most of it was on the Meredith story, it can still give the wrong impression to the outside world.

Keep up the good work. You have a

BROADCASTING, June 5, 1967

You're only HALF-COVERED in Nebraska... if you don't use KOLN-TV/KGIN-TV!

Come and get the biggest share of any TV audience based on total daily viewing in all-VHF, three-station markets.

KOLN-TV/KGIN-TV delivers the greatest share of Total Day, Prime Time and Early Evening audiences of all the nation's all-VHF, three-station markets.*

Now, add UHF stations to the "mix" and the results are still in our favor—and yours—when you buy Lincoln-Land. KOLN-TV/KGIN-TV ranks fourth in Total Daily Viewing share of market; fifth in delivering audiences during Prime Time; and second among all CBS affiliates.

Let Avery-Knodel give you the rundown on KOLN-TV/KGIN-TV leadership in Lincoln-Land. We're the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

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

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

*KOLN-TV/KGIN-TV's ratings are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

We can handle all of your excess merchandise, due bills, and other trade out merchandise goods and credits that you may have.

As a large established jobber, we have had a pleasant relationship over a number of years with many of the radio and T.V. stations.

Let us know what you have, and we will send you our offer.

Unique Import Trading, Inc.

1644 N. HONORE STREET, CHICAGO, ILLINOIS 60622 — TEL: 312-238-6130
tremendous influence on our industry—Leroy E. Kilpatrick, WSUH Oxford, Miss.

Summer employment scarce

EDITOR: I am in my junior year as a broadcasting major/management minor at Southern Illinois U. and work as a continuity director of WSUI(FM).

During the summer many professional trades open their doors to students for apprenticeships in their field. Does the broadcasting industry provide this for its own?

Some stations have internships, but they are few and far between. One Chicago network affiliate to which I applied had two of these positions filled by persons not even majoring in the field. I went to New York for a job at a station for which my uncle has worked for 21 years and was refused a job because I wasn't an engineer and did not have a first-class license. . . . When I mentioned a job in production, the station claimed they never hire personnel for summer only. Other situations come up with the excuse that it takes two to three months to train a student, and then he returns to school. Unless one is an announcer, small markets are virtually closed. Around every corner you find the statement “experienced personnel only need apply.”

Many of us may have that element of talent for which the industry is looking, but where are we supposed to develop it or to find out if we have it at all? I will keep trying and mail my resumes to stations. . . . There are, I am sure, quite a few broadcasting students in schools throughout the land waiting, and waiting, and waiting.—Steven S. Grant, continuity director, WSUI(FM), Carbondale, Ill.

Praises Sid Hix’s cartoons

EDITOR: As a constant reader of your fine magazine, I feel I join most broadcasters in quickly turning to the inside back page for a quick look at each week’s Sid Hix “Broadcast-toon,” I’ll coin it.

Have you ever considered, or actually published, a collection of these topical drawings?—William H. Whitten, director of news, WMNOI Brunswick, Ga.

Coloran lauds NAB coverage

EDITOR: May I compliment you on the very excellent coverage of the entire National Association of Broadcasters convention in Chicago.—Charles Lipow, vice president, Colorian Industries Inc., Burbank, Calif.
WBAL...Radio Home of the World Champion Baltimore Orioles

When the Orioles took the '66 Series in four straight, Maryland heard it on WBAL Radio. That’s exciting radio! That’s WBAL! From Navy Football to Baltimore Clipper Ice Hockey; from the All-Star Game to the Super Bowl. Maryland is all ears to the middle of the dial.

Even in four neighboring states WBAL Radio’s 50,000 watts boom in to give you greater selling power. But we don’t get better than 1 out of every 4 local radio dollars* on power alone. People believe in WBAL Radio. They believe in sportscasters like Jim West, Terry Johnston and Bud Wilkinson. They believe in the Colts, that’s why they listen to the Don Shula Show. In a sports town, WBAL is the sports station...with over 40 sportscasts every week. And that’s what gets results for you! Call 301 467-3000 or contact your Daren F. McGavren representative now.**

WBAL Radio...excitement in the air.
MONDAY MEMO
from CECIL M. HUNT, Cooper, Strock & Scannell, Milwaukee

Merchandising: radio’s superior selling catalyst

Are you overlooking the fourth ingredient that makes radio advertising really pay off?

Take a great talent. Allow him to deliver outstanding commercials. Make wise time buys. These are three fine ingredients for success.

But many times advertising dollars are wasted because a fourth ingredient is overlooked: merchandising radio plans at the local level.

Most product distributors and local dealers will admit that radio sells. But often they couldn’t care less about your radio campaign on hundreds of stations coast to coast. What they do want to know is what you are doing to help sell their customers.

Experts Available • Fortunately there is a force of top-notch salesmen who are eager and willing to help provide that fourth ingredient. They are key radio-station personnel. In our particular case they are the radio farm directors and the sales managers. We feel they are necessary in any radio campaign directed to farm listeners.

We have just completed the third full year of utilizing Andy Griffith as a spokesman for Hess & Clark, producer of animal and poultry health products. Now we are going into the fourth year.

In Griffith we have an outstanding radio salesman who has been successful in the toughest league of all—prime-time TV. But even at the outset of the first campaign we knew his broad appeal as an entertainer would not be enough to convince the farmer he should use our products. These are specialized animal pharmaceuticals and represent serious business to farmers.

So how could we best use the power of his personality? Our first iron-clad rule when writing commercials for Griffith is never to cast him as an expert or an endorser. Our only concern is to take advantage of his distinctive voice and talents as a spokesman.

Griffith has recorded our product stories in his natural style and according to people who are not as emotionally involved as we, Andy Griffith is an outstandingly believable salesman. In this spring’s National Agricultural Advertising and Marketing Association competition one of our Griffith commercials was judged the best agricultural radio commercial for the third consecutive year.

Great care is taken to buy time on stations that are reaching the farmer. All of the stations we use worked hard to build a loyal following of listeners for their farm programing. We are well aware of the reliance farmers place in “Smith” on station XYZ for market reports, weather forecasts and farm news. Heaven help the kid that talks at the lunch table when “Smith” is giving his father the price of hogs on today’s market or tomorrow’s weather.

Key Element • At this point we could lean back and convince ourselves that it’s a job well done. But that one vital ingredient is still missing.

The cash register sales at the local level may be rather disappointing if we ignore one vital part of a successful radio campaign—the merchandising help that’s available from the local station.

We’ve always attempted to keep station personnel informed of our plans. But the real value of these people did not hit home until recently. Hess & Clark has just completed test marketing two new products in several areas of the country. Key radio people were not only helpful in the introductions but essential in gaining distribution of the products.

We have found it is absolutely necessary to level with radio people. Let them know your company inside and out. Explain and describe your products. Tell them what the products will do and what they won’t do. Give them the names and addresses of your salesmen in their area.

Discuss your channels of distribution. How many dealers do you have? Who are they? What kind of outlets do you want? Who is your potential customer? What do you expect to accomplish with this particular promotion?

Armed with this information radio personnel are better equipped to go into their areas and do a bane-up job of merchandising your promotional efforts to distributors and dealers. They can help get local action.

Radio farm directors are eager to help. Here’s what they accomplished in one of the test markets. After obtaining answers to questions raised earlier in this discussion they identified the key contact man of all levels of distribution.

Follow Through • A letter was written to each distributor explaining the importance of the campaign and various broadcast times of the commercials. After it was learned that a competitor already had signed many potential dealers a sales incentive contest was established for the distributor salesmen. Personal letters then were sent to each spelling out the broadcast times and discussing the contest. Follow-up phone calls also were made.

The major distributor in the area was so pleased with the results that key radio personnel were invited to speak to 75 dealers in the area on the value of advertising.

This is only an example of what can be done. Each station naturally has its own set of ground rules by which it plays the game.

We have found the radio farm directors always willing to serve in the vital role of liaison with key people in the marketing chain. They are so important that we invited the radio farm directors, station managers and their station representatives from over 30 stations in the Midwest to a seminar in Chicago. The purpose was to give them an even better understanding of the new products and their distribution.

We feel they all are well equipped to help translate a national radio campaign into an effective local promotion. Once again the key will be that magic fourth ingredient.

Cecil M. Hunt has been account executive at Cooper, Strock & Scannell, Milwaukee, since agency’s founding June 6, 1963. He has served as account executive for both the Feed Products Division and Animal Health Division of Hess & Clark, itself a division of Richardson-Merrell Inc. Earlier he had been with Klaau-Van Pietersom-Dunlap, Milwaukee, where he also was involved in farm radio. Hess & Clark’s new products are Farmhand lotion and Wharfar decontaminant.
Our TV applicant list reads like a... **WHO'S WHERE**

NEW YORK
LOS ANGELES
CHARLOTTE
KANSAS CITY
PHOENIX
HARTFORD
TOLEDO
BALTIMORE
DETROIT
WASHINGTON
BUFFALO
ST. LOUIS
WICHITA
OMAHA
MINNEAPOLIS
SEATTLE
DALLAS
PROVIDENCE
YOUNGSTOWN
PEORIA
BOSTON
HOUSTON
DES MOINES
SAN DIEGO
INDIANAPOLIS
ATLANTA
CINCINNATI
SPRINGFIELD, MASS.
MILWAUKEE
SAN FRANCISCO
SOUTH BEND
COLUMBUS, OHIO
KALAMAZOO
MIAMI
DENVER
CHICAGO
PITTSBURGH
CLEVELAND
GRAND RAPIDS
ALBANY-SCHENECTADY

"**WHERE**" will you get your NEXT employee?
...for management, sales, programming, engineering.

Station management, please call conference number 312 337-5318
645 N Michigan Ave. Chicago 60611
What’s going on in Harris-Intertype’s world of advancing technology

An automated broadcast programmer with its banks of magnetic cartridge tape is typical of the advanced concepts, equipment and ideas which are creating a new era in communications. To meet these challenges, Harris-Intertype offers “products with a future,” embodying a skillful blend of the new concepts and technology with a unique depth of industry know-how.

SOLID-STATE CIRCUTRY has been used in Gates Radio’s new BC5H 5KW transmitter design to replace 9 of the 13 tubes... for higher reliability and efficiency... lower operating costs in the medium-sized AM transmitter field.

COTTRELL Model V-15A web offset newspaper presses reflect the accelerating trend to offset lithographic printing with many more pictures, sharper printing and increased use of color.

INTERTYPE COMPUTERS play an important part in obtaining increased productivity from present hot-metal typesetting systems; are vital to the incredibly fast electronic systems now coming into being.

GATES Radio’s Automatic Tape Control equipment extends automation to the radio broadcast industry. An Automatic Tape Control system provides the capability for completely automatic programming of an entire day “On the Air.”
Arthur Smith does what the Joker and the Riddler have been trying to do for years.

When his show meets head-on with Batman, Arthur clonks the Dynamic Duo in a clash that isn't even close.

Three times as many men and 3½ times as many women watch Arthur as watch the Caped Crusader (153,000 more adults).*

But Arthur has a history of felling the big ones. Bewitched made the mistake of contesting the Smith magic, and promptly retired to another time period.

Arthur's morning show, Carolina Calling, also stacks up with the big boys. At 7:15 each weekday morning, his show attracts more homes than all programs on the air in San Francisco, St. Louis, Cincinnati, Atlanta, Milwaukee, Kansas City or Washington.†

If you want your competition to play second fiddle in the giant WBTV market, you'll get results with Arthur Smith. Dynamic results!

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*Oct.-Nov. 1966 NSI  †March 1966 NSI

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

Television networking was no business last week for a man with a weak heart or latent ulcer. On a single day, Thursday, one network died, another ran into unexpected trouble in its attempt to merge with a bigger company, and all were hit with a congressional bill proposing stiffing federal regulation of many network practices.

In the U. S. House of Representatives three Democratic members jointly introduced what was thought to be the strongest anti-network bill ever to be submitted in the Congress. Among other restrictions, the legislation would impose direct regulation of networking, prohibit networks from acquiring any equities in programs produced by anyone but the networks themselves, severely limit the amount of programing the networks could feed to affiliates, prevent networks from holding interests in professional sports and require networks to provide “balanced programing.” (See story below.)

At the FCC, in the closing moments of an extended hearing into ABC's application for approval of its merger into ITT, the official representative of the FCC's own Broadcast Bureau asserted that the merger would not be in the public interest. That put the FCC's own staff spokesman on the side of the U. S. Department of Justice in opposing the ABC-ITT consolidation. (See details page 32.)

In New York the United Network, which had begun operations only 31 days before, ceased operations. With advertising revenue petering out, deficits mounting and a big phone bill to face, United's backers backed away, and no others could be found to replace them. (See details page 34.)

Networks feel chill wind from the Hill

DINGELL-OTTINGER-MOSS BILL STRIKES AT BASIC PROGRAMING RIGHTS

Three members of the House Commerce Committee last week introduced, without warning, a wide-ranging bill to impose tight federal controls on television networking.

The legislation would put the networks under direct regulation by the FCC, would strip them of all equities in programs they did not produce themselves, would limit the amount of programing they could offer, would prevent their owning interests in professional sports and would subject them to a long list of other restrictions. It was called by seasoned observers the harshest legislative threat networks have faced.

Although the bill (H.R. 10481) contains threads that go back many years (some of the ideas now thought by many in broadcasting to be discredited), it had its most recent legislative origin in remarks made on the House floor last month by Representative Richard L. Ottinger (D-N. Y.). Calling attention to press reports that soccer players were ordered to feign injuries or disputes so that CBS could insert commercials in its coverage of a game that nominally has no time-out periods, the congressman promised to submit corrective legislation as soon as it could be drafted.

But when the bill was finally unveiled late last week something besides cosponsors had been added. Along with two co-sponsors, John D. Dingell (D-Mich.) and John E. Moss (D-Calif.), the bill contained provisions that, among other things, would bring networks and network programing firmly under federal regulation with specified penalties for failure to conform, limit prime-time network entertainment programing to two-and-one-half hours a night or a total of 14 hours a week and prohibit networks from “obtaining any interest in, or rights with respect to” any independently produced program, except for the right to present such programs as network fare.

Specifically, the bill would:

* Require each television network (defined as a business furnishing programs by “wire or radio communication” to two or more affiliated independent stations) to provide “a balanced program structure.” Under the Communications Act, which would be amended by the bill, the FCC would thus be empowered to define “balanced” and, in effect, would be armed with a congressional mandate to regulate network programing, industry observers noted. A member of the Commerce Committee staff, however, expressed the belief that the legislative history accompanying the bill, if it became law, would make clear that the commission’s authority would be concerned only with a network’s broad programing mix and would not extend to control of individual programs.

* The bill would also enact, in effect, a much more sweeping version of the FCC’s proposed 50-50 rule, a largely discredited attempt to open up more opportunities for independent program producers. But the proposal would go all the way in prohibiting financial participation by networks in projects undertaken by independent production firms, raising to 100% the proportion of a network’s programing that would be proscribed from such participations, as compared with the 50% prohibition envisaged by the commission under the 50-50 rule. Such a move would completely overturn existing programing development practices in the industry, and dry up financing for independent production, observers noted.

* The bill would prohibit television networks from making programs available to any affiliated station that, together with “intervening or adjacent
NETWORKS FEEL CHILL WIND

FROM THE HILL continued

advertisements and station identifications consume an aggregate period of time which is more than (A) one-half of the period from 6 o'clock post meridian to 11 o'clock post meridian, eastern standard time or eastern daylight saving time, whichever is in effect in the state of New York, in any day or (B) 14 hours in any seven-day period. Newscasts, news interviews, special news programs and on-the-spot coverage of news events are exempted from the time limits. As drafted, the 14-hour weekly limit would apply to programming in all times, but the intent was to have the weekly limit apply only to evening time, broadcasting was told.

It was noted that the fledgling United Network, after attempting to attract advertising with only a two-hour-a-night schedule, announced that it was going out of business on the same day the Dingell-Moss-Ottinger bill was being introduced (see page 34).

- The legislation would prohibit any television network or television station from "initiating or participating in any agreement under which any football, baseball, basketball, hockey or soccer game or golf, wrestling, or boxing match is interrupted or suspended to permit the broadcasting of any advertisement."

A series of subsections would regulate sports programs. The bill would:

- Prohibit any television network, "or any person controlling, controlled by under common control with such network," from owning any interest in any professional football, baseball, basketball, hockey, or soccer team, and from owning any interest in a business that promotes professional games or matches.

- The measure would also stop what was described as a "growing practice" of selectively blacking out parts of television coverage areas in order to enhance box-office collections for closed-circuit performances of sports events. The bill would require networks to provide such sports programing to any affiliated station, except for those in the locality of the contest itself, that made known its desire to carry the contest in question.

- The bill would bring networks directly under the provisions of the fairness doctrine, "requiring each television network to provide a fair opportunity for presentation of differing views concerning public issues."

- It would make applicable to the television networks section 315 of the Communications Act, requiring equal time for political candidates. The bill contains some regulations already applied by the FCC.

- The measure also prohibits "unfair and discriminatory practices" in selection of affiliated stations by networks and any contracts or understandings with affiliated stations that "unreasonably restricts" use by the station of programs supplied by other networks, program suppliers or its own production.

- In addition the bill authorizes the FCC to establish "any other rules and regulations with respect to television networks for the purpose of insuring that their operation will be in the public interest."

Enforcement. Penalties under the bill follow maximums already in force for stations under the communications act: $5,000 for each offense, with a maximum in any notice of apparent liability for a station of $10,000, but with a $50,000 maximum set for network notices.

One reaction in Washington to the bill's wide-ranging sweep was that it was perhaps intended for propaganda value, or to express congressional displeasure with some current issues involving networks, but with no thought that the measure would move toward enactment. But Representative Moss, when asked if efforts were being made to have hearings scheduled on the bill, replied that he and his colleagues "were not engaged in an exercise" or mere rhetoric. Mr. Moss has for many years been active in the Commerce Committee on radio-TV matters. He is now chairman of the Finance Subcommittee and also sits on the subcommittee on investigations, formerly the Legislative Oversight Subcommittee.

Several congressional and committee staff members expressed the view that the three congressmen did not expect the bill to emerge as law in exactly its present form, but that it was designed to serve as a vehicle for hearings and to force certain issues to the fore.

But Congressman Moss insisted the measure was to be taken literally and at face value. "Nothing in the bill is prejudicial to broadcasters," he stressed, but he said that the legislation might contain provisions that "might be prejudicial to special interests." He held the measure "was an attempt to set up a system of fair broadcasting, to let free enterprises work."

When questioned on the time limits to be imposed on prime-time network programing, Representative Moss replied: "It might even give local advertisers a chance to advertise."

To Diversify Programs. When the bill's 100% prohibition against financial participation in independent program production by networks was compared with the 50% proposal now dormant before the FCC, he replied: "We in Congress don't always operate the way the FCC does." Summarizing his idea of the bill's intended impact, he said the sponsors "simply wish to encourage diversity in programing."

In remarks prepared for insertion in the Congressional Record to accompany the introduction of the measure, Congressman Moss cited the refusal of a
pulse
metro-miami/oct.-nov.-dec.1966
says
1
number adult-programmed station
in miami is
WIOD
THE SOUND OF THE MAJORITY
Miami, Florida
610
in miami is
number
adult-programmed station
says
october-november 1966
miami medias

Represented by Edward Petry & Co., Inc.
Any figures quoted or derived from audience surveys are
estimates subject to sampling and other errors. The original
reports can be reviewed for details on methodology.

BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, ATLANTA; WNOH AM-FM-TV, DAYTON; WSBG AM-FM-TV, CHARLOTTE; WODD AM-FM, MIAMI; WRC-TV, PITTSBURGH; RTVL, SAN FRANCISCO-OAKLAND

BROADCASTING, June 5, 1967
request by a congressman for rebuttal time on NBC's Today program, May
23, the morning of the day when the
House was to vote on a controversial
amendment to a pending education bill.
The amendment's author appeared on
the program that day. The network later
refuted, Mr. Moss said, but offered
time the following morning. The inci-
dent caused unfavorable comment
among many House members, and added
impetus to the sponsors of the bill to
include a section bringing networks di-
rectly under the fairness doctrine.

"Recently," the congressman's state-
ment added, "we have witnessed a series
of arrogant maneuvers in the broad-
casting of sports events." He cited a
hometown blackout of a telecast of the
Clay-Folley fight that "precipitated con-
siderable local unrest and protests
against having to pay to see what view-
ers elsewhere were getting free."

Concerning published reports that a
referee in a soccer game "carried elec-
tronic devices so that he could be
signaled by the television staff with in-
structions to stop the game for com-
cernals," Representative Moss said:
"The network's claims of innocence
were almost as loud as when they pro-
fessed ignorance of the rigging of tele-
vision quiz programs.

"When the continuity of a sports
event is subjected to artificial inter-
ruptions, there is bound to be a de-
teriation of the genuineness of the
event," he said. Such practices could
lead baseball, football or basketball "to
the status of a wrestling performance," he
added. He foresaw reduction "of all
our national sporting events to rigged
entertainment spectacles." He also said
it would not be reason-
able to expect networks to objectively
provide coverage for teams they do not
own or control. And, "the competitive
disadvantage to a nonnetwork-owned
team is obvious," he concluded.

Representative Dingell, chairman of
the subcommittee of the Select Small
Business Committee that deals with
small-business aspects of regulated in-
dustries, charged in his statement ac-
companying the introduction of the bill
that "commercial considerations have,
in fact, restricted and stifled rather than
expanded and fostered the concourse of
ideas in a free market."

Pointing to the networks, he said they
have "displayed an increased tendency
toward the repressive, restrictive and
restraining. "Since the networks have the strength
and power to dominate our airwaves," Mr. Dingell concluded, "they must be
brought within the areas of legal res-
ponsibility to stand an accounting for
their practices in the public interest."

**Surprise attack on ABC merger**

**In final stages of big and much buffeted case**

FCC's own hearing chief says he and colleagues
think ABC-ITT deal is not in public's interest

Thomas B. Fitzpatrick, chief of the
FCC's hearing division, gave direct an-
swer to a couple of direct questions
last week, and in the process caused
officials of ABC and the International
Telephone & Telegraph Corp. some
distinct discomfort.

In response to one question as to
his "personal" view, he said the public
interest would not be "served" by
approval of the proposed merger of the
two companies. In response to the sec-
ond, he said the merger would not
"materially" strengthen ABC's com-
petitive position with respect to NBC
and CBS.

The questions and answers came
during first day, Thursday, of the comis-
sion's oral argument on ITT's proposed
$400-million acquisition of ABC. The
argument marked the final procedural
step before the commission acts in the
controversial case.

The argument was conducted before
a hearing room packed with more than
a hundred spectators, including Leon-
ard H. Goldenson, president of ABC,
and Simon B. Siegel, executive vice
president. Harold S. Geneen, chairman
and president of ITT, was in Brussels,
Belgium.

The official Broadcast Bureau posi-
tion, as presented in proposed conclu-
sions filed in the case Monday, indi-
cated a negative attitude toward the
merger—but stopped short of express-
ing it. The bureau said that the com-
mission should revise its decision of
last December approving the merger if
the principal reason for approval was
that ITT was the only source of finan-
cial assistance available to ABC. The
commission had said in its decision that
the need for such assistance was "the
principal reason for the proposed mer-
ger. But the bureau last week said ABC
can obtain funds in the open market.

Based on Record * The conclusions
were based on the record of the further
hearing that the commission ordered
after the Department of Justice urged
a reopening of the case. The depart-
ment had contended that the commis-
sion, which approved the merger on a
4-to-3 vote, had not adequately con-
sidered the anticompetitive aspects that
would result.

The language of the bureau's pro-
posed conclusions—and the absence of
an ultimate conclusion as to whether
the merger was in the public interest—
provided ITT and ABC grounds for
some comfort.

Mr. Fitzpatrick's statements last
week, although not given as the bu-
reau's considered opinion, has now
denied them those grounds. The commis-
sion not infrequently rejects the advice
of its staff. But it was clear that officials
of the applicants wished that Mr. Fitz-
patrick had not imposed that additional
burden on the commission.

The first question was put by Com-
missioner Nicholas Johnson, who had
voted against the merger in December.
He noted that the commission had not
had the benefit of an examiner's initial
decision in the case—the hearing rec-
ord had been certified without one—
and that Mr. Fitzpatrick was "the only
commission employee who has borne the
burden of the case." Accordingly, he wanted Mr. Fitzpatrick's "personal" view.

Without a pause, Mr. Fitzpatrick said, that, "speaking as chief counsel for the bureau" and in behalf of the commission attorneys who worked with him on the case, "it is our view that . . . the public interest would not be served by approval of this merger."

Lee's Question • The question as to whether ABC's ability to compete would be enhanced by the merger was asked by Commissioner Robert E. Lee, who had voted for the merger. Mr. Fitzpatrick answered, "Not materially." He said ABC is already "pretty competitive," then went on to rub salt into the wound he had just opened, stating that documents presented in the hearing indicated that ITT was interested in ABC as an investment—a point the department of Justice has also made.

James A. McKenna Jr., counsel for ABC, did not try to hide his disappointment over Mr. Fitzpatrick's statements. "Naturally, we regret his answer [to Commissioner Lee] very much."

"I'd be against the merger too if I didn't think it would improve competition. But I think it will," he said. "This is your chance to improve the competitive position in networking." He noted that the commission in the past had proposed steps to improve ABC's competitive position—one provided for dropping VHF channels into seven markets; another looked to deintermixing VHF and UHF markets—but had not taken either one.

He argued, as the applicants have before, that ABC although its overall profits are increasing, is falling further and further behind CBS and NBC and that its ability to provide quality pro-
graming service is being severely strained. Zooming costs and needs for plant expansion and equipment have resulted in a $61.4 million cash drain last year, he said.

Benefit to Public • And in this connection he sought to focus attention on the public-interest benefits the applicants say will flow from the merger—and on those that may be lost if the merger is denied. "It's an error to overemphasize the financial benefits to the exclusion of other benefits," he said.

Do you want a network, he asked, that is able to lose money on public affairs programming, or one that has to cut back on news and public affairs programming that loses money? Do you want a network that can continue to operate a radio network at a loss, or one that will prune its losses?

"These are not speculations," he warned. "Network management has a duty to stockholders as well as to the public."

He said the television network started losing money in the early 1960's, when it began upgrading its news operation—from $3.5 million annually to $24 million in 1966 and $30 million in 1967. He also noted that the network plans to spend $40 million on news in 1968, when the political conventions and elections will require added expenditures, if the merger is approved.

"It's not hard to figure how to cut back on these figures until the red ink turns black," he said. The ABC television network lost $9 million last year, while CBS and NBC networks averaged profits of $43.9 million. However, the ABC network and its owned-and-oper-
ated stations earned $19.9 million profit, while the competing networks and their owned-and-operated stations were averaging profits of $71.8 million.

The applicants, in their reply findings filed last week, hit back at the Justice Department for alleging in its proposed findings that their principals lacked candor in their appearances before the commission (Broadcasting, May 29). The applicants said the attack was unwarranted and was designed to "divert attention from [the department's] failure" to make a case against the merger. The applicants also said that in seeking to discredit the credibility of Mr. Goldenson and Mr. Geennon, the department overlooked important sections of the testimony which they gave.

Public Interest • The department in the argument attacked the merger on a front that extended beyond the question of the principals' credibility. Lionel Kestenbaum, the chief lawyer for the department's antitrust division on the case, argued that the merger would produce detriments to the public interest without countervailing benefits. He said, as the department did in its proposed conclusions, that the merger would eliminate ITT as a potential entrant into broadcasting as a network operator and as "a substantial factor" in the CATV field. And in connection with one of the principal issues in the case, he said the merger would lead to violations of the integrity of ABC's news operations.

Mr. Fitzpatrick expressed disagreement with the department on some points, arguing that there was no evidence to conclude that ITT would become a network operator if the merger is denied or that it would enter CATV

Lionel Kestenbaum (standing, left foreground), antitrust lawyer for Justice Department, urged FCC to reject ABC-ITT merger, stuck firmly to that position despite extensive questioning by FCC Commissioner Lee Loevinger. All seven FCC members heard oral arguments. Facing camera (I-r): James J. Wadsworth, Kenneth A. Cox, Robert T. Bartley, Chairman Rosel H. Hyde, Robert E. Lee, Mr. Loevinger, Nicholas Johnson.
on a large scale.

He also said there was no evidence that ITT would attempt to influence ABC’s news coverage, but he expressed concern over the testimony of reporters during the hearing that ITT officials had attempted to influence their coverage of the hearing.

He conceded that there is no evidence as to whether or not top officials of the company knew or condoned of those efforts. However, he agreed with Mr. Kestenbaum that the failure of ITT to attempt to rebut the reporters’ testimony indicates top officials were aware. If not, “we would have heard otherwise,” he said.

In referring to the reporters’ testimony in its conclusion, the department said the episode “reveals a total insensitivity to the rights and responsibilities of the independent press.” It added that actions by the ITT officials “are all the more significant because they came at a time when one would have expected ITT to make its best efforts to respect the independence of the press.”

**ITT-ABC Reply** - Mr. McKenna, however, insisted, as the applicants have in the past, that the news operation would be autonomous, and would be “insulated” against pressure. The “key-stone” of that independence, he said, “is the professional integrity of those who prepare and present the news—they simply won’t let anyone outside the department dictate to them.”

The oral argument provided the forum for a confrontation between Mr. Kestenbaum, key aide to antitrust-chief Donald Turner, and Commissioner Lee Loevinger, who had voted for the merger and who is a former chief of the antitrust division.

For some two hours, Commissioner Loevinger tested the department’s contention that the merger would have anti-competitive effects. But Mr. Kestenbaum appeared to concede nothing. “Is the burden on the applicants to prove the negative of the question of impact on competition?” Commissioner Loevinger began.

“The applicants have the burden of proving the benefits outweigh the detriments,” he said. And in response to a question as to the department’s burden in that aspect of the case, he said, “we have the burden of raising questions.”

**Anticompetitive Limits** - The commissioner referred frequently to an article that Mr. Turner, a former Harvard law professor, had written for the Harvard law review which dealt with minimum conditions that must exist before potential competition can be economically significant. The theory developed in the article would appear to present no reason for opposing the ABC-ITT merger.

“At the present time you recognize [the author] as a leading antitrust expert?” Commissioner Loevinger asked.

“You learn a lot of things when you run the antitrust division,” Mr. Kestenbaum replied.

At another point, Mr. Kestenbaum objected that points that Commissioner Loevinger was raising concerning one of the department’s witnesses hadn’t even been raised by the applicants.

“I’m not arguing the applicants’ case,” the commissioner replied.

The colloquy brought out that the department is looking into two other mergers—RCA with Hertz Rent-a-Car and General Telephone and Electronics Corp. with Hawaiian Telephone Co.

**United Network forced to quit**

Unable to raise money for line charges, fourth network ends its troubled career with wire to 106 affiliates cancelling further broadcasts

The United Network and its aspirations as a fourth national television service ended last week after 31 nights on the air and a losing behind-the-scenes fight to pull together enough money to stay afloat.

Failure to post a $400,000 deposit to assure AT&T intercity connections for a second month of operation triggered the closing of the originally ambitious venture after losses expected to total about $2.3 million.

H. L. Hunt, the conservative Texas millionaire, and Howard Hughes, the eccentric industrialist millionaire, as well as more conventional Wall Street sources reportedly were among those who rejected bids to invest in the network.

Reports of friction among current investors, some of whom were said to have withdrawn support, also circulated in financial circles.

**Garvey Resigns** - Willard Garvey, whose extensive interests include grain, oil, land and broadcasting, and who was one of the leaders in the drive to keep the network operating, was quoted by some of these sources as saying he had resigned as chairman of United’s executive committee at an 11th-hour meeting Wednesday (May 31). He could not be reached for comment.

The 106 stations carrying the live feed of United’s two-hour nightly The Las Vegas Show or taping it for delayed broadcast were officially notified the next morning (June 1) that Wednesday’s feed had been the last. The Las Vegas Show or taping it for offering out of a schedule first conceived, under the network’s original ownership, as eight hours of programing a night.

In telegrams to presidents and general managers of the stations, United President Oliver Treyz said the executive committee of United’s board had instructed him to “inform you this morning” that “with deep regret” interconnected programing had ceased the night before.

Questioned at United headquarters in New York, Mr. Treyz declined to elaborate or go into other details, but affiliates said that his wire had assured them “the United Network staff has done everything possible,” thanked the stations for “magnificent” cooperation and offered “my apologies for this tardy advice.”

**$2.3 Million Needed** - Although Mr. Treyz declined to comment, reports from sources in and close to Wall Street and other financial interests estimated that United’s backers had spent about $1.3 million thus far and that another $1 million would be needed to meet remaining obligations.

The chief outstanding contracts, according to these sources, were:

- With LewRon Television Productions, Baltimore-based firm whose equipment was used in the Las Vegas originations, reportedly for 13 weeks at about $17,000 a week. The contract thus would have about eight weeks still to run, but it was understood the final two to three weeks were paid in advance.
- With David Sontag as executive producer of The Las Vegas Show, reportedly also for 13 weeks at $2,000 a
THE DOCTORS SPEAK
This Public Service series presents vital medical facts for health improvement. This program won a citation from the South Carolina Medical Association for excellence in television programming for the benefit of the public and the medical profession.

THE NANCY WELCH SHOW
Teams from high schools in the Channel 7 viewing area compete each week in testing their knowledge and poise as they spontaneously answer questions proposed by WSPA-TV quiz master Roger Davis. The program is telecast during prime time and in color.

INVOLVEMENT?... You Bet!
That's how WSPA-TV Better Serves The Greenville-Spartanburg-Asheville Area.

*42nd MARKET NATIONALLY.
FIRST WITH COLOR IN SOUTH CAROLINA AND THE SPARTANBURG-GREENVILLE-ASHEVILLE MARKET

*ARB

THE NANCY WELCH SHOW
The gifted WSPA-TV Woman's Editor presents the only daily program in this market designed to bring homemakers new and creative ideas in cooking, decorating, fashions, and other plans in making the home more enjoyable — colorcast live.

CBS in the Greenville, Spartanburg, Asheville Market
Owned and Operated by the Spartan Radiocasting Co. Walter J. Brown, Pres.
George P. Hollingbery, National Representative
week plus living expenses.
- With Mr. Treyz as president, reported about $90,000 a year and due to expire at the end of this month.
- With Bill Dana as anchorman for The Las Vegas Show, said to be for 13 weeks at about $8,500 a week.

There are also believed to be some outstanding contracts with talent connected with the Las Vegas program, probably at or close to union pay scales.

The Lewron and Sentag contracts apparently date to the period before United's present owners took over from D. H. Overmyer, who initiated the concept and founded the organization as the Overmyer Network 11 months ago.

Mr. Treyz, a former president of ABC-TV, has been with the fourth-network organization from its beginning. Mr. Dana was signed after the new owners, headed by Jack V. McGlothlin, a Texas oil operator, took over less than three months ago and changed the name to United.

United's total payroll was reported to close to 100 persons—about 80 in Las Vegas and 20 in New York.

Executive Staff • Among the executives in addition to President Treyz are Lewis M. Marcy, executive vice president; Lemuel B. Schofield II, general counsel; Charles W. Shoop, director of station relations; Eugene C. Wyatt, director of sales, and J. Frederick Mullen, associate director of public relations. The Las Vegas part of the operation was headed by Bob Hennig as production coordinator.

Messrs. McGlothlin and Garvey and associates acquired control of the formative network after Mr. Overmyer, owner of a complex of businesses who had announced he was prepared to spend up to $10 million on the network in its first 18 months, apparently ran into problems in a tight-money market.

Mr. Overmyer retained 20% and the new group acquired 80% in a transaction in which no money changed hands (Broadcasting, March 13).

But last week sources close to the Overmyer interests reported that Mr. Overmyer had sold his 20% to majority stockholders about a month ago. He reportedly received about $240,000 in cash and a note for around $115,000.

In the new stock lineup, Mr. McGlothlin and the associates who came into the syndicate with him were said to control 65% while Mr. Garvey and his associates reportedly held 35%.

Mr. Garvey was believed to be the biggest single stockholder.

Network Backers • Originally there were said to be 14 investors in the syndicate, only seven of whom were ever publicly identified. These seven consisted of two groups.

One was made up of Mr. McGlothlin, board chairman, and three associates: James W. Nichols, a Texas advertising and public-relations man who had started in broadcasting in religious programming; Bob G. Bailey, a Texas contractor specializing in highway and bridge construction, and George F. Thagard Jr., a Los Angeles oil man.

Mr. Nichols, a close associate of Mr. McGlothlin and his family, was named vice chairman of the United board and designated to oversee fiscal operations and also the Las Vegas operations. He took an active part in top management and also served on the executive committee, along with Mr. Garvey and Mr. McGlothlin.

The other group was composed of Mr. Garvey, chairman of the executive committee, and Rush K. Evans, manager of three Colorado broadcast stations that Mr. Garvey owns, and J. Dwain Schmidt of Wichita, Kan., an attorney for the Garvey interests.

Although it was widely assumed that the far-reaching financial interests represented by the new syndicate would assure United of adequate working capital until it had time to begin paying its own way, reports began to circulate last month that some investors had become impatient and refused to put up more money (Closed Circuit, May 22).

Unidentified Backers • These investors were never identified, and the best indications last week suggested that they were among the seven whose identities had not been made public in the first place. At the time the syndicate was formed, these seven were described only as businessmen with interests in oil, construction and insurance in Texas, California, Kansas and Colorado.

Financial sources reported that Mr. Garvey was highly active in seeking new investors throughout the final weeks of United's operation and that Mr. McGlothlin also maintained interest in a smaller role. Mr. Nichols, a member of the so-called McGlothlin group, was said to have approached Mr. Hunt as a prospective investor, and at some point also solicited Mr. Hughes's interest.

Although neither overture paid off, there were indications that Mr. Hunt gave the matter considerable thought before rejecting it.

Sources following the Wall Street end of United negotiations said Mr. Garvey apparently succeeded in lining up a portion of the network's working-capital needs—but on a matching basis and never matched.

Overall, it was believed that United was seeking about $1.5 million to carry it until advertising revenues could begin coming in sufficient volume to ease the pressures.

Fall Brighter • Network authorities have indicated for some time that summer probably would be a problem period but expected a strong pick-up in the fall.

Advertising sources who have followed United's progress closely since the opening days ventured last week that perhaps close to $3 million in business had been sold—but with much of it not scheduled to run until June, July and August.

In an effort to firm up a softness in sales following the network's kickoff week, United officials instituted a "special offer," dropping prices from the originally announced rate of $6,000 a commercial minute to $2,500 a minute for the latter part of May, $3,000 for the first two weeks of June and graduating up to $4,000 in July, August and September (Closed Circuit, May 22).

At least partly spurred by this stimulus, orders appeared to pick up in the last couple of weeks. Advertising authorities reported, for instance, that General Mills had 21 minutes on the network during its last week, General Foods had nine or more and Armour was spending at a rate that appeared to approach $10,000 a week with plans for further expansion.

Adolf meat tenderizer, Warner-Lambert and Block Drug were among other regulars, with budgets estimated unofficially at $2,000 to $6,000 a week, and Colgate reportedly had planned to start in July with around $12,000 a week.

Some agencies called in orders even after the decision to cease operations had been made.

Some Hope Still • Agency officials detected a note of at least remote hope in suggestions by United officials that a high on-rush of late orders—or new
COLOR IT LIVE

WWJ-TV

DETROIT
A rainbow around Detroit—a kaleidoscope of local, live productions expertly presented makes WWJ-TV a major force in the Detroit market, wins and holds the loyalties of impressive audiences for the station and its advertisers.

This, its 20th anniversary year, finds WWJ-TV with all studio operations in full color and with a production schedule that calls for more than 120 local, live organizations every week.

Big job? Yes, but WWJ-TV always thinks big. In programming. In promotion and merchandising, too. So color us live—and lively.
A good vantage point for viewing the unique WWJ-TV approach to television is 7 PM Monday through Saturday: "The George Pierrot Show," "Weekend," "Juvenile Court," "Michigan Outdoors," "Traffic Court," and "At the Zoo."

Or consider the morning hour-long "Living" show with Carol Duvall, Ed Allen, and Lorene Babcock; Sonny Elliot's inimitable weathercasts and "Almanac"; clown favorites Bozo and Milky.


All colorful personalities on colorful programs that paint the fascinating rainbow that delights Detroitors, that spells audience and sales for advertisers.
DISTINCTIVELY DETROIT

Since 1947, Michigan’s First Television Station has firmly patterned its operation to meet the particular desires and needs of the people it serves. For Detroit is truly distinctive—in personality, culture, and economic stature.

Here the average family has a spendable income of over $10,000 a year. Annual retail sales soar above $6 1/2 billion. Drug sales are 41% higher than the national average; general merchandise sales, 21% higher.

WWJ-TV reaches across 5,000 square miles of coverage area where over 7,000,000 people make up 1,700,000 television households. In fact, WWJ-TV offers you an $11 1/2 billion market; 67% of Michigan’s population, 72% of its purchasing power.

Buy Detroit, the distinctive market. Buy WWJ-TV, the station that is distinctively Detroit.

In other words, “Color It Live.”

WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
working capital from outside investors—might enable the network to resurrect itself even though termination notices had already gone out to stations.

For their part, stations carrying the United program found themselves scrambling Thursday to find substitute programming—in many cases for that same night.

One executive noted that termination clauses in the affiliation contracts called for 28 days' notice when in fact stations received less than 24 hours.

In some cases, such as New York, where the programming was carried for the most part on a delayed basis, the pressure to find new programming was somewhat less acute but station executives reported another problem—to get newspaper program-log listings revised in time.

When Mr. Overmyer and Mr. Treyz originally announced plans for the network they envisioned eight hours of programming a night—two hours of news fed by United Press International and its UPI Newsfilm subsidiary, the two-hour Las Vegas Show and four hours to be developed in entertainment, sports, specials and public-service (Broadcasting, July 18, 1966).

Subsequently the new Continental Football League was reported as signed to a three-year contract to start this coming fall.

UPITN Postponement • When the McGlothlin-Garvey syndicate took over, firm program plans encompassed only The Las Vegas Show and the UPI newsfeed—and on the day United started, UPITN announced it was postponing its participation until Sept. 11. UPITN said changes in United's transmission base from Las Vegas to Los Angeles made the delay desirable (Broadcasting, May 1).

The newsfilm service was to be provided by a new organization called UPITN, formed recently by a merger of UPI Newsfilm and Independent Television Newsfilm of Great Britain. Last Thursday, Burt Reinhardt, U.S. vice president and general manager of UPITN issued this statement:

“Our understanding is that the physical cable facilities of the United Network are being terminated. Our agreement was to transmit newsfilm over those facilities when they became nationwide in scope. This was never done. Apparently it will not be done. UPITN . . . has had discussions with others who operate video facilities and these discussions will be pursued.

“UPITN remains very much in the newsfilm business as before. We will continue to supply newsfilm footage to many top U.S. independents and foreign networks.” United and its affiliates operated on a basis calling for no exchange of money. Out of six commercial-minute positions in each half-hour, the stations received two for local sale, the network reserved four for its own sale.

The arrangement with UPITN called for subscribing stations to pay United at rates ranging from a high of about $1,000 to a low of less than $100 a week, with United paying UPITN one-half of such revenues.

News Demand Small • Although deferment of the UPITN starting date left station acceptance of the news service undetermined, early reports had indicated demand was light.

The number of stations carrying The Las Vegas Show was originally reported at 125 but last week was pegged at 106, with the difference attributed primarily to dropouts after the show's starting date, originally set for April 3, was delayed to May 1 following the change in ownership to the McGlothlin-Garvey group.

The last-ditch nature of efforts to keep the network alive was indicated by Mr. Treyz's brief appearance on one of the final week's programs in what seemed clearly an appeal for advertiser support. Observers also thought they detected overtones of a per-inquiry deal in commercials that seemed to fill all available network positions on Memorial Day—an offer of flags available at $4.98 from a post office box in Las Vegas.

BROADCAST ADVERTISING

TV darkens magazines' future
Publishers hear that 20-year decline in magazines
will continue as the electronic media fully develop

The effects of the electronic media on the present and the future of the magazine-publishing industry were examined by a panel of speakers during the three-day spring meeting last week of the Magazine Publishers Association in White Sulphur Springs, W. Va.

Norman J. Johnson, assistant general sales manager for marketing and advertising, Chevrolet Motors Division, stressed that although 1966 circulation and advertising revenues were at an all-time high, magazines have shown "a serious decline during the past 20 years" as a national advertising medium. He noted that in 1945, 40% of national advertising was allocated to magazines, while in 1966, the share had slipped to 26%.

"Is this just the attrition that has been brought about by the advent of television, or is this evidence that the magazine is considered to be less vital as a national communicating force than it was 20 years ago?" Mr. Johnson asked.

He mentioned that the $1.3 billion spent in national magazine advertising in 1966 is a "staggering sum," but said he could understand the industry's desire for a larger share of the allocations. He pointed out that an advertiser must select media to meet certain criteria and he acknowledged that the reason Chevrolet apportioned "a big part" of its budget to TV is that television combines sight, sound, motion and color to an significant degree.

Many Prefer TV • Mr. Johnson reported that a survey by R. H. Bruskin & Co. last fall of 375 auto dealers in 24 major markets showed that 71% considered TV to be the most effective medium in influencing salesroom visits; 20%, newspapers, and 16%, magazines. He added: "This would seem to be an alarming development when we consider our current large investment in magazine advertising. There may be many things that can be done to raise the local automobile dealers' blood pressure in regard to magazines. Maybe education is needed . . . maybe the coverage and significance of magazines needs to be interpreted in a more important way to the dealers."

Jerome D. Luntz, director of planning and development, McGraw-Hill Publications, spoke on the revolution in communications technology, citing the emergence of the computer and advances made in microfilm, audio-visual materials, Teletype and facsimile communications. These presages, he said, a proliferation in the availability of information in the years ahead and, for magazines, this will mean a continuation of the trend toward increasing competition for the reader's time.

He voiced the view that the magazines that will survive and prosper will be those that "cater to the reader's intellectual appetite, to his curiosity, to his desire to know the story behind the
story, to be entertained."

TV Cost Decline • Dr. Jules Backman, research professor of economics, New York University, spoke on the theme of whether advertising is anti-competitive and wasteful, but during his talk he made several comparisons related to magazine and television advertising. He pointed out that over the past 10 years there has been a sharp increase in TV advertising, while the share of magazine advertising "has shown little change." In addition the magazine cost per thousand has risen, he said, while the CPM for both TV and radio has declined.

The CPM for magazines has risen 22% over the past 10 years, according to Mr. Backman, while similar costs for network TV, spot TV, network radio and spot radio have dropped by 19.8%, 7%, 31% and 5.2% respectively.

George E. Dashiell, division vice president, marketing, RCA's Graphic Systems Division, spoke on the growing relationship between the electronics and the publishing industries. He emphasized that "the printed word is still going to be a major means of communications," and added:

"Today we can combine the speed of electronics, television and the computer with the permanence of the printed word through new techniques such as the RCA Videocomp all-electronic typesetter and the RCA Color Scanner, which greatly shortens the time needed to produce high-quality color separations."

Agency producers form business society

The formation of the Broadcast Advertising Producers Society of America (BASPA), consisting of approximately 50 agency commercial producers, has been announced in New York. Its aims are to promote the creative interests of the advertising producers, provide a forum for exchange of ideas and methods, and establish and maintain high standards of business practices, integrity and conduct among members.

Elected as officers of BASPA were Bob Gross, Grey Advertising, president; Don Franz, Leo Burnett Co., vice president and Lincoln Diamant, Grey Advertising, treasurer. Members now represent 16 top agencies, according to Mr. Gross, and within the next month BASPA will send out letters inviting other agency producers to join.

Meister Brau signs for '68 Chisox games

1968 baseball is off to an early start with Meister Brau Inc., Chicago, through BBDO there, buying a $600,000 package of White Sox baseball for next season on WFLD(TV) Chicago and its new Milwaukee companion, ch. 24, still without call letters.

Sports announcer Jack Drees was also signed by WFLD to do the play-by-play. The brewery gets four spots in each of 144 games in the twin markets. The games will be in color.
THE MARTIAN STRIP...
We promised you'd have a winner if you stopped

**MY FAVORITE MARTIAN**

**WELL,**

**ALBANY-SCHENECTADY-TROY**
(Mon.-Fri. 4:30pm) Rating 13 Share 33
Note: More than doubled rating of previous programming
(Premen: Scripture/Arque Comics) and
Improved share of audience 57%* Apr./May 1967

**SEATTLE**
(Mon.-Fri. 5:30pm) Rating 13 Share 31
Note: #1 in total viewers in its time period Mar./Apr. 1967

**LOS ANGELES**
(Mon.-Fri. 6:30pm) Rating 7 Share 14
Note: Leads all competitive programming on independent stations ** Mar./Apr. 1967

**AND...**
just sold to CBS O&O's in Philadelphia and St. Louis for 1968 start, and to WKSD-TV, Detroit.
Also sold in these other happy markets: Chicago, WGN
Baltimore, WBZZ-TV Atlanta, WABC-TV Fresno, KEKE-TV
San Francisco-Oakland, KTVU-Dayton, MIV-D/Scranton, WDAU-TV
Washington, WTTG-New York, WNEW-TV, Boston, WKBG-TV
Chicago, WTMN-TV/Xenia City, KMBC-TV

**MY FAVORITE MARTIAN**
107 half-hrs (32 in marvelous Martian color)
A three-season CBS Network success.

When you do

**THE MARTIAN STRIP**
The competition yells "take it off!"

Wolper Television Sales
A Division of Wolper Productions, Inc.
A Metromedia Company

485 Lexington Avenue
New York, New York 10017
(212) 682-9100

8544 Sunset Blvd.
Hollywood, California 90069
(213) 956-2797

*Rating based on TV dynamic--you will have a winner if you stopped

**THE MARTIAN STRIP**

**MY FAVORITE MARTIAN**

**SEATTLE**

**LOS ANGELES**

**AND...**

**MY FAVORITE MARTIAN**

**THE MARTIAN STRIP**
TV documentaries better big-business image

Television as a solution to the problem of corporate public relations was suggested last week by Norman Cash, president of the Television Bureau of Advertising, in a speech to the Richmond, Va., Public Relations Association.

"It's possible," he said, "that the cost in both dollars and company efficiency would be improved if the company's message were produced as a subject of public interest and televised as a 30-minute documentary. The documentary approach could also be used for a company's annual report, and the production facilities of a local TV station can be utilized for taping or filming this and most of your other public relations activities."

Jefferson Airplane on mission for Strauss

Levi Strauss & Co., San Francisco, through Honig-Cooper & Harrington, same city, will engage in an ambitious broadcast campaign this summer pinpointed on the teen-age market, with the accent on the hippies.

Highlight of the campaign will be a series of so-called "groovy" radio spots featuring the Jefferson Airplane musical group. Plans call for these spots to play on some 250 radio stations across the country, most of them in the top-40 contemporary music category.

The record jacket for the spots will have a special message to disk jockeys. It will say: "These commercials will startle you, confuse you, perhaps make you angry, perhaps make you laugh, or smile or wince, or maybe you will just shake your head vaguely. These commercials represent a step toward a more natural form of communications with the unique listening audience. Open and listen, learn something new about advertising."

In addition to the radio campaign, a 60-second TV commercial for Levi Stu-Prest slacks, already tested in four markets, is scheduled to be used on eight nighttime ABC-TV shows.

Agency appointments ...

- Pacific Air Lines, San Francisco, has appointed MG&S Advertising, San Francisco, to handle its $500,000 account. MG&S replaces Freeman & Gossage, interim agency selected after D'Arcy Advertising resigned the airline account. D'Arcy reportedly left as result of dissatisfaction over Pacific's current "sweaty palms" campaign on radio and in print created by Stan Freberg (BROADCASTING, May 8). MG&S, through Robert Setakian, member of the Pacific Air Lines board of directors, has several agency-client cross-ties, but MG&S is claimed not to be a house agency.

- Charles Bloom Inc., New York, manufacturer of fabrics, bedroom ensembles and pillows, has named Hockaday Associates Inc., that city, to handle advertising for its Bloomcraft label products. Account was formerly with Auerbach & Becker, New York.

- The Thunderbird hotel, Las Vegas, has appointed Jack Lawlor Advertising Inc., Los Angeles, to handle its advertising and promotion budget believed to add up to six figures annually. The major portion of the budget will be allotted to radio, newspapers, billboard and regional editions of national magazines. The first phase of the hotel's new campaign, beginning this month, includes spot schedules on four radio stations in the Los Angeles market and two stations in San Diego.

- Liggett & Myers Tobacco Co., New York, names Weightman Inc., Philadelphia, as agency for Velvet, Granger, Masterpiece, and other smoking tobacco. Tobaccos were previously assigned to J. Walter Thompson, New York, which will continue to handle L&M's Chesterfield and Lark cigarettes. Weightman is also agency for L&M's Allen Products division (Alpo dog and cat foods).

- J. M. Mathes Inc., New York, has been retained to handle advertising for Lea & Perrins Worcestershire sauce.

- Holiday Magic Inc., Los Angeles (cosmetics) has appointed Cole Fischer Rogow, New York, to handle its $1 million-plus account. All media will be used.

Speedata's food figures aid agency placements

Twenty-five of the nation's leading advertisers are subscribing to Speedata Inc.'s grocery product performance measurement service. It was reported last week by George A. Wrisley, Jr., executive vice president of the company.

The year-old service now is operating in the Chicago, New England and Southern California regions and in midsummer will begin to function in the New York area. Speedata, through the use of the computer, charts the movement on a weekly basis of products from almost 10,000 warehouses to retail outlets in the three areas, and, according to Mr. Wrisley, its performance figures have strong application for advertising and promotional activities.

"The performance of a particular brand of grocery product may dictate an increase in spot TV spending, a decrease, a realignment of the media mix or a change in the copy theme," Mr. Wrisley observed. "Unlike a TV-measurement rating which tells an advertiser how many people watched his show or commercial, Speedata tells him quickly what the sales of his product were in a particular area."

Speedata's clients include advertisers,

**TV gives snowmobiles a big push**

With a small TV advertising budget and a half-hour color documentary, snowmobiles have excited the winter recreation fancy of the sub-freezing north the way motorboats and water skiing have captured the summer water enthusiasts.

Polaris Enterprises Inc. began advertising the snowmobiles on KSTP-TV St. Paul-Minneapolis in 1966 and contracted with the station's film division to shoot the Winnipeg-St. Paul 500-mile snowmobile race. Filmed over the four-day race, the documentary was shown as a half-hour color special on KSTP-TV and was later made available for distribution in the snow belt. So popular was the film that nearly 50 prints were produced to handle the demand. The documentary was selected for competition in the Cortina, Italy, film festival.

Allen Hetten, president of Polaris, credits the TV promotion with quadrupling sales in two years and is looking to TV again to double sales this year. Polaris's agency, Colle-McVoy, Minneapolis, expects snowmobiles to replace children's sleds and to eventually become a family sport vehicle.
advertising agencies, brokers and media. He said several TV stations now are negotiating for the service though it is intended primarily for grocery-product advertisers and their agencies.

"Despite the speed of television in reaching consumers," Mr. Wrisley commented, "information feedback from the consumer to the manufacturer has changed little in many years, particularly the methods of obtaining data on purchasing decisions. To help bridge the gap, the computer is now being applied to the market-related task of preparing this vital market information."

Speedata is a subsidiary of Computer Applications Inc., an independent service organization active in computer systems design, programming, engineering, operation and data processing for such clients as National Aeronautics and Space Administration, International Business Machines and Goddard Space Flight Center.

Pepsi's hot-weather push

With torrid days ahead, the Pepsi-Cola Co. is planning an advertising campaign on 10 New York radio stations alerting listeners to the weather when the temperature in the area hits 75 degrees. Weather reports will be interjected into disk jockey programs followed by the tag-line: "It's time to quench that big thirst with a cold Pepsi-Cola." The agency is BBDO, New York.

Under-25's like radio-TV

Conducting a one-man research survey may seem a difficult way of going about making a number of good points in a speech, but Whit Hobbs, senior vice president in charge of creative services at Benton & Bowles, New York, did just that.

In an effort to describe the under-25 market to a meeting of the Automotive Advertisers Council at Sea Island, Ga., he prepared his own survey, sent it out and compiled the results in order to buttress his observations. He gives the answers to one of the questions—how many hours spent with TV, radio, magazines and newspapers — indicated that: "Radio beats everything, especially in high school. TV is a strong second. Newspapers and magazines are a stand-off." Respondents also indicated they would rather have a date with Ursula Andress than with Lynda Bird Johnson.

Johnson blasts commercial policy

As FCC Commissioner Nicholas Johnson sees it, the commission's policy on overcommercialization is an inadequate barrier against a rising tide of commercials, at least on radio. If present trends continue, according to his reckoning, the entire radio hour may be swamped with advertising messages by 1994.

The commissioner expressed his views last week in dissenting to the commission's grant of a construction permit for a class B FM station in Tarsley, Va., to the Accomack-Northampton Broadcasting Co., licensee of WESR Tarsley, Va.

The commissioner, in a statement in which Commissioner Kenneth A. Cox concurred, took issue with the applicant's proposed commercial policy. The applicant intends "normally" to limit commercials to 18 minutes per hour, the standard set by the National Association of Broadcasters in its radio code, and the benchmark used by the commission for determining commercial-policy acceptability.

However, the commissioner added, "a careful reading" of the applicant's conditions and exceptions indicates that the standard "will be, in fact ... 33 minutes of commercials per hour." He noted that the applicant said that the proposed station "will find it necessary to increase the percentage of commercial time during special occasions" but that commercial time would not exceed 55% in any hour.

Old Problem = The commissioner said that "few issues in the history of broadcasting have created as much concern and as little consensus as what to do about advertising." But in his view the history of the issue indicates the question is "not whether" the broadcast of advertising should be regulated but what should be done, and by whom.

He recalled that in a speech before the Iowa Association of Broadcasters last month he said that the commission "has not only failed to enforce standards any stricter than [broadcasters'] own, it has actually tended to depress the broadcasting industry's code standards to lower levels" (Broadcasting, May 15).

"At the time I had no idea the characterization would so soon be borne out," he said. "Here is a perfect example. It is disgusting and discouraging, hilarious and serious, but seems to be firmly fixed as commission policy."

He noted that at the time broadcasting was being brought under federal regulation, the then secretary of commerce, Herbert Hoover, had said: "It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

The commissioner added: "Who in the 1934 Congress would have predicted that its emphasis on 'the public interest' in the then new Communications Act would be used to sanction 33 minutes of commercial per broadcast hour a mere 33 years later? Can the public be offered nothing save the realization that, at this rate, it will be 1994 before the radio hour is totally consumed with commercials?"

Alarm sounded on government meddling

"The advertising industry must take steps to ward off the encroachment of government interference" Tampa, Fla., advertising executive, Louis Benito warned in a speech to the Seattle Rotary Club.

Mr. Benito, who heads his own agency, noting that the advertising industry, through its associations and The Advertising Council has progressed in performance, standards and ethics, said that government encroachment threatened individual freedom.

Stressing that the industry is deeply concerned with the treat of government interference, he warned: "It presents the prospect of stifling future growth and endangers our standard of living."

Mr. Benito said that the government, by attempting to dictate packaging policies and the pricing and advertising of products, in time could "become a Frankenstein that could destroy the freedom of choice now enjoyed by consumers."

Mr. Benito was in Seattle to participate in the 23rd annual meeting of the Affiliated Advertising Agencies Internation, a worldwide network of independent advertising firms. Host agency was Kraft, Smith & Ehrig, Seattle.

JWT drops Whitehall lines

The resignation by the J. Walter Thompson Co. as agency for various Whitehall Laboratories products was announced last week by the agency. The products are Conquest, Direxin, Dristan Nasal Mist, Dristan Cough Formula and Dualin and bill an approximate $4 million, of which an estimated $3.2 million is in broadcast. A spokesman for Whitehall said there is no immediate plan to assign the products to another agency. Whitehall is a division of American Home Products Corp., New York. The account had been at JWT for two years.
AN INDEPENDENT'S DECLARATION

WPHL-TV 17 PHILADELPHIA

...now remaking viewing patterns in the Nation's 4th largest television market, is proud to join the ranks of America's distinguished independent stations represented by

METRO TV SALES
A DIVISION OF METROMEDIA, INC.
OFFICES: NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES, ST. LOUIS, PHILADELPHIA, DETROIT, ATLANTA.

Effective June 1, 1967
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.


Jefferson Productions, 1 Julian Price Place, Charlotte, N.C. 28208.


Detroit Edison Co., Detroit (services); four 60's for TV, live on tape, color. Reg Dunlap, production manager. Agency: Campbell-Ewald, Detroit. Nick Schinder, agency producer.


Cook Paint & Varnish Co., Kansas City, Mo. (paint); two 60's for TV, live on tape, color. Agency: Garner Lyon, Greensboro, N.C. John Barnes, agency producer.


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

Procter & Gamble, Cincinnati (Duncan Hines cake mixes); three various lengths for TV, live on tape, color. Samuel Cox, production manager. Agency: Compton Advertising, New York. Micki Jensen, agency producer.


WXYZ-TV Commercial Videotape Division, 20777 West Ten Mile Road, Southfield, Mich. 48076.

Lincoln-Mercury Division, Ford Motor Co., Detroit (Mercury Cougar); two 90's for TV, live on tape, color. Ralph Dawson, production manager. Agency: Kenyon & Eckhardt, Detroit. Sandy For thy, agency producer.

Clif 10 Productions Inc., 421 West 54th Street, New York 10018.


Gene Lester Productions, 12642 Ventura Boulevard, Studio City, Calif. 91604.

26th Century Fox, Beverly Hills ("Valley of the Dolls"); 12 various lengths for TV, on film, color. Dan Bresler, production manager.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38128.


A chimp in a new TV commercial for Clorox emphasizes the idea that it doesn't pay to "monkey around" with weak bleachers. The 50-second color spot is one of a new group out of Honig-Cooper and Harrington, San Francisco, that will be started in July. Commercial was produced by EUE/Screen Gems. Eric Bellingall is agency account supervisor for Clorox. TV art director: Ronald Knapp. Copy writer: Lee Spangler.


King Cotton stores, Memphis (meats); four 60's for TV. Larry Muhaborac, production manager. Agency: Rosegarten-Steinke, Memphis. Stanley Porter, account executive.


U. P. Bank, Memphis (services); one 60 for radio, jingle. Placed direct. Lee Wolder, account executive.


Cash register rings for ABC's sports

ABC said last week it has a sales success for its weekend sports series on both TV and radio.

The network is "virtually sold out for 1967" for ABC's Wide World of Sports on television, while the radio network has 88% sponsorship set for its initial 52-week run of ABC Radio's World of Sports which was to begin this past weekend (June 3).

ABC Radio also reported it has full sponsorship of its new sports program from Sept. 23 through June 3, 1968. ABC-TV has sold availabilities for its Saturday sports series in the second and fourth quarter, leaving only scattered minutes available in the third period. The TV network said 11 long-term advertisers have signed for its show.

ABC Radio was set to begin airing its new sports highlight program last weekend with 24 three-and-one-half-minute segments, and continue each subsequent weekend through the next 16 weeks on a scatter-plan basis with about 10 sponsors.

Starting on the weekend of Sept. 23, ABC Radio has sold all of the time to three sponsors: Lincoln-Mercury, Division of Ford Motor Co., through Kenyon & Eckhardt, for 12 spots a weekend; Schick Safety Razor Co., division of Eversharp Inc., through Compton Advertising, for nine spots; and Wynn Oil Co., through Needham, Harper & Steers, for two spots on World of Wheels, a feature within the sports package.

Hot-Weather Buys — This summer, ABC Radio's sports package will have the following advertisers: P. Lorillard (Kent), through Grey Advertising; Schick, through Compton; Liggett & Myers (L&M) and Ford Motor Co., both through J. Walter Thompson; AP Parts, through Carr Liggett Advertising.
Fragmented Los Angeles sprouts a variety of local agencies

What's the toughest market in the country for big advertising agencies? It's Los Angeles, by far. That's the opinion of the three principals in Anderson-McConnell Advertising Agency Inc., a local shop that just completed its 20th year in business. Its longevity points up the seeming paradox of Los Angeles in the advertising scheme of things: a pitfall for many national agencies; a potential paradise for local agencies.

For, according to Douglas E. Anderson, president of A-M, Los Angeles actually is a market of many markets. The 65 communities in and around Los Angeles are each separate markets unto themselves. On a broader view, the market encompasses some 12-million people in a five-county area.

Mervyn G. Oakner, vice president and account supervisor and a second partner in the agency, explains that this size and inherent potential make Los Angeles a perpetual lure and challenge to agencies. Over the years big national agencies have tried to break into the market by buying up local shops but most ultimately were defeated by overburdening economics and a failure to understand the subtle characteristics and enormous complexities of the sprawling scene.

The agency executive points out that manufacturers who can claim 7% or 8% shares of the market in other areas come away with a 1% share in Los Angeles. That's because everything is so fragmented. Four or five drug chains are in dominant positions in Los Angeles, for example, unheard of in other markets where one or two chains carve predominant shares.

Thus national advertising, it's claimed, is not effective. A few national spots bought here and there have a tendency to sink into the market's yawning decentralization. National brand managers, some of whom have never been west of Jersey City, likewise tend to treat Los Angeles as an enigma that's not likely to be solved easily.

But, says Doug Anderson, Los Angeles is a great market for local agencies. The sheer physical growth of the market has spawned a wave of one-man and two-man shops. Altogether there are about 500 agencies operating in the Los Angeles locale.

Local agencies have the advantages, Mr. Anderson feels, because they have an instinctive sense about the market. They can buy more knowledgeably by the specific kinds of people an advertiser wants. They probably can work out more tailored and possibly more effective promotion and merchandising programs. These combine to make Los Angeles a market where—with such notable exceptions as Foote, Cone & Belding—many national agencies are merely left to service national accounts.

Still, according to George A. McConnell, executive vice president of A-M and a third partner in the agency, more than a dozen large national advertisers and many important regional advertisers are located in Southern California. Their presence is reflected by the growing maturity of the creativity and salesmanship among agencies in the market. It's also reflected by Anderson-McConnell's own position of peak activity at present.

The agency, which will bill between $4 million and $5 million this year, represents 13 industries. Though diversified, it's most heavy in food and package-goods accounts. Started just after World War II, the agency's great growth took place in the last eight years. This growth blossomed on the strength of intense broadcasting activity. Radio and television brings in between 60% and 70% of Anderson-McConnell's total billings. Among the agency's broadcast accounts are Shontex Inc., Thriftmart Inc., Wallichs Music City, Calavo Growers, Golds Furniture Co. and Hoffman Candy Co.
down on shipping time and costs on the delivery of TV commercials and film prints originating from New York. The service does all processing and metering of shipments at its offices and delivers them directly to airports. Video Prints intends to institute the service shortly in Chicago and Hollywood.

Movie habits • A study commissioned by Capital Cities Broadcasting's WPAT-Paterson, N. J., to help motion-picture advertisers and their agencies in planning radio campaigns finds that 6% of adults and teen-agers in metropolitan New York go to the movies once a week, 12% go twice a month and 15% go once in six months, but 37% "never" go or at least go less often than once in six months. Study, with breakdowns by sex, age and movie-attendance frequency, was initiated by Robert Salk, WPAT director of special projects, and conducted among 1,206 adults and teen-agers by Motivation Analysis Inc., New York.

Millions of groceries • WPX(TV) New York last week credited its "Grocery Store Distribution Study" service to advertisers for bringing almost $2 million in billing to the station since GSDS was inaugurated two years ago. David Partidge, director of marketing services for WPX said 32 advertisers have taken advantage of GSDS, which reports to clients of the availability of their products in 2,800 supermarkets in the New York area. The service began at WPX with five clients in June 1965.

Viability • Viafilm Ltd., New York, a TV commercial production company, was formed last week by director Ira Marvin and cinematographer Zoli Vidor. The new firm is located at 225 East 46th Street.

Business briefly . . .

F & M Schaefer Brewing Co., New York, through BBDO, New York, has signed for half sponsorship of two 90-minute track and field color specials that are being carried on 15 stations in the northeast on a delayed basis in June. The programs are being produced and released by Madison Square Garden-RKO Sports.

Procter & Gamble, Cincinnati, has purchased time in 10 NBC-TV nighttime series, through Tatham-Laird & Kudner, New York. Shulton Inc., New York, via Benton & Bowles, same city, is newly signed as sponsor in nine series.

Quaker Oats Co., via J. Walter Thompson Co., both Chicago, has purchased time in seven NBC-TV nighttime series; Carnation Co., Los Angeles, through Jack Tinker & Partners, New York, is in 12 shows in the nighttime schedule as well as in The Frank McGee Saturday Report.

Louisiana group eases statewide buys

Louisiana Broadcast Representatives, Baton Rouge, has made it convenient for timebuyers in Louisiana to purchase spots on any or all of its 87 state represented radio outlets. LBR also represents 68 stations regionally and 45 nationally.

Jerry D. Turk, president, announced that LBR has made available a published directory of rates and information on its represented stations as a convenient method through which timebuyers can place one order for any number of stations and pay for them with one check. The advertiser or agency need not worry over rate changes because LBR guarantees the rates for the year.

Other services include copy and tape production and reproduction services and a complete custom-music production service.

LBR is at P.O. Box 66471, Central City Station, Baton Rouge 70806.

Rep appointments . . .

• WAFB-TV Baton Rouge: Katz Television, New York.
• WPHL-TV Philadelphia: Metro TV Sales, New York.

AMST denies pressure tactics

Jack Harris replies that meetings with commissioners were on broad CATV policy

Jack Harris, president of the Association of Maximum Service Telecasters, last week told the FCC that his visit to four FCC commissioners last month with four of his colleagues cannot be construed as an ex-parte approach that was meant to influence in any way pending CATV cases.

The meetings were for the purpose of discussing general CATV policies, he stressed, and to let the commissioners know the fears of AMST members that waivers being granted CATV's on the importation of distant signals indicated an "erosion" of FCC policy on CATV regulation.

Following reports of the visit to the FCC commissioners a number of CATV systems, with cases pending before the commission, raised the question of off-the-record consultations (Broadcasting, May 22).

Mr. Harris, president of KPRC-TV Houston, and his colleagues met with FCC Chairman Rosel H. Hyde, and Commissioners Robert E. Lee, Kenneth A. Cox and Nicholas Johnson. Accompanying Mr. Harris were C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp.; Laurence E. Richard-son, president, Post-Newswave Stations; Lester W. Lindow, AMST executive director, and Ernest W. Jennes, counsel for AMST.

"At the onset," said Mr. Harris in a May 30 letter to Ben F. Wapel, secretary of the FCC, "I wish to make clear that the meetings involved no breach of the proprieties, nor of any rules or regulations of the commission."

Set Terms • Mr. Harris noted that at the start of each of the meetings with the commissioners it was expressly made clear that the discussion was to be on the commission's distant-signal policy and general policy and that "they did not deal with, and were stated and understood not to deal with, the merits or outcome of any case pending before the commission." Each commissioner was requested to terminate the meeting if at any point the conversation approached any improper area, Mr. Harris stated. "No such situation arose," he said.

In a detailed exposition of how the delegation came to be chosen and exactly what was said to each commissioner, Mr. Harris noted that Henry Geller, FCC general counsel, was present during most of the meeting with Mr. Hyde; that originally the group was to include Harold Essex, president-general manager of WJSJ-TV Winston-Salem-Greensboro, N. C., but illness prevented Mr. Essex from attending; and that Mr. Jennes advised the group that discussion with the commissioners must be limited to matters of general CATV policy and that no discussion or
Efficiency Experts at work...

This is the Katz Agency New York Office Group that represents WMAR-TV. Efficiency experts all! They know the best "buys"—the most efficient "buys"—in the Baltimore Metro market. They have the complete figures and demographics straight from the computer. And they can fill you in on all of the facts on WMAR-TV's own line-up of proven, well-established, participating programs: MOVIES from the million dollar library, ROMPER ROOM, DIALING FOR DOLLARS, DIVORCE COURT, THE WOMAN'S ANGLE, GIGANTOR and the CBS Network schedule. Plus adjacent spot availabilities. For your most efficient "buys" in Baltimore . . . call your Katz man or Tony Lang, WMAR-TV Sales Manager.

Your Katz Man Knows Baltimore's Best Buys!
Left to right:
Standing—Jack Wright, Tony Lang (WMAR-TV), Mike Membrado, Jack Beauchamp.
NCTA putting final touches to Chicago agenda

A panel of electronic bigwigs addressing themselves to the future of electronic communications has been scheduled as the kickoff session of the 16th annual convention of the National Community Television Association in Chicago June 25-28. Not limited to a discussion of CATV, the Monday morning panel (June 26) on the "Communications Explosion" will consist of James McCormack, chairman of the Communications Satellite Corp.; James D. O'Connell, director of telecommunications management and telecommunications adviser to the President; Dr. John R. Pierce, Bell Laboratories, and Dr. Allen E. Puckett, Hughes Aircraft Co.

Luncheon speaker on Tuesday will be FCC Commissioner Lee Loewinger. Other FCC guests have not yet been determined, but it's understood some members of the CATV Task Force will be on hand to discuss CATV matters individually with cable operators.

Also expected to be present are Hollis Seavey, government relations, and Kenneth F. Gross, attorney, both from the National Association of Broadcasters. The NAB board is meeting during the same week in Williamsburg, Va.

The convention will also hear reports from Frederick W. Ford, president of NCTA, and from Alfred R. Stern, TV Communications Corp., who is chairman of the trade association.

17-year antitrust suit brings WEOL $96,000

An award of $96,000 in damages was made last week to WEOL Elyria, Ohio, in its treble-damage antitrust civil suit against the Lorain (Ohio) Journal. The litigation was instituted by the radio station against the newspaper 17 years ago on charges that the newspaper attempted to persuade advertisers to boycott the station.

U. S. District Judge Ben Green found that WEOL had suffered a loss of $32,000 during the years 1949-51 inclusive. During this period, the Lorain Journal refused to sell advertising space to any advertiser using the then new station in the Elyria-Lorain market. In 1951 the Department of Justice successfully brought an antitrust suit against the newspaper for this practice.

Judge Green's findings are the third in the case. In the first round, a federal judge decided that WEOL had suffered no losses. This was reversed by an appeals court. In the second round, the same judge determined that WEOL's
Together again? When television's King and Queen of Comedy get together, the result is a natural and, naturally, hilarious... as you and millions of Americans coast to coast will see when Danny Thomas joins Lucille Ball on “Lucy Makes Room for Danny,” Thursday, June 8, at 7:30 pm (EDT) on the CBS Television Network.

As you enjoy the show, keep one thing in mind. The wonderful magic that happens when these two great stars meet can happen again and again on your station... when you run their fantastically successful series, “I Love Lucy” and “Make Room for Daddy,” back-to-back. It's a natural-born comedy hour sure to make audiences double up with laughter and ratings move up on the double!

Why not let Danny and Lucy join farces for you? We'll be glad to act as matchmaker... naturally.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, DALLAS.
CBS FILMS

Naturally!
losses due to the intimidation of advertisers by the newspaper amounted to $10,000. Again this was reversed on appeal by WEOL.

In the latest decision, Judge Green calculated that WEOL suffered a $40,000 loss of revenue because of the boycott. He then subtracted 20% of this sum as the cost of acquiring what would have been the increased sales, leaving the $32,000 figure. This was trebled under the antitrust laws.

Friendly's one-way profit-sharing plan

Fred Friendly, former president of CBS News, thinks the $30 million a year he's convinced satellite TV will save commercial TV should be used to aid educational TV. Mr. Friendly, now a television consultant to the Ford Foundation, told a banquet audience in Los Angeles on May 26 that commercial television profits by doing its worst. "It's making so much money doing its worst it can't afford to do its best," he claimed.

"Commercial television," he continued, "has all the money and people, but no air time" for public-service programming. Educational television has all the air time, but no money or people.

The solution to this impasse, he indicated, could be satellites. "Right now the networks pay the telephone companies $60 million a year for the circuits that enable them to send their programs around the country. Satellites will cut that cost to $25 or $30 million," the former network executive contended.

"That saving should go to the public," he emphasized. "The American people have poured $25 billion into the rocket research that led to satellites."

Mr. Friendly was speaking to an audience honoring five foreign journalists. They were being given awards at the event sponsored by the University of California at Los Angeles.

Changing hands...

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

- KNUS-FM Dallas: Sold by The McLendon Corp., group broadcast owner, to Giles Miller Sr. for $125,000. Mr. Miller is president of KPCN Grand Prairie, Tex. McLendon group is buying WITV Philadelphia (Broadcasting, April 24) and has to dispose of one FM to remain within the limit of seven. KNUS-FM operates in 98.7 mc with 17 kw. Broker: Blackburn & Co.
- WLRN Herndon, Va.: Sold by Billy B. Shiflett and associates to J. Stewart Brinsfield Sr. and son for $85,000.Messrs. Brinsfield own WCB(FM) Catonsville, Md. and have interest in WCR Beckley, W. Va. WLRN is daytimer on 1440 kc with 1 kw. Broker: Chapman Co.

Approved. The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 93).

- KLIV San Jose, Calif.: Sold by Riley R. Gibson and associates to Robert S. Kieve, Maurice Forman and Fred A. German for $974,000. Buyers are group of Rochester, N. Y. investors headed by Mr. Kieve, former general manager of WBBF Rochester. Mr. Forman is former owner of WBHF, and Mr. German is Eastman Kodak Co. executive and owner of WWOK Charlotte. N. C. KLIV operates on 1590 kc with 5 kw days and 500 w nights.
- WJH-AM-FM Gallipolis, Ohio: Sold by John E. Halliday to Paul E. Wagner for $250,000. Mr. Wagner, former broadcaster, is vice president of R. C. Crisler & Co., Cincinnati station brokerage firm. WJH operates daytime only on 990 kc with 1 kw. WJH-FM is cn 101.5 mc with 15.5 kw.
- WJPP Herrin, Ill.: Sold by Charles R. Cook to Robert A. Ferrari, John C. Garavalia, Arthur L. Lenzine, Ervin Coppi and Stanley Roszkowski for $165,000. WJPP operates daytime on 1340 kc with 1 kw.
- KSTT-AM-TV Davenport, Iowa: 50% interest sold by Arthur Epstein to Frederick Epstein (already 50% owner) for $145,000. KSTT operates fulltime on 1170 kc with 1 kw. KSTT-TV (ch. 18) (not yet in operation) will operate with 251 kw visual from an antenna height of 220 feet above average terrain.
- KLTR Blackwell, Okla.: Sold by Wallace B. Waters and associates to Jerry L. Mash and others for $130,000 plus $25,000 consultant fee. Mr. Mash is principal stockholder of KLOR-FM Ponca City, Okla. KLTR is daytimer on 1580 kc with 1 kw.
- WANE-TV Fort Wayne, WISH-TV Indianapolis, both Indiana, XTV(TV) Sacramento, Calif., KOTV(TV) Tulsa, Okla. and Khou-TV Houston: Sold by Whitney Communications Corp., to John Hay Whitney. Mr. Whitney owns about 99% of Whitney Communications Corp., which in turn owns approximately 99% of Corinthian Broadcasting. Transfer is to activate sale of stock to public (see page 76).

“ratings” are important to Blackburn, too!

Not the kind that show which TV program the public prefers...but the ones that our satisfied clients give us. That attest to the completeness of our service and the advantages of dealing with the reliable broker. When you have a TV or radio property to buy or sell—check the “ratings” and consult Blackburn.

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Joseph M. Slocick William A. Ryan Eugene Carr
KCA Building Huh Jackchta 1655 Peachtree Rd.
332-9270 Eugene Carr 274-8151
333 W. Michigan Ave.
346-9660

WJBF-HF Augusta, Ga.: Sold by Fred H. Gibson and associates to Jerome L. Shiflett for $125,000. WJBF-HF operates daytime on 1240 kc with 1 kw.
- KOTV(TV) Tulsa, Okla.: Sold by Robert P. Garavalia and associates to Arthur L. Lenzine, Arthur L. Lenzine, Fred H. Gibson and associates for $225,000. KOTV(TV) operates daytime on 17 channel 12.
- KTV(AM-FM) Fort Wayne, Ind.: Sold by Whitney Communications Corp., to John Hay Whitney. Mr. Whitney owns about 99% of Whitney Communications Corp., which in turn owns approximately 99% of Corinthian Broadcasting. Transfer is to activate sale of stock to public (see page 76).
It's now Kops-Monahan

Name of Kops Communications Inc. was changed last Thursday (June 1) to Kops-Monahan Communications Inc. Daniel W. Kops (left), president of the New Haven-based group station owner, said the change reflects the important supporting role being played in the firm's expansion by Richard J. Monahan (right), executive vice president, who joined the company in 1949. No changes in corporate responsibility are contemplated. Kops-Monahan Communications operates WAXZ New Haven and WTRY Albany-Troy-Schenectady, N. Y., and is planning construction of WCR (FM) Hamden, Conn., and WCBC (FM) Albany, N. Y. Other acquisitions in broadcasting are also expected to be made by Kops-Monahan Communications, according to a statement last week by Mr. Kops.

Mr. Monahan started in radio at WEIM Fitchburg, Mass., and later worked at KEMO Hannibal, Mo.

COMMUNITY TELEVISION

- Ohio Cablevision Inc., Findlay, Ohio: 50% interest sold by Cox Broadcasting Corp. to Cablevision Enterprises Inc. for $500,000. Cablevision Enterprises, which now owns 100%, also owns systems in Tiffin and Fostoria, both Ohio, is owned by Amos B. Hesteter, 33 1/3%; R. C. Crisler (station broker), 20%; Arthur O. Choate Jr., 10%, and others. Cox, a multiple CATV owner, acquired its 50% interest in the Findlay system in 1964. At the end of 1966, the Findlay system served approximately 3,800 subscribers. Cox holds a 45% interest in cable systems serving Toledo and Cleveland. It also has agreed to purchase remaining 50% of Bakersfield, Calif., CATV, and 100% of Mission Cable TV Inc., serving San Diego, both from Trans-Video Corp., for 155,000 shares of Cox treasury stock valued at the time of announcement at about $7.3 million (Broadcasting, March 13).

- New York-Penn Microwave Corp.: 50% interest sold by Warren Friebly and wife to Newhouse Microwave Inc. for $300,000. Newhouse Microwave already owns the other 50% of New York-Penn Microwave, which carries New York City independent TV stations to CATV systems along southern tier of New York and into Pennsylvania. Pending before the FCC is an application to extend this service into West Virginia. Newhouse Broadcasting Co., multiple CATV and station owner, also owns Eastern Microwave Co., carrying New York City independents to upstate New York CATV systems. Broker: Daniels & Associates.

Judges have opposite views on CATV

The CATV situation in Ashtabula, Ohio, has become "curiouser and curiouser," with two local circuit judges issuing completely divergent views on the place of cable systems in the regulatory scheme of things. Until two weeks ago, Ashtabulans were faced with two CATV permits, both duly authorized by the governing council—one held by Ashtabula Cable Co., and the other by Time-Life Broadcast Inc. (Broadcasting, May 29). Ashtabula Cable, claiming it could not arrange for pole-line rights with the Ashtabula Telephone Co., began construction of an underground system but more recently began placing its poles above ground. Time-Life signed a contract with the telephone company for a lease-back facility. Before the city issued a franchise to Time-Life the city sued and received an injunction against Time-Life and the telephone company. Common Pleas Judge Thomas Lambros also held the CATV is a public utility and should be regulated by the Ohio Public Utilities Commission.

Subsequent to that ruling, Common Pleas Judge Roland Pontius, in granting an injunction to a citizen opposed to Ashtabula Cable's above-ground telephone pole construction, declared that CATV is not a public utility.

Last week, Judge Lambros held a new hearing on the city's suit against Time-Life and the telephone company in the light of the ruling by Judge Pontius. Judge Lambros promised to rule this week on a motion by Time-Life and the telephone company seeking to lift his restraining order against their completing construction.

WHAT IS YOUR STATION WORTH?

Over the years the firm of Hamilton-Landis & Associates, Inc., have appraised many millions of dollars worth of broadcast properties.

These appraisals have been made for various reasons. Some were for the purpose of a station obtaining a bank loan. Others for insurance purposes. And many because the owners wanted to establish sale prices.

We will be happy to provide you with a realistic evaluation of your holdings documented in an attractively bound report.

Our services are thorough and the price reasonable.
University stakes claim in TV research

WAYNE STATE HAS BIG PLANS FOR PROJECTED LABORATORY BUILDING

Will some of the next major advances in creative programing and advertising come out of the university research laboratories of the nation before they are discovered in the broadcast studio or advertising agency?

Wayne State University in Detroit thinks so and is betting big money on expanded facilities to make it so if it can. The school reported last week that this summer it expects to break ground on a new $5-million language and speech laboratories building as part of its continuing interest in the basic communication arts.

Wayne State has pioneered in mass communications since 1936, starting first with radio. The university since 1952 has operated WDET-FM Detroit and is part of the educational television council operating WTVS-TV (Ch. 36) Detroit. It also enjoys close working relationships with the area’s commercial radio-TV outlets.

Even before the new plans evolved, however, Wayne State already was deeply involved in several areas of research having possible application in broadcasting and advertising. With the new laboratory the research will go still deeper. Among the areas:

* Subliminal advertising techniques in television, a subject that stirred extensive controversy a decade ago but died out after many protests and insufficient documentation. The latest research findings, though, indicate there really is more to it than meets the eye—and that’s no pun. “Subception” is the word preferred over “subliminal.”

* Compressed, and expanded, speech and music. Newly refined and rather expensive equipment is now available to make long commercials or short ones fit a prescribed time precisely. Same for programs, spoken or musical, without change of pitch. This gear is already in limited use in broadcasting, especially to synchronize music in films.

* Productional manipulative feedback, otherwise known as “PMF” to Wayne State researchers and best described to anyone else as creative combination of the TV special-effects generator and video-tape recorder so as to accelerate the learning process through unique visual emphases. The technique is said to have direct application to commercial production today.

Wayne State’s speech department recently experimented extensively with subliminal or subception television on a closed-circuit system. Test and control panels of students were involved:

“I was as shocked as anybody that it worked,” said Dr. Raymond S. Ross, professor of speech in the college of liberal arts and under whose direction much of the new research is being conducted or planned.

Primitive Research • But he cautioned that the subception condition is fraught with many qualifications and research is still primitive although it has been conducted off and on for nearly a century. His greatest concern, however, is over the ethical considerations of subliminal advertising as well as improper use of productional manipulative feedback, especially if they ever were to become political tools. But research must go on, he noted, just as it did in the field of atomic energy despite the bomb.

Professor Ross explained that the school’s subception experiment proved prestige enhancement could be effected without the conscious knowledge of the viewer. In the research a television speaker named Ken Orear discussed the subject of water pollution. This video tape was played before test groups and in some cases the tape had subliminal messages added, unknown to the viewers.

One of the test groups was subjected to a subliminal projection of “Dr. Ken Orear” as he talked. Although the viewers never saw the flashing of “Doctor” they remembered more and thought more highly of his talk than did the alternate group who listened only to “Mr. Ken Orear.” The research comprised the doctoral thesis of John Douglas Gibb, now an assistant professor of speech at the University of New Mexico in Albuquerque.

Dr. Ross said subliminal communication appears to be practical for most people if the message flashings are held at a rate above the psychological level of the viewer (so he can physically “sense” them even though he doesn’t “see” them) but are rendered below the conscious level of perception where they would annoy or interrupt him in viewing the normal program or commercial material. But these levels vary with the individual, with viewing conditions and with other things like fatigue, hunger, etc., hence much is still to be learned, he added.

Pop Corn Sales • The public protest over subliminal advertising a decade ago stemmed from a test of the technique in a New Jersey theater and the test was said to have stimulated increased refreshment sales, Dr. Ross...
WJR was there.

The place, Warwick Hills Country Club. The event, the 1966 Annual Buick Open. The action, Phil Rodgers as he blasts out of the trap on 17 to within inches of the cup—and victory. From then on he walked home, easily parrying both 17 and 18.

It was a big win for Phil Rodgers, and a big win for WJR. For the 9th year in a row WJR's Sports Director Bob Reynolds covered the Michigan classic on radio. Typical.

When it comes to sports, people come to WJR. And why not? Reynolds' coverage includes both Lion and Michigan State football. What's more, veteran play-by-play announcer Ernie Harwell lets you in on every Tiger game. Sportscaster Paul Carey makes points in basketball. And Detroit's most popular disk jockey, J. P. McCarthy, gets in on the act with interviews of sports personalities on his Monday morning show. Maybe that's why when they talk about sports reach in Michigan, they talk about WJR. It's the grabber.

Your Henry I. Christal Representative will give you the whole story.

WJR's there with by far the largest audience in Michigan.
The two years now he possibilities are recalled. There are about 100 other experiments of even a more scientific nature over the years, he said, but these didn’t arouse attention as they were reported in the popular press. A lot of this work has taken place since World War II although early inquiry is recorded in 1898.

Professor Ross is more excited over the possibilities of "PMF" than subception, however, as far as image enhancement or conditioned communications possibilities are concerned. For about two years now he has used productional manipulative feedback or PMF as a teaching technique in speech classes. The tools are the TV special-effects generator and the video-tape recorder.

PMF works this way. A speech class meets in the TV studio. The discussion panel of students or the speaking student perform as they would in any class. But their performance in this case is televised with multiple cameras and recorded. Further in this case the teacher also is located behind the control panel where he acts as any TV director, calling the shots of the student technical crew who man the cameras and control-room gear.

The student’s weaknesses or strong points in his performing are exaggerated and “mirrored” in highly imaginative ways through an adroit “playing” of the special-effects generator, auxiliary sound effects and other equipment. The result is a stream of split screens, blow-ups and other visual impressions of the student in action. As he sees the tape playback he learns how to improve.

Brainwashing Easy * The impact of the exaggerations and distortions is fantastic, Professor Ross related, and if not done properly can be just as devastating. "You can brainwash someone as easily as you can build him up," he said, emphasizing the care required. But the point is that the creative techniques involved have wide implication for commercial production, he said, a field that too long has been tied to its tools mechanically and is just now learning how to use them creatively.

Compressed and/or expanded speech and music is another area with immediate commercial application that holds great interest for Dr. Ross. He presently is starting pilot studies with direct application in education.

The basic equipment is a small but very sophisticated machine called the Eltro Mark II tempo regulator. It is priced at just under $4,000 and is produced and sold by Gotham Audio Corp., New York. The inventor was a German now deceased. Gotham exhibited the machine this year at the Chicago convention of the National Association of Broadcasters.

None have been sold to stations so far but a number of the Mark II machines are being used in educational institutions for research, Gotham Audio reported Thursday (May 31). Station interest is considerable since the NAB, however, the company said. Some of the machines are in use in professional recording studios.

Kimn Denver purchased an earlier model from Gotham about two years ago but hasn’t used it much because “it was just too much work” re-recording everything, the station reported. For a while it was used to condense national auto commercials by 10% so local dealer tags could be added. Kimn said it originally hoped to use it “to squeeze another record into each hour,” but never bothered because of the extra work.

Gotham Audio said the machines are in use in New York regularly at Gotham Recording Studios (no relation to Gotham Audio) where radio commercials for the STP auto oil additive were made using the technique and were used in the Clay-Terril flight broadcast. The units also are reported in use at Leacock-Penaker, New York, for precise musical timing in TV commercials and for similar purposes in CBS-TV’s To Tell the Truth. Motown Records, Detroit, popular-music recording firm, also is said to have such a machine.

Lifesaver * Universal Recording in Chicago has an older model Eltro tempo regulator but it is used mostly to bail out a producer from an expensive timing or synchronizing mistake when the production can’t be done over easily. It is used for this purpose at motion picture special process firms often, it was noted.

Universal Recording’s machine is being used also experimentally for possible radio program fare. The experimental is Ken Nordin, head of the Ken Nordin Group, Chicago freelance commercial production firm. Mr. Nordin said he was involved in the production of the STP commercials at Gotham and to his knowledge this was the first time the technique was used to create a broadcast commercial although he has experimented with the technique for some eight years outside of broadcasting.

At Universal he is recording an experimental series of programs for radio that he plans to offer soon for syndication. The series is called New Nordin and features unusual musical scoring behind talk. It is to be offered in a five-week format and a 26-week supply of shows already has been completed.

But none of this research progress is going to help Dr. Ross and his relations with the neighborhood kids. They won’t look at television in his house with his kids any more. Not since the day he told them in jest that he had inserted school work subliminally into Batman. “They just won’t come around anymore,” he mused.

Hyde hits the trail to Alaska

FCC Chairman Rosel H. Hyde is on an extensive touring and speaking trip this week with speeches set in Fairbanks, Alaska on Wednesday (June 7) and Salt Lake City on Saturday (June 10). During the week, he also will visit broadcasting facilities in Alaska and receive an honorary degree from the University of Utah.

The chairman was to arrive in Alaska on Sunday (June 4) and meet with broadcasters in Sitka and Ketchikan before going to Juneau today (June 5) for a meeting with Governor Walter J. Hickel and C. L. Buck, state director of communications. Tuesday he is to meet with state officials in Anchorage.

Wednesday he will speak to a joint meeting of the Alaska Broadcasters Association and the Alaska AP. The speech is to be carried statewide and fed to 54 stations of the Armed Forces Radio Network. While in Alaska, which is celebrating its 100th birthday with the Alaska a 67 Exposition, the chairman will take part in a federal communications salute day at the exposition.

Mr. Hyde will be in Salt Lake City Friday (June 9) to receive a doctor in laws (LL.D) degree from the University of Utah. On Saturday he’ll be conviction speaker at the university’s School of Business.

Radio-code list grows with 20-station gain

The radio code of the National Association of Broadcasters showed a net gain of 20 stations between March 15 and April 15, with 28 additions and eight withdrawals. In the same period, the TV code added three stations and lost two.

The TV additions were: WEdward-TV West Palm Beach, Fla.; WHIZ-TV Zanesville, Ohio, and W Knock-TV Madison, Wis. TV withdrawals were: WDHO-TV Toledo, Ohio, and WBMT(TV) Beaumont, Tex.

Radio additions: WETU Wetumpka, Toledo, Ohio, and WLMQ-TV Laramie, Wyo.

58 (THE MEDIA)
The average household in our 21-county Sacramento market has an effective buying income of $7866 per year. This exceeds the income averages of 35 states ... including Florida and Texas.

Carry your message home to the 1.4 million members of this affluent society ... advertise on Beeline Radio KFBK. KFBK is just one of four Beeline stations which can open doors in California’s rich Inland Valley.

Data Source: Sales Managements’ Survey of Buying Power. 1966
Small markets want protection

NAB group, in organizational meeting, asks FCC to give it same CATV deal it gave top-100 markets

The small-market TV broadcasters, those that the FCC felt didn't need protection from community antenna TV's importing signals into their market, last week emphatically said they did need the protection and asked the FCC to do something about it.

Seven members of the National Association of Broadcasters' newly formed secondary-market TV committee spent about three-fourths of the inaugural meeting in Washington last Thursday (June 1) discussing CATV and its effects on them. As one committee member put it: "We started with CATV, then moved on to CATV and then decided to tackle CATV."

They unanimously endorsed the NAB's stand that importation of signal protection be extended to all markets, not just the top 100 that are covered by the FCC's rules.

The committee members, all from markets of less than 100,000, also wholeheartedly endorsed NAB's stand on proposed copyright legislation. NAB believes if CATV's are given any degree of exemption from copyright under the law, they then should not be permitted programs in connection with stations.

Several members of the committee also had criticism of the way the television rating services are covering the secondary markets. In general they feel the ratings firms are not spending as proportionate an amount of time, money and effort in their small-market reports as they are in the major markets.

The committee members are preparing detailed critiques of these services and will submit them to NAB's research department for study, with an eye toward getting the research services to make the necessary adjustments.

Retail Sales • Another area in which the committee felt secondary-market operators take it on the chin is in measuring retail sales of specific categories. It asked the NAB to study a long-range project, possibly developing methodology, that would enable it to show precisely what is sold in secondary markets.

As it stands now, the committee charged, sales in a small market are generally credited to the metro area where the distributor is located. Thus a national buyer looks too often to the metro station when the sales may actually be generated in a nearby secondary market.

The committee also asked the NAB staff to develop a questionnaire to determine the needs of the secondary markets in recruiting, training and holding personnel.

Several NAB executives used uncharacteristic phrases in describing the meeting and the committee. "It was very lively," said one. And another couldn't get over the idea that the members wanted to move and move fast, and as a result set another meeting for July 13. Traditionally, NAB committees don't hold summer meetings, particularly in hot-and-humid Washington.

NAB meets to pave way to Williamsburg

Preparations for the joint board meeting of National Association of Broadcasters (June 26-30) get underway with a full head of steam this week. Two NAB committee meetings are scheduled this week with at least three more planned prior to board sessions.

Today (June 5), the American Values Committee meets in New York; Wednesday (June 7) the executive committee meets in Washington; on June 14 the Engineering Advisory Committee meets in Washington; on June 19 the Future of Broadcasting Committee meets in Washington, and on June 23 the selection committee meets in Washington.

The major meeting this week will be the executive committee session with probable discussion on the public television bill, the newly created All-Channel Television Society (ACTS) and the selection committee.

The NAB has testified before the Senate that it does not oppose creation of a Corp. for Public Broadcasting, but it favors the subsidizing of such a system through federal funds passed
The CBS Radio sports team: All giants.

This is the big sportscasting team in network radio. Phil Rizzuto's "Sports Time" has been sold out all of '67—the first availability opens in July. Frank Gifford's "Worldwide Sports" has chalked up some major success stories. And "Jack Drees on Sports" is sold out until the end of the year.

It figures.

Jack Drees was a great basketball player. Frank Gifford was an All-Pro flankerback in the NFL. And Phil Rizzuto spent 16 starring years with the New York Yankees.

In other words, our team is all giants. And sports fans are big on giants. It's that simple.

Now, if you want to reach the fans, put your money on the favorites—the CBS Radio giants. As we said before, they're head and shoulders over everybody.

CBS RADIO NETWORK
through the states. Although no date has been set for House hearings on the bill, the committee is expected to take a look at the Senate action and decide if a tougher stand should be taken in the House.

Acts Briefing * The committee will also be briefed on creation of ACTS (Broadcasting, May 29), which was formed by 26 UHF operators to further their cause outside the NAB arena. The main anti-NAB position has been taken by Adams, a communications consultant, and the executive committee wants to know just how deeply rooted this feeling is among the UHFers.

Last January the TV board postponed any action on creation of a UHF committee until the June board meetings. It is possible the executive committee will recommend that the TV board reconsider and create a UHF committee within NAB.

The selection committee, made up of retiring board members, was originally set up to choose a chairman who would receive a $50,000 salary. It now functions, in effect, as a nominating committee and its main role is to screen potential candidates and recommend one or more for board approval. However, the chairmanship no longer carries a salary and some NAB members are questioning the need for the committee’s future existence.

Joint board meeting will be at Williamsburg, Va.

Lawyers’ actions raise ethical questions

Counsel for two competing applicants in a comparative hearing for a television construction permit face disqualification from that proceeding in an unusual hearing ordered by the FCC last week.

The counsel named in the order were the firms of Philipson, Lyon & Chase, representing Alabama Television Co., and Putbrese & Fisher, representing Birmingham Broadcasting Co. Along with two other applicants, the companies are competing for channel 21 in Birmingham, Ala. However, Seymour Chase has withdrawn from the Philipson firm, which is now Philipson, Lyon, Nellis and Mallios.

The hearing order issued last week grows out of a controversy among the counsel that was touched off last December when it was disclosed that Mr. Chase and Jason Shrinsky, then an attorney in Putbrese & Fisher, were assigned to the channel 21 case, had held talks leading to Mr. Shrinsky’s employment by the Philipson firm.

Birmingham, claiming it had been prejudiced, moved for the disqualification of Mr. Chase’s firm and the dismissal of the Alabama application. Alabama, in a subsequent pleading, accused Birmingham of raising the issue with the “ulterior, conspiratorial motive of securing a merger” with Alabama.

The commission said the questions raised by the charges and countercharges should be resolved before the hearing returns to the comparative considerations. It directed the examiner, David I. Kraushaar, to expedite the hearing and to certify the proceeding to the commission for a decision without preparing an initial decision.

The hearing involves questions as to whether the law firms or members of firms engaged in conduct in connection with the comparative hearing which requires their disqualification from continuing as counsel in that proceeding. Another issue involves the determination of the facts as to the participation, if any, of the principals of Birmingham and Alabama.

Mr. Shrinsky, who did not join Mr. Chase and who is now with another communications law firm, was made a party to the proceeding.
The entire King Family and the Alvino Rey Orchestra will entertain your viewers for Thanksgiving, Christmas, Valentine's Day, Easter & Mother's Day. Just say the word.

Five one-hour, full-color KING FAMILY HOLIDAY SPECIALS on tape are now available. Within three days after the first announcement of the show, 20 major stations bought the package. Comments ranged from “wonderful idea” to “extremely saleable,” “good merchandising possibilities,” to “wish there were ten shows instead of five.” The KING FAMILY HOLIDAY SPECIALS are the smartest buy and the easiest sponsor sale you'll ever make. With maximum results in ratings, profit and prestige for your station. For full information, call Dick Dinsmore at (213) 466-6300, in Hollywood. Call collect. THE KING FAMILY HOLIDAY SPECIALS North American Television Associates / Sunset-Vine Tower / Hollywood, California 90028
CBS-TV meeting has full agenda

Affiliates in New York to discuss code standards and cigarette advertising

CBS's annual round of talks with TV affiliates in New York this week is expected to explore such futures as the proposed revision of TV commercial-code standards and the status of cigarette advertising.

The 1967 general conference of the CBS-TV affiliates will be held Tuesday and Wednesday of this week.

A subject of news伦ome considerable attention at the meeting is one that's not officially on the agenda: that of CBS-TV's late-night program plans for the spring of 1968.

With the phase-out of the United Network's Las Vegas Show (see page 34) and affiliate interest in what CBS has in the wings as a late-night program is expected to be intensified, Network officials last week were reticent to discuss plans, nor would they speculate how far along they are in preparations.

CBS officials, however, anticipate they'll discuss the time-standards section of the National Association of Broadcasters television code in anticipation of the TV code board meeting scheduled for June 28 in Williamsburg, Va. Affiliate approval of the proposed revisions is expected.

A reading of smoke signals that have been sent up in Congress on possible new controls on cigarette advertising (BROADCASTING, May 22) and related developments are certain to demand some discussion at the conference, according to CBS sources.

CBS-TV recently was involved in a cancellation by R. J. Reynolds Tobacco of a half sponsorship of Beverly Hillbillies next season. Reynolds said it would discontinue its advertising on the Hillbillies, effective with the end of the current seasonal contract (BROADCASTING, May 15), and related it move to the code regulation that a code member should not advertise cigarettes on a TV program series if more than 45% of its audience is under 21 years of age.

Some 750 persons from the affiliates are expected to attend the conference at which a number of CBS executives will speak.

Fall Shows • It was pointed out that a main thrust of this year's meeting would be full-length presentation of several shows in the fall schedule, with an emphasis on new shows. One of the films to be shown, Cimarron Strip, runs 90 minutes, while such one-hour films as Dundee and the Culhane also will be run in total length. Other fall programs for showing or mention on the agenda: Gentle Ben, Mannix, a preview of Thursday and Friday night movies, Good Morning World, a report on the new The Carol Burnett Show and He & She.

Programing areas, in addition to plans for CBS's late-night entry in the spring of 1968, will be discussed and analyzed by Michael H. Dann, senior vice president—programs; Perry Lafferty, vice president—programs; Hollywood; Fred Silverman, vice president—daytime programs and development; and Michael Campus, director of special programs.

They are expected to point out the trends in network programing, such as the move to the longer show form, the high cost of production and the "creative crisis"—the need for TV to stimulate and entice talent. Also to be discussed are new program changes in the daytime including the recently announced shuffle in Saturday's children shows (BROADCASTING, May 29).

The CBS position on proposed changes in the commercial time standards and a possible discussion on cigarette advertising are slated in a session at which a report will be made by William H. Tankersley, vice president—program practices, and at a closed session late Tuesday afternoon.

BROADCASTING Technology • Reports covering the use of satellites and new color developments in mobile equipment, particularly for such coverage as the political conventions, are to be made by William B. Lodge, vice president for affiliate relations and engineering, and on news coverage by Richard S. Salant, CBS News president. Mr. Salant is expected to touch on plans for coverage of the primaries next spring and the political conventions in the summer; for programing the CBS news hour, Tuesday at 10 p.m., and for the continuation in the fall of The 21st Century. CBS's position in TV sales and in audience will be presented by Jay Eliasberg, CBS-TV director of research, and Frank M. Smith Jr., vice president—sales.

Among other speakers are CBS News correspondent Walter Cronkite; Leon R. Brooks, CBS Inc. general counsel; John Cowden, vice president—information services, CBS-TV; Carl Ward, vice president—affiliate relations, and William C. McPhail, vice president—sports.

CBS-TV's president Thomas H. Dawson and John A. Schneider, president of the CBS/Broadcast Group, will also address the convention. (Mr. Schneider's speech is slated for the luncheon Wednesday.) All sessions will take place at the Hilton in New York.

Government newspaper has a still birth

A controversial war-on-poverty application asking for Office of Economic Opportunity funds to establish a weekly newspaper in North Carolina and buy time on two local radio stations has been withdrawn, the OEO has announced.

Newspaper accounts of the plan touched off a storm of criticism on Capitol Hill. Seen as putting the government into the newspaper business, and using tax revenues for the purpose, the proposal was termed an attack on press freedom. Most critics mentioned the radio aspects of the plan, but only in passing, focusing their fire mainly on the idea of circulating a newspaper, free of charge to subscribers, with community news of a general nature, editorials, and simulated adverti

ments encouraging residents of a four-county area to participate in OEO-sponsored community-action programs.

In addition to publishing a newspaper, the plan provided for the purchase of broadcast time from each of two local radio stations, WATA Boone, N. C., and wtro Spruce Pine, N. C., at a total cost of $15,000 yearly. The stations had offered to contribute additional time and one member of the project's governing board was to have "a representative from one of the two local radio stations ... with the concurrence of the stations' owners."

Money was to have been provided by the OEO to purchase two mobile vans for field recording of material to be broadcast.

64 (THE MEDIA) BROADCASTING, June 5, 1967
What's the value of a Byline?

Years of a man's professional life can pass before he rates a byline.
Some never make it.
Those that do can usually be depended on to deliver their story with the integrity and skill befitting their byline.

We make medicines for doctors to prescribe. And, we make them with integrity and skill.
Whether life-saving or not, we feel they demand that we put ourselves on the line—and we do.
Critics tear into copyright bill

Federal Bar Association briefing places CATV's hope on Senate relief from copyright liability

Provisions of the copyright law revision bill now before the Senate came under fire last week in New York during a briefing sponsored by the Federal Bar Association.

CATV interests also took the opportunity to express hope that the Senate would insert some exemption from copyright liability into the bill. The bill (H.R. 2512) was passed by the House (New York briefing, April 17) but a key passage, one which would have provided partial exemption for CATV systems, was deleted by a vote of 57 to 17. The bill went to the Senate without the crucial provision—Section 111—and in its present form imposes total copyright liability on all CATV systems.

As it stands, the bill along with a recent court decision that held a CATV system liable for copyright infringement (BROADCASTING, May 29), have left the cable industry with but one hope: that a Senate bill will relax the stringent provisions of the House measure.

Inclusion by the Senate of exemption provisions as embodied in the now-deleted Section 111 or similar language appears to be the only hope for an industry faced with paying millions each year in copyright fees. On May 22, a unanimous three-judge ruling handed down by the U. S. Second Court in New York affirmed an earlier decision that the Fortnightly Corporation had infringed upon the copyrights of United Artists. The only judicial redress available to CATV interests now appears to be an appeal to the Supreme Court, a long, expensive process with no guarantee of success.

Senate Relief * According to E. Stratford Smith, a Washington communications attorney and a participant in the New York briefing, CATV hopes for relief from the Senate, possibly in the form of a re-inclusion of Section 111, or, preferably, something more liberal. While CATV interests would welcome relief from the Senate regardless of the wording, Mr. Smith said the cable industry still had reservations about what form the exemptions should take. Mr. Smith said the deleted section provided for a ban on most local program origination by CATV systems. He asked rhetorically: "What does a ban on local program origination have to do with copyright revision? Denial of program origination [a provision that might be considered by the Senate] could only hurt copyright owners," he said. "Cable systems operators would buy programs."

Speaking of a provision in Section 111 providing that copyright exemption would be lost if CATV systems carried pay-television programs, Mr. Smith said that such a provision was "more to protect broadcasters than copyright owners. Why use copyright law to get at pay TV and CATV?" he asked.

Mr. Smith also questioned the language of Section 111 which dealt with CATV news origination and which it is felt may serve as a model for the Senate measure. The section provides, among other things, that CATV systems could originate news and still retain their copyright exemptions, so long as no editorial comments were made. "What's editorial in a news broadcast?" Mr. Smith asked. "Will the [copyright] register decide what is editorial comment, and then determine if there has been a copyright infringement?"

Defining Terms * Mr. Smith’s concern over the question of editorial comment was shared by Richard Jencks, deputy general counsel for CBS Inc., who said it would be difficult to determine just what the phrase means. Mr. Jencks implied that it would be harmful if a provision were adopted which would prevent CATV from providing a public service.

Mr. Jencks said he believes Section 111 probably will be the basis for a partial copyright exemption for CATV by the Senate, but he disagreed with Mr. Smith’s assertion that the section, or one akin to it, imposes an outright ban on local origination. It should be emphasized, he said, that the section did not stop local program origination by a system that pays copyright fees. He said it would be unfair if CATV systems were allowed to pay syndicators for programming, with money it saved by picking broadcasters’ signals, under Section 111, or, for relief from the restriction on program origination," Mr. Jencks said.

Mr. Smith said CATV systems were willing to pay copyright fees as long as they were "reasonable." He also indicated industry support for a system of statutory fees subject to revision at predetermined intervals.

In an earlier session of the copyright revision briefing, Eugene Aleinkoff, general counsel of National Educational Television, said there were some questions in his mind about public television (as opposed to institutional TV) and the new copyright bill. "Public television needs the best material it can get," he said, but does not have the funds to match commercial broadcasters. "What ETV wants is to make sure there is a mechanism with which it can obtain copyright clearances quickly and economically." He said that a subsidized-TV program on modern music could not omit the compositions of Gershwin, Prokofeff or Stravinsky, but these works are covered by copyrights; the new bill also gives slight relief for dramatic presentations by ETV.

Publicizing food prices

In about four weeks Timothy W. Costello, New York deputy mayor, will begin weekly broadcasts over municipal WWNY, alerting consumers to food price variations among neighborhoods. The information will also be supplied to local radio and television stations and newspapers.

Dr. Costello said last week that Dr. Carleton Wright, dean of the Cornell University extension service, will act as a consultant to the recently established mayor’s council on consumer affairs, which is organizing the reporting system. Consumers, and labor and management in the food industry will also cooperate with the mayor’s council.

Have features, will sell

A new Hollywood-based TV distribution firm, offering 16 feature films for first-run station release, has been formed. Called American Releasing Co., it’s headed by Frank D. Smith, former vice president and general sales manager of Pathe News Inc.

A package being offered includes color as well as black and white movies produced in the last two years. The company also has five Judy Garland specials, 39 half-hour color Captain Grief shows and 52 half-hour wrestling programs. It expects to acquire 39 half-hour discotheque shows produced on location in major cities of the world.
Here's the algorithmic scoop about the Eastern Iowa Market

Our sociologists have been tooling around Iowa, studying the aborigines and their tribal customs, looking for hayseeds. With singular unanimity they report: 1. The incidence of straw chewers is slightly less than negligible. 2. The road to the country club is paved. 3. The inside of an Iowan's head looks pretty much like the inside of a New Yorker's, except for his nasal passages, which are clearer.

One of our recurrent mathematical problems is that involved in dispelling the Iowa = corn image. We have nothing against corn; some of our best friends are corn products. However, Iowa's industry long ago outdistanced Iowa farms. Less than 30% of Iowa's labor force is directly employed in agricultural production. Of Fortune's top 500 firms, 115 have Iowa locations. In 1966 Iowa's income from farm marketing was $3.3 billion. That, admittedly, ain't hay—but it's almost peanuts compared to Iowa's $10.2 billion industrial output the same year. Factory employment averaged better than 200,000 a month in 1966. The unemployment ratio in 1966 was 1.4%—about a third of the national figure.

What's sauce for Iowa is saucier for Eastern Iowa, or WMTland, because 60% of Iowa's population and purchasing power, and four of Iowa's eight largest population centers, are within kilocycling range. The wonders of communication make our audience as aware of new products and new ideas as the most sophisticated commuters.

For a definition of algorithmic and other arcana, write us, or see the man from Katz. Our national representative.
Every facet of broadcasting brings car dealer a profit

Cal Worthington is a towering Texan, once removed, who is plying the broadcast field in Southern California from every conceivable angle. For the last 17 years he's been a heavy used-car advertiser on local radio. During 15 of those years he's been doing the same kind of advertising on local television. For much of that time he's been a disk jockey on radio, produced several country-and-western music and variety programs on local TV stations, been the on-camera host of these programs and headed his own advertising agency. Currently he pilots his own traffic-monitoring airplane, reports on traffic conditions and sells the service to three Southern California radio stations. This is besides owning a Dodge automobile dealership and three western ranches encompassing more than a million acres of grazing and other land in three states.

For almost two decades, broadcasting in one form or another, from one direction or another, has been Cal Worthington's means to consistently profitable ends. "I've made millions because of broadcasting," he says today. "Of course, I haven't been able to hang on to all of it, but broadcasting made it possible to get."

Mr. Worthington, a captain in the 8th Air Force in World War II and the pilot of a bomber, left Corpus Christi in 1947 and settled in Southern California. In 1950 he got into the car business, opening a Hudson car dealership in the central section of Los Angeles. A year later he was persuaded to buy a 15-minute program on KCLA Pasadena (now KRLA) and act as his own disk jockey. Still another year later he began advertising his cars for the first time on television. Soon he was not only working morning and evening disk jockey programs on radio but also was doing his own used-car pitch in numerous television spots.

His approach on mike or camera was consistent. He leaned on his Texan, tall-in-the-saddle background. He played the western theme for all it was worth, but sincerely, not as a put-on or as a clown. He even yodeled his own cowboy tune during his television spots.

By 1956, Mr. Worthington switched to a Dodge dealership and increased his broadcast-advertising expenditures. He also produced and appeared on such local TV series as Cal's Corral and Country Music Time. Both were carried for many seasons and until recently on KFOX (TV) Los Angeles.

Per-Car Budget • At the peak of his broadcast activity, maybe two seasons ago, Mr. Worthington had five automobile dealerships in Southern California and was spending an average of $80,000 a month in radio and TV advertising. But lately the bottom has dropped out of the automobile market in the Los Angeles area. Where he used to be able to sell an automobile for every $20 worth of broadcast advertising expenditures, Mr. Worthington discovered that it takes at least $150 a car now.

Last year, finding himself down to one dealership, he fought to keep his name and image as a low-keyed, public-spirited businessman before the public. Having purchased an airplane to commute among his three ranches in Nevada, Idaho and California, he decided to put the craft to even more practical use. He began a traffic monitoring service and syndicated it through his own agency, Far West Advertising.

Currently, four hours a day—7:05 a.m. and 4:05 p.m.—five days a week at 15-minute intervals, Cal Worthington in air unit 57 reports on freeway conditions to KLAC Los Angeles, KFOX Long Beach and KEZY Anaheim. He believes that his is the only such syndicated service offered in the West.

He delivers 18 reports a day to each of the stations, none of which are in a competitive situation with one another. His air unit 57, a high-powered, glider-type bush craft, carries two microphones and four two-way radios (he also owns two other planes). Mr. Worthington makes his reports live to KLAC and then immediately begins a seven-second countdown before delivering a report to KEZY, followed immediately by another such delay and his final report of the interval to KFOX. The last two named stations tape the reports and play them back minutes after they are recorded. The traffic reports for the three stations are similar, with a change of emphasis made to suit individual locales.

In all, Cal Worthington covers some 600 miles a day monitoring traffic for the three radio stations. His afternoons are devoted to the automobile dealership and other businesses. Although, Mr. Worthington has used a considerable amount of print advertising, he claims that traditionally about 95% of his business has been generated by broadcasting.

WXUR seeks rehearing on fairness doctrine

Embattled WXUR-AM-FM Media, Pa., last week asked the U. S. Appeals Court for the District of Columbia to rehear by all nine judges its appeal against the FCC. This followed an unsigned decision by a three-judge appeals court panel May 18 dismissing the appeal.

The Media stations, owned by Faith Theological Seminary, which is headed by Dr. Carl McIntire, appealed to the court in March against a January 1967 FCC order setting for hearing applications for license renewal. In its appeal, WXUR charged that the FCC had raised issues not only involving that agency's fairness doctrine but also religious questions also contravening the First Amendment.

This appeal was dismissed for lack of jurisdiction by a three-court panel consisting of Chief Judge David L. Bazelon, and Circuit Judges Edward A. Tamm and Harold Leventhal.

In asking for a rehearing en banc, WXUR attorneys claim that the panel apparently was saying that the stations must battle for their views at the FCC before going to court. But, they added, the commission already has announced that it intends to abide by its fairness policy which they say makes it futile to proceed at the commission.

Humphrey on live NET

Live networking of some 75 non-commercial stations on June 9 was announced May 26 by National Educational Television for presentation of a one-hour show that will have as its star Vice President Hubert H. Humphrey.

Slotted for 9-10 p.m. EDT, the program will have the vice president questioned by diverse groups including members of the League of Women Voters in Philadelphia, Junior Chamber of Commerce in Athens, Ga., Los Angeles local of United Auto Workers and students from the Milwaukee campus of University of Wisconsin.
A true fish story

WTMJ's "Ask Your Neighbor" show proved to be the perfect fishing spot for the Walter Meier Company, food brokers for Icelandic brand fish. Using this program once weekly as their only advertising medium, they increased sales from hundreds of cases per month to thousands . . . gained product representation in eleven chain food stores . . . and achieved recognition as the Number One U.S. broker for Icelandic brand fish!*

"Ask Your Neighbor" isn't the only WTMJ program luring listeners these days. Contact our representatives for details on our complete new radio line-up . . . they'll find a perfect spot for you too.

*Based on sales versus population throughout the United States.

Pick a spot, any spot, and you're sure to pick a winner!

MILWAUKEE RESPONDS TO WTMJ RADIO 62 • 5000 WATTS/NBC
Radio series sales...


All Time Heavyweight Championship Tournament (Worlder Productions Inc.): WABI Bangor, WEGP Presque Isle, and WCOU Lewiston, both Maine; WTAE Pittsburgh; WFBF Baltimore; KGSM-FM Idaho Falls, Idaho; KIRR Great Falls, Mont.; KKEA Greeley, and KSJO Pueblo, both Colorado; WATR Waterbury, Conn.; WILM Wilmington and WDOV Dover, both Delaware; WMMT Milleville, N. J.; WQUM Cumberland, Md.; KNOB North Platte and KHAS Hastings, both Nebraska; KERR(FM) Salinas, Calif.; KTUC Tucson, Ariz.; WSAU Wausau, Wis.; KGZ Kalispell, Mont.; WBIX Utica-Rome, N. Y.; WREK Cleveland and KDLW Duluth.

Myron J. Bennett’s Talk Digest (World Wide Productions): KFRE-FM Fresno, and KXMO Tijuana, Mex.-San Diego, both California; KOA Denver; WSBP Baltimore and KZKZ El Paso, Tex.

Anniversaries In Sound (Triangle): WEIM Fitchburg and WSAR Fall River, both Massachusetts; WORR Manchester, WHER Portsmouth, and WRLV Claremont, all New Hampshire; KOWC Valley City and KEYR Jamestown, both North Dakota, and KBMW Wahpeton, N. D.

Love and Marriage (F-P Productions): WKBV West Bend, Wis.; WNVA Norton, Va., and WKYR Cumberland, Md.

Take Five to Laugh (F-P Productions): KF12 Fort Worth, KTSF San Antonio, KNXU Houston, and KJLF Dallas, all Texas; KXXM St. Louis; KJLX Louisville, Ky.; KTKO Oklahoma City; KGLA Des Moines and KSTT Davenport, both Iowa; WTVI Newport News, Va.; WFUN Miami, Fla.; KEKN Wichita and KUDL Overland Park, both Kansas; WHHY Montgomery, Ala., and WQGN Knoxville, Tenn.

Westin gives details of PBL's plans

The organizational and programing approach of the Public Broadcast Laboratory was outlined last week in New York by its director, Av Westin. PBL will produce a series of 26 two-hour news and cultural-affairs shows, to be carried weekly on Sunday nights, starting Oct. 29, by affiliates of National Educational Television (NET). Mr. Westin was speaking to the Deadline Club of Sigma Delta Chi, the national journalism society.

Under a "very strong" editorial policy board (Broadcasting, May 22), PBL is organized on the "desk" system: cultural affairs, foreign affairs, national affairs, the social sciences, and the natural and physical sciences. Mr. Westin said experienced editors and reporters will carry out investigative and trends reporting in their areas, frequently in collaboration with the staffs of affiliated stations.

Stations will cover developments in their local areas, with a view to suggesting program themes and approaches, and carrying out local production for assembly into the PBL show.

This cooperative, decentralized relationship between PBL and stations is the basis for what Mr. Westin called "a different kind of network...not conceived as 'big brother' dominating all the transmitters of the individual stations." The concept of decentralized networking is significant in light of the apparent differences between Ford Foundation and Carnegie Commission proposals for the Corp. for Public Broadcasting along the lines of decentralization, which the commission favored, vs. regular networking, advocated by Ford.

Many Experts * Another aspect of the PBL operation outlined by Mr. Westin is its extensive involvement with professionals and academics in various disciplines. In addition to its editorial policy board, the PBL operation will be aided and, in part at least, guided by "boards of experts." One such is a recently constituted group of six legal experts, who will be meeting in New York in mid-June to frame proposals for PBL coverage in that area.

Beyond these consultative functions, academics will be on-camera as analysts and commentators in a variety of interview, symposium and seminar formats, and even as reporters. Mr. Westin was highly critical of commercial networks that he said "with few exceptions seem to be content to have their credit line in newspapers attached to quotes from their Sunday interview shows. They are not breaking news—their guests are."

The question of how to turn college professors into investigative reporters was not the only one left open by Mr. Westin's presentation. In the question period after his speech, a number of points were raised but in some respects left dangling.

One of the biggest concerns was the role Fred Friendly will have in relation to the PBL operation. Mr. Westin said that while Mr. Friendly had "taken himself out of the operations area...his proposals for coverage would receive the same consideration as everyone else's."

Cup in Hand * In addition, Mr. Westin said that in his role as TV consultant to the Ford Foundation, Mr. Friendly "would be around when we go back for more money," which seemed to open again the question of PBL financing and perspective as a Ford Foundation-endowed TV news organization.

In response to a question about the future of PBL, after its two-year demonstration period ends, Mr. Westin suggested that its becoming the "news" and public affairs division of the government-subsidized Corp. for Public Broadcasting is a possibility. I can't speak for Ford, but we wouldn't have left our network jobs—we weren't unemployed—if we hadn't felt that we would be around for a long time.

Mr. Westin also somewhat blurred his promise to NET affiliates at their convention in New York (Broadcasting, April 24) to interconnect all of them, by defining that as "a commitment in principal." "There is a cost factor involved. . . . We are in negotiations with AT&T now. . . ."

He also raised the possibility of switching the PBL broadcast to a different night by remarking: "We are in a position to switch nights...on the basis of consultation with our affiliates."

Mr. Westin

70 (PROMOTION)
Wonderful World of Sports (F-P Productions): WRLY Springfield and WMMR Sidney, both Ohio, and WRRD Rockford, Me.


John Doremus Show (Functional Media Inc.): WAGY Birmingham, Ala.; WCCA Toledo, Ohio, and KMAW-FM Lawton, Okla.

Dream World Series (Triangle): KBMW Wahpeton, N. D.-Breckenridge, Minn.; KWDW Wadena and KLOH Pipestone, both Minnesota; KJY Jamesstown and KOCY Valley City, both North Dakota; and WSNW Nashua and WLNH Laconia, both New Hampshire.

Arnold Palmer Show (Woroner Productions): KOBX Las Cruces, N. M.

Promenade Concert (L&S Program Planners): WEMS and WGMS-FM, both Washington.

Americana (L&S Program Planners): Armed Forces Radio Service.

All That Jazz (L&S Program Planners): Armed Forces Radio Service.

TV series sales ... 

Hayride (ABC Films): WBEN-TV Buffalo, N. Y.; WQAD-TV Moline and WIRL-TV Peoria, both Ill., and WAVE-TV Louisville, Ky.


Hurdy Gurdy (ABC Films): KTAR-TV Mesa-Phoenix, and WXYZ-TV Detroit.

Wagon Train (MCA): WJAN-TV Canton, Ohio; KPLR-TV St. Louis; KQTV Spokane, Wash.; KGBY-TV Harlingen, Tex.; WBBE-TV Wilkes-Barre-Scranton, Pa., and WQBS-TV Miami.


Leave It to Beaver (MCA): WVLV-TV Lynchburg, Va., and WGBS-TV Miami.

20th Century-Fox TV Hours (National Telefilm Associates): WIBW-TV Topeka, Kan., and KIRO-TV Seattle.

Austin UHF fights for nonduplication

KHFF-TV (ch. 42) Austin, Tex., told the FCC last week that it ought to deny the request of Capital Cable Co., a CATV system in that city, which seeks FCC permission to waive the nonduplication rule as it applies to the UHF station.

Capital Cable, which is 50% owned by Texas Broadcasting Co., licensee of KBBC-TV also in Austin, claimed that the difficulties of protecting KHFI-TV, which carries programs of all three TV networks, could prove ruinous (BROADCASTING, May 8).

The UHF outlet observed in its opposition last week that KBBC-TV holds a primary affiliation with all three TV networks and has first rights to all programs, thus leaving second choice to KHFI-TV. 'It is really apparent,' KHFI-TV said, that it is being 'whipsawed.' KHFI-TV claimed that KBBC-TV has 'precluded' it from securing a primary network affiliation, while Capital, half owned by KBBC-TV, attempts to escape nonduplication protection on the basis of KHFF-TV's multiple-network programming.

To Capital's claim of financial difficulties, KHFF-TV said its losses were $110,552.39 during the four-month period ending April 30 in its TV as well as AM and FM operations. Losses attributable to its TV, KHFI said, were $87,949.76. Capital, on the other hand, it added, is one of the 15 largest systems in the country with 12,000 subscribers and a potential of 25,000 customers. KHFI-TV said that Capital's revenues for the year ended Feb. 1, 1965, were $274,222; and for the year ended Feb. 1, 1966, $439,481. At the present level, KHFF-TV said, Capital's annual revenues will exceed $710,000.

The charge by Capital that switching complexities and equipment breakdown are too great a burden was answered by KHFI-TV which claimed that during a two-month trial period, Capital performed six manual switching functions and corrected three switching failures.

Texas Broadcasting is owned by President Johnson's wife and daughters. This ownership was placed in trust when the President assumed his office.

Miss Wool set for TV

A nationwide lineup of more than 100 TV stations will carry a live color program on the Miss Wool of America pageant on June 30 (8-9 p.m.). The pageant will originate from San Angelo,

SUPERFUN is hundreds of fully produced comedy sketches that will make your station sound and sell better.

SUPERFUN is the only radio comedy service in the world.

SUPERFUN may be available in your market. FOR YOUR FREE DEMO ALBUM, WRITE:

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Mel Blanc Associates, inc.
Crossroads of the World • Hollywood
California 90028 • Hollywood 6-6127
and the program will be produced by Alexander Cantwell. The Wool Council will provide production and line costs for the special and stations will be permitted to sell time to local and regional advertisers.

Latin communications gap hit by ABC newsman

Bananass, revolts, sombreros and siestas make up what Latin American correspondent Merwin Sigale considers an appealingly naive United States stereotype of Latin America. Even at the most fundamental political, economic and geographic levels there exist disturbing Latin American misconceptions of the U. S. as well. Images have not faded as policies have changed.

In an address to the Alabama Broadcasters Association in Huntsville, Mr. Sigale, Miami bureau chief for ABC News, conveyed an acute concern over what he termed “a crisis . . . no less real —and in the long run, no less important” than the Middle East crisis or the Vietnam war. “This communications gap,” he said, “must be dealt with in the interest of wholesome relations between the United States and Latin America. We as broadcasters, can and should play a role in meeting this crisis of communications.”

In reference to a proposed Panamanian satellite ground station, he remarked: “Satellites are making global radio and television a reality. The live image of the U. S. will soon be available in Latin America. It is our responsibility as broadcasters to make our live image a real and fair and truthful one, and at the same time to provide the American people with more and better information about Latin America.”

NAB radio clinics swing east next week

The second half of the National Association of Broadcasters radio program clinics opens and closes this week. Sessions will be in Nashville on June 4-5, Detroit on June 6-7 and Philadelphia on June 9-10.

Registration for those three was at 225 last Thursday (June 1). Attendance at the first three clinics in Salt Lake City, Oklahoma City, and Palo Alto, Calif. (Broadcasting, May 29), was about 200. Discussing “How to be a hero in your own home town” will be Marianne B. Campbell, Avco Broadcasting Corp., in Nashville and Detroit; Richard R. Ferry Jr., WACE Springfield, Mass., in Detroit; and Harry Thayer, WMMR Philadelphia.

“How to find the FM niche” will be covered by Michael Lareau, WOOF-FM Grand Rapids, Mich., in all three cities. “How to get and hold listeners” will be discussed in Nashville and Detroit by Irv Lichenstein, WWDC Washington, and in Philadelphia by Philip Nolan, Weshington Broadcasting Co., New York.

“How to be humorous on the air” will be handled by John Barrett, KRLA Pasadena, Calif., at Nashville and Detroit, and by Andrew Ockershausen, WMAL Washington, in Philadelphia.

Field obtains two series for TV syndication

Field Communications Corp., which only last September moved into the television distribution field in a major way, has just come through a period of important acquisition. The separate syndication department in Hollywood of the Chicago-based Field Communications UHF operation has acquired 26 half-hour color shows each of the Territory Underwater and Ski-Breed series. Another new property for Field is Your Pet's Best Friend, a five-minute color series. In addition, Field has acquired a special, The Price of a Record, the life story of the late race driver Don Campbell. This program may be headed for sale to a group of network-owned stations.

The major Field film package, Hawaii Calls, is currently being seen in 31 domestic markets with projections calling for sale to an additional 40 markets by fall. Consideration is being given to the production of another 26 half-hour color programs in the series to add to the 26 already in distribution. All told, Field Communications is syndicating a total of 17 color packages.

In setting up its distribution arm, Field purchased all of the syndicated products of Cardinal Programs Inc., Los Angeles (Broadcasting, Sept. 12, 1966). Included were eight different color film series, comprising more than 320 different programs.

Radio first with news of paper's demise

Major Market Radio Inc., New York station representative, commissioned a local coincidental telephone survey of 300 men and women, asking how they first heard the New York World-Journal-Tribune's closing May 5. Radio scored a beat, reporting the news at 10:30 a.m., and carried the survey. Most striking is the finding that 42.7% of men interviewed got the news from radio. Wilmot Losee, MMR president, commented: “We've long known men are reachable through radio even during so-called business hours, but many advertisers and agencies still insist that driving times are the only hours when men tune in.”

Of the remaining 57.3% of the 117 men interviewed, television and newspapers were the first source of 16.2% each.

Of 183 women interviewed, 33.3% first heard from radio, 35.5% from television, and only 8.7% from a newspaper.

Mr. Losee is presenting the results of the survey to former World-Journal-Tribune advertisers.

Three markets pick up WWL's Garrison special

The Garrison Investigation—The First 90 Days, telecast on WNL-TV New Orleans May 28, has already been sold in three markets including Los Angeles, and a number of other markets, including New York, are considering airing the one-hour special.

Newsman Bob Jones, who wrote the show, was featured with District Attorney James Garrison in a 23-minute interview in which Mr. Garrison presented his investigation of the Kennedy assassination along with his theories involving Lee Harvey Oswald, the CIA and New Orleans-businessman Clay Shaw. In the show, Mr. Jones went back and traced the entire investigation from the day Mr. Garrison announced he had “solved” the assassination to the present. WNL-TV expects to repeat the special soon.

Program notes...

MGM documentaries • Metro-Goldwyn-Mayer has formed a new department on the West Coast to produce television documentaries and specials. Also included in the department's plans are feature-length documentaries for theatrical distribution. Named to head the documentary operation are Irwin Rosen, Nicholas L. Noxon. Both are moving over from positions with Wolper Productions, Los Angeles.

Speedy cartoon • Trans-Lux Television, New York, reports that it is placing into syndication a half-hour color cartoon series, Speedy Racer, and has made its initial sale to WPX(TV) New York. The 52-episode series centers on automobile racing and was acquired by Trans-Lux through negotiations with K. Fujita As-
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78V is the tape to use if you’re after excellent masters and great copies.

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It offers quality video without sacrificing quality sound. (Its signal-to-noise ratio is consistently high. And it has better frequency response, more stable reference signals, and more uniform audio signals than any other video tape.)

It’s consistently low in abrasion from reel to reel.

And it’s durable. 78V will perform with a minimum of dropouts long after other tapes have failed.

Of course, the best test of a great tape is how well it performs on your recorder.

We’d like you to make that test.

Contact us, and we’ll dispatch our man with a reel. We’ll also send you more information—including specs—on 78V if you’ll write us at

700 Memorex Park, Santa Clara, California 95050.

78V begins where other color video tapes leave off.

MEMOREX
All that glitters = Official Films Inc., New York, has acquired worldwide TV rights to a 90-minute color special, The Golden Tee, which features golf instruction by 10 professionals. The film is described as “the first complete movie book on golf.”

Water show = Bob Stewart Productions, New York, has gained rights from Cypress Gardens (tourist attraction) in Florida for the production of a one-hour “water spectacular” TV special there. Chester Fieldman, company’s executive vice president, will produce the filmed program.

Modern mood = Corelli-Jacobs Film Music Inc., New York, is offering an additional 10 hours of new recordings to its De Wolfe Mood Music Library. Selections are available on disc or tape for radio, film and video-tape use. Recordings emphasize the young, modern sound.

Quick study = The Learning Process, an NBC News one-hour special will preempt the Bob Hope Chrysler Theater, Wednesday, June 21 (9-10 p.m.). The documentary on education will be sponsored by McDonald Systems Inc., through D’Arcy Advertising, and the Insurance Co. of North America, through N. W. Ayer & Son, New York.

On the (sales) march = Warner Bros. Television Division, New York, reports its off-network series, F Troop, newly placed in syndication, has been sold in 23 markets, with 11 new sales completed in May. Of the total, nine sales said to be in the “top-10” markets are identified as: New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Cleveland and Washington.

For funeral directors = Lo-Wil Co., Akron, Ohio is producing a weekly 15-minute radio program designed for funeral directors. The series, entitled A Lamplighter’s Serenade, will feature readings and music in a light vein.

Commercial talent = Thomas F. Carroll, formerly executive assistant to Don Soviero, president of S.A.C. (Shaw Artists Corp.) Talent Agency, has established his own radio and television commercial talent agency, Thomas F. Carroll Inc., at 1550 Lake Shore Drive, Chicago (312-943-0750).

ABC theater = Of Mice and Men, a two-hour adaptation of the John Steinbeck classic, produced by David Susskind’s Talent Associates, will be presented during the 1967-68 season as an “ABC Theater Night.” George Segal, Nicol Williamson, Franchot Tone, Joey Heatherton and Donald Moffat will star.

On soccer kick = Film reel made available to TV stations by the British Information Service in its British Calendar quarter-hour series includes a sequence of soccer play between England and Scotland at Wembley, “as soccer comes to the U. S.” Films are free with nominal shipping charge from 845 Third Avenue, New York 10022.

Atomic program = Argonne National Laboratory, Argonne, Ill., is offering radio stations a new series of nine and one-half minute programs, House of Science, which explores current progress in atomic research departments there. Ed Ronne is producer.

’Place’ replacement = Our Place, a variety hour featuring the Doodletown Pipers, Burns and Schreiber, and the dog puppet “Rowly,” will premiere Sunday, July 2 (9-10 p.m.) as the summer replacement of CBS-TV’s The Smothers Brothers Comedy Hour.

On the move = Showcorporation, New York, distributor of features to television and theaters, has moved headquarters to 10 East 49th Street, New York 10017. Telephone number is 421-8830.

Tapped ‘Africa’ = ABC News last week used some topical footage of more than 600,000 feet of film it has on tap for its Africa project that will be telecast on ABC-TV on Sept. 10 (7-11 p.m. EDT). ABC-TV on May 31 ran an interview with Eastern Nigeria’s military governor, Lieutenant Colonel Odumegwu Ojukwu, during the Peter Jennings with the News early evening program. The interview was telecast in view of reports that the eastern section of the country had declared independence as the Republic of Biafra. The interview, which had been filmed in advance for the Africa project, touched on the worsening situation in Eastern Nigeria.

Metromedia’s TV news swaps

Plans to increase an exchange of news and news features among the Metromedia TV stations in New York, Los Angeles, Washington and Kansas City, Mo., were announced by the company last week.

Dick Woolen, vice president-programing, for Metromedia’s TV division said: “With each of our stations located in a major news center, it makes sense to expand our exchange of news stories and ideas for news stories.” The stations that will participate in the exchange are WNEW-TV New York, KXTV (tv) Los Angeles, WTTG-TV Washington and KMBC-TV Kansas City.
Corinthian files to go public

SEC registration shows Whitney will offer 22% interest; 829,107 shares to sell at $26 top, possible $21.5 million

Corinthian Broadcasting Corp. took the second step last week in its march toward going public. It registered with the Securities and Exchange Commission in Washington to offer to the public 829,107 shares of common stock.

John Hay Whitney, financier and former publisher of the now defunct New York Herald Tribune, will sell 750,000 shares; after that initial offering 10 other stockholders intend at various times to sell the remaining 79,197 shares. Mr. Whitney's sale constitutes 22% of Corinthian ownership.

The registration form reported that the stock would be sold at a maximum of $26 per share. Mr. Whitney would realize $19.5 million; the other 10 selling stockholders, $2,056,782.

The stock will be sold through Goldman, Sachs & Co., New York.

Following the public sale, the SEC registration stated, Corinthian will seek a listing on the Stock Exchange.

FCC Approval - The registration with the SEC followed by two days FCC approval of control of Corinthian from Whitney Communications Corp. to Mr. Whitney personally. After the offering, Mr. Whitney directly and indirectly will own 57.9% of Corinthian.

In a seven-year review of consolidated income, the filing last week showed that Corinthian revenues had moved from $10.8 million in 1961 to $18.4 million in 1967; that net income after taxes had moved from $818,064 in 1951 to $3.7 million in 1967.

These figures, it was reported, also include operating revenues of $617,000 in 1961 and $104,000 in 1966 and net loss of $2,000 in 1961 and net income of $13,000 in 1966 for the radio stations owned by Corinthian. Corinthian sold one radio station in 1964, and a second in 1966.

As of April 30, Corinthian showed total assets of $35 million, of which $7.2 million were current assets. Total current liabilities were listed as $5.8 million; long term bank debt, $12 million, and retained earnings of $12.5 million.

Station Holdings - The company, an outgrowth of Mr. Whitney's and his associate's purchase of KOTV(TV) Tulsa in 1954 for $4 million, now owns KOTV, and WISH-TV Indianapolis, WANE-TV Fort Wayne, Ind. (the only UHF), KSHOU-TV Houston and KSNTV(TV) Sacramento, Calif. The Indianapolis and Fort Wayne stations were bought in 1956 for the then record price of $10 million; Houston was purchased in the same year for $4.25 million, and Sacramento in 1958 for $4.5 million.

Corinthian sold WISH-AM-FM in 1964 for $1.25 million; WANE in 1966 for $250,000.

The company said it anticipates further acquisitions in broadcasting or nonbroadcast fields, although it stressed that no negotiations are now underway.

It reported that it receives 15% of its operating revenues from network payments (all Corinthian stations are CBS), 58% from national spot, 24% from local advertising, and 3% from miscellaneous. It also reported it has 385 fulltime employees, and that it spent $2 million, mostly for color equipment, in capital expenditures for equipment in the last three years. For the current fiscal year, which ends April 30, the company said it expects to spend $1 million in equipment, of which $600,000 is for equipping the new Sacramento studio-office building.

Also Selling - Other shareholders who expect to sell after Oct. 15 include C. Wrede Petersmeyer, president of the company, who is selling 49,000 shares, retaining 116,000; James C. Richdale Jr., vice president-general manager of the Houston station, 2,585, retaining 5,177; George G. Jacobs, engineering director, 5,740, retaining 8,635; Donald L. Kearney, sales director, 4,400, retaining 7,975; Robert S. Wilson, vice president and general manager, Sacramento, 4,997, retaining 5,500.

During the last year, Mr. Peterseyer received $75,555 as total remuneration, including profit sharing retirement of $9,855; Charles H. Tower, vice president and chief operating officer, $43,315, including $5,625 for retirement; Mr. Richdale, $63,279 including $2,700 bonus on station profits; Robert B. McConville, vice president-general manager, Indianapolis, $57,659 including $15,600 bonus in addition to the $10,000 credit as deferred compensation.

As of June 1, Mr. Whitney, one-time ambassador to England and part owner of the defunct New York World-Journal Tribune, personally owned 48.6% of Corinthian, and 31.4% of the 39.1% owned under the name of Whitney Communications Corp. Corinthian has 4.5 million shares authorized, and 3,384,259 outstanding.

Mr. Whitney, through Whitcom Inc., a new company, now owns WHQO-AM-FM Kingston, and WVOX-AM-FM New Rochelle, both New York, which previously had been owned by Mr. Whitney and associates.

Rollins diversifies into wallpaper firm

Rollins Inc., Wilmington, Del., diversified firm with group broadcast holdings, has announced an agreement to acquire Dwozkin Inc., Atlanta-based wholesale distributor of wallpaper and wallpaper coverings.

Rollins has established Rollins Wallcoverings Inc., a wholly-owned subsidiary of Rollins Inc., and is issuing a reported 40,000 shares of preferred stock in Rollins Wallcoverings to the Dwozkin stockholders. This preferred stock, earning $3 per share in annual dividends, is convertible during the first four years into Rollins Inc. common with a maximum of 66,336 shares and...
In Iowa who delivers more in the afternoon?

50.4% MORE adults (12 Noon - 6 PM) than Station 2
45.0% MORE women (12 Noon - 6 PM) than Station 2
56.3% MORE men (12 Noon - 6 PM) than Station 2
PLUS 64.5% MORE net unduplicated homes weekly than Station 2

SOURCE:
93-County Pulse Area Survey
Sept.-Oct., 1966

WHO RADIO...that's who!

50,000 WATTS - 1-A CLEAR CHANNEL - DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.
Performing 35 years behind the scenes

RCA BROADCAST SERVICE

Broadcasters' repair, modification, and overhaul needs are strictly behind the scenes. And RCA Service Company experts keep on providing service to keep all your broadcast equipment operating at peak performance. Take advantage of RCA's experience in AM, FM & TV servicing—on a contract or per-call basis.

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If you prefer, write: Technical Products Service
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The Board of Warner Brothers Pictures Corp. May 26 approved an amended offer of Seven Arts Associated Corp. to buy all assets of Warner Brothers and to assume all of its liabilities. Though no value was placed on the transaction, it is estimated to exceed $80 million in cash and stock.

The sale is contingent on approval by shareholders of Warner Brothers and Seven Arts Production Ltd., parent company of Seven Arts Associated.

Last fall Seven Arts had acquired approximately one-third of the shares in Warner Brothers held by President Jack L. Warner and related interests for approximately $31.5 million.

Involved in the latest transaction are more than 3.3 million shares of Warner stock, which, according to the agreement, will be exchanged on this basis: for each share of Warner stock, shareholders will receive $3 in cash, one-third of a common share of Seven Arts and $10 principal amount of 5% convertible subordinated debenture due 1988. The debentures are not redeemable before June 30, 1970, and conversion price is to be 10% above the Seven Arts market price on the date of the special meeting of Warner stockholders but not to exceed $33 per share.

"Ameco," he said, "is currently quoting this new equipment in turnkey bids on several million dollars of new CATV construction." However, he added, "our slippage in the market was so severe that we anticipate we will be several months into our next fiscal year before a turn-around of any consequence is achieved."

For nine months ended March 31:

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<tr>
<th></th>
<th>1967</th>
<th>1966</th>
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<tr>
<td>Earned per share (loss)</td>
<td>$(0.061)</td>
<td>$(0.325)</td>
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<td>Net sales</td>
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<td>6,054,791</td>
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<td>Income (loss) before taxes and special item</td>
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<td>Net income (loss)</td>
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<td>Common shares outstanding</td>
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Adler to handle details of CBS-Holt merger

Norman A. Adler has been appointed vice president, general executive of CBS Inc., effective July 17 with initial duties to include assisting the merger between CBS and the New York publishing firm of Holt, Rinehart & Winston.

Until he assumes the newly established post, Mr. Adler will continue as vice president and general manager of CBS Educational Services Division, which he organized last summer when the network announced its intention to make a major entry into the educational-services field. CBS plans to transfer its educational activities to Holt when the pro-
In 1,000 B.C.
When Egyptians Wore Money On Their Fingers
This Gold Ring Was The Dominant Coin

In 1967
In The Portland, Oregon Television Market
THIS KOIN IS DOMINANT
KOIN-TV

KOIN-TV GUARANTEES to reach more viewers during the total day, sign-on to sign-off, than any other Portland TV station. Any current ARB or NSI Report, subject to their own qualifications, will tell you why.

KOIN-TV CHANNEL 6
PORTLAND, OREGON

One Of America's Great Influence Stations
Represented Nationally by Harrington, Righter & Parsons, Inc.
posed merger is consummated.
Mr. Adler joined CBS in 1951 as a
general attorney. He subsequently or-
organized the Columbia Record Club and,
in 1960, was named president of the
Columbia Records Division.

Movielab to market
200,000 shares

Movielab Inc., New York film de-
velopers and printers for television,
theater and other related uses, filed a
registration with the Securities and Ex-
change Commission for the sale of
200,000 shares of common stock to be
sold by Saul Jeffee, president and board
chairman, and his wife, Beatrice Jeffee.

The stock is to be sold at $20 per share
maximum to achieve an aggregate price
of $4 million.
Mr. Jeffee proposes to sell 155,783
of his holdings of 607,930 shares, and
his wife proposes to sell all of her hold-
ings of 44,217 shares. Movielab has
1,007,470 common shares outstanding
of which management officials and di-
rectors own 66.5%.

For the first quarter ended April 1,
Movielab's net sales were $2,959,291;
net income $306,138, and per share
earnings $0.30.

The company's total current assets
as of April 1 were $4,752,359; current
liabilities $1,901,621; long-term debt
$2,105,000, and shareholders equity
totaled $5,244,641.

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FCC to probe interference

NY Port Authority head
sees 'no basis' for
trade center complaints

The FCC has agreed to hold hearings
in New York on television reception
interference problems expected to result
from impending construction of a Port
of New York Authority skyscraper
project. Announcement of the FCC
acquiescence to a request in a letter sent
to 24 New York-area congressmen was
made by Representative Richard L.
Ottinger (D-N. Y.).

The congressman said he met with
Commissioner Robert E. Lee in his
office last Thursday morning (June 1)
and that the commissioner said he could
speak for the whole commission in
promising the hearings. Date for the
start of the hearing is to be set by the
commission.

Congressman Ottinger was among
five members of Congress who held a
news conference two weeks ago asking
that construction of the towers be
stayed pending a thorough review of the
television reception problem. The peti-
tioning congressmen cited estimates that
six-million households may suffer some
or total loss of reception during the
construction period.

In New York Austin J. Tobin, execu-
tive director of the Port of New York
Authority last week told Representative
James H. Scheuer (D-N.Y.) that there
exists "no factual basis for the statement

that 'as many as six million households'
will suffer 'serious television inter-
ference' for 'at least a two-year period'
during construction of a 110-story
World Trade Center in lower Manhat-
tan.

Mr. Tobin in a letter to Representa-
tive Scheuer said viewers in Brooklyn,
Queens, Long Island, New Jersey,
Staten Island or Rockland county will
not be bothered by TV interference.

He acknowledged that "a small minor-
ity of the viewers would be affected
temporarily" in Manhattan, the Bronx,
Westchester and small parts of Con-
necticut, but said that interference
would last "less than one year" between
construction of the trade center's steel
frame and installation of TV trans-
mitters, now atop the 102-story Em-
pire State building, onto the trade
center's north tower.

The Port Authority, which is build-
ing the 1,350-foot-high twin towers,
also issued a recent engineering study
by Alford Manufacturing Co., Win-
chester, Mass., to reinforce its previous
statements that TV reception would
be "permanently improved" once TV
stations move their equipment to the
trade center. Alford indicated that TV
interference at "a relatively low level
will occur initially as the upper portion
of the steel structure" is erected, and
"will increase as the upper portion of
the second trade center building is con-
structed." But the Port Authority said
no definite construction plans had been
decided upon as to when the nine TV
stations could move onto the first tower
thus ending interference before the
effects of the second tower become
apparent.

Why Move? • Representative Scheuer
last Friday (June 2) was scheduled to
meet with representatives of the TV
broadcasters all-industry committee in

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EQUIPMENT & ENGINEERING

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In June: The new and ominous mood
of Capitol Hill—its threat to the tele-
vision business. The 1967-68 season
laid out in detail, including price
tags on all prime-time minutes. The
over-50 population: a $150-million
market that TV may be ignoring. Call
or write Television Magazine, 1735
DeSales Street, N.W., Washington,
D. C. 20036. (202) 638-1022. Or bu-
reas in New York, Chicago and
Hollywood.

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BROADCASTING, June 5, 1967
One of Memphis' most elegant restaurants, the Summit Club, atop new First National Bank Building.

YOU CAN SEE THE MONEY EVERYWHERE IN MEMPHIS

the nation's 2nd fastest-growing city in retail sales*

You see it in elegant restaurants, in busy department stores, in the way Memphians enjoy life. There's money in Memphis—to be spent and to be made. Take the period from 1960–1965. Retail sales in Memphis grew faster than in New York, Chicago, and Los Angeles combined. Up 42.1%. Compare that to Atlanta (down 11.7%) and you see what's happening in this big, bright, bustling capital of the Mid-South. Here's how some of the money is spent:

Automotive sales—$634,925,000
Food sales—$642,761,000
Total retail sales—$3,000,784,000

Shouldn't you be selling hardest where the money is? To reach the total Memphis market of 2,567,600** people takes television. Ask your Blair, Katz, or RKO representative for all the facts of the good life in Memphis. Buy the total Memphis market. WHBQ-TV, WREC-TV, WMC-TV.

*Money Management's 1966 Survey

Buy the total Memphis market
WHBQ-TV
WREC-TV
WMC-TV

MEMPHIS TELEVISION

BROADCASTING, June 5, 1967
New York. That group, composed of engineers and lawyers from the nine TV stations, planned to show them their findings on the anticipated TV interference problem, as well as to explain the broadcasters' decision to move to the trade center.

Representative Scheuer plans to attend a New York City board of estimate meeting on June 16 that will rule on closing of city streets adjacent to the trade center site.

Mr. Scheuer's concern was voiced late last month when he and other congressmen of the New York area petitioned the FCC to hold a hearing on the TV interference that might result from erection of the trade center.

This interest developed from a letter sent by FCC Chairman Rosel H. Hyde to the governors of New York and Connecticut and to congressmen in those states warning of the TV interference problem (BROADCASTING, May 29, 22).

PA Offers Proof - The findings of the Port Authority-Alford report indicated that most viewers outside of Manhattan now normally receive "good" TV reception, but that those who live within the borough's limits generally get "poor" reception because of varied building heights that produce "multipath degradation" (signals on different paths that give multiple images, or shadows, on a TV screen) and because of an overloading of TV receivers with too much signal, particularly within a two-mile radius of the Empire State building.

Alford argued that the trade center will provide adequate space above the 1,400-foot level for the main TV antennas of the nine stations and additional room for stand-by antennas for those same channels. Based on experience, Alford claimed that once the center of radiation is raised, TV reception will improve.

The trade center, Alford asserted, will raise the TV station's transmission to a higher radiation center from the one now at the Empire State.

Less Overloading - As to "poor" reception, Alford said that transmission from the trade center will decrease signal overloading, but not affect the multipath degradation, which is associated with tall buildings.

The engineering firm referred to a report received by the TV committee that estimates population within a two-mile radius of the trade center at approximately 370,000 persons, while in the same area around the Empire State, the figure is approximately 570,000 people.

Alford indicated that potential signal reflection of broadcasts from the trade center bouncing back (southward) off the Empire State would not "exceed 8% of the direct signal"—an amount it was considered "unobjectionable."

Alford also said that in Manhattan some roof antennas may have to be re-oriented, but indicated that "between 60%-80% of all TV receiving antennas are rabbit ears" which are ordinarily re-adjusted each time a channel is changed.

Set makers huddle on X-ray problem

The spectre of the congressional investigation of automobile safety is haunting manufacturers of TV sets as they gather in Chicago this week for the 43rd annual convention of the Electronic Industries Association.

Certain to be a major topic among set makers, as well as of representatives of tube manufacturers, is the delicate question of possible harmful radiation from TV sets, especially from color TV receivers with their higher voltages.

The topic popped into scant headlines last month when General Electric Co. announced it was recalling 90,000 large-screen, color-TV sets for modification because "some of the sets may emit soft X-radiation in excess of desirable levels" (BROADCASTING, May 22). This was followed by a call for a congressional investigation by Representative Paul Rogers (D-Fla.), a member of the House Commerce Committee's Subcommittee on Public Safety.

The radiation issue was high on the agenda last Thursday (May 31) of a special meeting of the executive committee of EIA's consumer products division. Meeting at O'Hare Inn in Chicago, the committee took no action other than to explore how to keep open lines of communication with congressmen and other officials. They were agreed that engineering data so far discloses no health problem to TV viewers.

The consumer products executive committee normally meets during the annual EIA convention. Eight major set makers, however, are introducing their new 1967 product line this week and their representatives could not attend this week's meetings. Hence, in light of the radiation problem, the meeting of the consumer products group was advanced by one week. Radiation was only one of the subjects on the agenda, it was reported.

Burn, Baby - The radiation issue has cropped up ever since 1949 but the industry has worked carefully to police itself and to explain its safeguards to those who may be concerned. The most recent occurrence was two years ago when Dr. John Ott stated that sustained viewing of color TV by mice caused brain damage in the rodents. In rebuttal, EIA then quoted data for TV sets by the National Council on Radiation Protection and established an ad hoc committee on the subject. This committee is headed by J. L. Sheldon, Corning Glass. The committee conferred with U. S. Public Health Service officials as well as the National Center for Radiological Health. During the course of its conferences, the committee reported that PHS suggested that TV set manufacturers furnish data on X-ray emanations from TV sets. Reports from 18 out of 21 manufacturers have been forwarded to PHS officials, EIA said last week.

NCTA convention to have AT&T exhibit

For the first time, the giant AT&T will be an exhibitor at the annual convention of the National Community Television Association, scheduled June 25-29 in Chicago.

Perhaps because the CATV industry and the telephone companies are not on the best terms, the AT&T exhibit, comprising two booths, will be an unattended, automatic graphic presentation of the Bell Systems activities in CATV, and in educational TV, closed circuit TV and broadcasting.

The CATV industry at present is battling the telephone companies' entry into the cable-facilities field. FCC hearings began last week on the petitions of NCTA and cable operators seeking an FCC order prohibiting telephone companies from offering CATV facilities on a lease-back arrangement (BROADCASTING, Oct. 17, 1966 et seq.). The hearings started with the question of whether
Now, your viewers can watch the National Football League games they didn’t watch.

Starting Sept. 13th, we’re kicking off three new half-hour color shows.

NFL East. (Highlights of 4 games from the preceding Sunday)

NFL West. (Highlights of 4 games from the preceding Sunday)

NFL Game of the Week. (Most exciting game of the week)

Buy one, two or three shows for 15 consecutive weeks.

These shows, produced exclusively by NFL Films, feature ground level cameras and slow/superslow motion techniques.

All the fat’s been trimmed out.

No pre-game ceremonies.

No team time-outs.

No officials’ time-outs.

No half-time shows.

Just 30 minutes of hard-nose football.

And in color.

You’ll be amazed how fast football fans turn into station fans.

You’ll be seeing us.

NFL Films

Inc.

One Rockefeller Plaza

New York, N.Y. 10020

Phone: (212)765-2050
Columbia awards scheduled

Columbia University's School of Journalism for the first time has found two unusually deserving candidates for its annual award. Otis Chandler, publisher of the Los Angeles Times, and Edgar B. Stern Jr., president of the Royal Street Corp. (WDSU-AM-FM-TV New Orleans and WALA-TV Mobile, Ala.) were to be recognized today (June 5) at a luncheon at the university.

Electronic media prepare for education's needs

The learning industry will place a tremendous demand on television, audio-visual media and film production. This demand will strain the capabilities of available manpower and technology. The communications business must prepare now to cope with this need. This is what Neal Keehn, vice president, DeLuxe-General Film Laboratories, Hollywood, told University of Southern California Cinema School students last week. Mr. Keehn was moderator of a panel of film and television-industry executives sponsored by the Society of Motion Picture and Television Engineers.

Panelist Ted Fogleman, vice president, Consolidated Film Industries, Hollywood, suggested to the group that among the breakthroughs in film technology to watch is ABC's creation of color film from a single strip of black-and-white film. He also noted the evolution of thermoplastic recording of pictures by an electron beam, causing deformation of plastic surfaces. This, he pointed out, combines the advantages of both film and video tape. As another breakthrough, Mr. Fogleman also cited electrophotography which gives resolution of 1,000 lines mm, a desirable result previously believed impossible to obtain.

The advent of high-band recording has given video tape the quality required to make many copies of the original, Frank Gaskings, manager of Video Product Planning, Ampex Corp., Redwood City, Calif. said. He pointed to today's microminiaturization of transistors and circuit components as the prelude to wrist-watch-type television sets with people able to be in constant touch with home or office, no matter where they travel. Mr. Gaskings also indicated that further development of lasers in photography will lead to three-dimensional pictures, both still and in motion, that could be viewed in solid form from practically any angle.

Use of coded pulsing light to reproduce the sensation of color in black-and-white television receivers was described by James Butterfield, president, Color-Tel Corp., Los Angeles. He indicated that this invention was designed primarily for use in bringing color commercials to monochrome-TV-set viewers but that future applications could be unlimited. The device makes use of the brain's color response to pulsing white light which bypasses the color sensor of the eye.

Audio-visual technology will never replace teachers, nor will computers give many answers to the needs for accelerated learning required today, William H. McCallum, executive vice president, Modern Learning Aids, Los Angeles, predicted. Audio-visual breakthroughs such as cartridge-loaded projectors, programmed learning and regional educational television via satellite will all place greater stress on individualized counsel by teachers.

Technical topics...

Order • Visual Electronics Corp., New York, last week reported that wcco-tv Minneapolis-St. Paul has ordered six Norelco PC-70 three-tube Plumbicon color cameras. Three of the units will be installed in wcco-tv's 40-foot, 20-ton mobile production center van and three in its studios. Visual said the station plans "elaborate" color coverage of the Minnesota state fair and National Football League coverage in the Twin City area.

Name change • Name of Kaiser-Cox Corp., Phoenix manufacturer of CATV equipment, has been changed to Kaiser CATV Corp. Kaiser, a subsidiary of Kaiser Aerospace & Electronics Corp., originally was jointly owned by Kaiser and Cox Broadcasting Corp. Cox sold out on Dec. 31, 1966.

Developing machine • DeLuxe Laboratories, West Coast division, is introducing a 35mm developing machine at the company's General Film Laboratories, Hollywood. The new unit is said to be capable of processing color positive film at more than 200 feet per minute and color negative film at 100 feet per minute. Among advantages claimed for the machine are its low initial cost of construction, minimum maintenance, a detector that warns of breaks in the film, an electric film brake used for splicing rolls continuously, a safety feature that minimizes damage resulting from the loss of the end of a roll and high pressure air and water rinse that eliminates the need for dangling hoses.

Lighting handbook • Sylvania Electric Products Inc. has compiled a lighting handbook and lamp slide rules for television, theater and professional photography. The handbook supplies the lighting engineer or technician with a guide to Sylvania's line of tungsten-halogen lamps as well as information on theatrical lighting applications.

RCA contract • KKO-0K(TV), new channel 16 outlet being constructed in Ventura, Calif., has just signed a $149,721 transmitting plant contract with RCA. Tower construction and installation will be by Rohn Manufacturing Co.

Simplification through nonduplication • CATV operators can now preprogram channel, time and day for an entire weekly schedule. Once they have encoded this information on the drum of the TMP-205, a multichannel, electro-optical nonduplication switcher, it performs all switching functions repeating the schedule each week. The unit, developed by TeleMation Inc., may be programmed to switch accurately on any selected minute, as well as odd-second intervals by inserting rubber plugs into perforations in a metal drum; little or no additional maintenance involved. Details may be obtained from TeleMation Inc., 2275 South West Temple, Salt Lake City (801) 486-7564.

FANFARE
Dick Wheeler used to think his radio station was too small for an IBM system.

Every morning at 9:30 Dick Wheeler's new IBM system gives him a complete and up-to-the-minute sales analysis—broken down by product.

It tells his 7 salesmen what products to go after. And exactly how many spots they have to sell—today, tomorrow, and the rest of the year.

It sets up all his programs. And schedules an average of 179 commercials a day—with no conflicts.

His system even coordinates his traffic and accounting activities. And each month it calculates and prints out over 250 invoices.

Dick is president of radio station KTLN in Denver. He employs 38 people. His $425-a-month IBM system has given him something very important—control over his company.

Send in the coupon. Maybe a small IBM system can do something big for you, too.
Some ribs to save some bones

The National Safety Council and Needham, Harper & Steers, Chicago, have credited broadcasting with much help in getting seat belts installed in America's autos. Now they are enlisting the wry humor of Bob and Ray to cajole car passengers into using them.

Work session to produce the 1967 radio spots includes (l to r): Bob Elliott and Ray Goulding; their agent, Vic Cowen; Russ Downie, NH&S producer; Mrs. L. S. Schwartz, Midwest director, advertising counsel, and Robert DaVee, account executive, NH&S. Color TV spots also are being produced by NH&S for the traffic safety drive.

chosen by the National Safety Council as one of 14 motion picture winners in safety films for 1966. Other winners were nonbroadcast groups. Merit awards for TV spots were given to the National Ski Patrol, Denver, for ski safety and to the Reader's Digest Association for Tailgating: Invitation to Tragedy.

Massive junket • The Screen Gems Inc. "Good Neighbor Star Flights" to Expo '67 in Montreal and other points in Canada took off on the first leg of what's purported to be a million-dollar junket to promote the production company's 1967-68 network-TV season. Reported on board for the nine-day trip were some 80 TV editors and columnists, top Screen Gems executives and stars of the company's seven network shows to be produced for NBC and ABC. The junket is to be filmed in color for showing on the networks as promotion for the Screen Gems-produced shows. Besides Montreal, other cities visited include Toronto, Quebec and Ottawa.

Emergency rescue effort • KJMO Hannibal, Mo., acted as a focal point in both rescue efforts and broadcasting of news during a recent search for three local boys believed to be trapped in a cave. The station organized a 24-hour operation with broadcast appeals for volunteers and on-the-spot news broadcasts. KJMO also spearheaded a fund drive which resulted in contributions in excess of $25,000 being donated to the local Mark Twain Emergency squad.

At the fair • The CBS/FM Music Programming Service ("The Young Sound") is being played regularly at the International Youth Pavilion at Expo '67 in Montreal. CBS is supplying tapes of the contemporary music for the duration of the fair for use in exhibit areas and during performance intermissions at two theaters. The programming is currently broadcast on the seven CBS-owned FM stations and is distributed to other stations across the country. Expo officials also plan to make available to radio stations promotional audio tapes which use The Young Sound music excerpts for bridging.

INTERNATIONAL

Set sales lag blamed on British government

Britain's radio and television set sales fell $56 million during 1966, according to the British Radio Equipment Manufacturers' Association. Sales were $205.8 million compared with $261.8 million for 1965.

Sir Jules Thorn, president of the association and chief of Thorn Electrical Industries, laid the blame squarely at the government's door. "It is doubtful," he said, "if any industry has been more adversely affected by the government's restrictive measures."

Sir Jules was more cheerful about BBC plans to launch color TV in July. Although this meant an initial demand four or five months earlier than expected, he predicted that by the end of the year the industry would be producing at a rate more than adequate to meet consumer needs.

Color transmissions via BBC-2 will commence July 1, and take up about five hours weekly. After Dec. 2, official opening date of the corporation's color service, the majority of BBC-2 programs will be in color and showing up to 25 hours of color per week.

Future is contest theme

The fourth International Television Contest is scheduled to be held in West Berlin Aug. 29 through Sept. 3. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesalle, Berlin 15.

RCA gears for expected color demand in Europe

President Robert W. Sarnoff last week said RCA plans to build a new color-TV picture-tube plant in Italy in anticipation of a color-TV sales growth in Europe, which, he estimates, will run to approximately 350,000 sets in 1968 and upward to 3.5-million sets in 1975.

Mr. Sarnoff said the new plant, RCA Colore S.p.A., which will become a subsidiary of RCA Italiana S.p.A. in Rome, marks RCA's second such venture into the European Common Market. Last August the corporation reported it had a two-thirds ownership in a plant in Skellmersdale, England, that is expected to open sometime this summer. (RCA's other color tube plants are in Midland, Canada; Marion, Ind.; and Lancaster and Scranton, both Penn-
The two new European facilities will service some six countries, which are expected to begin colorcasts this year: West Germany, Great Britain, France, Monaco, Spain and the Netherlands.

**FC&B buys Spain’s Admart**

Foote Cone & Belding Inc., New York, has purchased Admart International, one of the ten largest advertising agencies in Spain. Guillermo Garcia Ferrada, who had headed Admart, will continue as general manager of FC&B-Admart International, and join the agency’s European operations committee.

Among FCB-Admart clients are Artextil, B.V.D., Gold Bond trading stamps, Imperial Chemical Industries and Trans World Airlines. With the acquisition of this new office, FC&B is now represented with 22 offices in 13 countries.

**Abroad in brief ...**

ABC associate - C & D and CJDC-TV Dawson Creek, B.C., Canada, have joined ABC International and Worldvision Network as associates. ABC International will act as the stations’ sales representatives.

JWT’s Danish thrust - J. Walter Thompson Co., New York, announces its first post-war operation in Scandinavia through a merger with the Danish agency, Ulrig & Parril Reklambureau, a/s. The new agency will operate under the name of J. Walter Thompson Co. a/s with headquarters in Copenhagen. It becomes the 57th JWT office in the world and re-establishes the presence of the company in Scandinavia where it operated in Stockholm before World War II.

Foreign “Emmy” awards - The National Academy of TV Arts and Sciences in Washington awarded its only foreign “Emmy” awards to two British firms. The winners were Rediffusion Television Ltd. for the best entertainment film, a production of Harold Pinter’s black comedy, The Caretaker, and Tyne Tees Television Ltd. for the best news-documentary, an essay on an automated shipyard in Sweden, Big Deal at Gothenberg. The awards, now in their fifth year, were made from among 66 entries submitted by 37 foreign broadcast organizations.

“Open Door” policy - 3C International Ltd., New York, a newly formed television production and distribution firm specializing in foreign markets, has acquired 93 one-hour episodes of Roller Derby for distribution in all markets outside the U. S. and Canada. Also available are 26 one-hour programs of Perspective on Greatness for all foreign markets, and 75 one-half hours of William Cayton’s Greatest Fights of The Century for showing in Japan. The firm is now distributing its first acquired property, Courageous Cat and Minute Mouse in all foreign markets.

An agency by any other name - Corbin Advertising Associates, British West Indies, has changed its name to Corbin-Compton Ltd. Compton Advertising, New York and Garland-Compton Ltd., London, share a minority interest in the Caribbean ad firm.

Publicity merger - Norman, Craig & Kummel Inc., New York, has announced that publicity agencies Bell & Cole and Arks Publicity in London have merged with Crane-NCK, that city, becoming partners in the NCK Europe group. Joining Crane-NCK will be Ann Butler, Arks managing director, and Eric Cutter, chairman, and Frank Gianotti, managing director, both of Bell & Cole. NC&K said both agencies will continue serving their clients. Miss Butler will also serve as a B&C board director.

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**LOOK BEFORE YOU SLUG!**

It’s fashionable these days to slug the automobile insurance business. Everyone’s doing it—office holders, politicians, columnists, the man on the street. Rates have been going up. Many people are puzzled ... and some are mad.

If you have a man on your staff who wants to put the hammer on the auto insurers, we welcome a thorough study of our problems. We believe in competent, analytical reporting. But before your man writes about auto insurance, give him this 16-question test:

1. What’s UM coverage with insolvency protection?
2. What new services and coverages have been developed?
3. Can any other segment of the American community match our contributions in traffic safety?
4. Who defends the public?
5. What factors affect rates?
6. Hospital costs have gone up 35%, 103% or 354%?
7. What is the insurance business doing to hold down rates?
8. What’s an Assigned Risk Plan?
9. What new services and coverages have been developed?
10. Why is compulsory insurance a failure?
11. What is special risk coverage?
12. What does the Insurance Institute for Highway Safety do?
13. Are traffic accident injuries and deaths increasing faster than motor vehicle registrations?
14. What do cancellation studies show?
15. Has the business shielded its responsibilities?
16. Insurance companies pay over $800 million a year in taxes and fees. How much of this is used to regulate the business?

If your man can’t score 100% on this test, tell him to write or phone for our new booklet, “Let’s Look at the Record.” Or better yet, arrange to have him sit down and grill us or some of our company people.

**OUR COMPANIES HAVE TO PASS A TEST TO WRITE INSURANCE IN YOUR STATE. WHY SHOULDN’T YOUR MAN HAVE TO PASS A TEST TO WRITE ABOUT INSURANCE?**

**NATIONAL ASSOCIATION OF INDEPENDENT INSURERS**

30 West Monroe Street Chicago, Illinois 60603

Tel.: 263-6038

Vestal Lemmon, General Manager
Roger Dove, Public Relations Director
Daly named new VOA chief

John Charles Daly, who began his broadcasting career in Washington, 30 years ago, will be back on full-time duty in Washington "around Labor Day" to replace John Chancellor as director of the Voice of America (CLOSED CIRCUIT, May 29). Mr. Daly said he plans to spend "two or three days a week" until then in Washington studying the Voice's operation with Mr. Chancellor, who is set to rejoin NBC News as national affairs correspondent.

Mr. Daly, 53, joined CBS as correspondent and news analyst in 1937, moved to ABC in 1949 and served as ABC VP in charge of news, special events and public affairs from 1953 to 1960. In the past several years he has appeared on television chiefly as moderator of CBS's What's My Line?

Mr. Daly's appointment as head of the U. S. Information Agency's international broadcasting arm was announced officially last Monday (May 29) at a joint conference held by (1 to r) Leonard Marks, USIA director; Mr. Daly, and Mr. Chancellor.
Now! 3 Schafer mobile demonstration units. That’s our demomobility. We’ll come to you...to prove our automation system, its operation, reliability, leaseability, and personality. To save you time and money, Schafer has 3 mobile units that are available now and they are manned by capable personnel...namely Paul Schafer, Dallas Barnard, John Price, Jerry Bassett and Milt Kray. They are all waiting, with bated breath, to zip out to your operation and show you why Schafer’s Broadcast Automation Systems are your best buy or lease. This is just one more sample of Schafer’s ability to respond to the requirements of the broadcast industry. Call or write us for an appointment and we’ll show you our demomobility.
Thomas F. Wilhelm, with WBAL Baltimore, joins WCBM there as account executive.

MEDIA

T. A. (Tom) Rippey, from 1954 to 1962 secretary and treasurer of Hauser, Murdoch, Rippey and Co., Dallas stock brokerage firm, joins KPCC-AM Grand Prairie, Tex., as VP.

Albert B. Shepard of Media Survey Inc. re-elected president of International Radio and Television Foundation, New York. Other officers named: Edward P. Shurick, H-R Representatives, and Robert H. Teter, WNNC-TV New Haven, Conn., VP's; Mary L. McKenna, Metromedia Inc., secretary; and Sol J. Paul, Television Age, treasurer. Howard S. Meighan continues as board chairman.

Robert E. Allan, director of marketing for Telesis Corp., Chicago, also named VP in charge of CATV operations.

Keith Swinehart, station manager of KHVN Honolulu, named VP-television.

William F. MacCrystall, station manager of KBVH Honolulu, named VP-radio.

Herbert J. Weber, VP and general manager of WORO Toledo, Ohio, named VP and general manager of WLTV Ft. Wayne, Ind. Paul J. Haller, station manager of WLAY Grand Rapids, Mich., named VP. WLTV-AM-FM and WLKY are both operated by Shepard Broadcasting Corp.

David Feldman, professor in department of sociology at San Diego State College, named VP, research and sales for KSDO-AM-FM San Diego. Arthur Platt, who headed his own advertising and PR agency in Cincinnati, named VP for administration and community relations.

Harry Putnam, operations manager for British Radio and Radio England, pirate stations off Great Britain, named manager of WTOP-AM-FM Towson, Md.

Terrence S. Bord, with sales staff of WFAA Dallas, appointed manager of WFAA-FM.

Daniel D. Calibraro, assistant to president of WGN Continental Broadcasting Co., Chicago, also elected VP of WGN Televents Inc., WGN's CATV system in Michigan. Justin N. Liss, assistant controller of WGN Continental, Chicago, elected controller of all WGN Continental subsidiary companies, including KDAL-AM-FM Duluth, Minn.; KWGN-TV Denver; WGN Televents Inc.; WGN Continental Productions Co., and WGN Continental Sales Co.

William L. Hedgpeth, program director of WTOP Washington, appointed station manager of WTOP-FM.

Robert S. Stevens, assigned to station operations at WTAE-AM-FM Pittsburgh, appointed station manager of KXYZ-AM-FM Houston.


Paul Snyder, Conshohocken, elected president of Ohio Cable TV Association. Other officers elected: Oscar Baker, Piqua, VP; J. T. Hoye, Chillicothe, secretary-treasurer.

Otto Miller, Tuscaloosa, elected president of Alabama Cable Television Association. Other officers elected: Carrol Eddins, Cullman, VP; Jimmy Ballentine, Russellville, secretary-treasurer.

Jack Shelley, associate professor Iowa State University School of Journalism, also appointed executive secretary of Iowa Broadcasters Association.

John R. Wilson, on accounting staff of Rust Craft Greeting Cards, Dedham, Mass., named controller of subsidiary Rust Craft Broadcasting Co. (group owner), New York.

Arthur Shone, sales manager of WAVI Dayton, Ohio, appointed general manager. Joseph B. Whalen, news director of WAVI, named general manager of WDAO(FM) Dayton. Paul Rogers named acting news director to fill Mr. Whalen's vacated position.

John N. Boomer, member of corporate audit staff of General Electric Co., New York, named manager-business analysis for General Electric Broad-
casting Co. (WGY, WGFM[FM] and WRGP[TV] Schenectady, N. Y., and WSDK-AM-FM-TV Nashville) and General Electric Cablevision Co. Maynard L. Farren named manager-accounting for WGY, WGFM and WRGP.

Gene G. Cook, general manager of WRAP-TV Marion, Ind., named general manager of KSBC-TV San Jose, Calif. Arden D. Moser, with WCFT-TV Tuscaloosa, Ala., named operations manager of KSBC-TV.

Betty May, research manager at WCCO-TV Minneapolis-St. Paul, named operations manager.

PROGRAMING

Gil Cohen, director of foreign sales administration for ABC Films Inc., New York, named VP-foreign sales.

Jerome Lee, formerly with MCA-TV and Embassy Pictures, both New York, joins Official Films Inc., that city, as western television sales manager.

Martin O'Malley, with Manhattan Color Laboratory, New York, appointed national sales manager.

Richard Bluel, producer of Green Hornet series, signed to develop and produce new properties for Screen Gems, Hollywood.

Sidney Sheldon, who in association with Screen Gems Inc., created, wrote and produced I Dream of Jeannie, signed with Paramount TV Productions to create and produce TV pilots.

Wayne Hickox, production manager for XDEO El Cajon, Calif., named program director.

John W. Nelsen, with WGGO Salamanca, N. Y., named program director.

Tom Edwards, formerly with KWK Stockton, KONG Visalia, both California and WROU Roanoke, Va., named music director at KPGC(FM) San Francisco.


Turnley Walker, author-actor, joins KLAC Los Angeles as on-air reviewer of cultural activities.

Kyle Rote, former college and professional football star, signed to long-term contract by NBC as sportscaster for WNBC-TV New York, for NBC Radio's weekend Monitor, and as color commentator on NBC-TV's American Football League coverage.

NEWS


Isaac M. Flores, former correspondent in Havana for AP, named service's correspondent in Lisbon where he succeeds Denis F. Redmont, who joins AP staff in Rome.

Mason Altiery, director of news at KHVT-AM-TV Honolulu, named VP-news.

Kenneth S. Reed, director of programs and operations, wins New York, named election coverage coordinator for parent company, Westinghouse Broadcasting Co., that city. Stan Brooks, assistant chief of WBC's news bureau in Washington, named executive editor of wins; William Rohrer, station's executive producer, appointed operations manager. Mr. Brooks will be responsible for news content of all-news, wins: Mr. Rohrer for station's broadcast operations.

John Madigan, news director, WBBM-TV Chicago, named to new post of political editor. He is succeeded by Robert Ferrante, who was at KDKA-TV Pittsburgh.

Tom Marr, with WTNR Norfolk, Va., joins WBFF Baltimore, as evening news editor.

Eunice Borstad, KDLM Detroit Lakes, elected president of UPI Broadcasters of Minnesota.

Wes Adams, news editor of WINK-TV Fort Myers, Fla., joins documentary staff at WCFT(TV) Miami, as writer-producer.

Ken Booth of WLCB Baton Rouge elected president of Louisiana-Missis-
sippi AP Broadcasters Association. Other new officers: Dave McClelland of KTAL-TV Texarkana, Tex., Shreveport, La., VP, and Keith Glatzer of WDAM-TV Laurel-Hattiesburg, Miss., VP.

FANFARE

Lev Flournoy, board chairman of Flournoy and Gibbs Inc., Toledo, Ohio, retires. Mr. Flournoy, who founded the company in 1938, has sold his stock in company to long-time associates. After vacation, Mr. Flournoy will engage in consultative and advisory PR work.

Jo Ann Indahl, previously promotion director of KCMO Kansas City, Mo., and merchandising manager and promotion director of KMBC Kansas City, Mo., appointed promotion director for WDAF, that city.


James E. Gorman, advertising and sales promotion manager of Tidewater Oil Co., New York, also appointed PR manager for company's eastern division.

Paul R. Wachsmith, promotion writer for ABC Radio, New York, appointed copy writer and administrative assistant in promotion department of CBS Films, that city.

Linda Gray, with noncommercial WURF-TV Gainesville, Fla., appointed promotion assistant at WJXT-TV Jacksonville, Fla.

Donna Chaban, associated with Alessandro Baccari & Associates Public Relations, San Francisco, joins KCBS there in charge of publicity.

EQUIPMENT & ENGINEERING

Palmer Derby, assistant general manager of microwave and power tube division of Raytheon Co., Waltham, Mass., and Floyd T. Wimberly, manager of advanced systems at Raytheon's missile systems division, Bedford, Mass., elected VP's.

Lee R. Wallen- haupt, operations manager of WMJX-AM-FM-TV Winston-Salem-Greensboro, N. C., named director of engineering, succeeding Phil Hedrick, who retired.

Neal Dempsey, advertising assistant for Lenkurt Electric, San Carlos, Calif., named assistant advertising manager for Memorex Corp., Santa Clara, Calif.

Sidney V. Stadig, director of color television engineering for Westinghouse Broadcasting Co., New York, appointed director of engineering of WBC Productions Inc., that city.

Richard J. Raizczyk, after 15 years with RCA, New York, joins Stainless Inc., North Wales, Pa., as product administrator of broadcast division.

ALLIED FIELDS

Joseph Chachkin, FCC attorney with hearing division of Broadcast Bureau, has resigned to join Washington law office of Samuel Miller. During last three years he has specialized in CATV hearing cases.

Alan Raywid, formerly special assistant to U. S. Attorney General, becomes member of Washington law firm of Cole & Zylstra, and firm's name has been changed to Cole, Zylstra & Raywid.

Donald H. McCollum, Malcolm P. Murphy and Robert J. Dubin receive new responsibilities in formation by Leonard Kudisch, president, of new management team at Schwerin Research Corp., New York. Mr. McCollum, executive VP, placed in charge of planning and development, reporting to board chairman Horace Scherwin; Mr. Murphy elevated from senior VP to executive VP and general manager; Mr. Dubin from VP to senior VP and director of client service.

Don Nelson, formerly director, radio-television center, University of Connecticut, Storrs, and supervisor of television production, department of education, Pago Pago, American Samoa, moves to University of Hawaii, Honolulu, for graduate work in educational communications.

INTERNATIONAL

William F. Cooke, manager of television sales operations for Canadian Broadcasting Corp., Toronto, appointed Canadian division manager of MGM-TV, that city.

Steve Goldhor, director; Rosemary Latimer, supervising editor; and Gil Nolvis, production manager, appointed to staff of Film Art Corp., Toronto.

DEATHS

Robert Pringle Scott, 61, who was president of CKDM Dauphin, Man., died May 23 after brief illness. He is survived by his wife, Frances, daughter and son.

Allan Sangster, 64, long-time personality of Canadian Broadcasting Corp. and VP of Toronto branch of Association of Canadian Television and Radio Artists, died May 20 in hospital in Newmarket, Ont., near Toronto. He died few days after suffering heart attack. He is survived by his wife.

George F. Stone, 64, character actor in movies, stage and television, died May 26 in the Motion Picture Country House and Hospital, Los Angeles, as aftermath of stroke. Mr. Stone appeared regularly in Perry Mason series.

Philip Coolidge, 58, character actor who appeared on television, in films and on Broadway, died of lung cancer May 23 in Cedars of Lebanon hospital in Los Angeles. On television his credits included Playhouse 90, Climax, Studio One, Robert Montgomery Show, The Farmer's Daughter, and Wonderful World of Color. Before making his stage debut in 1930 he was radio announcer in Boston.

Peter A. Rasmussen, 77, founder of Viking of Minneapolis, manufacturer of tape recorders, died May 19 of heart ailment. Mr. Rasmussen retired less than year ago as board chairman, and sold Viking of Minneapolis to The Telex Corp. He is survived by his wife, Elin, and three daughters.

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Broadcasting 1735 DeSales Street, N.W. Washington, D. C. 20036

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Company

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□ Bill me

82 (FATES & FORTUNES)

BROADCASTING, June 5, 1967
ACTION ON MOTION

**By** Chief Hearing Examiner James D. Cunningham on May 23 designated Hearing Examiner Thomas H. Donahue to serve as presiding officer in proceeding on TV applications of Charles F. Guasti, Tine W. Davis, Aaron Aronov, and Blythe D. Codbold d/b/a as Gail Broadcasting Co. and Inland Broadcasting Co., both Columbus, Ga.; scheduled prehearing conference for June 5 and hearing for July 17. (Docs. 17449-50).

**RULEMAKING ACTION**

**FCC has assigned UHF ch. 25 as a first unassigned channel at Hagerstown, Md. In making assignment, commission granted a petition by Regional Broadcasting Co., Licensee WHAG-FM-PF Halfway, Md., for reconsideration of Fifth Report and Order (Doc. 14279) which revised table of assignments for UHF TV channels. Table of assignments is further amended by the substitution of educational ch. 25 for educational ch. 24 at State College, Pa., and commercial ch. 47 for commercial ch. 48 at Altoona, Pa., Action by Commission. Commissioners Hyde (chairman), Lee, Cox and Loewinger, by memorandum opinion and order, May 26.

**CALL LETTER ACTIONS**

**Medallion Broadcasters Inc., Sioux City, Iowa, Granted KMNE-TV(C).**

**Nebraska Educational TV Commission, Bassett, Neb. Granted KNME-TV.**

**EXISTING TV STATIONS**

**KBSA(TV) Guast, Calif.—Broadcast Bureau granted motion of CP to specify studio location at 1341 North Vine St., Los Angeles, Action May 23.**

**WRKX(TV) Benton—Broadcast Bureau granted motion of CP to change ERP to 295 kw. vis., 1,690 ft. and height above ground 322 ft. Action May 26.**

**KClO-TV Omaha — Broadcast Bureau granted motion of CP to change to name to Transamericabo Inc., Action May 26.**

**KCTV(TV) San Angelo, Tex.—Broadcast Bureau granted motion as to changes in station call letters with the exception of station call letters. Action May 26.**

**WRFT-TV Roanoke, Va.—Broadcast Bureau granted motion of CP to change new TV station call letters. Action May 26.**

**WKAU-TV Eau Claire, Wis.—Broadcast Bureau granted motion as to changes in station call letters. Action May 23.**

**Broadcast Bureau granted motion changes in following stations: WCHS-TV Portland, Ore.; WLWA-TV Lynchburg, Va. and WMPTV (TV) Madison, Wis. Action May 22.**

**OTHER ACTIONS**

**WBTW(TV) Charlotte, N. C.—Broadcast Bureau granted to amendment opinion and order under appeal by the Commission granted petition for reconsideration and rejection of Jan. 26, grant of renewal filed by Miss Candide J. Ray and affirmed grant of renewal application. Action May 23.**

**NEW TV STATIONS**

**APPLICATIONS**

West Paim and Kent, Ohio; Jud Inc. Seeks UHF ch. 25 (536-542 mc); ERP 680 kw. vis., 13,200 ft. and height above terrain 626.1 ft.; ant. height above ground 652.5 ft. P.O. address: Box 106, Kittanning, Pa.; Class A construction permit; 3,000; first-year operating cost $300,000; revenue $300,000; Geographic coordinates 40° 15' 36'' north lat.; 80° 10' 15'' west long.; Type trans.; RCA TTT-30B. Type ant.; RCA TTT-30A. Type ant.; RCA TTT-30B. Type ant.; RCA TTT-30A.

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SUMMARY OF BROADCASTING
Compiled by BROADCASTING, June 1
ON AIR

<table>
<thead>
<tr>
<th>Lic.</th>
<th>VHF</th>
<th>UHF</th>
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<tbody>
<tr>
<td>Commercial AM</td>
<td>112</td>
<td>81</td>
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<tr>
<td>Commercial FM</td>
<td>1,613</td>
<td>265</td>
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<tr>
<td>Commercial TV-VHF</td>
<td>482</td>
<td>25</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>56</td>
<td>25</td>
</tr>
<tr>
<td>Educational FM</td>
<td>363</td>
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<td>Educational TV-UHF</td>
<td>42</td>
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AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, June 1

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<tr>
<th>Lic.</th>
<th>CP's</th>
<th>CP's</th>
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<tr>
<td>VHF</td>
<td>519</td>
<td>260</td>
</tr>
<tr>
<td>UHF</td>
<td>76</td>
<td>102</td>
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<tr>
<td>Total</td>
<td>795</td>
<td>772</td>
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STATION BOXSCORE
Compiled by FCC, Nov. 30, 1966

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<tr>
<th>COM/LAM</th>
<th>COM/LFM</th>
<th>COM/LTV</th>
<th>EDUC FM</th>
<th>EDUC TV</th>
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<tr>
<td>4,083</td>
<td>1,533</td>
<td>579</td>
<td>290</td>
<td>97</td>
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<tr>
<td>CP's on air (new stations)</td>
<td>25</td>
<td>69</td>
<td>46</td>
<td>10</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>70</td>
<td>242</td>
<td>138</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>1,480</td>
<td>1,842</td>
<td>738</td>
<td>215</td>
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<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

In addition, two AM's operate with Special Temporary Authorization.

In addition, one licensed VHF is not on air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

KFTW Fredericktown, Mo. — Broadcast Bureau granted license covering new ant. system. Action May 24.


WSJC Magee, Miss. — Broadcast Bureau granted license covering changes in existing station. Action May 29.

FINES

By letter of May 24, notified Clarence C. Moore, WCNR Elkhart, Ind., that he has incurred approx. $2,000 for violations of rules, including Sec. 71.19(b) by failing to file a timely application for renewal of license, as required. Licensee has 30 days to pay and contest fee. Action May 27.

By memorandum opinion and order, FCC ordered WOJL Des Moines, Iowa, to cease and desist from operating without a valid license fee, as required. Licensee has 30 days to cease and desist, or contest fee. Action May 15.

CALL LETTER ACTION

KJUE, Radio Station KJUE Inc., Phoenix. Granted KMEO.

New FM stations

APPLICATIONS

Pompano Beach, Fla. — World Christian Radio Foundation Inc. Seeks 107.2 mc., ch. 274, Miami, Fla. Estimated daytime terrain 443 ft. P.O. address: 51700-10th Way, Pompano Beach, Fla. Estimated construction cost $41,250; first-year operating cost $30,000; revenue $30,000. Principals: C. W. Caldwell, president; Mr. Caldwell is with radio, school and Bible conference, Southwestern Baptist Theological Seminary, Ft. Worth, Tex. Action May 29.

Sioux City, Iowa—Medallion Broadcasters Inc. Seeks 107.5 mc., ch. 274, Sioux City, Iowa. Estimated daytime terrain 443 ft. P.O. address: 51700-10th Way, Sioux City, Iowa; station construction cost $41,250; first-year operating cost $30,000; revenue $30,000. Principals: C. W. Caldwell, president; Mr. Caldwell is with radio, school and Bible conference, Southwestern Baptist Theological Seminary, Ft. Worth, Tex. Action May 29.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANSKY &amp; BAILEY</strong></td>
<td>Consulting Engineers 1812 K St., N.W. Washington, D. C. 20006 202-773-4000 Member APOCB</td>
</tr>
<tr>
<td><strong>JAMES C. MCNARY</strong></td>
<td>Consulting Engineer National Press Bldg., Wash., D. C. Phone District 7-1205 Member APOCB</td>
</tr>
<tr>
<td><strong>GEORGE C. DAVIS</strong></td>
<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION 327 Munsey Bldg., Sterling 3-0111 Washington, D. C. 20005 Member APOCB</td>
</tr>
<tr>
<td><strong>COMMERCIAL RADIO</strong></td>
<td>EQUIPMENT CO., Everett L. Dillard, 205rd Mgr. Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. DI 7-1319 WASHINGTON, D. C. 20005 Member APOCB</td>
</tr>
<tr>
<td><strong>A. D. RING &amp; ASSOCIATES</strong></td>
<td>CONSULTING ENGINEERS 42 Years' Experience in Radio Engineering 1110 H St., N.W. 202-6850 WASHINGTON 4, D. C. Member APOCB</td>
</tr>
<tr>
<td><strong>GATUNY &amp; JONES</strong></td>
<td>CONSULTING RADIO ENGINEERS 930 Warner Bldg., National 8-7757 WASHINGTON 4, D. C. Member APOCB</td>
</tr>
<tr>
<td><strong>KEAR &amp; KENNEDY</strong></td>
<td>1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. Member APOCB</td>
</tr>
<tr>
<td><strong>A. EARL CULLUM, JR.</strong></td>
<td>CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS Phone: 312-450-4701 Member APOCB</td>
</tr>
<tr>
<td><strong>GUY C. HUTCHESON</strong></td>
<td>817 Crestview 4-8721 Phone: 312-450-4701 Member APOCB</td>
</tr>
<tr>
<td><strong>SILLIMAN, MOFFET &amp; KOWALSKI</strong></td>
<td>711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member APOCB</td>
</tr>
<tr>
<td><strong>J. COHEN &amp; ASSOCIATES</strong></td>
<td>9th Floor, Securities Bldg., 729 9th St., N.W., 202-6856 WASHINGTON 5, D. C. Member APOCB</td>
</tr>
<tr>
<td><strong>KEAN, SKLOM &amp; STEPHENS</strong></td>
<td>CONSULTING RADIO ENGINEERS 19 E. Quincy St., Riverside, Illinois 6046 (A Chicago Suburb) Phone: 312-450-4701 Member APOCB</td>
</tr>
<tr>
<td><strong>HAMMETT &amp; EDISON</strong></td>
<td>CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco, California 94128 Phone: 312-450-4701 Member APOCB</td>
</tr>
<tr>
<td><strong>CARL E. SMITH</strong></td>
<td>CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-6363 Member APOCB</td>
</tr>
<tr>
<td><strong>VIR N. JAMES</strong></td>
<td>CONSULTING RADIO ENGINEERS Applications and Field Engineering 345 Colorado Bldg.-8206 Phone: (Area Code 203) 338-5510 DENVER, COLORADO Member APOCB</td>
</tr>
<tr>
<td><strong>PETE JOHNSON</strong></td>
<td>Associates Consulting en-fm-de ENGINEERS P.O. Box 4318 304-939-2881 Charleston, West Virginia</td>
</tr>
<tr>
<td><strong>MERL SAXON</strong></td>
<td>CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 634-9255-2821 Member APOCB</td>
</tr>
<tr>
<td><strong>RICHARD JAMES</strong></td>
<td>CONSULTING RADIO ENGINEERS Applications and Field Engineering 345 Colorado Bldg.-8206 Phone: (Area Code 203) 338-5510 DENVER, COLORADO Member APOCB</td>
</tr>
<tr>
<td><strong>E. HAROLD MUNN, JR.</strong></td>
<td>BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan-49036 Phone: 517-278-6733</td>
</tr>
<tr>
<td><strong>JOHN H. MULANEY</strong></td>
<td>and ASSOCIATES Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 302-222-1180 Member APOCB</td>
</tr>
<tr>
<td><strong>SPOT YOUR FIRM'S NAME HERE</strong></td>
<td>To be seen by 100,000+ readers among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am-fm-tv and facsimile facilities. *ARF continuing readership study</td>
</tr>
<tr>
<td><strong>COMMERICAL RADIO</strong></td>
<td>MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lenoir's Summit, Mo. Phone Kansas City, Laclede 4-3777</td>
</tr>
<tr>
<td><strong>CAMBRIDGE CRYSTALS</strong></td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge, Mass. Phone Trowbridge 6-2810</td>
</tr>
</tbody>
</table>

*Broadcasting, June 5, 1967*
May 96

TV in Electronic Development of May 1996 absence.
by both Krueger 26.8 P.O. cation Action May Jr.

Cost -FCC address Ohio. year operating
ille, Iowa. to Bemidji, Ant. is
of KULP El

10

E. F. Huse

310 ft. P.O. Smithsonian, May 23, to 114 ft. Ft. Collins, Colo., and secretary for mortuary

He has


cat. licensee for new FM in Fort Campbell, Ky., and


Marilyn, Action May 24.

FCC granted 108.7 mc, 246, 268 kw. Ant. height above average terrain 190 ft. P.O. address: 515 E. Jackson Street, El Campo, Texas. Estimated construction cost $21,705; first-year operating cost $6,000; revenue $6,000. Principals: Culp Krueger; Mr. Krueger is president and has 90% interest in station. Mr. Krueger has license of KULP El Campo; has interest in KSKX Corpus Christi and KXAL Victoria, being former owner. He is to be the owner of El Campo Leader News. Action May 24.

OTHER ACTIONS

- REVIEW board in Columbus, Miss., FM bureau has completed motion to enlarge issues filed on March 20, by the Davis Broadcasting Corp., of Nottingham, and Michael Berkebier absent. Action May 26.

- View board of Marquette, Ohio, has granted permission to Fort Campbell Broadcasting Co., for extension of time to June 8 to file responsive pleading to application by Campbell and Sheffall for waiver in proceeding on their application for new FM's in Fort Campbell, Ky., and Clarksville, Tenn., respectively. (Docs. 1967-8).

- HEARING Examiner Chester F. Naumowicz Jr. on May 13 in proceeding on FM applications of WQIV, Inc., and WQEY, Inc., New York, has found that the station's application, as filed, shall be dismissed, attorney fees to be paid by the applicant, and all costs to be paid by the applicant. (DSC. 1761-12).

- Hearing Examiner Elizabeth C. Smith on May 27 in proceeding on Telecommunications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc., both of Sidell, La., granted petition for leave to amend and to request that the hearing examiner correct the record. (DSC. 2176-62) and on May 30 in proceeding on Telecommunications of Bill Garrett Broadcasting Corp. and Faulkner Radio Inc., both of Sidell, La., granted motion of Bill Garrett Broadcasting Corp., and Faulkner Radio Inc., both of Sidell, La., for continuation of hearing, and continued procedural dates including hearing from June 19 to July 3. (DSC. 2176-62).

- RULEMAKING PETITIONS


- CALL LETTER APPLICATIONS


- DESIGNATED FOR HEARING

- FCC by order designated for consolidated hearing applications of Peter Ryan Broadcasting Stations, Inc., of KNNN and KRKT, and Albany Radio Corporation for new class C FM's to operate on channel 301 (102.3 mc) in Albany, Ore.-KNNN, and KRKT in Albany, Oregon. Action May 26.

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- WSBT-FM (Muscle, Ind.)—Broadcast Bureau granted proposal of noncommercial educational FM to change name of license to Ball State University. Action May 25.

- WHEM-FM (South Bend, Ind.)—Broadcast Bureau granted proposal of FM to change antenna and studio location to 2 miles south west of South Bend at routes 23 and 132, 239 kw. Licenses to install dual polarized antenna, and decrease antenna height to 180 ft. Action May 25.

- WYUR-FM (Valparaiso, Ind.)—Broadcast Bureau granted proposal of FM to change antenna and studio location to 2 miles south west of Valparaiso, Ind., at the intersection of State Road 33 and 113. Licenses to install a new antenna and to install dual polarized antenna, and decrease antenna height to 180 ft. Action May 26.

- KMIG-FM (Fort Morgan, Colo.)—Broadcast Bureau granted proposal of FM to accommodate changes in applications filed by FM stations in Fort Morgan, Colorado. Action May 26.

- WZAE-TW (Des Moines, Iowa)—Broadcast Bureau granted proposal of FM to amend antenna and studio location, change type trans., in- increased ERP to 37 kw, and have an average ERP of 10 kw. Action May 26.

- WTFL-FM (Memphis)—Broadcast Bureau granted proposal of FM to change antenna and studio location, change type trans., in- crease ERP to 7 kw, and have an average ERP of 10 kw. Action May 26.


- WOXS-FM (Wauwatosa, Wis.)—Broadcast Bureau granted proposal of FM to change antenna and studio locations, installation of new antenna, and ERP to 20 kw, an- average ERP of 10 kw. Action May 26.

- OTHER ACTIONS

- Office of opinions and review on May 26 granting petition by Fort Campbell Broadcasting Co. for extension of time to June 8 to file responsive pleading on application for new FM's in Fort Campbell, Ky., and Clarksville, Tenn. respectively. (Docs. 1967-8).

- ACTION ON MOTION

- Hearing Examiner Millard F. French on May 23 in proceeding on FM application of Mr. Craig Cooper, of Pleasantville, N.Y., for the extension of time to file prehearing brief in proceeding looking toward amendment of Commission's Rules of Practice, has denied the request. Action May 26.

- RULEMAKING PETITIONS


- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: New London-Groton, Conn. to 255, 265, 275, and 285 Ch. 1967.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: WKBW, Buffalo, N.Y., to Ch. 21, P.O. address: Buffalo, N.Y. Action May 26.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: Northwestern University, Evanston, Ill., to Ch. 21, P.O. address: Evanston, Ill. Action May 26.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: Winnesboro, La. to Ch. 21, P.O. address: Winnesboro, La. Action May 26.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: Farm and Home Broadcasting Co., Wellsboro, Pa. to Ch. 21, P.O. address: Wellsboro, Pa. Action May 26.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: KFMM-FM (Fort Morgan, Colo.)—Requests institution of rulemaking proceedings to accomplish following changes in table of FM's and new FM allocations as follows: Wellsboro, Pa. to Ch. 21, P.O. address: Wellsboro, Pa. Action May 26.


- WTZE-TW (Tazewell, Va.)—Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: Tazewell, Va. to Ch. 21, P.O. address: Tazewell, Va. Action May 26.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: Pamlico County Nautical Radio, Inc., to Ch. 21, P.O. address: Pamlico County Nautical Radio, Inc., Action May 26.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: Secretarial Broadcasting Co., 777 N. Market St., Washington, D.C. to Ch. 21, P.O. address: Secretarial Broadcasting Co., 777 N. Market St., Washington, D.C. Action May 26.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: Citizens Broadcasting Co., 255 W. Wacker Drive, Chicago, Ill. to Ch. 21, P.O. address: Citizens Broadcasting Co., 255 W. Wacker Drive, Chicago, Ill. Action May 26.

- Requests institution of rulemaking proceedings as to change table of FM's and new FM allocations as follows: Citizens Broadcasting Co., 255 W. Wacker Drive, Chicago, Ill. to Ch. 21, P.O. address: Citizens Broadcasting Co., 255 W. Wacker Drive, Chicago, Ill. Action May 26.
CALL LETTER APPLICATION

KCLL, KCLL, Inc., Houma, La. Requests KCLL.

CALL LETTER ACTIONS

KMEO(FM) Radio Station KUEQ, Phoenix, Ariz. Granted KMEO(FM).

Klamath Family Stations Inc., Eugene, Ore. Granted KZEL-FM.

Translators

K96HU Del Norte, Colo.—Broadcast Bureau granted CPA for VHF translator to change type trans. and make changes in ant. system. Action May 24.

K97BQ Fort Bragg, Calif.—Broadcast Bureau granted CPA for VHF translator to change type trans. and make changes in ant. system. Action May 24.


Commission on May 23 granted request by Klyde State Network, licensee of WU7 TV translator KTV4CN Salmon, Idaho, for extension of time to respond to notice of violation and to issue statement in re license. Action May 26.

K99HY Glasgow, Mont.—Broadcast Bureau granted CPA for converting a new VHF translator on ch. 9 to serve King Spring, Galisp, Glasgow, Mont. Action May 25.

K108RR King Springs, Galisp, Galisp and Tampico, Mont.—Broadcast Bureau granted CPA to change frequency of VHF translator on ch. 19 to serve Clark County. Action May 26.

K111A K127A Burns, Ore.—Broadcast Bureau granted CPA for VHF translator to change type trans., and make changes in ant. system. Action May 24.

W1A4Q Black Mountain, N. C.—Broadcast Bureau granted CPA for a new VHF translator on ch. 11 to serve Black Mountain by rebroadcasting programs of WLOS-TV, Asheville, N. C. Action May 25.


Commission on May 23 granted request by Klyde State Network, licensee of WU7 TV translator KTV4CN Salmon, Idaho, for extension of time to respond to notice of violation and to issue statement in re license. Action May 26.

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**CLASSIFIED ADVERTISING**

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**Announcers**

Talented, mature Jocks and newsmen; Good opportunity with progressive AM-FM station. Send tape, resume to Box F-35, BROADCASTING.

Dramatist, mature Jocks and newsmen; Good opportunity with progressive AM-FM station. Send tape, resume to Box F-35, BROADCASTING.

Ideal opportunity with progressive AM-FM station. Send tape, resume to Box F-35, BROADCASTING.

Metropolitan market in coastal Southeast. Announcer with first phone for combination AM-FM night shift (5 P.M.-M.N.) 40 hr. week. $125 to $150. Box E-160, BROADCASTING.

Top 40 DJ, good major east coast market. Immediate opening. Send complete resume, tape, references. Box E-213, BROADCASTING.

Personal ad top forty jock for 6 to midnight show. Three years experience-top forty station. Good opening with major market. Send complete resume, references to Box E-271, BROADCASTING.

Democrat, Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to rural and urban audiences. If you're the man we need you'll find a happy home here. Station also operates TV and interchanges personalities. Beautiful scenic area. Send complete resume, salary, picture, references to Box E-711, BROADCASTING.

Staff announcer with third ticket for MOR operation in Shenandoah Valley of Virginia. Opening in August. Box F-1, BROADCASTING.

Has the day arrived when $175 a week won't buy a happy, alert, aware, funny, sharp, colorful, interesting, entertaining, tasteful, suave, intelligent, creative, and effective voice? First right answer wins above job and $400 guarantee. Send complete resume, references to Box F-6, BROADCASTING.

Five swingin' top forty DJs wanted for new major market group operation. Door wide open for hopefuls. Start August lst. Rush tape and short resume to Box F-46, BROADCASTING.

Bright-sounding, morning man, midwest market! Number one station for eight years. Excellent opportunity. Send tape and short resume to Box F-46, BROADCASTING.

Immediate opening for saleswoman with encyclopedic sales background. Good opportunity with progressive single station market in West Texas. Guarantees six months to start. Box F-35, BROADCASTING.

Immediate opening for saleswoman with encyclopedic sales background. Good opportunity with progressive single station market in West Texas. Guarantees six months to start. Box F-35, BROADCASTING.

Attention all market salesmen, Ohio, N.Y. Pa., Move up to station 150,000 market. Well established 30 year old station expanding to 50,000, BROADCASTING.


Good experienced saleswoman who wants management in the future. Start $150 plus. Locally accepted good music station. Must be close enough to arrange personal interview. Contact Mike Schwartz, WTVY, Springfield, Mass.

**Announcers (cont'd)**

Contemporary singer looking for first opportunity. No maintenance. Market over 50,000. Send resume air check, and letter to John Walker, Program Director, WCIT Radio, Lima, Ohio 45801.

Need versatile man with first phone. Top 40 and Country & Western format with some Middle East exposure. Market with many fringe benefits. Call or send tape and resume to Jack, WRHN AM/FM, Wisconsin Rapids, Wisconsin.

Announcer with third ticket for MOR station. Must be sales manager or sales manager with sales experience. Contact Joe B. Delzetz, WRCN, El Dorado, Kansas.

Immediate opening. Third phone with emphasis on entertainment. Send resume to Hagerstown, Maryland, 217-329-8016.

Where are all the good radio announcers? We need mature, experienced announcer for adult format. Excellent opportunity in fast growing market! Send resume, references, and tape to Box F-111, BROADCASTING.

Immediate opening. Send tape, photo, and resume to Box F-111, BROADCASTING.

Send resume and tape to John Harman, WFXI, Ruston, Louisiana 71270.

Expanding, need another first phone announcer. WJEE, Joliet, Illinois 604-500-118.

Expanding Operation. Need experienced announcer with third. Full benefits. Send complete resume, including references. Box C-135, BROADCASTING.

Expanding chain needs two top morning DJ's. Pay will be top midwest. Send resume to Box F-2, BROADCASTING.

Expanding chain needs two top morning DJ's. Pay will be top midwest. Send resume to Box F-2, BROADCASTING.

Chief engineer for top-rated 1050 KVX network station in state capital city. Many company benefits. Write Box C-197, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately $290 per week. Write Box C-135, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box F-2, BROADCASTING.

Maintenance technician. Radio and TV. Must have a minimum of five years experience and hold a Radiotelephone First Class License. Location: West Florida. Reply Box E-228. BROADCASTING.
Chief engine for 1 kw AM non-directional station southeastern Massachusetts. No an-
nealing. Machinist, proudly performs technical matters. Contact Manager, WALE,
Fall River, M. A., phone 274-1356.
Chief engine—Must have successful supervisory experience to take complete charge of
maintenance and operations for long established 5-kw, 6-tower AM and 160 kw.
FM. We will give you opportunities for your experience. All details first letter.
Inquire with dark period, etc. Reply: WEAV Evansville, Indiana.
Chicago—Immediate opening for experienced first phone engineer. Maintenance and
engineering. Full insurance and hospitalization. Send resume WPOR, Chicago, Illinois.
Requires phone, 312-737-1700.
First phone engineer—announce, both per-
manent and seasonal. Summer openings.
Strictly engineering. No maintenance. Near
Major eastern city.
Chicago—Chief lab technician for Chicago
News. Must have extensive experience in
radio and television broadcasting. Must have
a desire to work on a progressive station.
Non-union. Excellent phone, 312-453-1234.
Top 40 DJ, tight board, solid news, com-
mercials. Box E-30, BROADCASTING.
Mature beginner desires announcer job. No
country and western. Will work in large.
Wants to work on west coast, likes comics.
Write commercials. Broadcast school course. Third
Phone, 213-123-4567. Open date is flexible. Box E-
305, BROADCASTING.
Negro DJ trained by top professionals.高く
productions. Works all stations. Top 40.
Announcements. Box E-317, BROADCASTIN-
G.
Top 40 DJ, tight board, solid news, com-
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Write commercials. Broadcast school course. Third
Phone, 213-123-4567. Open date is flexible. Box E-
305, BROADCASTING.
RADIO—Help Wanted

Announcers—(cont'd)

Announcer-entertainer — College senior available for immediate day or night assignments for entertainment or announcing experience at college radio station. Jonathan Seettel, 24-144, Washington, D.C.

First phone announcer with years of experience. Good references, very good voice. Twenty-year-old single Canadian. Confined to wheelchair but completely independent. Good air work, go to the extra mile. Contact Terry Smith, 26-155, Meridian Road, Washington, or phone 206-1006.

Young, single announcer seeks position with Top 40 station. Audition tape on request. 601-324-4699.

Southland, Announcer, 1st phone, exp., references, single, call 714-523-6236.

NEWS

Midwest: Need summer replacement? Northwestern U. radio-TV news major with year of Northeast experience in college radio station, seeks news, announcing experience this summer, 3rd endowed. Box F-37, BROADCASTING.

Twelve years radio experience. Good background and great interest in news. Desires opportunity, $1,100 mln. Box F-56, BROADCASTING.

News Director material. Can build department. $11,600 min. Box F-56, BROADCASTING.

Production—Programming, Others

PD with six years experience is looking for a step up possibly into management. Big volume, good ratings. Aggressive, on ideas and production. Box F-11, BROADCASTING.

Don't read this unless you want a thoroughly experienced Newsman, writer, producer, currently employed in N.Y. TV market. September 1st. Box F-14, BROADCASTING.

Talk-show moderator, with sales experience. Presently medium market. Prefer Florida or West Coast, interview possible. Box F-15, BROADCASTING.

Mr. General Manager read this: Profitable audience building ideas & programs, unique selling personality—motivating copywriter—"fantabulous" knowledge of music—mature, college grad—Korean vet—employed. Object: assistant program director/ PD, professional & progressive market. Only Box F-28, BROADCASTING.

Predicated professional young man with nine years experience seeks relocation with top progressive station. Producer-director position available or sales. Respond with strong production background. Box F-29, BROADCASTING.

Pak 1st phone PD needs challenge. Box F-45, BROADCASTING.

TELEVISION—Help Wanted

Sales

Group owned station needs salesmen to cover regional and local accounts in Northwest. The aggressive salesman could become sales manager, even station manager, at one of stations in Northern Central Atlantic or West Coast operations. A real challenge, high compensation. Send resume, photo and past history to Box E-185, BROADCASTING.

Leading group-owned VHF in major offers excellent opportunity for experienced local salesman. Fine account list and compensation. New York, New England market. Send your resume, now, to Box E-186, BROADCASTING.

Technical

Major Midwest TV market needs 1st class engineer. If just recently licensed or long on experience send resume to Box D-23, BROADCASTING.

Chief engineer for time network station in Northeast market seeks good experienced engineer who will have growth opportunities with new TV group. Must be able to install edge of transmitter, studio and microwave gear as well as build and rebuild. Reply to Box E-164, BROADCASTING.

Maintenance technician, Radio and TV, Must be experienced with 3rd class experience, and hold a Radiotelephone first class license in Florida. Reply Box E-227, BROADCASTING.

Engineer, full color, full power VHF-TV and daytime AM radio. Maintenance and operation-transmitter—studio. Requires technical schooling or considerable experience. Southwest- Central station seeks experienced engineer. Reply to Box F-29, BROADCASTING.

Television engineer wanted with experience in video and sound and studio operation and maintenance. Liberal fringe benefits at growing ETV center in Southwest. Position available June 1st. Reply to Lynn Dryer, Chief Engineer, WAREX-TVC, Box. Art. III, State University, Tempe, Arizona 85281.

Expanding educational television station in Los Angeles seeks a professional engineer. 1st class license and maintenance background preferred. Union contract, good fringe benefits, and good working conditions. Please contact Theodore Untiedt, Director of Engineering, ETV Channel 25, 631 North Vine Street, Hollywood, California 90028.

Need experienced technician with first phone for studio maintenance. Phone or write Chief Engineer, WYCN, 212 E. 1st St., Visalia, Calif. 93272-9455.

Experienced TV studio engineer Call or write Oniferk, KRDQ-TV, Colorado Springs, Colorado.

Need studio and transmitter technicians with first-class licenses for growing Northern California TV station, Send resume to Chief Engineer at KVIN-TV, Eureka, California.

Major Midwest color equipped, 2 station ETV operation needs transmitter and maintenance engineers. Excellent salary and fringe benefits. Contact Chief Engineer, WMMV/WMMT, 1015 N. 6th St., Milwaukee, Wisconsin 53205, 414-271-4361.


Television engineer—ETV closed circuit campus network, Marquette University. Excellent opportunity for experienced or veteran technician. Ampex VR100 and VR660 VTR's Electronic Editor and Intersync, Requires 1st phone and two years broadcast or CCTV experience. Contact: Mel Chastain, Educational Television Program, Bagley Hall, Texas A&M University, College Station, Texas. Phone: 486-8821.

The University of Michigan has an immediate opening for studio-television engineer. Applicants should be thoroughly experienced in installation, maintenance and operation of equipment. Excellent salary and fringe benefits. Contact WVYI-TV, Box 10003, Ann Arbor, Michigan, 48106. Phone: 734-763-9696.

Mature energetic News Director for primary affiliate. Must have strong desire to serve responsible, capable station. Unique challenge guaranteed for the right person. Prefer resumes of Midwest. Box E-322, BROADCASTING.

Experienced writer-producer for documentarty series. Should cover news and in-depth doc reports daily, weekly and monthly. Knowledgeable on film. Send resume and salary requirements. Box F-24, BROADCASTING.

Newsmen, South Florida television. Network affiliate. Looking for newsmen—heavy emphasis on writing and production. Send resume, video tape, salary required first reply. Box F-24, BROADCASTING.

Production—Programming, Others

Color VHF needs additional floorman director. Excellent opportunity for agressive young man who wants to learn direction, scenery construction, and floor direction. Full details, including salary requirements in first letter to Box E-230, BROADCASTING.

Experienced producer-director for new position in expanding ETV station. Will work in new building with new top-line equipment including 2-1 equipped mobile unit. Master's degree required. Send credentials to Dr. Duane Tucker, WBUG-TV, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

TELEVISION

Situations Wanted

Management

General manager for medium to large market. Thoroughly experienced every phase, including national and local sales. Can establish new station or develop old one into highly profitable property. Also, capable of new station—developer—station—production—quality competitor. Box E-48, BROADCASTING.

Sales

Television sales manager. Excellent record. My system works. Box C-65, BROADCASTING.

Slide pitches—Spec tapes—Promotion—Sales—Results—Dollars. Contact me now! Box E-234, BROADCASTING.

Announcers

Available immediately upon two weeks notice. Box F-26, BROADCASTING.

HELP WANTED

TELEVISION

Closing date: 10-13-66

Sales

Group owned station needs salesmen to cover regional and local accounts in Northeast. The aggressive salesman could become sales manager, even station manager, at one of stations in Northern Central Atlantic or West Coast operations. A real challenge, high compensation. Send resume, photo and past history to Box E-185, BROADCASTING.

Leading group-owned VHF in major offers excellent opportunity for experienced local salesman. Fine account list and compensation. New York, New England market. Send your resume, now, to Box E-186, BROADCASTING.

Anouncers

Sports Director, if you consider yourself a well-rounded, talented Sports Director, write to Box D-159, BROADCASTING.
Better than average newsmen with below average paycheck needs more money. Let’s hear your ideas—marriage? available. Box F-38, BROADCASTING.

FOR SALE—Production—Others

Young college graduate, family man with 3 years’ experience in all phases of a large university desires position anywhere which can take advantage of his professional skill—graphics, lighting, film production—will fit your needs. Call now with you. Box F-25, BROADCASTING.


College graduate—TV major—with added professional degree, seeks TV production direction, 24, married. Two years experience, 140 mushroom Ave., N.Y. in all phases of production, including staging, lighting, floor manager, switcher. Hard working, aggressive. Stuart Patt, 410 Nob Hill, Ann Arbor, Michigan 48105 or call 313-781-4465.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guaranteed. Radio Supply, Box 1314 Turbine St, Laredo, Texas 78040.

Old carbon mike, not necessarily in working order. We want the type with a large round hole in the center, surrounded by a ring of smaller circles. Call or write Dave Hauser, WOC Broadcasting Center, 800 Brady, Davenport, Iowa 52806. 319-324-1661.

4 Bay FM turned to or near 105.5, Call 201-327-5770.

Wanted: G.E. 1 kw UHF transmitter. Good condition. Also consider rack gear available. Contact Al Crocker, KLYD-TV, Channel 17, Bakersfield, California.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electrolux, Model 810, 414 W. Mauve Ave., N.Y. in all phases of production, including staging, lighting, floor manager, switcher. Hard working, aggressive. Stuart Patt, 410 Nob Hill, Ann Arbor, Michigan 48105 or call 313-781-4465.


6 Bay RCA turntable on channel 9, 6 Bay RCA turntable on channel 4, 1600 feet of 3/4 cox line with dual hangers. 2000 Mc- microwatt equipment. Box E-370, BROADCASTING.

Notice of Public sale—Complete Schaefer 1200 automation system—including Ampex place, studio or control room, unit, tape machine, production unit and associated technical equipment. On June 20, 1967 at 10:00 am—KWAC Radio, 5280 Standard Road, Bakersfield, California 93309. May be examined anytime prior to sale at same address. Address inquiries for more details to Manager KWAC at same address or call 866-5271.

Schaefer automation 1-CU-4 control unit. 1-PRK rack with 3-Ampex—500 playbacks. 1-EMU-3R preparation unit, all accessories. Like new. $39,000.00. ECA, Inc., Box 2nd W, Seattle 98119. Phone 206-282-6688.

FM modulation monitor, McMartin TM 3500 new still in box. We bought it and will use it for FM, $300.00. WEIR, Albany, N.Y. 518-283-1122.

For Sale: RCA TT-12-BH antenna for channel 12. Excellent condition, Contact Roy Addis, 725 S. 1st St., Box 789, Grand Junction, Colorado 81501.

We have up-dated our studio equipment and have a large quantity of good used recording and equipment available. Write for complete list. Northwestern Incorporated, 409 N. Union Ave., 2nd Floor, Chicago, Illinois 60604.

FOR SALE—Equipment—Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions, Free catalog. Write for list. Publications, 1009 1st. Street, Ann Arbor, Michigan 48104.


Instant gags for Deejays—Thousands of one-liners, gags, radio station breaks, etc. Listed in free ‘Broadcast Comedy’ catalog. Write: Shaw-By-Deejay—Commercial—1735 East 26th St. Brooklyn, N.Y.


Call letter auto plates, studio banners, bumber strips, etc. —Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

20 minute quickie tape. Sexy gal-voices, $18. Dave Enterprise, P.O. Box 981, Lexington, Kentucky.

The Brain Radio Service, ideal for progressive broadcasters. Send script, to receive script, to give announcement. Lowest cost. Complete set for 35 day trial. Satisfaction guaranteed! Signed Brain Radio Service, P.O. Box 1473, Lubbock, Tex 79408.

Deejay Digest plus Deejay Gagsheets (1967) both for $4.00! Quips on "hippies," artists, etc. Exclusive deejay gags only: Morris, Box 1254, Eureka, Calif.

INSTRUCTIONS—Miscellaneous

FCC License Provision and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grinnaham School of Electronics, Dept. 7-B, 1509 N. Western Ave., Hollywood, Calif. 90027.


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. For course information, call us—write for Veterans Training. Elkins Radio License School of Atlanta, 1339 Spring Stree, Macon, Georgia 31201.


Since 1946. Original course for FCC first class radio telephone operators license in New York City. Fully approved for dormitory facilities at school. Reservations required. Enrollment: 12000. For information, references and reservations. Write William B. Oden Radio National Engineering Center, 26th Ave., Huntington Beach, California 90740. (Formerly of Burバン California)

"Warning" accept no substitute. KEI is 1 in—success—guarantee—lowest tuition—blatant reliability—only all FCC classes. FCC 1st hand phone in five (5) weeks. Tuition $285. Rooms and apartments $165 per week. Over 1600 graduates passed the FCC exams. Classes begin June 18, July 16. Write Radio Engineering Institute, 1339 Main Street in beautiful Sarasota, Florida.

R. E. 1, Kansas City, Missouri. Five week course for FCC 1st class Telephone License. Guaranteed. Tuition $350. Job placement—Southeast, South, Georgia 30303 per week. Located in downtown Kansas City at 3125 Gillham Road. Telephone WE-1-6444. For brochure & class schedules write home office.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing courses.


First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Hollywood or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 99% passing. Bob Johnson Radio License Instruction, 10601 Duncan Place, Manhattan Beach, Calif. 90266.


JOBS! JOBS! JOBS! This week we have had reports from: John Cowan, 855 South, Southern N. J., Cent. Penn., Western Mich., So. Texas, Hawaii and South America. For complete information, write for list. Dickton trained personnel. To succeed in Broadcasting you must be well trained and be able to compete for the better jobs in the Industry. Only the Don Martin trained TV with over 30 years experience in Vocational Education, can offer technical aspects of Broadcasting. We have a continuing flow of opportunities for our students. If your desire to succeed as a Broadcaster call or write the Don Martin, 3124 E. Jackson Street, Chicago, Illinois 60604.
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CATV Directory Issue

The first comprehensive directory of community antenna television systems compiled from official FCC records.

This single source reference to the CATV field includes the following data:

- Location • name of system • address • date started
- Principal officers and stockholders
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- TV stations carried on system, originating channel numbers
- Method of pickup (microwave or off the air)
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PLUS . . . a complete list of multiple CATV owners, and CATV owners having interests in radio or television broadcasting and microwave services.

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TELEVISION MAGAZINE, 1735 DeSales St., Washington, D.C. 20036
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through May 31. 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.

Banning, Calif. — Video Communications Inc. has applied for a 20-year franchise to operate CATV in this system which would offer all Los Angeles channels, television information and movies to city use.

Barstow, Calif. — Fresno Cable Television Co. has been granted a 20-year franchise. The franchise was granted by the Barstow City Council and Time-Life Broadcast (multiple CATV owner) has each applied for a franchise.

Collier County Fla.—C. E. Jung, South Coast Broadcasting, has applied for a franchise in Naples, Fla. The system would offer all Los Angeles channels, movies and a free news magazine. The Naples South Florida Cable TV would provide a franchise.

Humboldt, Iowa — Community Antenna Services Inc. has each applied for a 20-year franchise.

Ladysmith, Wis. — Pieddy Cable Television Co. and Pittsfield Diamond Co. have each applied for a franchise.

Miller F. Holmes, vice president (60%) and Lilli T. Hollisfeld, secretary-treasurer (7%). Mr. Holmes is executive vice president of Western Associated Television Inc. The assignee company, WAZF has renewal application pending.


WPMS-TV Louisville, Ky. — Broadcast Bureau granted transfer of control from Board of Trustees, Louisville Free Public Library to Board of Education, Jefferson County, Ky. Action May 29.

WPXK-AM-FM Pikeville, Ky. — Broadcast Bureau granted transfer of control from T. T. Colley (100%) before, none after) to Walter E. Hess (100% before, none after). Principals: Mr. Colley, president and operator. Consideration $25,000. Action May 29.

Kuala Lumpur, Malaysia — Broadcast Bureau granted transfer of control from Rizal Colvin, Jr. X. T. Colvin Sr. D/B as Many Owners, Ltd., to W. A. Callender, Ltd., a corporation of Singapore, for $565,000. Control of Present controlling shareholders of assigee will retain control, Assigee company is incorporated in Singapore for consolidated operation. Investment to it of license of WAIL-TV Atlantic and WARD-WC Indianapolis. Action May 28.

WHVW Geneva, Ill. — Broadcast Bureau granted transfer of control from Robert A. S. M. St. John, a Michigan corporation, to Epstein Broadcast Corp., to Robert Hewitt and Associates Inc. Principals: Mr. Hewitt, president and treasurer (1%), and James W. A. Smith, president and director and Norbert A. Reeser, treasurer (1%). Mr. Hewitt is under contract as producer, director and choreographer. Has 25% interest in Farm Belt Radio Inc. Licencse of WIXN-AM-FM Dixon, Ill. Mr. Campbell is 25% owner of KCFI Inc., licensee of KCFI Cedar Falls, Iowa, and president and 25% owner of Farm Belt Radio Inc. Mr. Drake is attorney, administrator for Mr. North Central College and 25% owner of Farm Belt Radio Inc. Consideration $112,000 with agreement not to compete.

**Walkersville, Md.** — Frederick Cablevision Inc. has applied to become the name of Walkersville Cablevision Co. has been granted a franchise. The town would receive 5% of the gross annual revenue. Consideration $29,000.

**Webster, Mass.** — Webster Cablevision Inc. and Gutinebaug Valley Cable TV have each applied for a franchise. Independence, Mo. — Independence CATV Corp., Stauffer Publications (group broadcaster), have each applied for a franchise. The city would receive 5% of the annual gross receipts, or an estimated $159,000.

**Edgewater Park, N. J.** General CATV has been granted a franchise. The borough would receive 5% of the gross revenue an annual minimum of $15,000 with an installation fee of $10.

**Newtonville, Mass.** — Newtonville Cable TV Inc. has applied for a 15-year nonexclusive franchise. The franchise would be $1,000 minimum annual payment of $1,000 and a maximum payment of 9% of the annual gross revenue. A minimum payment of severance fees of severance fee would be paid by the system. The system would be operated by a Newtonville Cablevision Inc. has applied for a franchise.

**Murphy, Texas** — Murphy Meridian, Miss., has applied for a 20-year franchise. Subscribers would receive $2.50 per month for service charge and installation fee, residents would receive 5% of the annual gross revenue.

**Shelby, N. C.** — Shelby Cablevision Inc. and Jefferson County Cablevision, have each applied for a 15-year nonexclusive franchise.

**Westminster, Ohio.** — Continental Cablevision of Ohio Inc. and Direct Channels, have each applied for a franchise. Proposed rates are $40 per month for television charge, $20 per month for radio charge. Consideration $12,000.

**Worthington** (multiple broadcaster) have each applied for a franchise. Action May 26.


**WRLC Waupun, Wis.** — Broadcast Bureau granted a franchise to Collins Broadcasting Corp. for installation and monthly service charge. The town would receive 5% of gross annual revenue. Consideration $12,000.

Bob Bergmann yearned to become an actor before he joined the U. S. Marine Air Corps in World War II, but a beer garden in the South Pacific helped quench his thirst for the Broadway and Hollywood limelight.

Mr. Bergmann, who speaks with the precision and well-modulated tones of an individual trained for the theater, recalled the other day that he had acted in plays in camp, school and college. After leaving Brown University in 1940, he performed with little-theater groups and acted on radio programs, including Easy Aces and John’s Other Wife in New York.

“Acting was my whole life,” he recounted. “But during the war I was an operations officer in the South Pacific. And one of my duties involved the running of post exchanges. One of my principal activities was supervising a beer garden for the men. I discovered to my surprise that I enjoyed business management. I found out I had a real feel for business affairs.”

Yet Mr. Bergmann would acknowledge that he has never lost completely the affinity for the entertainment arts and he still has star dust in his eyes for the theater, motion pictures and television. He is appreciative that he can operate in the world of entertainment and the world of commerce.

Combined Talents • A medium-sized, distinguished-looking man of 49, Mr. Bergmann has managed to combine his talent as a creative person with his skills as an administrator to build a flourishing entertainment-communication complex, Filmex Inc. With branches in various parts of the U. S. and with its subsidiary companies, Filmex produces film and taped commercials and industrial films and is preparing to become active in the production of feature films and TV program series.

After the war Mr. Bergmann segued into the television business following a two-year period with R. H. Macy & Co., during which he sharpened his business acumen in Macy’s executive-training program and in the company’s Jamaica, L. I., store. But the pull of show business was still powerful and he vowed to find a niche in the burgeoning TV field.

Mr. Bergmann embarked upon a long and rewarding job-training regimen from 1949 until 1959 when he established Filmex. He acquired background as a writer, producer and director at such diverse facets of the industry as an agency, a network, a station and a film-production company. Mr. Bergmann gained insights into both TV program and commercials production.

He recalled that he launched Filmex in 1959 with a staff of nine and a single office in New York. An index of the company’s growth is that Filmex now employs 110 persons and has offices in Hollywood and Fort Lauderdale, Fla. He has organized several subsidiary companies to supplement and complement the activities of the parent organization, including Filmexpress (print service), Tapex (tape production), and Filmexperimentale (research and development into films).

Mr. Bergmann estimates that Filmex grosses in the neighborhood of $6 million a year, which ranks it among the top companies active in the production of TV film commercials (its primary source of revenue). Through Tapex, the organization has entered the field of tape commercials recently, and over the past few weeks has drawn assignments from Westinghouse Electric, Shell Oil, Carling’s beer and Maxwell House coffee.

His years in the various phases of the industry have convinced Mr. Bergmann that the art of film making, particularly as it applies to TV commercials, requires constant experimentation and refinement. As a result, Mr. Bergmann established a new division several weeks ago called Filmexperimentale.

“Filmexperimentale is the equivalent of research and development for the film industry,” Mr. Bergmann explained. “We are studying and evaluating new lenses, lighting techniques, grip and dolly equipment and other innovations that keep pace with the industry. Several experimental commercials have been produced and shown.”

The escalating costs of commercials, particularly with the advent of color, imposes heavier responsibility on the producer, according to Mr. Bergmann. He noted that a one-minute commercial costs between $18,000 and $22,000, and added: “It’s showmanship that is making the difference between the men and the boys. Today, you’ll find an emphasis on humor, great percussive effects, still photography and lighting, and extravagant contrasts as grabbers of attention.”

One of the challenges facing the television industry, according to Mr. Bergmann, is to attract more retail businesses into the medium. He pointed out that Sears Roebuck is an acknowledged leader in this area, having set up a studio replica of a store for color commercials, but he indicated that additional progress can be achieved through an effort on the part of all segments of TV.

Though Filmex’s main thrust is in the production of TV film commercials, Mr. Bergmann intends to make a mark in other phases of the TV industry. He confided that Filmex has several TV program series in development and has three story properties that he would like to fashion into motion pictures.

Keeps Moving • Mr. Bergmann still enjoys flying and occasionally pilots the company’s plane, a Cessna 300, though he has a licensed aviator on the staff. He adds that Filmex is a “highly mobile organization,” also maintaining a Hughes five-passenger helicopter and a speedboat at its Fort Lauderdale branch. The plane is used to scout locations and to make quick trips to the offices of clients and the helicopter to expedite deliveries to regular airlines handling shipment of films.

Mr. Bergmann usually walks to his New York office from his duplex penthouse on the East Side. He has been married to the former Ava Waddle of Dallas for more than 22 years and they have two children, Robert and Peter. Mr. Bergmann enjoys flying, golf and tennis but says his work is “so exciting that it’s a hobby as well as business.”

WEEK’S PROFILE

EDITORIALS

The inventors of inflation

In one stroke, the Television Bureau of Advertising has exposed both the hypocrisy and the real motivation in the newspapers' current complaints about television ratings. Through their Bureau of Advertising, it may be recalled, the newspapers are claiming that TV audience figures are grossly inflated, and have offered to help finance an investigation of the methodologies that produce them (Broadcasting, May 1).

"If the newspaper bureau has money to spare," said Harvey Spiegel, TVB vice president for sales and marketing, "I might suggest that national advertisers would like to have more continuing information regarding newspaper audiences 365 days a year instead of the once-a-year circulation measurements of the Audit Bureau of Circulations" (Broadcasting, May 29).

If the newspapers want to see what real inflation looks like, let them siphon off the difference between their gross circulation and actual readership, section by section, page by page, ad by ad, week in and week out, as television does. They yell that measurements of actual TV use are too high, but they sell on a basis that encompasses everybody who might be a reader. It would make as much sense, as Mr. Spiegel pointed out, for television to sell on the basis of total homes equipped with TV sets.

When newspapers start figuring costs-per-thousand on the basis of斯塔ch readership reports their position in alleging inflation will be a little less awkward. But their sales position may be a good deal more awkward, although from figures cited by Mr. Spiegel, it would seem to be awkward enough already.

The following figures suggest why the newspapers are making so much noise about TV ratings: The TVB analysis showed that newspapers' top 100 advertisers last year spent 3.7 times as much in TV as in newspapers and increased their TV budgets almost three times as much as their newspaper outlays. Is that any way for a medium's best customers to act?

The fact is, as we have said before and as Mr. Spiegel pointed out last week, advertisers judge media by their sales effectiveness. Obviously, this is where TV really has an inflationary effect.

Archaic legality

As reported in this publication last week, broadcast stations in New York state are confronted by a conflict between their journalistic duty and the U.S. Criminal Code. The state government is about to introduce a lottery, which is news by any journalistic judgment. The federal code prohibits broadcasts of information about lotteries.

For some time the same dilemma has confronted broadcasters in New Hampshire, where a state lottery is now well established.

For the moment this is a problem affecting only the broadcasters of New York, New Hampshire and neighboring areas of other states. But broadcasters elsewhere may not be able to ignore it forever. If the lottery in a state as large as New York produces the desired revenue without producing undesirable side effects, other states are certain to consider the technique for themselves. Few state governments these days are escaping the pinch between tax revenues and state expenses.

The federal prohibition against the broadcast of information about lotteries was originally included in the Communications Act to discourage broadcasters from promoting games of chance for commercial purposes. Years ago the section was removed from the Communications Act and inserted in the criminal code as one of several revisions in the Communications Act. Clearly it is time for the Congress to review the pertinentence of so broad a prohibition.

There is no federal law that prevents New York, New Hampshire or any other state from instituting lotteries to raise revenues for legitimate purposes. There should be no federal law that prevents broadcasters from reporting the activities of their state governments.

It would take only minor changes in the language of the federal code to legitimize the broadcast of information about state lotteries while retaining the prohibition, which was originally intended, against the promotion of lotteries for private gain. If the National Association of Broadcasters is looking for useful assignments, this one would fit on the list.

Promising succession

One of the hottest seats in Washington is that held down by the director of the United States Information Agency. And just below it is a seat almost as hot — occupied by the man who runs the Voice of America, spreading the news of this nation in many tongues by short-wave, long-wave, tape and film.

Leonard Marks, an attorney with a flair for both diplomacy and journalism, has directed the USIA for the past two troubled years as if he had worked at it all his life. And he has maintained with Congress a rapport unequalled by any of his numerous predecessors.

Heading the Voice during most of Mr. Marks’s tenure has been John Chancellor, the first professional broadcast newsman ever to direct that intricate and sensitive organization. He has resigned to return to his chosen field as an NBC correspondent.

The appointment of John Charles Daly to head the Voice follows the praiseworthy precedent established in the selection of Mr. Chancellor two years ago. Mr. Daly knows news, domestic as well as international. He knows Washington and government too. Really, it’s his line.

In the Chancellor regime the Voice has adhered to the policy of playing the news straight in its broadcast overseas, although there have been pressures, as there always have, to slant reports to make the U.S. look good. This is a policy that we assume Mr. Daly will want to carry on. The credibility of America’s Voice will continue to depend upon its observance of the principles of journalism and not those of distorted propaganda.
Give the gang our best.

"Courtesy of Canada Dry Corporation"
Collins could sell FM transmitters for 20% less. All Collins transmitters could be sold for less. • Corners could be cut on transformers (narrowing safety margins for continuous operation). • Less shielding could be used against spurious radiation (sacrificing some degree of stability). • Standards on components, wiring, cabling and switches could be lowered. • Collins' rigid testing could be bypassed. • Meeting proper load conditions could be left to luck. • Money devoted to research and development could be saved. • Collins' 2-year warranty could be cut to the 1-year period of other manufacturers.

All these compromises could lower the price – as well as the quality, performance and reliability of the product – about 20%. But then Collins transmitters wouldn't be known for their careful engineering, conservatively-rated components, and precision manufacturing techniques.

Collins gives the broadcaster a discount in the form of quality and service. And that's worth a lot more than 20%.

For technical information on any FM transmitter ranging from 250w to 20kw, contact Collins Radio Company, Broadcast Communication Division, Dallas, Texas. Area Code 214. AD 5-9511.