Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Hollywood TV producers look to the season after next. p27
Network radio drops 7% as national spot rises slightly. p30
CPB passes in committee but House floor fight is ahead. p48
An extensive view of how foreign newsmen cover the U.S. p68

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Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations — every kind of television you need, all through one source: KPRC-TV, Channel 2, In Houston, Texas. All through one man: Your Edward Petry & Co. representative. And all paid for with one easy-to-handle monthly payment. One station, one man, one payment — that’s the one modern way to buy Houston television.

P.S. A friendly KPRC-TV representative is waiting for your call.

KPRC-TV
HOUSTON, TEXAS CHANNEL 2

"One station, one man, one monthly check to pay — that’s the modern KPRC-TV way!"

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut
"CATV broadens broadcasting by adding more local coverage"

"It's a fact of life that residents of small communities have interests of their own which rarely can be handled by metropolitan broadcasters. On the other hand, a small-community TV broadcasting station which specializes in local events can easily be courting financial disaster. CATV solves the dilemma.

"CATV can provide local services while extending the coverage of major broadcasting stations into the area. Local news and coverage of local sports events can be transmitted throughout the town. Parades and city commission meetings can be witnessed in the living room. Local clergy can provide devotional services. At the same time, CATV can provide sharp, clean pictures of all the major international, national, and metropolitan news and entertainment programs from broadcasters.

"There's no doubt about it, CATV gives the TV set owner a big bargain in program choice extending to the local level. Its value from a picture quality standpoint will be even more noticeable as more color TV sets are bought. Small community citizens are truly beginning to realize that CATV means COMMUNITY television in every sense of the word."

This statement courtesy of Union Lake Broadcasters, Inc.

Fred M. Wood
President
WMVB—WMVB-FM
Millville, N.J.
Charlotte Peters, the hostess with the mostest in St. Louis for almost two decades, delights her loyal fans daily with her live, completely unpredictable noontime hour of gaiety and song and famous faces. The Charlotte Peters Show is the only live variety hour in St. Louis, and St. Louis knows it!
The NFL exhibition games signal the beginning of another thrilling season of televiewing in the Dallas-Ft. Worth area. And in the nation's 12th ranked television market, pro-football televiewing means KRLD-TV. The November 1966 ARB television audience estimates show that the NFL football telecasts on Channel 4 delivered 274,000 homes and 455,000 adult viewers 21 and over per average quarter-hour in the 12:30 p.m. to 4:00 p.m. Sunday time period.

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

represented nationally by

The Dallas Times Herald Station

CLYDE W. REMBERT, President

BROADCASTING, August 14, 1967
House heats up

There's strong chance TV riot coverage will soon be subject of House Communications Subcommittee hearing. At closed meeting on ETV bill (see page 48) last week, Commerce Committee Chairman Harley Staggers (D-W.Va.) promised subcommittees, stalled since early spring by full-committee business, would be unleashed after this week's air-polllution hearing before parent body.

Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) said riot coverage and pay-TV issues have "top priority." Networks should put on record their riot-coverage policies and explicit instructions to news crews, he holds. Card-on-table approach should curb any trend to overcompetitiveness, make restraint in coverage feasible, he hopes. Mr. Macdonald also says subcommittee needs full updating on FCC's pay-TV plans to "clue Congress in" before decisions are made.

Plea for restraint

General managers and news directors of Los Angeles radio and TV stations were called to private meeting by Chamber of Commerce on Aug. 7 for briefing on civil disorders. Broadcasters were told that Los Angeles Negro community was considered explosive and were asked, in effect, to play it cool. It was suggested that if, for example, bomb was thrown somewhere, incident ought not to be reported for perhaps several hours until situation is under control.

Although meeting was arranged by Chamber of Commerce, it was held on behalf of "Committee of 25" made up of powerful civic and business leaders in Los Angeles. John McConie, former head of CIA, was chief spokesman at meeting. Others on committee, but not at meeting, include Norman and Otis Chandler of Los Angeles Times and financier Herbert Hoover Jr. Los Angeles county sheriff, Peter J. Pitchess, attended. No Negroes or newspapermen were there.

Sunday comics

CBS-TV is going after Sunday-morning children's market, starting network feed at 9 a.m. EDT, hour earlier than now. It's scheduling Tom and Jerry, now part of Saturday lineup but to be replaced there with other programming, and another cartoon, Underdog, in new Sunday-morning hour, effective Sept. 10. They'll lead into Lamp unto My Feet, which currently opens network's Sunday programming at 10 a.m. Till now, ABC-TV has only network in Sunday-morning children's field (9:30 a.m. to noon).

Beefing up

Network news competition during next summer's political conventions and campaigns promises to be keener than ever. Sources close to network say recent assignment of four additional news correspondents to Huntley-Brinkley news show (Broadcasting, Aug. 7) may be part of plan to build even stronger NBC political coverage team than it had in 1964. Network sources discount speculation that it augers extension of Huntley-Brinkley show from present half-hour to full 60 minutes.

News operations of NBC and CBS have studied extended news shows for some time and are confident they could handle lengthened format. But two big obstacles to longer news shows are station clearances and audience. Can viewers sit still for longer local news programs and hour network news? ABC says it gives hour news only cursory study.

These trips necessary?

TV commercials for theatrical films dealing with use of LSD, marijuana and other drugs by members of hippie generation are matter of concern to National Association of Broadcasters Code Authority. Most films are being produced by nonmembers of Motion Picture Association of America, so MPAA code can't be enforced. Current problem area is similar to one code got into few years back when major film houses were running sexy trailers on TV and code found trailers were more sensational than movies they were promoting.

Code staff has had complaints and queries from stations on advisability of running commercials for LSD-type pictures. Last week Howard Bell, code director, was in Hollywood talking to top film executives to see what can be done about problem.

Oz moves

"Wizzard of Oz," Judy Garland-Ray Bolger motion-picture classic that's been winning big audiences for CBS-TV for years, reportedly will move to NBC-TV starting in 1968. Word circulated Friday that NBC had signed exclusive-rights deal with MGM for sum described only as multi-million dollars.

Coloring the news

Strong swing to color in presentation of local news shows on TV stations will be reported to Radio-Television News Directors Association convention in Toronto Sept. 12-16. RTNDA survey drew returns from 80% of all commercial stations, showed three out of four now air at least part of their news in color.

Some other color findings by RTNDA: Total of 115 stations now process own color newscast, another 260 will install own processors by next year. In major markets stations also use fast-service commercial process houses.

Mail call

It's apparent pipeline leads from office of Senator John McClellan (D-Ark.) to National Community Television Association top echelon. Senator, chairman of Judiciary Committee which is studying copyright overhaul, received letter from Paul Comstock, National Association of Broadcasters' vice president for government affairs, opposing moratorium on CATV liability (which senator has been asked by CATV to propose). Within two hours after letter was delivered, Alfred Stern, Television Communications Corp., former NCTA chairman, and key figure in recent dialogue between some broadcasters and CATV operators, was on phone with NAB chairman, Grover Cobb, K.W., Great Bend, Kan., asking whether NAB intended letter to torpedo fledgling broadcaster-CATV talks. Cobb reply was "no," but NAB felt written restatement of its oral position was necessary at this time.
Every week, this man takes 1,764,000 Clevelanders for a ride.

His name's Jim Doney, and he travels extensively throughout the world to bring fascinating, original movies of its four corners into Cleveland's homes. And the people love it. So much so that Mr. Doney's program, Adventure Road, now appears for a full hour every weekday from 5 to 6 p.m. This is the kind of local programming that's created our strong relationship with the Cleveland viewer. We turn each other on.

WJW-TV CLEVELAND
We're turned on
Like Detroit auto designers, TV film producers already have their eyes on next year's projects. Initial outlook for 1968-69 season focuses on increasing number of longer programs. See ...

FOCUS OF INTEREST ... 27

Spot radio business inched forward slightly but network radio slid down 7% during first quarter to show overall revenue loss for radio compared to first quarter of '66. RAB looks to better second quarter. See ...

RADIO DOWN $1 MILLION ... 30

First half of year showed relatively few shifts in advertising agencies compared to last year. Only three accounts in over $10-million class moved this year compared to eight in 1966. See ...

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Regardless of what broadcasters say or do, World Trade Center is going to be built and many viewers in New York metro area will have at least one year of interference with their TV signals, Lee reports. See ...

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Stanton, Goodman tell Scott they don't hold with suggestion that media create 'code of emergency procedure' to deal with riots. Stanton also hits charge of network gives militant disproportionate time. See ...

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Reardon seems adamant in having his report go through ABA as it stands with no more concessions to media. Feeling comes from representatives at ABA's Honolulu meeting. Fight will go to House of Delegates. See ...

ABA'S NEWS MUZZLE ... 66

U.S. has become focal point of world news and foreign newsmen have been flocking to its shores making it most extensively covered nation on world radio-TV. Recent improvement noted in balanced coverage. See ...

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AMERICAN BUSINESS PRESS, INC.

BROADCASTING, August 14, 1967
what is an *influencible*?

One of the lively ones. Intense, interested, keenly attuned. This vital market of young adults has tremendous buying power, and Storz radio reaches them. The influencibles are mostly Young Marriages with children, so chances are they're in the market for your product or service. Concentrate on this lively, responsible audience and get sales action fast. Influence the influencibles.©

STORZ

WDGY Minneapolis-St. Paul
(KXOK St. Louis (RAR, Inc.)
(KOMA Oklahoma City (Blair)
(KXOK St. Louis (RAR, Inc.)
(WTIX New Orleans (Eastman)
(WQAM Miami (Blair)

BROADCASTING, August 14, 1967
possible clearing in copyright haze

broadcasters meet Tuesday (Aug. 15) with copyright office and congressional staff members on CATV problems—interim legislation proposed to temporarily exempt CATV and major copyright revision bill now stalled in Senate Judiciary Committee.

controversy over CATV copyright liability is boiling anew in Washington amid reports CATV interests are prevailing on Justice Department to ask Supreme Court to hear appeal on United Artists—Fortnightly Supreme prevailed amid reports CATV interests.

Senate temporarily exempt CATV professional Broadcasters

Lee rolls through

Less than 24 hours after Commerce Committee approval, Senate confirmed appointment of FCC Commissioner Robert E. Lee to third seven-year term. Senate passed nomination without objection at start of business Friday (Aug. 11).

Senate Commerce Committee gave favorable report to Lee's nomination Thursday, following brief hearing conducted by Communications Subcommittee Chairman John O. Pastore (D-R. I. 10 days ago (Broadcasting, Aug. 7).

W. Ford (president), Bruce Lovett (general counsel), Alfred Stern (past chairman and chairman of ad hoc copyright committee) and Jack Crosby (chairman); George Hatch, KUTV(TV) Salt Lake City; Charles Woodard, Westinghouse Broadcasting Co.; Robert Beisswenger, president, Jerrold Corp., and Harry Plotkin, Washington communications attorney.

Present from copyright office were Mr. Kaminstein; Barbara Ringer, assistant register of copyrights, and three others. Edd Williams, assistant counsel for Senate copyright subcommittee, and Herbert Fuchs, counsel for Senate copyright panel, represented Hill interests.

Set to attend tomorrow's meeting are individual broadcasters, National Association of Broadcasters, Association of Maximum Service Telecasters, and all-channel television society.

Third meeting with copyright holders is scheduled for Thursday (Aug. 17).

ABC joins opposition to Scott's proposal

ABC Inc. Vice President James Hagerty on Friday (Aug. 11) joined CBS President Frank Stanton and NBC President Julian Goodman in rejecting recommendation by Senator Hugh Scott (R-Pa.) that networks and wire services adopt "code of emergency procedure" to govern news coverage of racial riots (see page 60).

It was also learned Friday that AP General Manager Wes Gallagher and UPI President Mims Thomason had also replied to Senator Scott in strong terms. Mr. Thomason is said to have expressed concern that "member of the U. S. Senate holds [the] belief" that news media contributed to recent civil disorders.

Mr. Hagerty wrote Senator Scott that while ABC had no objection to discussing urgent problem of disorders "with anyone who could be helpful," it had "serious doubts" that federal or local and state government authorities should seek to impose any guidelines or restrictions on media coverage of any news.

"We feel that our editorial responsibility and discretion, in the main, has been good and in the public interest," he continued. "But I hope we would never close our minds or our actions to any constructive suggestions in an area that is of deep and continuing concern to all of us."

Spokesman said Senator Scott was "very pleased" with all responses. Action resulted in "discussion at great length" on complex issue, provoked thought, aide noted.

More movies on TV produce bigger shares

movies on television claim bigger audience share as movie exposure on air grows. A. C. Nielsen Co. indicated Friday (Aug. 11) in report on three-year trends. Audience composition has included heavy share of larger households where lady of house is under 50, Nielsen said, while households of middle and lower-income groups viewed more than those in lower-income levels. In fall quarter 1966 (five nights of movies) films attracted 37% share of audience in same period 1965 (four nights of movies) 35%, and in 1964 three movie nights) 34%.

HHH asks DJ's help

Vice President Hubert H. Humphrey Friday (Aug. 11) appealed for support of U. S. disc jockeys to wage "on-the-air" campaign for better schools, more jobs and recreation for young people. His speech, recorded for delivery at Atlanta-held national convention of National Association of Radio Announcers, urged DJ's to play recorded announcements from entertainers, athletes and others in public life that stress children should stay in school or return if they have dropped out.

"More people listen to you," he said,

Once more into courts

complex WXXL Harriman, Tenn. case, which has been through four judicial sessions, may have still another day in court. Friday (Aug. 11), WXXL filed notice of appeal in U. S. Court of Appeals for District of Columbia, against FCC's Aug. 9 decision that denied station's application for AM construction permit and ordering it to cease operation on Aug. 15. Commission had based its decision on finding that F. L. Crowder, WXXL owner, had trafficked with his prior broadcast properties (see page 52).
**WEEK'S HEADLINERS**

![Mr. Chesley](image1.png)  
Mr. Chesley

![Mr. Raidt](image2.png)  
Mr. Raidt

**executive VP in Chicago, elected president and will return to D'Arcy's New York office. Daniel H. Lewis, executive VP in San Francisco, elected vice chairman of board and corporate creative director, new position. He will continue to operate from San Francisco.**

**George J. Abrams, senior VP and marketing executive, William Esty Co., New York, resigns and will join another firm next month. He was former advertising VP of Revlon Inc., and Block Drug Co.**

**For other personnel changes of the week see FATES & FORTUNES**

Mr. Abrams

“and to the music you play than listen to me and the words I speak.” He concluded: “We can help our young people help themselves, and that's what they really want to do. They want a chance.”

**IAD has its own fairness guidelines**

Institute for American Democracy Inc., Washington nonprofit organization formed year ago to combat right-wing extremists among others, announced Friday (Aug. 11) that it had urged 100 prominent church, labor, civic and business leaders to demand free reply time whenever they are subjected to personal attack.

Letter, over signature of Chairman Dr. Franklin H. Littell, calls attention to fact that FCC's new fairness rules become effective today (Aug. 14). New rules, adopted last month, codify previous fairness doctrine policies into regulations (BROADCASTING, July 10). One effect of rules is that broadcasters who fail to notify subject of personal attacks may be fined up to $10,000.

IAD letter went to 100 citizens “likely to be receiving end of personal attacks,” of whom 70 are members of association’s board of sponsors. These include cross-section of public leaders and include Steve Allen, Thurman Arnold, Hodding Carter, Senator Clifford P. Case (R-N. J.), Senator Gale McGee (D-Wyo.), Ralph McGill, Mrs. Esther Peterson, Walter P. Reuther, Dore Schary.

**Colo. CATV decision is due tomorrow**

Colorado Springs city council meets Tuesday (Aug. 15) to decide who gets CATV franchise, following hearing on Aug. 9 where three applicants submitted bids for cable operation, highlighted by Vumore Inc. offer to pay city up to 35% of gross receipts annually. Vumore is owned by RKO General Inc.

Rocky Mountain Cablevision, controlled by Foote, Cone & Belding, offered city up to 11%; Colorado Cablevision, combination of KRTV (TV) that city, Time-Life Broadcast, Westland Theaters Inc. and Televents Inc., offered 10%

Rocky Mountain also recommended that council franchise two systems and let market place competition prevail.

Among spokesmen for Rocky Mountain were Newton Minow, former FCC chairman, now Chicago attorney; Louis E. Scott, FC&B executive; for Vumore, Bill Daniels, Denver; for Colorado Cable, Rush Evans, KRTV executive vice president.

Fourth applicant, Telerama Inc. (multiple CATV owner principally owned by Scripps-Howard Broadcasting), failed to submit bid.

**D-F-S bounces back**

Dancer-Fitzgerald-Sample's dark week was brightened bit with announcement Friday (Aug. 11) that agency had been awarded Sterling Drug's Cope account, which is expected to bill from $4.5 million to $5 million. Earlier in week, D-F-S lost $10 million Falstaff brewing account to Foote, Cone & Belding (see page 45). Cope had been with N. W. Ayer & Son.

**CBS gets piece of Bay Area CATV**

CBS said Friday (Aug. 11) it had acquired 49% interest in CATV system in San Francisco area, making its entry into CATV in U. S. CBS exercised option acquired in October 1965 (BROADCASTING, Nov. 1, 1965) for minority interest in Television Signal Corp., CATV operator in San Francisco. CBS has minority interests in systems in Vancouver and Victoria, both British Columbia.

San Francisco and British Columbia stations are owned by Canadian Wirevision Ltd., principally owned by Van Dyk Investments Ltd., multiple Canadian CATV owner.

In announcing purchase, Merle S. Jones, president of CBS Television Stations division, said network "has always felt that CATV performs an essential role when it serves subscribers who are unable to receive adequate off-the-air television broadcast service."

CBS had said in 1965 that it would not exercise its option in TSC until pending copyright litigation was resolved, but Mr. Jones said Friday, that CBS expected resolution to come sooner. Issue is still in courts.

**Blair earnings down**

John Blair & Co., New York, station representative, reported Friday (Aug. 11) decreased earnings and revenues for first six months of 1967.

For period ended June 30:

- **Earnings per share**: $1.64  
- **1967**: $1.05
- **Gross revenues**: 5,667,599  
- **1967**: 5,730,834
- **Net earnings**: 1,055,278  
- **1967**: 1,111,336
- **Shares outstanding**: 1,817,377  
- **1967**: 1,056,400

**Hawaiian Open via satellite**

Plans for what's described as first live sports telecast from Hawaii to U.S. mainland are being announced today (Aug. 14). Via Lani Bird satellite, Hawaiian Open golf tournament will be carried in color on NBC-TV on Nov. 4 (6:30-7:30 p.m. EST) with sponsorship of 3-M Co. via MacManus, John & Adams and United Air Lines through Leo Burnett.

**More on drawing board**

Add two more projects to program development deals 20th Century-Fox TV has made with ABC-TV. They are Tales of the Unknown, hour anthology series, and The Ghost and Mrs. Muir, half-hour comedy. Both are aimed at 1968-69 season (see page 27).
"Channel 2 did much the best TV job of covering the tragic Newark race riots and generously shared the film last night with non-commercial Channel 13."

BOB WILLIAMS, NEW YORK POST, JULY 15

"WCBS-TV is on the job with Newark riot special. Channel 2 can take a bow for delivering a half-hour report yesterday afternoon on Thursday night's rioting in Newark. In addition to excellent films of the outburst, the 1 PM telecast, which preempted '2 at One,' showed Governor Hughes' press conference, plus interviews with Negro leaders, Newark's Mayor Hugh J. Addonizio and eyewitnesses. Reporters Chet Curtis and Martin Steadman provided firsthand accounts and gave background...."

KAY GARDELLA, DAILY NEWS, JULY 15

"[WCBS-TV], which has given an outstanding coverage of the tragedy, devoted another special to the gory outbreak during the evening."

BEN GROSS, DAILY NEWS, JULY 17

"The Ch. 2 'Newsmakers' program abandoned a chat about Mayor Lindsay's 'Summer Task Force' and switched to the tragic social battle-ground of Newark. The result was a 'live' interview with Mayor Addonizio and Gov. Hughes. Ch. 4 at the time was replaying an old repeat... Ch. 7 also was preoccupied with programming echoes.... Ch. 2 again wisely dropped a scheduled 'Eye on New York' replay and instead went for an 'Eye on Newark' venture, in which its reporters were given an opportunity to express their viewpoints on the violence.... It was a remarkable day for good local TV journalism on the part of Ch. 2. By the time Ch. 4 got around to 'special' attention to the Newark story at 11:15 last night, there was another big story brewing, the rail strike...."

BOB WILLIAMS, NEW YORK POST, JULY 17

"The depth and drama of the [WCBS-TV] television coverage impressed New York viewers who registered shock at the graphic depiction of the 'battle zone' a few miles away."

EDITOR & PUBLISHER, JULY 22

"Friday's 6 p.m. news on WCBS-TV had an excellent riot wrapup lasting through the first half hour of the show... well ahead with the up-to-the-minute report."

VARIETY, JULY 26

Proving Ground

It is in time of public emergency that it becomes most clearly apparent why WCBS-TV maintains the largest and most professional local television news staff in the country. Not content to rely on news wire services or simply to broadcast highlights of a major story, WCBS-TV News is able to throw the skills and experience of nearly 150 seasoned news professionals into providing on-the-spot live (and/or film) coverage plus background, cause and effect as well. From many locations at once.

The repeated notice taken by the press of the WCBS-TV News riot coverage confirms what has been apparent for some time to viewers: that WCBS-TV News has set new standards for broadcast journalism, and in doing so has surpassed all others, by far, in the dimensions of its service to the community.
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.

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

Indicates first or revised listing.

**AUGUST**

**McHUGH** Television & Advertising Consultants

**McHUGH & HOFFMAN, INC.**

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313 614-9400

DATEBOOK

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

**Indicates first or revised listing.**

**AUGUST**

Aug. 13-17—Second Interociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronic 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—Deadline for reply comments on proposed FCC rulemaking 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. 14—Sixth annual TV day of the Georgia Association of Broadcasters. Regency Hyatt House, Atlanta.


Aug. 22—Annual stockholders meeting, Rollins Inc., to elect four directors and vote on amendment of charter authorizing issuance of 500,000 shares of preferred stock in addition to present 6 million common and 4.5 million class B common. Bank of Delaware Bldg., Wilmington, Del.


Aug. 25—Deadline for comments on FCC’s proposed replacement of VHF translator rules and policies regarding competitive problems and increased effective service.

Aug. 25-27—Fall meeting of the Virginia Broadcasters Association. Speakers include Grover C. Cobb, KVGB Great Bend, Kan.; Don Miller, NAB general counsel; George Huntington, executive vice president, Television Bureau of Advertising; and Jack Harvey, Blackburn and Co. Greenbrier hotel, White Sulphur Springs.

Aug. 28-30—Board of directors meeting, National Community Television Association, Washington.

Aug. 28-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future." Films entries of television film or video tape production 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, 1-13 Bundesliga, Berlin 15.

**SEPTEMBER**

**McHUGH & HOFFMAN, INC.**

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313 614-9400

**SEPTEMBER**

Sept. 1—Stockholders meeting, Gannett Co., for purpose of recapitalizing preliminary to offering stock to public. Rochester, N.Y.

Sept. 9-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television, Minneapolis.

Sept. 10-15—Sixth advanced advertising management seminar conducted under the auspices of the advertising management development committee of the Association of National Advertisers. Hotel Hershey, Hershey, Pa.

Sept. 11—National Broadcasters Club member-guest golf tournament, reception and dinner. Washington Golf & Country Club, Gaithersburg, Md.


Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Waiselwski, NAB president, and Howard Bell, director, NAB Code Authority. Downtown hotel, New Orleans.

Sept. 15-16—Meeting of the Maine Association of Broadcasters.


Sept. 16-17—102nd semiannual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.


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


Sept. 22-24—Southwest area conference of **McHUGH & HOFFMAN, INC.**

**McHUGH & HOFFMAN, INC.**

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Birmingham, Mich. 48011
Area Code 313 614-9400

**NAB FALL CONFERENCES**


Oct. 30-31—Sheraton-Boston, Boston.

Nov. 9-10—President hotel. Kansas City, Mo.

Nov. 13-14—Brown Palace hotel, Denver.

Nov. 15-17—Stater Hilton, Los Angeles.

Nov. 20-21—Palmer House, Chicago.
who needs it?

Fair question. More than a quarter of a million families have been enjoying excellent reception on KELO-LAND TV right along. So who's to thank us for this new, 2,000-ft. tower? The “thank you” notes in our mailbag come from 79,210* new tv families, who move into the KELO-LAND orbit this month. Starting in mid-August, KELO-LAND’s Channel 11, Sioux Falls, becomes the new prime vhf source of CBS shows for these 79,210 additional families. We’re pleased as punch to be entrusted with CBS service to 79,210 additional homes. Naturally, we’re pleased also to provide the advertiser with that many additional tv households – more than 270,300 men, women and children added to the KELO-LAND AUDIENCE. You can thank our new 2,000-ft. power tower for that.

*Additional tv homes in Grade B area.

KELO-tv 11 Sioux Falls, S.D., interconnected with KDLO-tv, KPLO-tv

kebo.lan.d tv

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Facts in focus... the NSI PROGRAMS IN PROFILE

- A market-by-market report on the performance of all qualifying Network Programs.
- Published in Fall and Spring

For complete details, call, wire or write

Nielsen Station Index

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the American Women in Radio and Television. Tulsa, Okla.
Sept. 24-25—Meeting of the Texan Association of Broadcasters. Commodore Perry hotel, Austin.

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


Sept. 28-27 — Executive committee meeting, National Community Television Association. Washington, D.C.

Sept. 27—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Sept. 27-29—Meeting of the Tennessee Association of Broadcasters. Mountain View Lodge, Gatlinburg.


Sept. 28-Oct. 4—Japan Electronics Show sponsored by the Electronic Industries Association of Japan. Minato International Trade Fair Grounds, Osaka City, Japan. For information contact EIA-J at Electronic Section, Japan Light Machinery Information Center, 477 Fifth Ave., New York.

Sept. 29—Deadline for comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting; and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

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FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Sept. 18-19—Hilton Inn, Dallas

Sept. 21-22—Hilton Inn, Atlanta

Sept. 27-28—White Plains hotel, White Plains, N.Y.

Oct. 16-17—The Dearborn Inn, Detroit

Oct. 18-20—O'Hare Inn, Chicago

Oct. 23-24—Hyatt House, San Francisco

Hilton hotel, New York.


Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 17-18—Conference on news coverage of women. Sponsored by Community Relations Services, Department of Justice, American Civil Liberties Union and American Jewish Congress. Columbia University School of Journalism, New York.

Oct. 18—"Man of the Year" luncheon sponsored by The Pulse Inc. Plaza hotel, New York.


Oct. 20-22—Deadline for reply comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting; and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.


Oct. 23-28—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television, Seville, Spain. For information contact: National Catholic Office for Radio and Television, Rockefeller Plaza, New York 10020.


Indicates first or revised listing.

BROADCASTING, August 14, 1967
Most of the time, bassoonist Peter Neumann thinks about computers for Bell Telephone Laboratories. Even at home, he can hook into a computer via a remote console.

Peter and a Bell Labs group are pioneering a way for many different researchers to share computer resources and computer programs simultaneously. The “one job at a time” method is too slow for much Bell Labs work and doesn’t make most efficient use of data files and program libraries.

Peter and his colleagues have been hard at it for two years and have already implemented and proved major portions of the system. Some day this work will, in effect, give every Bell Laboratories scientist his own computer so he can tailor his own program of mathematical computations from the program library. Dozens of others will be able to use the machine at the same time.

The more easily telephone company people can use computers, the more ideas we can tackle sooner and the more time-saving ideas will reach your home to save you time for bassooning, boating, bowling, or even computing.
Clear channels are needed

EDITOR: I am hardly jumping with joy over the piece headed “Swan song for clear channels” in the July 31 Broadcasting.

I think you would appreciate fully how I feel, not only because of all the years I have worked in behalf of clear channels, but the fact that when I assumed the post of executive director of the group [Clean Channel Broadcasting Service] on a fulltime basis in February of 1949, I was told that I was “foolish because there won’t be a clear channel left in six months.”

Eighteen years have passed and our case is stronger than ever in spite of the threats faced now by wcco Minneapolis, wcju Philadelphia, and I might add, wgn ... If there is one thing that New York City does not need it is another fulltime station. I think you will concede to me also that if the radio station [wnyc] needs to cover the five boroughs of New York City, 50 kw is not required. On the other hand, wcco, a truly great station, always performing in the public interest, not only needs to be held inviolate, it should be given power of 750 kw or more to reach the vast farm and ranch areas that desperately need service in the upper Midwest and the Northwest.

The tragedy of other clear channel “breakdowns” over the years is that the new station(s) is usually found in another large city or suburb of same. Therefore, there is no gain for the so-called “white” areas and actually, with a few possible exceptions, these “white” areas can’t sustain, economically, any type of worthy radio operation. They must be reached from the major markets where there is revenue of substance to support the service of a great clear-channel voice such as wgn ...


CATV and broadcast interests

EDITOR: Concerning the letter of Fred Weber, executive vice president, Rust Craft Broadcasting Co. [Broadcasting, July 24], attacking CATV systems: What Fred Weber is saying today is somewhat of a rehash of what he told Kenneth Cox (then special counsel to the Senate Commerce Committee on broadcast matters and since 1963 an FCC commissioner) at a hearing of the Senate subcommittee investigating CATV back in 1958.

At that time Mr. Weber accused the operation of the CATV system in Ventnor, N. J., with being the main cause of his failure to operate a UHF station in Atlantic City back in 1953-
HIPPIES HATE US.

Teeny-Boppers tune us out. Flower-Folk flip us off. But nobody reaches Total Men 18 plus more efficiently* in the Metropolitan New York Area in combined AM and PM drive time than WVNJ. Got a client with a product for big boys? Put it where the grown-ups are. ON WVNJ. THE GROWN-UP SOUND OF TODAY.

62 AM/100 FM WVNJ

*ARB April/May, 1967; Based on estimated 12x rate SRDS, June 1967

Now Sold Nationally by H-R Radio Sales
WCCO Radio Delivers...

56.5%

Share of Audience!

During the average half hour, WCCO Radio attracts 144,400 listeners. A 56.5% share of audience—or more listeners than all other Minneapolis-St. Paul stations combined! It’s the greatest share ever recorded anywhere in the nation by Mediastat. Record-setting acceptance for your sales story on WCCO Radio!

Source: Audience data based on Mediastat estimates, April-May 1967. 85-County Survey Area. subject to qualifications which WCCO Radio will supply on request.
nearly one million more listeners
than any other Twin Cities station

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1954, even though the CATV system had less than 300 subscribers at that time.

Mr. Weber has been calling for regulation of CATV to protect broadcasting for the last 12 or 13 years, constantly reiterating the point that if CATV expands, broadcasting is going to be harmed. The fact remains that during all of this period CATV has expanded tremendously, but so has broadcasting. Facts further point out that with more and more TV sets being sold each day—many of them of the portable variety and more with color reception—broadcast interests will be helped rather than harmed by cable services.

I guess the best thing to say for Mr. Weber's letter is “What's new?”—Milion J. Shapp, Philadelphia.

(Editor's note: Mr. Shapp, former president of Jerrold Corp., CATV multiple owner and equipment manufacturer, and Democratic candidate for governor of Pennsylvania, recently returned to the CATV industry as chairman and treasurer of Cicca Corp. [Broadcasting, May 15].

Coverage of Detroit's riot

Editor: As a Detroit resident and a Motor City programer, I was quite impressed with your report of the riot coverage as it appeared in July 31 issue.

I cannot agree with your comment that "Cklw aired reports not quite as extensively as the U.S. outlets." It is only natural that we feel Cklw did the best job of covering the disturbances in Detroit.—Paul Drew, program director, Cklw Windsor, Ont.

Praise for FM report

Editor: Please accept my compliments on your excellent report on FM [Broadcasting, July 31]. We who are working and struggling to bring this new medium to the attention of the advertisers need more articles like this one to inform the agencies and clients. This is by far the best thing done on FM...—Roger Coleman, president, Roger Coleman Inc., New York.

Demand for FM report

Editor: Please enter our order for 100 reprints of the Special Report: FM Broadcasting from your July 31 issue.—George D. Snell, secretary-treasurer, KBAY(FM) San Jose, Calif.

Editor: Please send me 25 reprints of the special report on FM broadcasting...—Bill Stewart, national program director, McLendon Stations, Dallas.

(Reprints of the Special Report: FM Broadcasting are available at 50 cents each, 25 cents each in quantities of 100 to 500, and 20 cents each for over 500. Order from reprints of the broadcasting Publications Inc., 1735 DeSales Street N. W., Washington, D. C. 20036.

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Editor and Publisher: Sol Taishoff

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Bureaus

New York: 444 Madison Avenue, 10022. Telephone: (212) 787-0100.

Editorial Directors: Rufus Crater; Senior Editors: David Berlyn, Rocco Famiglietti; Associate Editors: Michael Hornberger; Staff Writers: George DePue, Phil Fittselli, Judith Orlovens; National Sales Manager: Warren W. Middleton; Institutional Sales Manager: Eleanor R. Manning; Eastern Advertising Manager: Greg Mansfield; Advertising Assistant: Laura D. Gerenu.

Chicago: 360 North Michigan Avenue, 60601. Telephone: 312 236-4118.

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*Reg. U. S. Patent Office

Copyright 1957, Broadcasting Publications Inc.
Ball Brothers Research Corporation has acquired Miratel Electronics Company. Our reasons are easily defined. At Ball Brothers Research, we make special effects generators, waveform monitors, video and pulse distribution amplifiers, and automatic gain control equipment. But no monitors. Miratel Electronics makes a complete line of black-and-white monitors, as well as color monitors and transistorized display devices. By combining our collective experience, we can establish BBRC/Miratel as a major provider to the broadcast television industry. So that's what we're going to do.
Tapping the TV audience that doesn’t watch

The why behind General Telephone & Electronics’ major move into television in January 1966 is simply explained.

As we became more diversified—for example, the addition of Sylvania to the corporate family—it appeared necessary for us to expand our advertising to reach a wider audience.

Until that time, the main objective of our advertising had been to let the business community know who we were and how we were growing. We aimed at the financial community, through sponsorship of classical-music programs on radio in major cities.

But then the how. We could have sponsored a comedy about teen-agers, a soap opera or a western. We didn’t want to. We wanted GTE to be associated with programming that our company would be proud of and that we as individuals would want to watch. We wanted our TV programming to reflect the quality of our product lines. And we believe it’s good business to have a concern for the public good.

For openness, we chose CBS News in 1965 to begin our television commitment. CBS News presented us with a choice of documentary programs that we felt were exciting and important adventures in television programing. We chose 14. Each was different, and each was selected out of respect and consideration for the people we were inviting to view it.

**Nonwatchers** In the commitment, however, we were prepared to do more than just “pick up the tab” for stimulating, informative fare. We intended to make a concerted effort to use these programs as vehicles that would serve to reach audiences that ordinarily do not watch TV.

But don’t misunderstand. Though GTE sought identity with those dedicated to quality-TV programing, the plunge was not a crusade.

If through our efforts people were made cognizant that even in the so-called “vast wasteland” there are oases, that would be an extra dividend.

We were after those people concerned with the problems of the world, while fulfilling our responsibility to the wider community.

Our self-imposed task of reaching the non-television watcher might have seemed Herculean, but we were prepared to accomplish our goals.

We backed our TV commitment with extensive promotion. Presidents of the GTE family of 21 companies were informed. Each company launched campaigns to inform its personnel and its customers of our programs. Shareholders received special material.

The telephone companies’ customers received material about our TV commitment in their monthly phone bills. Sylvania’s distributors and dealers were advised. Our employees could be depended upon to spread the word to friends and relations. Plant newspapers and bulletin boards were used.

We retained a public-relations firm (Joe Wolhandler Associates) that, because of past accomplishments in the news-documentary field, was considered expert in gaining audiences. This firm was charged with the responsibility of reaching the vast “disenchanted audience” and informing them of GTE’s TV programs.

**Interested Groups** For “Men in Cages,” a film of life within the nation’s prisons, we were in touch with sociological organizations, including the sociology departments of all major universities. For “Inside Pop: The Rock Revolution,” we informed every top disk jockey and 50,000 teen-age fan clubs, and for “The Old College Try,” which showed the ways of applying for college, we notified over 20,000 high schools and universities.

We proved our point. The praise we received from the press and public convinced us that our choice of programing was what we had hoped it would be.

Our campaign to gain audiences for the programs can best be exemplified by the ratings: Our shows scored substantial gains in general over all other news-documentary programing.

Research showed a growing public awareness of General Telephone & Electronics and a wider knowledge of our company.

**Second Effort** We got out of our well-trimmed boat, but we didn’t wade. We swam, we splashed, we made waves. And we felt the time was right to develop a more adventurous television effort with broader public appeal.

We have accepted the challenge to sponsor what could be the most noteworthy programs of the coming year, *CBS Playhouse*.

Many deplore the disappearance of live drama from TV, the golden age of television when live contemporary drama was produced, the period of discovery of new talented producers, directors and writers.

*CBS Playhouse* is a courageous attempt to effect a renaissance of TV programing. Leading producers, together with talented writers, will present live, contemporary plays, this coming season.

The first of this series of dramatic specials using original scripts—Loring Mandel’s “Do Not Go Gentle Into That Good Night”—will be presented on Tuesday, Oct. 17.

We are excited at being a part of this series of programs. Moreover, in the interest of giving more than just our advertising money to stimulate the public’s interest in these programs, we are again prepared to use every possible means to insure its success, backing our sponsorship with an extensive promotion campaign.

Just a few days ago we announced that there would be no commercial interruptions during “Do Not Go Gentle Into That Good Night.” The story line of this meaningful drama shall not be disturbed.

Is there a better way of proving one’s sincerity in serving the public interest?

---

George P. Norton has been vice president, advertising, General Telephone & Electronics Corp., New York, since April 1959. He joined GTE in 1949 as personnel director of the General Telephone Co. of the Southwest, and moved to New York in 1952 as public-relations director of the General Telephone Service Corp. Mr. Norton is credited with motivating GTE’s entry in television as a major advertiser in January 1966. Mr. Norton is a graduate of Williams College.
When we decided to change the Merv Griffin show to color, we weren't just thinking of Merv.

We were thinking of Baby Jane Holzer's beautiful blonde hair.
And Abbe Lane's pink sequin evening gown.
And Gloria Loring's enchanting green eyes.
And Jean Shrimpton's bright orange feather boa.
In short, we were thinking that Merv's usual bunch of unusual guests deserve to look every bit as colorful as they sound.
And starting in September, they will.
For color availability in your area, contact WBC Program Sales, Inc., 240 W. 44 St., N.Y., N.Y. (212-736-6300).
They serve the same fundamental purpose. True! Both transport people and things from here to there. But, admittedly, only the cable car, like beautiful KABL Music, is very San Francisco. Only one other radio station faithfully reflects its lush, splendid beauty. That, of course, is even-more-dazzling KABL in stereo-fm.

**KABL-am and KABL-fm**

A dazzling spectrum of sound bathes the shimmering San Francisco Bay like a soft, refreshing dawn shower. KABL Music, both am and stereo-fm, now available in combination.

... as distinctive (and unforgettable) as a Powell Street cable car!

**KABL Music**

960 on the AM Dial / 98.1 on the FM band  
24-hours a day on both Bay Area dials  
National Representation: The Katz Company
Focus of interest fixed on '68-69

Although network fall TV programs haven't begun, Hollywood producers have already turned their attention to plans for the year to follow.

It is still a month before television's 1967-68 season and yet all through the networks and the Hollywood film factories most of the creative stirring is about the 1968-69 season. Suddenly out of the summer doldrums, the industry was showered this month with a crescendo of future-season tidings. It was almost as if program suppliers, acutely aware of buyer apathy to this fall's product, were saying: Don't let it worry you, fellas: wait 'til you see next year's line.

ABC-TV broke things by announcing that it has signed Harold Robbins, the hottest (an adjective describing both his content and popularity) novelist in the country, to develop an original work for presentation on television during the season after the coming one. It will be a unique project, the network promises, breaking out of the time barrier by being allowed to develop in as many episodes or chapters as will be necessary to tell the story (Broadcasting, Aug. 7).

Not to be outdone, NBC-TV came out with its own startling indication of things to come a year hence. In a surprise announcement last week it unveiled a sneak preview week of special programs scheduled to play Sept. 5-9, just prior to the start of the network's 1967-68 lineup and designed to get that season off to a rousing beginning. But the special programs, eight in all, have another more interesting identity. Some were produced as pilots for last season, others for the coming season, but most now are candidates for either second-season replacements in January or for presentation as new series in 1968-69 (see page 29).

On the heels of the network announcements, MGM-TV, one of the industry's major program suppliers, disclosed an ambitious project of its own. The studio is developing a 90-minute weekly series based on the best-selling novel and hit 1959 movie "Anatomy of a Murder." The project, aimed for the 1968-69 season, marks MGM-TV's first try at a 90-minute program series.

Another Surprise • Still not out of twists, ABC-TV now indicates that it has signed a second leading novelist, William Goldman, to create an original work for television. This project would follow the lives of a number of basic young-adult characters by way of a regular weekly hour-dramatic series.

No question, it is clear from this month's developments that while the table is set for a new season of offerings the pot is boiling for the next meal. And though the smoke of preparation still swirls a speculative haze over the scene some significant trends appear in the making.

The most overriding development, from which almost all else stems, is the move towards longer form programming. The 100-minute (with 20 minutes of commercials and nonprogramming material added to make two-hours) "World Premiere" movies that Universal TV made for NBC-TV last season were the test. They were generally evaluated as a solid success. The key thing was that the movies, serving in essence as long pilots, gave NBC-TV three series, Dragnet 1967, Ironside and The Outsider.

Additionally David Dortort's High Chaparral was produced in a two-hour form so that it could be scheduled as a feature if it didn't sell as a series (the property was sold and is scheduled as an hour series in the coming season).

The feasibility of the long pilot approach is that there's little if any waste. If the two-hour project fails as a series possibility, there's always the feature route to take. If it makes the grade as a series, it can be a two-partner in that context or programmed separately as a feature. It's a case of having your cake and eating it too.

Longer Programs • Thus the time of the long pilot—the double and triple duty pilot—was born and it has now been accepted as logical and standard operating procedure by all the networks and most film producers. The reason,
as it always has been for change in this volatile business, is economics. In may-
be only the last four seasons the cost of bringing in a half-hour pilot has
zoomed from $85,000 on the average to $250,000; the tab for an hour pilot
during the same time has escalated from $150,000 to $500,000. And these are somewhat conservative estimates.

The saturation point was reached. The traffic, meaning the producers, has
taken all it can bear. A deficit-financing syndrome infects the film industry and the antidote for this spring became
committment. The program suppliers demanded that the networks put up all the money for pilots before they turn a camera.

Faced with such widespread and deep-rooted discontent, not wanting to assume the inevitable deficit financing that goes with producing conventional pilots, the networks have embraced the all-purpose long pilot. Then, too, they have decided—again based largely on public reaction to specials—that TV viewers want to get more involved in pro-
grams, are looking for something of more substance.

More Long Shows = As a result there's likely to be more 90-minute series in 1968-69 and maybe even a two-hour series other than feature films. Logistics for such ambitious undertakings are tricky, but even if pro-
duction complications prove too much for most programers at the very least the continuing rising tide of hour shows should out-splash half-hours.

Longer-form programming, virtually bound to show the holes in gimmick, one-gag, contrived programs, is equally certain to lead to presentations that stress the reality of the times. Even most upcoming comedies seem to be based on more realistic relationships between people. The feeling among most of the makers of 1968-69's produ-
ct is that network television may be ready for a time of greater substance.

This is decidedly not good news to some independent program producers. The longer the program required, the more involved the logistics, the greater the need for facilities. This is an equation independents find difficult to master. They're either going to have to develop a relationship with a net-
work apparently (if they haven't al-
ready) or concede the game to the maybe half-dozen major program pro-
ducers.

The whole business of pilot-making has become a slower, more judicious and consequently more selective process. The shotgun approach is out and probably for good. The networks, in-
stead, have become marksmen, firing away only when they can see potential revenue in their sights. It's still too early to tell what the final totals will be but for now it ap-
ppears that ABC-TV will develop may-
be 20 projects for the 1968-69 season, markedly less than the number pre-
pared for the coming campaign. NBC-
TV probably has about 25 projects go-
ing, again fewer than last year at this time. CBS-TV indicated last month that its programing department has been weeding 598 presentations for the 1968-
69 season but has ordered only 41 scripts. As of July a mere six pilots had been commissioned, but the outlook is that the network will wind up with a total of about 25 projects before this somewhat progressive summer-fall pro-
duction period turns into winter.

Following is a network-by-network breakdown of some of the program commitments either already made or in the making for 1968-69 (or are possible replacements shows for the coming season):

**ABC-TV**
The Crooked Man: hour mystery-
adventure which was originally made as an hour pilot that didn't sell last season and then expanded into two-hour fea-
ture for television and now being spun-
off as hour series. It stars Robert Wagner and is produced by Universal TV. The Survivors: hour serialization of novel Harold Robbins in effect is creat-
ing for television. Selpmur Productions, a network subsidiary, will produce.

Untitled literary project: hour to be developed by novelist William Goldman to trace each week the life of one of young adult protagonists. 20th Century-
Fox TV will handle this series. Land of the Giants: hour science-
fiction taking place in outer space. It will be an Irwin Allen production in association with 20th Century-Fox TV.

**CBS-TV**
The Freebooters: hour adventure about three treasure hunters. Produced by Herbert B. Leonard.

Colony One: hour action-adventure dealing with the first colony on the moon. William Dozier's Greenway Production in association with 20th Century-Fox TV will develop.

The Man from the 15th Century: hour realistic approach to science-fic-
tion. Being developed by Irwin Allen out of 20th Century-Fox TV.

Untitled 90-minute contemporary series: an in-depth study of crime and punishment being developed by James Mosher.

May Day: two-hour feature about the Coast Guard to serve as a pilot for an hour series. Concept is in the hands of Bob Schwartz, with MGM-TV to produce.

Powder Keg: hour adventure being developed by Filmways TV.

Untitled mystery: hour to be created by Ben Brady and David Victor and developed by Filmways TV.

The Prize: two-hour feature about auto racing being developed by Roy Huggins at Universal TV. It may wind up the pilot for an hour series.

Audition: hour fantasy out of the Irwin Allen-20th Century-Fox TV shop. Safari: hour adventure created by Irwin Allen and to be developed in association with 20th Century-Fox TV.

The European Eye: half-hour about a private detective based in Europe. Being written by Robert Shaw with Frank Glickman as producer out of 20th Century-Fox TV.

The High Lighters: hour western with broad family appeal created by Sam Peoples. Being developed by 20th Century-Fox TV.

**NBC-TV**
Lil' Abner: half-hour comedy created by Al Capp and produced by United Artists. Sammy Jackson, Judy Canova and Jerry Lester star.

Miff Who?: half-hour western satire produced by Mirisch-Rich as a replacement show for the 1966-67 sea-
son but did not sell. Its development is now being handled by United Artists. The Hardy Boys: hour mystery-ad-
venture based on some of the most popular novels in juvenile fiction. Pro-
duced by 20th Century-Fox TV.

The Ghostbreakers: hour adventure produced by Norman Felton through Arena Productions. Its about the super-
natural.

Police Story: half-hour set in a metropolitan police headquarters. Created and produced by Gene Rod-
denberry out of Desilu Productions. Produced by 20th Century-Fox.

Dangers, For Better or For Worse: hour adventure-
 drama aboard a schooner. Filmed in Acapulco and produced by Four Star. (All of the above will be tested for audience reaction during NBC-TV's announced sneak preview week next month).

This'll Be the Day: half-hour comedy dealing with the battle of the sexes. Being developed by Norman Felton's Arena Productions.

The Fun Couple: half-hour comedy based on the 1962 Broadway show of the same title. Being developed by Joe Connelly's Kayro Enterprises in a joint venture with Universal TV.

Like Father. Like Son: half-hour comedy about Leonard Bernstein-type renaissance man and the generation gap. Being developed directly for net-
work by writing team of Gerald Gardner and Dee Caruso.

The New Adventures of Huckleberry Finn: half-hour series minging live performers with animated characters against a cartoon background produced by Hanna-Barbera Productions for a 7:30 p.m. time slot.
In Labor Day week while ABC and CBS are launching their new fall schedules, NBC will be offering some new product of its own, conducting unadvertised on-the-air tests of six pilots under consideration as January replacements or starters in the 1968-69 season. NBC’s own new-season shows begin the following week.

In the project, conceived by Paul Klein, vice-president, audience measurement chief, and in-home viewer reaction will be considered, along with the results of previous in-theater tests in reaching final decisions about the pilots’ futures. Shortly after the pilots’ network presentation, “at least several hundred viewers on a minimally multimarket basis will be interviewed by telephone,” according to Dr. Thomas Coffin, vice president in charge of research.

Whatever its research value, nobody at NBC is denying that presentation of the six pilots as part of “a week of specials”—which will also include “Teachers Pet” as the Tuesday-night movie, a repeat of the original television production of *Dann Yankies*, a special one-hour Rowan & Martin promotion of the new NBC season, and *The Miss America Pageant*—is expected to make a stronger showing in ratings than a final week of summer reruns.

*What’s Coming* • These are the pilots under consideration, and their new-show competition—all of it on ABC, none on CBS—where applicable:

**Tuesday**, Sept. 5, NBC will oppose ABC’s new Garrison’s Gorillas with *L’Il Abner* (7:30-8 p.m.) and *Sheriff Who? (8:30-9 p.m.)*. According to a spokesman, NBC is “very high” on *L’Il Abner*, which was created by Al Capp, produced by United Artists, and stars Sammy Jackson, Judy Canova and Jerry Lester as *L’Il Abner*, Mammy and Pappy Yokum, and Jeanine Riley as Daisy Mae.

*Sheriff Who?* was written by Gerry Marshall and Jerry Belson and produced by Mirisch-Rich. It stars John Astin (*The Addams Family*). Future development of this pilot will be carried out by United Artists under contract to NBC.

**Friday**, Sept. 8, NBC will run an evening of pilots against an evening of new shows on ABC.

*The Hardy Boys* (7:30-8:30) will face off against ABC’s *Off to See the Wizard*. Produced by 20th Century Fox and starring Rick Gates and Tim Mathieson as the boys, the pilot’s potential obstacle is thought to be that today’s youth may think the technically inclined wonder boys are a little square.

*The Ghostbreakers* (8:30-9:30), starring Kerwin Matthews as a “young associate professor of paranormal incidents.” The show was produced by Norman Felton. It goes against ABC’s new one-hour western, *Hondo*.

*Police Story* (9:30-10) was created and produced by Gene Roddenberry and stars Steve Inhat. It will be programmed against ABC’s *The Guns of Will Sonnett*.

*Three for Danger* (10-11) is a Four Star pilot. NBC will be pitting Larry Pennell, Alejandro Rey and Charles Carlson on a 95-foot schooner off Acapulco against ABC’s *Judd*.

Saturday, Sept. 9, NBC will also present two pilots that are not being considered for future development. They are *Weekender* (7:30-8) and *Carnival* (8:30-9:30) and will encounter no new-show competition. They will lead into NBC’s Rowan & Martin and Miss America specials.

NBC is currently trying to work out arrangements under which the pilots will be sponsored by the regular advertisers in the time-slots involved.

---

**Assignment Earth** : hour science-fiction show, originally designed for half-hour. Being developed by Gene Roddenberry and Desilu. *Yankee Gunfighter* : half-hour western. Also in the works at Desilu with Gene Roddenberry handling.

*Perils of Pauline* : half-hour situation comedy that is a new treatment of a pilot previously rejected. Starring Pam Austin and being produced by Universal TV.

*My Friend Tony* : hour adventure-comedy to be spun-off on coming season’s *Danny Thomas Hour*. To be produced by Sheldon Leonard.

*Chinook* : hour adventure dealing with the exploration of the Northwest. Being developed by David Dortort.

*The Outsider* : hour about a private detective. Already filmed as a “World Premiere” feature by Roy Huggins and Universal TV.

*The Adversaries* : hour adventure to be produced as “World Premiere” which will serve as a pilot. Again from the Roy Huggins-Universal TV team.

*The Scavengers* : hour adventure to be produced as a “World Premiere” feature by Roy Huggins and Universal TV. *Doc* : half-hour situation comedy created by Jay Sommers through Filmways TV. It was developed last season for CBS-TV but was rejected.

*Pioneer Spirit* : half-hour situation comedy by Jay Sommers and Filmways TV.

*Daddy’s Girls* : half-hour comedy created by Bill Mahoff and Filmways TV boss Al Simon.

*Jimmy* : half-hour situation comedy to star Jimmy Dean. Being developed by Filmways TV.

*Larkin’s Four* : hour police adventure out of Filmways TV.

*Laura* : hour detective story based on the popular movie of the same title. Being developed by William Dozier’s Greenway Productions in partnership with 20th Century-Fox TV.

*Bracken’s World* : hour series with a Hollywood locale. Being written by James Poe and developed by 20th Century-Fox TV.

*Christopher Clubb* : half-hour spoof of a private detective. Development is at 20th Century-Fox TV.

*Untitled comedy* : being developed as a half-hour weekly vehicle for Bob Newhart.

Following is a list of program projects for 1968-69 being developed by suppliers without positive network direction as yet:

**MGM-TV**

*Anatomy of a Murder* : 90-minute drama based on the novel and movie of the same title. Produced in joint venture with Ingo Preminger Productions.

**Universal TV**

*The Stetson Spur* : two-hour western being developed by Roy Huggins with hour spin-off series in mind.

**Four Star Television**

*The King Thing* : half-hour comedy about young man who suddenly finds himself the monarch of a mythical country. Created by team of Gerald Gardner and Dee Caruso.

**Screen Gems**

*Here, There, Everywhere* : hour live, taped and filmed variety to be produced in different parts of the world. Producers are David Winters and Steve Binder.

**U. S.:** hour drama about a dictator.
ship in this country. Being prepared by producer Matthew Rapf.

The Aviators: half-hour comedy about an airline. Created by the team of Gerald Gardner and Dee Caruso for producer Harry Ackerman.

20th Century-Fox TV

Ghost and Mrs. Muir: half-hour comedy fantasy based on the movie of the same title.

Best of Everything: hour contemporary drama based on the movie of the same title.

29.6 million homes watch prime-time TV

Homes using television in the average minute of prime time (7:30-11 p.m.) during the second quarter of 1967 totaled 29,590,000, a gain of more than 1.1 million homes or 2% from the second-quarter levels a year ago, according to an NBC research report released Thursday (Aug. 10).

The analysis, based on Nielsen Television Index (NTI) also showed the greatest gain was in the 10-11 p.m. period, where the average-minute total rose 4% to 28,820,000 homes. In the 7:30-10 p.m. period a 1% increase boosted average-minute audience to 29,920,000 homes.

NBC researchers said that the second-quarter increase was "a continuation of the trend which existed since TV began."

BROADCAST ADVERTISING

Radio down $1 million in first quarter

NATIONAL SPOT GAINS SLIGHTLY, BUT NETWORK DROPS 7%

Radio advertising showed very little strength during the first quarter of 1967, according to figures released by the Radio Advertising Bureau.

On one hand, spot radio business was up ever so slightly—0.5%—over the first quarter of 1966. On the other hand, network radio for the first quarter sagged to $16,686,000, down 7% from the $17,922,599 RAB reported for the first quarter of 1966.

RAB said much of the network-radio loss came from a relatively small number of accounts, automobiles in particular. RAB indicated that networks' sales performance during first-quarter 1967 would have been hard put to match that of the comparable period in 1966, a period which saw a healthy 30% rise over 1965 first-quarter figures.

"In the face of a slower economy and reduced car sales, networks' performance in the first quarter of 1967 would have had great difficulty in matching the record one of a year earlier," RAB said.

Although spot radio rose only 0.5% ($67.8 million compared to $67.5 million). RAB indicated that the figure wasn't alarming when compared to "an excellent first quarter in 1966, which had set a record." RAB said it "anticipates a greater increase in the first six months" for spot—in the area of 2% to 3%.

TOP 100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS (BY BRANDS)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Market Area</th>
<th>Gross Expense</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>General Motors</td>
<td></td>
<td>$4,933,000</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Buick Div.</td>
<td></td>
<td>856,000</td>
<td></td>
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<tr>
<td>3</td>
<td>Cadillac Div.</td>
<td></td>
<td>34,000</td>
<td></td>
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<tr>
<td>4</td>
<td>Chevrolet Div.</td>
<td></td>
<td>1,897,000</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Delco-Remy Div.</td>
<td></td>
<td>15,000</td>
<td></td>
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<tr>
<td>6</td>
<td>Fisher Body Div.</td>
<td></td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Frigidaire Div.</td>
<td></td>
<td>176,000</td>
<td></td>
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<tr>
<td>8</td>
<td>GM A C</td>
<td></td>
<td>137,000</td>
<td></td>
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<tr>
<td>9</td>
<td>Guard. Maint.</td>
<td></td>
<td>261,000</td>
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<tr>
<td>10</td>
<td>Harrison Radio Div.</td>
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<tr>
<td>11</td>
<td>Oldsmobile Div.</td>
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<tr>
<td>12</td>
<td>Pontiac Div.</td>
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<td>666,000</td>
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<tr>
<td>13</td>
<td>Div.</td>
<td></td>
<td>343,000</td>
<td></td>
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<tr>
<td>14</td>
<td>Soap Box Derby promotion</td>
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<td>5,000</td>
<td></td>
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<tr>
<td>15</td>
<td>Ford Motor Co.</td>
<td></td>
<td>3,057,000</td>
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<tr>
<td>16</td>
<td>Ford Div.</td>
<td></td>
<td>2,789,000</td>
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<tr>
<td>17</td>
<td>Ford Div. trucks</td>
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<td>76,000</td>
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<tr>
<td>18</td>
<td>Lincoln-Merc Div.</td>
<td></td>
<td>178,000</td>
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<tr>
<td>19</td>
<td>Institutional</td>
<td></td>
<td>14,000</td>
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</tr>
<tr>
<td>20</td>
<td>Chrysler Corp.</td>
<td></td>
<td>2,845,000</td>
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<tr>
<td>21</td>
<td>Chrysler Div.</td>
<td></td>
<td>827,000</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Dodge Div.</td>
<td></td>
<td>1,123,000</td>
<td></td>
</tr>
</tbody>
</table>

Radio expects even better things

NBC Radio said last week that its sales for the first half of 1967 were the highest for any comparable period since 1958, and that "based on sales to date and business booked for the balance of 1967," its sales this year should exceed 1966 by more than 7%.

The bullish outlook came from George H. Gallup, vice president, sales. He said it is noteworthy that the network is setting the pace at a time "when the programing inventory is half of what was available to advertisers in 1958." He noted seven advertisers using NBC Radio are marking a return to network radio after an absence of several years: American Express, Cities Service, Colgate-Palmolive, B. F. Goodrich, National Biscuit, Sinclair Oil and Swift & Co.
Cover
San Francisco-Oakland better with KTVU

32 counties in Northern California and Western Nevada! That's the coverage of KTVU—more counties* than any other San Francisco Bay Area television station. It's KTVU's unduplicated programming and superior channel position that result in the widest coverage of the country's number seven television market. And it's one more reason KTVU is the Nation's LEADING Independent Television Station.

KTVU
SAN FRANCISCO-OAKLAND
Represented by H-R Television

*ARIB/65 coverage study
Radio sells the agencies

Like other Chicago newspapers, the Chicago Tribune has been a user of radio advertising for quite some time to build circulation. But beginning tomorrow (Aug. 14) the Tribune will be using minute radio spots for 13 weeks on WNEW and WOR New York and WJR Detroit to sell advertising agencies the paper is. The Tribune will run the agency spots locally too, but the schedule is not set. Agency is Rink Wells & Associates, Chicago.

<table>
<thead>
<tr>
<th>Estimated Expenditure</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Travel</td>
<td></td>
</tr>
<tr>
<td>35. E. L. duPont de Nemours &amp; Co.</td>
<td>377,000</td>
</tr>
<tr>
<td>Butte Knit hosery</td>
<td>71,000</td>
</tr>
<tr>
<td>Canton hosery</td>
<td>299,000</td>
</tr>
<tr>
<td>Lorox</td>
<td>7,000</td>
</tr>
<tr>
<td>36. Eli Lilly &amp; Co. (Eli Lilly Products Div.)</td>
<td>373,000</td>
</tr>
<tr>
<td>Agricultural chemicals</td>
<td>106,000</td>
</tr>
<tr>
<td>Greenwood lawn products</td>
<td>267,000</td>
</tr>
<tr>
<td>37. United Air Lines</td>
<td>369,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>369,000</td>
</tr>
<tr>
<td>38. Monarch Wine Co.</td>
<td>350,000</td>
</tr>
<tr>
<td>Manischewitz wine</td>
<td>350,000</td>
</tr>
<tr>
<td>39. Sterling Drug, Inc.</td>
<td>339,000</td>
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<tr>
<td>Bayer aspirin</td>
<td>4,000</td>
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<tr>
<td>Campho-Phenique</td>
<td>36,000</td>
</tr>
<tr>
<td>D-Coq</td>
<td>216,000</td>
</tr>
<tr>
<td>Dr. Caldwell’s laxative</td>
<td>3,000</td>
</tr>
<tr>
<td>Lahn &amp; Fink Division—Beacon Wax</td>
<td>25,000</td>
</tr>
<tr>
<td>Lahn &amp; Fink Division—Lysol</td>
<td>48,000</td>
</tr>
<tr>
<td>Lahn &amp; Fink Division—StriDEX</td>
<td>3,000</td>
</tr>
<tr>
<td>40. American Cyanamid Co.</td>
<td>332,000</td>
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<tr>
<td>Agricultural products</td>
<td>34,000</td>
</tr>
<tr>
<td>Breck Shampoo</td>
<td>274,000</td>
</tr>
<tr>
<td>Drug products</td>
<td>23,000</td>
</tr>
<tr>
<td>Wood Preen</td>
<td>1,000</td>
</tr>
<tr>
<td>41. Plough Inc.</td>
<td>329,000</td>
</tr>
<tr>
<td>Black &amp; White ointment</td>
<td>1,000</td>
</tr>
<tr>
<td>Copeprone</td>
<td>7,000</td>
</tr>
<tr>
<td>Digi-Gel</td>
<td>23,000</td>
</tr>
<tr>
<td>Moxesza powder</td>
<td>10,000</td>
</tr>
<tr>
<td>Mordoline hair tonic</td>
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<tr>
<td>Musteolize</td>
<td>121,000</td>
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<td>Nix Deodorant</td>
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<td>Rui-Sweet</td>
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<td>St. Joseph aspirin</td>
<td>161,000</td>
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<tr>
<td>42. B.C. Remedy Co.</td>
<td>321,000</td>
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<tr>
<td>B.C. headache &amp; neuralgia remedy</td>
<td>321,000</td>
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<tr>
<td>43. Beech-Nut Life Savers</td>
<td>313,000</td>
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<tr>
<td>Life Savers</td>
<td>97,000</td>
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<tr>
<td>Tetley Tea</td>
<td>216,000</td>
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<td>44. General Foods Corp.</td>
<td>310,000</td>
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<tr>
<td>Great Lakes</td>
<td>227,000</td>
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<tr>
<td>Maxim Coffee</td>
<td>38,000</td>
</tr>
<tr>
<td>Maxwell House coffee</td>
<td>38,000</td>
</tr>
<tr>
<td>Post Cereals</td>
<td>1,000</td>
</tr>
<tr>
<td>Tang</td>
<td>6,000</td>
</tr>
<tr>
<td>45. Eastern Air Lines</td>
<td>291,000</td>
</tr>
<tr>
<td>Air travel</td>
<td>291,000</td>
</tr>
<tr>
<td>46. Firestone Tire &amp; Rubber Co.</td>
<td>285,000</td>
</tr>
<tr>
<td>Tires &amp; tubes</td>
<td>285,000</td>
</tr>
<tr>
<td>Drecket Div. Whistle</td>
<td>22,000</td>
</tr>
<tr>
<td>46. Pearl Brewing Co.</td>
<td>285,000</td>
</tr>
<tr>
<td>Country Club malt liquor</td>
<td>226,000</td>
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<tr>
<td>Goetz beer</td>
<td>7,000</td>
</tr>
<tr>
<td>Pearl beer</td>
<td>52,000</td>
</tr>
<tr>
<td>48. McNeilis Sho Corp.</td>
<td>285,000</td>
</tr>
<tr>
<td>Thom McAn shoes</td>
<td>280,000</td>
</tr>
</tbody>
</table>

49. Rheingold Breweries 265,000
Galblinger beer 44,000
Knickerbocker beer 71,000
Rheingold beer 150,000
50. Standard Oil Co. of Calif. 265,000
Texaco gas & oil 265,000
51. General Electric Co. 262,000
Appliances 1,000
Lamps 157,000
Institutional 164,000
52. Standard Brands 254,000
Blue Bonnet margarine 101,000
Chase & Sanborn coffee 42,000
Fleischmann’s yeast 91,000
Royal desserts 7,000
Siesta coffee 12,000
Hunt Club dog food 7,000
53. M. J. B. Co. 249,000
54. Falstaff Brewing Co. 242,000
55. Colgate-Palmolive Co. 227,000
Ajax 6,000
Colgate dental cream 18,000
Cue toothpaste 3,000
Fab 7,000
Florent spray 10,000
Respond hair spray 29,000
Tackie 158,000
56. Arnold Bakers 224,000
Arnold bread 224,000
57. International Nickel Co. 222,000
Nickel products 222,000
58. Studebaker Corp. (St. T. Div.) 220,000
F. T. additive 220,000
59. Genesee Brewing Co 218,000
Genesee beer 218,000
60. Milchler Co. 212,000
Cookies & crackers 212,000
61. The Nestle Co. 211,000
De-Caf 182,000
Nescafe 216,000
Taster’s Choice 25,000
61. Chas. Pfizer & Co. 211,000
Agricultural products 86,000
Coty perfumes 86,000
Pacquins cream 4,000
Thermotonic toothpaste 35,000
63. Ballantine & Sons 206,000
Ballantine beer & ale 206,000
64. The Stroh Brewery Co. 192,000
Stroh’s beer 192,000
65. McCormick & Co. Inc. 191,000
Schilling coffee 13,000
Spices 178,000
66. G. P. & G. Inc. 189,000
Volvo cars 189,000
67. Western Air Lines 189,000
Air travel 189,000
68. Atlas, Inc. 185,000
Midas mufflers 185,000
69. Quantum Empire Airways 184,000
Air travel 184,000
70. Morton Salt Co. 179,000
Morton Salt 179,000
71. National Airlines 178,000
Air travel 178,000
72. Miller Brewing Co. 173,000
Gettlemen beer 300
73. Miller High Life beer 170,000
74. Blue Cross/Blue Shield 171,000
Hospital and medical insurance 171,000
75. National Biscuit Co. 165,000
Cookies 24,000
Crackers 8,000
Cream of Wheat 36,000
Hamies 32,000
Milbrood bread 6,000
Shredelles 13,000
Vanilla wafers 7,000
76. Robert Hall Clothes 164,000
Clothing 164,000
77. Wm. B. Reilly & Co. 162,000
Florida orange juice 162,000
78. Kiplinger Washington Editors 160,000

BROADCASTING, August 14, 1967
WSYR-TV is No. 1 in Homes

Delivered in the Syracuse Market:

*20% More Than Station No. 2

*149% More Than Station No. 3

WSYR-TV

Channel 3 - NBC Affiliate - 100 kW
SYRACUSE, N.Y.

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

BROADCASTING, August 14, 1967
Granny adds fun to an auto-dealer's pitch

For its television commercial theme Kenny Ross Chevrolet, auto dealer in Pittsburgh, let Granny be put into the rocking-chair seat to drive for auto sales, according to its agency, Lando Inc., Pittsburgh. "Aunt Penny," the gran-ny type, was created as a change from the "hard-sell, stand-up pitch" in dealer commercials.

In the one-minute commercials, Aunt Penny (the role is played by veteran actress Madge West) de-scribes the merits of dealing with her "nephew, the Chevrolet dealer" in folksy low-keyed manner ("and he's so well mannered—never any whoop-de-doo—just a nice quiet low price. Don't know how he stays in business . . ."). She delivers the message while sitting in a rocking chair.

Various light touches have been added to the commercials, such as "sassafras tea on the rocks," which looks suspiciously like Scotch whiskey, and a transistor radio playing rock 'n' roll ("Mercy, look at the time!"

Hafta split for my bugaloos lesson.

SOURCE: Radio Advertising Bureau

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

TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDED) FIRST QUARTER 1967

<table>
<thead>
<tr>
<th>Brand</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Motors</td>
<td>$1,391,000</td>
</tr>
<tr>
<td>Buick Div. cars</td>
<td>65,000</td>
</tr>
<tr>
<td>Chevrolet Div. cars</td>
<td>438,000</td>
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<tr>
<td>Oldsmobile Div. cars</td>
<td>160,000</td>
</tr>
<tr>
<td>Fisher Body Div.</td>
<td>14,000</td>
</tr>
<tr>
<td>Frigidaire Div.</td>
<td>11,000</td>
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<tr>
<td>Guardian Maintenance</td>
<td>90,000</td>
</tr>
<tr>
<td>Corporate</td>
<td>105,000</td>
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<tr>
<td>Campbell Soup</td>
<td>647,000</td>
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<tr>
<td>Campbell soups</td>
<td>176,000</td>
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<tr>
<td>Campbell V-8 juice</td>
<td>47,000</td>
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<tr>
<td>Liggett &amp; Myers Tobacco</td>
<td>629,000</td>
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<tr>
<td>L&amp;M cigarettes</td>
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<td>Lark cigarettes</td>
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<td>Levi cigarettes</td>
<td>592,000</td>
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<td>Kent cigarettes</td>
<td>14,000</td>
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<tr>
<td>Newport cigarettes</td>
<td>8,000</td>
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<tr>
<td>True cigarettes</td>
<td>570,000</td>
</tr>
<tr>
<td>State Farm Mutual Insurance</td>
<td>542,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>542,000</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>529,000</td>
</tr>
<tr>
<td>Bayer aspirin</td>
<td>221,000</td>
</tr>
<tr>
<td>Ironized Yeast</td>
<td>53,000</td>
</tr>
<tr>
<td>Phillips Milk of Magnesia</td>
<td>126,000</td>
</tr>
<tr>
<td>Lysol</td>
<td>105,000</td>
</tr>
<tr>
<td>Chrysler</td>
<td>515,000</td>
</tr>
<tr>
<td>Aunt Jane's Foods Div.</td>
<td>83,000</td>
</tr>
<tr>
<td>Borden's Cremora</td>
<td>83,000</td>
</tr>
<tr>
<td>Reynolds Co. Div.</td>
<td>58,000</td>
</tr>
<tr>
<td>Wyler &amp; Co. Div.</td>
<td>82,000</td>
</tr>
<tr>
<td>Wyler &amp; Co. Div.</td>
<td>209,000</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco</td>
<td>507,000</td>
</tr>
<tr>
<td>Camel cigarettes</td>
<td>281,000</td>
</tr>
<tr>
<td>Winston cigarettes</td>
<td>138,000</td>
</tr>
<tr>
<td>My-T-Fine desserts &amp; Vermont Maid syrup</td>
<td>88,000</td>
</tr>
<tr>
<td>Morton Salt</td>
<td>474,000</td>
</tr>
<tr>
<td>Morton salt</td>
<td>474,000</td>
</tr>
<tr>
<td>Chrysler Div. cars</td>
<td>43,000</td>
</tr>
<tr>
<td>Dodge Div. cars</td>
<td>16,000</td>
</tr>
<tr>
<td>Plymouth Div. cars</td>
<td>244,000</td>
</tr>
<tr>
<td>Customer Care Car</td>
<td>60,000</td>
</tr>
<tr>
<td>Marine Div.</td>
<td>69,000</td>
</tr>
<tr>
<td>Warner-Lambert Pharma-ceuticals</td>
<td>415,000</td>
</tr>
<tr>
<td>Cornhuskers hand lotion</td>
<td>415,000</td>
</tr>
<tr>
<td>American Home Products</td>
<td>407,000</td>
</tr>
<tr>
<td>Anacin</td>
<td>98,000</td>
</tr>
<tr>
<td>Distrist</td>
<td>98,000</td>
</tr>
<tr>
<td>Preparation &quot;Hi&quot;</td>
<td>38,000</td>
</tr>
<tr>
<td>E. Brach Div. - candy</td>
<td>127,000</td>
</tr>
<tr>
<td>Bristol-Myers</td>
<td>359,000</td>
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<tr>
<td>Bromo-Dyninie</td>
<td>46,000</td>
</tr>
<tr>
<td>Esclerin</td>
<td>155,000</td>
</tr>
<tr>
<td>Nash-Docz</td>
<td>130,000</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>357,000</td>
</tr>
<tr>
<td>Time magazine</td>
<td>107,000</td>
</tr>
<tr>
<td>Life magazine</td>
<td>33,000</td>
</tr>
<tr>
<td>Wm. Wrigley Jr.</td>
<td>333,000</td>
</tr>
<tr>
<td>Wrigley gum</td>
<td>333,000</td>
</tr>
<tr>
<td>American Dairy Associ-ation</td>
<td>326,000</td>
</tr>
<tr>
<td>Fluid milk &amp; dairy</td>
<td>326,000</td>
</tr>
<tr>
<td>products promotion</td>
<td>328,000</td>
</tr>
<tr>
<td>Florida Citrus Commis-sion</td>
<td>363,000</td>
</tr>
<tr>
<td>Frozen orange juice</td>
<td>303,000</td>
</tr>
<tr>
<td>Kellogg</td>
<td>269,000</td>
</tr>
<tr>
<td>Cereals</td>
<td>299,000</td>
</tr>
<tr>
<td>3M Co.</td>
<td>280,000</td>
</tr>
<tr>
<td>Girts</td>
<td>222,000</td>
</tr>
<tr>
<td>Tapes</td>
<td>108,000</td>
</tr>
<tr>
<td>Tarni-Shield</td>
<td>150,000</td>
</tr>
<tr>
<td>American Tobacco</td>
<td>280,000</td>
</tr>
<tr>
<td>Lucky Strike cigarettes</td>
<td>52,000</td>
</tr>
<tr>
<td>Pail Mall cigarettes</td>
<td>153,000</td>
</tr>
<tr>
<td>Taretyn cigarettes</td>
<td>75,000</td>
</tr>
<tr>
<td>F&amp;F Laboratories</td>
<td>255,000</td>
</tr>
<tr>
<td>F &amp; F cocoa drops</td>
<td>255,000</td>
</tr>
<tr>
<td>Ludens Inc.</td>
<td>241,000</td>
</tr>
<tr>
<td>Ludens cocoa drops</td>
<td>241,000</td>
</tr>
<tr>
<td>A.F. of L/CIO</td>
<td>234,000</td>
</tr>
<tr>
<td>Labor Union</td>
<td>234,000</td>
</tr>
<tr>
<td>General Mills</td>
<td>226,000</td>
</tr>
</tbody>
</table>
Lookit the EXTRYS you get with this extry TOWER!

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

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

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

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

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

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

Don't jist SET there. Ask PGW!
A BRAND NEW VARIETY/TALK/CELEBRITY SHOW

For Fall start from FILMWAYS...

Big budget! Big stars! Big production! A major addition to syndication!

"PAT BOONE IN HOLLYWOOD"

FOR FIRST RUN SYNDICATION / LIVE ON TAPE / COLOR / 5-A-WEEK STRIP / 90 MINUTES DAILY

(60 MINUTES DAILY OPTIONAL)

LOOK AT THE STATIONS WHO HAVE ALREADY BOUGHT BOONE:

- WPIX New York
- KHJ Los Angeles
- WGN Chicago
- WFIL Philadelphia
- WTOP Washington
- KPLR St. Louis
- WTVJ Miami
- KVTB Ft. Worth
- WNHC New Haven
- KWGN Denver
- WGR Buffalo
- KFRE Fresno
- WFBG Altoona
- WJRT Flint
- CKLW Detroit
- WFGA Jacksonville
..AND LOOK HOW THEY’VE SCHEDULED HIM:

<table>
<thead>
<tr>
<th>Station</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPIX New York</td>
<td>prime time 10-11:30 PM.</td>
</tr>
<tr>
<td>WFIL (ABC) Philadelphia</td>
<td>daytime 12-1:30 PM.</td>
</tr>
<tr>
<td>KPLR St. Louis</td>
<td>prime time 8:30-10 PM.</td>
</tr>
<tr>
<td>WGR (NBC) Buffalo</td>
<td>morning 10-11:00 A.M.</td>
</tr>
<tr>
<td>WTOP (CBS) Washington</td>
<td>afternoon 4:30-6:00 P.M.</td>
</tr>
</tbody>
</table>

We're talking to lots of stations and we'd like to talk to you. Please call collect...
Commercial preview: cooling it with Muriel

Consolidated Cigar Corp., New York, accentuates the "cool" motif in a commercial that introduced the new Mint & Menthol cigar in a commercial carried on CBS-TV's soccer coverage Aug. 6.

The commercial shows a man who is seemingly indifferent to the presence of a bevy of beautiful girls who attempt to light his cigar. He extinguishes each light offered him, finally lights his own cigar, as the voice-over announcer proclaims: "Muriel Mint & Menthol, the cigar that stays cool under fire.

The commercial was created by Lennen & Newell, agency for Muriel cigars. The production was handled by MPO Videotronics Inc., New York.
**Agency appointments...**

- Valu-Mart Stores, division of Weisfields Inc., operating in major Washington and Oregon communities and opening two new stores at Great Falls, Mont, and Richland, Wash., has appointed McCann-Erickson, Seattle, to handle radio-TV advertising.
- Caveman Camper, Grants Pass, Ore., has appointed Coit and Associates Inc., Portland, Ore., for creation, coordination, and supervision of radio and television promotion. Caveman is camper manufacturer.
- Purex Corp., Lakewood, Calif., has appointed Carson/Roberts Inc., Los Angeles, to handle a new consumer product under development in its grocery products group.

### BAR network-TV billing report for week ended July 30

**BAR network-TV dollar-revenue estimates—week ended July 30, 1967 (Net time and talent in thousands of dollars)**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week ending July 30</th>
<th>Cume July 1-July 30</th>
<th>Cume Jan. 1-July 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>$78.9</td>
<td>$366.7</td>
<td>$3,457.0</td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>153.0</td>
<td>677.0</td>
<td>8,441.7</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>231.9</td>
<td>1,041.7</td>
<td>11,897.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>ABC-TV</td>
<td>1,157.4</td>
<td>4,414.0</td>
<td>40,107.3</td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>2,566.5</td>
<td>10,482.0</td>
<td>94,380.2</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>1,327.9</td>
<td>5,478.2</td>
<td>49,016.2</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>5,051.8</td>
<td>20,375.4</td>
<td>183,503.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>ABC-TV</td>
<td>472.2</td>
<td>2,508.4</td>
<td>23,627.1</td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>396.1</td>
<td>2,344.3</td>
<td>24,378.3</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>504.5</td>
<td>2,532.5</td>
<td>24,378.5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1,374.8</td>
<td>7,385.2</td>
<td>62,667.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>ABC-TV</td>
<td>212.9</td>
<td>1,051.6</td>
<td>8,569.5</td>
</tr>
<tr>
<td></td>
<td>CBS-TV</td>
<td>366.6</td>
<td>1,504.2</td>
<td>16,883.2</td>
</tr>
<tr>
<td></td>
<td>NBC-TV</td>
<td>554.9</td>
<td>2,542.9</td>
<td>17,814.8</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1,134.4</td>
<td>5,087.8</td>
<td>43,267.5</td>
</tr>
</tbody>
</table>

Total: $19,496.0 $86,124.8 $17,329.8 $80,853.5

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**BAR network-TV billing report for week ended Aug. 6**

**BAR network-TV dollar-revenue estimates—week ended Aug. 6, 1967 (Net time and talent charges in thousands of dollars)**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Week ended Aug. 6</th>
<th>Calendar Aug. 1-Aug. 6</th>
<th>Cume Jan. 1-Aug. 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Fri.</td>
<td>ABC-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign on</td>
<td>CBS-TV $91.8</td>
<td>$369.9</td>
<td>$3,561.1</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>NBC-TV 137.1</td>
<td>701.3</td>
<td>8,578.8</td>
</tr>
<tr>
<td>Total</td>
<td>228.9</td>
<td>1,091.2</td>
<td>12,129.9</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>ABC-TV 1,092.4</td>
<td>4,627.5</td>
<td>41,199.7</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>CBS-TV 2,539.1</td>
<td>11,013.7</td>
<td>96,535.3</td>
</tr>
<tr>
<td>6 p.m.</td>
<td>NBC-TV 1,481.8</td>
<td>5,738.3</td>
<td>50,424.3</td>
</tr>
<tr>
<td>Total</td>
<td>5,035.6</td>
<td>21,379.5</td>
<td>188,579.3</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>ABC-TV 444.1</td>
<td>2,508.4</td>
<td>24,071.2</td>
</tr>
<tr>
<td>Sign on</td>
<td>CBS-TV 346.4</td>
<td>2,344.3</td>
<td>24,071.2</td>
</tr>
<tr>
<td>6 p.m.</td>
<td>NBC-TV 501.1</td>
<td>2,532.5</td>
<td>15,387.5</td>
</tr>
<tr>
<td>Total</td>
<td>1,293.8</td>
<td>7,385.2</td>
<td>64,155.1</td>
</tr>
<tr>
<td>Mon.-Sat.</td>
<td>ABC-TV 281.3</td>
<td>1,090.5</td>
<td>8,787.8</td>
</tr>
<tr>
<td>6-7 p.m.</td>
<td>CBS-TV 386.3</td>
<td>1,571.5</td>
<td>17,245.5</td>
</tr>
<tr>
<td>Total</td>
<td>1,139.4</td>
<td>5,299.9</td>
<td>44,496.9</td>
</tr>
</tbody>
</table>

Net: $20,159.9 $88,997.2 $17,329.8 $82,055.7

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**SOURCE: Radio Advertising Bureau, Inc.**

Figures shown are gross before deduction of any discounts or agency commission, as reported by ABC, CBS, MBS, and NBC Networks. This makes them comparable to data for other media including spot radio, spot TV and network TV.
A decline in agency-hopping

Few major accounts moved to new shops in first half of '67

The trend toward massive advertising account switches in recent years reversed itself during the first half of 1967 when an estimated $134 million changed agencies, a sharp drop from the approximate $237.1 million in changes in the corresponding period of 1966.

Indicative of the slowdown in the current first half is the fact that only three accounts of $10 million or more were involved in agency shifts (American Tobacco, $17 million; General Telephone & Electronics, $14 million, and American Motors, $12 million) and there was only one account—Rheingold—in the above-$5-million class ($6 million).

In contrast, during the first half of 1966 these king-sized accounts switched: Plymouth cars, $30 million; General Foods products, $18 million; L&M Filters, $15 million; Kent cigarettes, $15 million; Philip Morris, $11 million; Mobil Oil, $10.5 million; Miles Laboratories, $10 million, and Camel cigarettes, $10 million. In addition, there were a sizeable number in the $5 million-$10 million classification: P. Ballantine & Sons, $9 million; Colgate-Palmolive, $5.9 million; Richardson-Merrill (Vicks products), $8 million; American Gas Association, $6.5 million; Braniff Airlines, $6.5 million and Celanese Corp., $6 million.

The sharp dip in overall billing on the move was reflected in the broadcast total involved. The TV-radio portion in the first half of 1967 amounted to $80.7 million, as against $146.2 million in the like period of 1966.

The 1967 figures were the lowest since 1963 when $80 million in ac-
counts were shifted, of which the TV-radio totals were $48.5 million.

The compilation by Broadcasting focuses on accounts of $1 million or more that are active in TV-radio. It does not include print-oriented changes.

The hottest agency in the first half of the year appears to be Wells, Rich, Greene, which has garnered about $24 million in new business, including the $12-million American Motors account, plus hefty amounts from General Mills, Hunt-Wesson and Bristol-Myers. Another active recipient of new business was Richard K. Manoff Inc., which landed the $7-million account of American Tobacco Co. (Lucky Strike cigarettes). In the process, Manoff is reported to have doubled its billing.

**Fairness issue enters Ohio stations' renewal**

Alleged refusal by four Northeast Ohio stations to carry labor-union-sponsored paid commercials has brought a fair hearing protest from a local of the Retail Clerks International Association, AFL-CIO.

Local 880 leveled its charges in a petition filed with the FCC last week calling for the denial of the pending license-renewal applications of WLEC, Sandusky, WUSA, Warren, WTV, Ashtabula and WMJ Youngstown, all Ohio. The local claimed the stations were committing a violation of the fairness doctrine and aiding and abetting and possibly making a violation of a section of the National Labor Relations Act.

The local's protest involves a dispute between it and Hill's department store, a division of Shoe Corp. of America, with locations in Ashtabula, Youngstown, Sandusky and other Northeast Ohio communities. A futile process of collective bargaining and eventual picketing of Hill's led the local to take to the air with paid commercials as a means of informing the public, principally "all union members, their families and friends," of its dispute.

The local alleges that its commercials were first accepted by various area stations and then "suddenly, without warning and without adequate explanation, all within a period of a few days, station after station... found it necessary to cut off the union's advertising." At the same time, the local noted, Hill's was engaged in commercial advertising over the stations involved, broadcasting a message of bargains for its customers. "One may assume," the local said, "that Hill's passed the word to the stations, and that was enough.

**No Dispute** The local said it wrote the commission in March 1966 com-
plaining of the practice and received an answer in April stating that the fairness doctrine was not involved because Hill's had not broadcast anything concerning the merits of the labor dispute.

But the local asked the commission last week to reconsider its stand claiming that the department store's major weapon against the boycott was to induce people to shop at its stores, that a labor dispute is an issue of public importance, and that the commission's application of the fairness doctrine to cigarette advertising (Broadcasting, June 5) is pertinent to its complaint.

The local noted that in the commission's cigarette ruling "there is a vast difference in product and principle. While the [commission's] holding applied only to the product, the principle had to be first recognized.

The local further alleged that Hill's, by cutting off radio advertising on both half of the store employees, was in violation of section 8(a) of the NLR Act that prohibits an employer from interfering with employees in the exercise of their rights to self-organization and to engage in collective bargaining. And the local claimed that the stations were making it possible for Hill's to carry out this violation that they must have known about. "The issue of participating in violation of another federal law," the local said, "is one of paramount public importance which the commission should review and make guiding rulings."

**NBC-TV movies stay at 14 commercials**

NBC-TV has decided not to increase the number of commercials in its movies "at this time" because "conditions are not right" but it's still reserving the right to do so later.

The nature of the unsuitable "conditions" was not specified in NBC's official statement, but presumably it relates at least partly to sales. There are now 14 commercial positions in each movie, and network authorities said none of these was still unsold for the fourth quarter.

They reported "a spattering" of one-minute availabilities in the Tuesday-night movies throughout the fourth quarter and said that the Saturday-night movies were sold out on many but not quite all nights for that three-month period. They said the postsions are offered at $58,000 a commercial minute ($57,000 a minute on orders for as much as one minute a week for 52 weeks).

NBC notified agencies and affiliates at the start of the fall selling season that it was reserving the right to boost the number of commercials from 14 to 16 in each of the two-hour movies.

The disclosure caused grumbling among a number of affiliates on grounds that it would set off a further escalation of commercialization, not only by causing other networks to follow suit but probably also by leading to an expansion of commercial time in other periods.

In one especially strong stand Westinghouse Broadcasting served notice that its stations would not clear network movies exceeding current commercial levels (Broadcasting, April 17). Two Westinghouse stations, WZV-TV Boston and KYW-TV Philadelphia, are NBC affiliates.

NBC officials contended an increase in movie commercials could be justified by economic factors, including rising costs of programming generally and of movies in particular. They apparently still think so. Their statement, issued last week in response to reporters' questions, said: "Conditions are not suitable for a change in format at this time, but we continue to reserve the right as we have since early this year."

**TVB reports on TV's effectiveness**

Studies detailing television's impact as an advertising medium have been released by the Television Bureau of Advertising Inc.

To show how television created fast public awareness of Expo '67 in Montreal, TVB commissioned the American Research Bureau to do a "before and after" study in U.S. markets.

In December 1966, Expo '67 and its ad agency Cockfield, Brown & Co., Ltd., Montreal, started using TV in seven

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*Zenith pumps up fall*  
Zenith Sales Corp., Chicago distributing arm of Zenith Radio Corp., announced last week it is "substantially" increasing its advertising budget for the fall quarter for an all-media campaign that will include participations in a range of prime programs on all three TV networks plus "extensive" use of local spot commercials. Heavy newspaper and magazine schedules also are planned. Zenith said it is adding more than $1 million to its fall spending. Agency is Foote, Cone & Belding, Chicago.*
Beer TV spending foams to new heights in '66

The introduction of new containers and the promotion of beer as a mealtime beverage led to a record investment in television advertising last year by the 15 largest brewers, according to a report just made public by the Television Bureau of Advertising.

The top 15 invested a total of nearly $66.3 million in TV in 1966, for a 64.8% share of their expenditure in the measured media. Spot TV got $48.1 million, making it the most important medium for beer advertising.

<table>
<thead>
<tr>
<th>BEER 1966</th>
<th>Measured media investments of top-15 brewers*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>1966 Spot TV</td>
</tr>
<tr>
<td>Anheuser-Busch</td>
<td>$4,138,690</td>
</tr>
<tr>
<td>Jos. Schlitz</td>
<td>$7,340,650</td>
</tr>
<tr>
<td>Pabst</td>
<td>$5,791,090</td>
</tr>
<tr>
<td>Falstaff</td>
<td>$3,406,380</td>
</tr>
<tr>
<td>Carling</td>
<td>$6,030,620</td>
</tr>
<tr>
<td>F&amp;M Schaeffer</td>
<td>$2,104,140</td>
</tr>
<tr>
<td>Associated</td>
<td>$655,090</td>
</tr>
<tr>
<td>-Brewing</td>
<td></td>
</tr>
<tr>
<td>Falstaff</td>
<td>$4,424,650</td>
</tr>
<tr>
<td>Miller (NR)</td>
<td>$1,330,600</td>
</tr>
<tr>
<td>Gallo</td>
<td>$330,840</td>
</tr>
<tr>
<td>Rheingold</td>
<td>$2,990,460</td>
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<tr>
<td>P. Ballantine</td>
<td>$3,242,650</td>
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<td>Olympia</td>
<td>$2,133,020</td>
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<tr>
<td>Schmidt</td>
<td>$1,757,350</td>
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<tr>
<td>Stroh</td>
<td>$2,767,610</td>
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<tr>
<td>TOTALS</td>
<td>$48,103,320</td>
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Source: TVB/LNA—BAR; N. C. Rorbaugh PIB, Bureau of Advertising (ANPA); RAB (spot TV: gross time; network TV: net time & program costs)

'Sales Ranking by "Modern Brewery Age"'

U.S. markets on a "crash" basis. Based on schedules that ran from nine to 12 days in New York, Boston, Detroit and Cleveland, ARB reported that awareness of Expo '67 among adults increased from 12% before the TV campaign to 40% after; awareness that the fair was to be held in Montreal increased from 9% to 29%; awareness of the fair's dates increased from 9% to 30%; and almost two-thirds of these adults named television as the source of their knowledge about Expo '67.

A TVB study, conducted by R. H. Henskin Associates, shows television's strength in giving information about new cars. According to TVB, two-thirds of all adult participants in the study credited TV as their main source of information on new 1967 cars. Among adults who said they were likely to buy a car in 1967, 64% named television as their main source of information and among those who actually purchased a car, TV was given more often as the source of most information.

TVB says auto dealers have been number one in local television advertising for the past five years.

Rep appointments...

* KLVD-TV Bakersfield, Calif. and KCTV(TV) San Angelo, Tex.: H-R Televison, New York.
* KVIP Redding, KZIN Yuba City and KRSO Salinas, all California: Radio Time Sales, San Francisco.
* KGMS Redding, Calif.: George B. Hollingbery Co., Chicago.
* KZMI Minneapolis and wBbc Duluth, Minn.: Katz Radio, New York.
* Meyers puts agency under GLF banner

Mercury Advertising Agency, Kansas City, Mo., will merge Aug. 15 into Galvin, Lane and Farris Inc. that city, putting about $2 million in billings under one roof, according to the two agencies.

Dan Meyers, president of Mercury, will become vice president of Galvin, Lane and Farris Inc., that city, taking over $2 million in billings under one roof, according to the two agencies.

Dan Meyers, president of Mercury, will become vice president of Galvin, Lane and Farris Inc. that city, purchasing three years ago by Mr. Meyers. Galvin, Lane and Farris was founded in 1936.

The combined staff, numbering 23 employees, will move into expanded offices in the Innis Building, 33d and Main St., Kansas City.

'Good Housekeeping' ad rebutted by CBS

CBS-TV has taken issue with a Good Housekeeping magazine ad campaign that suggests that daytime television has lost its effectiveness as an advertising medium because of commercial clutter.

In a newspaper advertisement entitled "Daytime Cluttervision" and prepared by West, Weir & Bartel Inc., New York agency, Good Housekeeping said network daytime television loses effectiveness because the sheer volume of commercials interrupts programing so frequently. Statistics contained in the advertisement were based on the 12 noon to 1 p.m. hour on CBS-TV.

The network countered the ad with an analysis that noted, among other things, that Good Housekeeping had selected the only daytime hour in which any network schedules four different programs: Love of Life, CBS Midday News, Search for Tomorrow, and Guiding Light. CBS said such a situation is "not designed to minimize the number of interruptions."

CBS continued: "Aside from the atypicality of the daytime television hour examined it strikes us that this [ad] is a case of 'the pot calling the kettle black.'" CBS pointed out in its

BROADCASTING, August 14, 1967
Let F&M help you convert your facilities to color

It's easier than you think... especially if you work with F & M Systems Co. Whether you want a complete studio conversion like the one shown above, or a mobile color TV van, or some less elaborate modernization work, we can help you save time and money.

We can save you time because we already have men and manufacturing facilities specifically oriented toward this work. We also have tested studio designs and field-proved van layouts to draw on when preparing your designs.

We can save you money because we can adapt your facilities to color with minimum architectural changes. Since we are not in the equipment business, we buy the brands of equipment you prefer... and we avoid unnecessary purchases.

Even if you're not converting to color now... if you're planning a UHF station... or an educational TV system... or a mobile unit... or if you just want to modernize some obsolete facilities, we can help you, too. Write for literature describing our services, or call us today!

F&M SYSTEMS CO.
A DIVISION OF FISCHBACH AND MOORE, INCORPORATED
P. O. BOX 20778   AREA CODE 214. CH 1-2121   DALLAS, TEXAS 75220
They mean business

The complete information service. Buy the week . . . BROADCASTING, the businessweekly that keeps you abreast or ahead of the news of television and radio. Buy the month . . . TELEVISION, the meaningful monthly that gives you penetrating insight into trends and events in TV. Buy the year . . . BROADCASTING YEARBOOK, the one book library of radio and television facts, an index of the broadcast business world.

BROADCASTING PUBLICATIONS INCORPORATED, 1735 DESALES STREET, N.W., WASHINGTON, D. C. 20036
analysis that 46% of the space in "Good Housekeeping" in 1966 "consisted of advertising compared to only 25% in the television period" discussed in the advertisement. In fact, CBS says, on the average, 46% of the space in all women's magazines was devoted to non-edible matter last year.

The network noted that "Good Housekeeping" ad claimed there were 33 "interruptions" (advertisements, billboards, ID's) during the hour in question. CBS said that while "interruptions" are hard to discuss (the ad counted two back-to-back commercials as two interruptions), the July issue of "Good Housekeeping" contained 206 "interruptions" (advertisements).

CBS said the claim by magazines that readers can skip over advertisements only proved that television was a more effective advertising medium: commercials cannot be ignored.

**Gardner drops six Grove accounts**

The Grove Division of Bristol-Myers, St. Louis, notified by Gardner Advertising Co., New York, that it intends to resign Grove's estimated $3.5-million-to-$4-million in billings, last week reassigned four of the products to Ogilvy & Mather, New York, and two to Needham, Harper & Steers, Chicago.

Warren Kratky, president of Gardner, informed Grove of the decision Aug. 1 in a letter explaining that the agency had "consciously and willingly set out to make a major investment of our resources to develop a mutually profitable, long-term relationship." But, Gardner said last week, the agency "now judges the prospect of an eventual payout on this investment to be so remote that its [Gardner's] own self-interest obliged it to act."

Gardner had the Grove Laboratories account before B-M acquired the company in 1958. The agency said it is resigning nine Grove products. Six are active in advertising, according to an agency spokesman.

Who Gets What • Ogilvy & Mather acquires four of the active accounts: Ammens medicated powder, No-Doz tablets, and two new products in test market. They join B-M's Hillside Division products (Resolve, Ban and Trig deodorant) already with O&M. The two other products—Pazo hemorrhoid relief and Citrusan cold remedy—go to Needham, Harper & Steers, which now handles Grove's line of Congesperine, 4-way cold tablets and nasal spray, Minit-Rub and new products.

Gardner is also the agency of record for Fitch shampoo and Clinicin and Bromo Quinine cold tablets, now all relatively inactive accounts. Bristol-Myers said last week that the three will also be reassigned to new agencies.

The company indicated that they too would become active in advertising.

The Federal Trade Commission, in the latest of a series of proceedings recently issued a blanket order against all B-M drug products, prohibiting use of therapeutic claims for Pazo ointment or "representations as to the efficacy of any of its drug products other than hemorrhoid preparations" (BROADCASTING, June 26). It's reported that besides Pazo, Gardner also bills for a test product that the FTC has under review, but neither company nor agency would identify it.

Gardner said that its resignation of the Grove account was not related to FTC actions.

**TV network sales rise 2.4% in July**

Network television sales in July reached $88,997,200, 2.4% more than in July 1966, and brought the total for the year to $807,733,600, up 7.7% from the first seven months of 1966, Broadcast Advertisers Reports said Thursday (Aug. 10).

All three networks showed gains in both July and in the seven-month period. For the seven months, CBS-TV was credited with a gain of 11.8% from the same period a year ago, reaching $312,327,300; ABC-TV was up 7.1% to $226,068,700 and NBC-TV was up 3.7% to $269,337,400. For July, CBS-TV was shown with a 4.2% increase to $33,445,200, ABC-TV with a 2% gain to $24,802,700 and NBC-TV with a 0.8% gain to $30,749,300.

**Tourists flock to resorts after radio campaign**

Radio advertising has proved to be a boon to the lagging tourist business in Taos and Red River, two small resort communities in New Mexico. At the suggestion of KOB Albuquerque, 16 Taos merchants were persuaded to sponsor a 13-week campaign on the 50 kw station's "On the Go show" (11 p.m. to 12:30 a.m.) each evening.

Featured on the program was information of interest to tourists: local history, hotel and motel listings, prices, places of interest. Result: At the conclusion of 13 weeks, the merchants cancelled the campaign because every room in town was booked solidly through Labor Day. KOB did a similar job for Red River and the result was the same, with one difference.

The merchants there cancelled after only seven weeks because all available rooms had been booked through Labor Day. As a result of its successes in Taos and Red River, KOB has obtained a month-long campaign (during August) on behalf of the city of Albuquerque, bought by the Old Town Merchants group.

**Allies inherits two Whitehall accounts**

Whitehall Laboratories, New York, will move two more products into Carl Ally Inc. Dristan cough formula, which last May left J. Walter Thompson Co., enters the Ally shop this month; and effective Sept. 1 the estimated $750,000 plus Heet (external analgesic) account, which leaves Gumbinner-North Co., will follow. Heet's billings are said to be exclusively in TV.

Allies already has Whitehall's Dristan nasal mist (a $3.5 million account shared with Clyne Maxon Inc.) and an estimated $1 million Sleep-eeze account. The new assignments bring total Whitehall billings at Carl Ally to about $3 million.

Whitehall also has newly assigned several other products to agencies. The latest is a new test product, Total Beauty (aerosol depilatory), assigned to Clyne Maxon.

**FC&B picks up Falstaff beer account**

Falstaff Brewing Co., St. Louis, announced last Thursday it will move its $10-million Falstaff-brand advertising account to Foote, Cone & Belding, Chicago, as soon as details can be worked out to terminate activities at Dancer-Fitzgerald-Sample, New York. Dancer has handled the beer since 1941.

Falstaff puts the majority of its billings into television and also is active in radio, especially sports. Falstaff recently heard presentations from several agencies for the beer account. Falstaff ranks fourth among top breweries.
An FMer finds a niche with classified advertising

On July 1, 1966, the FCC granted the assignment of the license of KOLA (FM), Los Angeles, from E. Edward Jacobson to the McLendon Corp. That changing of hands, one of several hundred station transfers that take place each year, made FM history.

For the McLendon Corp. indicated that it wished to develop a new radio operation. It proposed an all-classified advertising program format and was granted the assignment for an experimental period of one year. That experimental period is up in August. But KADS (Kay-Ads), as the novel FM station's call letters are, is still improvising, writing the book on the classified advertising format as a possible answer to FM's programming needs.

The station started its formal classified-ad operations last November. It began by dividing each hour of the day into individual editions of its classified advertising service. Within every hour, seven major categories of classified advertising—merchandise, employment, amusement, notices, real estate, automotive and recreation and instant want ads—are made available. Advertisers, private parties as well as dealers, manufacturers and organizations were allowed to purchase radio classified ads of about 135 words or one minute in length. Sample rate for that early period: $3 per insertion, from one to six insertions.

Revamps Method = When Keith Trantow took over as general manager last April, he decided that breaking the programing into different categories of advertising during each hour was not feasible. People, he felt, would not listen to real estate ads if they're looking for an automobile.

The entire format was given the shake-off treatment. The programing still consists entirely of classified advertising but now it's virtually all done via the two-way telephone technique. Actually KADS integrates some recorded want-ads that it produces with live phone-in ads. But even the production ads are given a two-way telephone sound.

Public service announcements, too, are handled through the telephone format. A beeper report, for example, is made daily by the City of Los Angeles personnel department. The public relations representative of the department gives a rundown of current job openings over the phone.

A free service is offered for private parties wanting to place or reply to classified ads on the station. Thus where previously an ordinary listener was charged for placing his house on the block, now it can be offered on the station free of charge. KADS, in promotional copy, calls this its "instant two-way want ads."

Dealers and other commercial operations are charged a regular radio time rate for their ads. The station's telephone operators—the telephone hook-up is operated on the conventional seven-second delay basis—are cautioned to separate dealer calls from those originated by private parties.

Many of the paid ads are handled through the two-way telephone method. During a typical period before the new format was installed, the station averaged about 20 calls over a two-week period. It's now averaging about 3,000 calls in a similar period (running from between 200 to 300 calls a day). An average of one call is handled every four minutes, with most lasting about two or three minutes each.

Sales Staffing = KADS employs a total of five inside and outside sales people. The inside sales people all are women, most of whom were with newspapers before joining the station. They solicit advertising strictly by phone, getting their leads almost exclusively from local newspapers. A maximum total of 13 paid announcements are carried per hour.

The station also employs six full-time and four part-time announcers. They work two hours on-air and two off-air doing production work on advertisements until they fill an eight-hour day.

As an added sales tool, KADS has an arrangement with the Bank of America's charge plan (Bankameri-card). Any advertiser with such a card can charge advertising. The station pays the bank a 3% commission, submits its drafts daily and is credited the next day.

Media Comp computers to end TV-sales snarls

Media Comp Inc., New York, has revealed it intends to introduce in 1968 a new computer system designed to automate TV-station inventory and to eliminate traffic snarls.

Called TARGETS (Television and Radio Group Electronic Time Sharing System), it promises clients (primarily stations on-line) automatic confirmation of sales and make-goods; an automatic daily availability report; 13-week commercial schedules; demographic research on demand; daily work logs; detailed reports on spots sold, and control over spots.

"We expect to be in operation within a year with a base of 40 stations and eventually build it to 80," stated Albert B. Shepard, executive vice president of Media Comp. "Each station will be tied in the system by telephone lines and also will be hooked into its rep offices all over the country."

He said TARGETS will effect savings for both the station and its representatives in Teletype and telephone costs and through elimination of make-goods, credits and conflicts.

Business briefly...

In their first network radio buys, a new series of TV-radio programs aimed at the American public, is a division of Amerace Corp., (Ace Combs), Butler, N. J., through Ringold/Kalish & Co., Philadelphia, will sponsor NBC Radio's coverage of "The World Series of Golf" (on Monitor the weekend of Sept. 9-10), and Cooper's Inc. (Jockey menswear division), Kenosha, Wis., through Tatham-Laird & Kudner, Chicago, has also purchased time on Monitor.

The Monsanto Co., St. Louis, through Doyle Dane Bernbach, New York, will sponsor ABC-TV's The Fantastic World of Sophia Loren, a special to be presented Wednesday, Oct. 25 (10-11 p.m. EDT). The musical tour of the movie star's habitats will also feature Peter Sellers, Jonathan Winters and Tony Bennett.

F&M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO New York, will sponsor a one-hour color TV special, Sail To Glory, which re-creates the victory of the racing schooner America over the best vessels of the British Royal Yacht Squadron in 1851. The program, which will be narrated by Robert Stack, will be carried on 24 TV sta-
tions in the north and northeast parts of the U.S.

United Air Lines, Elk Grove township, Ill., through Leo Burnett Co., Chicago; The Hartford Insurance Group, Hartford, Conn., through LaRoche, McCaffrey & McCaill, New York, and Kaiser Jeep Corp., Toledo, Ohio, through Compton Advertising, New York, will sponsor NBC-TV's colorcast of The World Series of Golf (Sept. 9-10, 5-6:30 p.m. each day).

Noxell Corp., Baltimore, will launch a full-scale advertising campaign this month for its new acne product, Therablen by Noxzema, utilizing network and spot TV, and spot radio. Agency is Sullivan, Staufer, Colwell & Byles Inc., New York.

RCA Sales Corp., Indianapolis, through J. Walter Thompson Co., New York, will start an advertising campaign for its new color TV set in mid-August with spots on NBC-TV's Tuesday Night at the Movies, I Spy, Laredo and Run For Your Life, and participation on Monitor on NBC Radio.

Lu Wane Products Co., Wayne, N. J., through the Zloue Co., New York, will use NBC-TV daytime shows to advertise its Magic Turban, a product used by women to keep their hair-dos while they sleep or work. Lu Wane previously used spot TV.

Also in advertising...

Kid study - A research study distributed to advertisers and agencies last week by ABC-TV underlines the importance of children (4 to 12 years old) in the selection of specific advertised products and brands. Titled "Child Power," the study was conducted among 1,501 U. S. households from Oct. 26 to Nov. 3, 1966, by R. H. Bruskin Associates, New Brunswick, N. J.

Merger announced - Totem Productions, New York, has merged with Bill Ackerman Productions, Midland Park, N. J., animation specialists, to provide total production and design services specifically for television commercials.

Branching out - Headed by producer-director-writer Armand Acosta, the newly formed Crewe Co. Films Inc. will also be available for exclusive television commercial production. Offices are at 1541 Broadway, New York and in Hollywood at Paramount Studios and at 9000 Sunset Boulevard.

Moving to tape - MPO of California, West Coast operation of MPO Videotronics, New York, reports that it will be ready to begin work in video tape as well as in film by Oct. 1. Its parent company moved into tape operations six months ago.

Creative seminar - Television commercials and shows will be included in the third annual seminar of creative film techniques to be held this fall by Donald Young Associates, Chicago public relations firm, for the Midwest advertising and communications industry. Ten two-hour Monday evening sessions start Oct. 2. Registration fee is $17.

Name change - A. W. Lewin & Staff, New York, advertising personnel consultants, have changed its name to Lewin & Della Corte.

Agencies buy diversity and youth in radio

A recent survey by Major Market Radio Inc., New York, indicates agencies in the first half of 1967 are making more "spectrum buys" in radio, are seeking between 50% and 75% of a total-market share in their purchases and are continuing their stress on demographics, particularly aiming for younger audiences.

Wilmot (Bill) Losee, president of Major Market Radio, which is completing its first year of operation as a representative firm, explained that, in "spectrum buys," agencies are buying stations in a single market with a different "sound." He noted that national spot radio is generally healthy, but cautioned that buyers are striving more competitively to "break the radio-station rate cards because they think it can be done." He reported his findings were based on a series of conferences between MMK sales and management executives and officials at stations it represents and in meetings with sponsors and buyers of spot radio.

Accounts shifted

National Sugar Refining Co., New York, is consolidating advertising for its Jack Frost sugar and PDQ milk additives in the hands of Warren, Muller, Dobrowski, New York. The accounts together bill $500,000 a year. Jack Frost had been with Papert, Koenig, Lois, New York. The PDQ products, which will be moved Dec. 1, are handled by Arthur Meyerhoff Associates, Chicago.
THE MEDIA

House floor fight looms before CPB

Modified ETV bill passes in committee but opponents are expected to continue the battle

The House Commerce Committee has voted to favorably report the administration's proposal to establish a Corp. for Public Broadcasting. But after committee approval of the House version of the Senate-passed bill was gained, on a reported 15-6 vote, it was announced that the bill will go to the House floor with at least "individual minority views," if not a full-scale minority report.

Lewis Berry, minority counsel for the committee, said the minority views will be in part determined by how well the minority positions are expressed in the majority report. The key area of concern is on future financing for the CPB, he observed.

One alternative (direct appropriations) was deemed unacceptable by many of the witnesses testifying on the bill, and the solution recommended by the Carnegie Commission (a trust fund supported by TV-set excise taxes) might prove politically unacceptable to Congress, Mr. Berry noted.

Not brought out in testimony, but still a third possibility, he said, was a direct tax, collected at the local level, on sets in use. This could have the effect of drying up local contributions for educational stations, forcing a complete reliance on tax funding for non-commercial broadcasting.

Setting Limits = As in the Senate, the bill emerged from committee with a number of amendments. But, where the Senate's amendments generally acted to provide more freedom of action for CPB, the House Commerce modifications tightened control over the proposed corporation's activities. And, in most areas, the House did not adopt any of the Senate's changes, making for a number of issues to be resolved either on the House floor or in a subsequent conference committee.

Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee, predicted "a long conference." Among the items to be resolved is the Senate's complete rewriting of the bill's Title III, which authorizes and defines a $500,000 study of the needs of instructional, direct-to-classroom, education TV. The House panel left standing the administration's language.

Title I of the House bill (H.R. 6736) was amended to limit authorizations for construction and facilities grants to three years, with amounts specified for each (BROADCASTING, Aug. 7). As passed by the Senate (S. 1160), the authorization was for five years, amounts unspecified past the first year.

Title II, the heart of the bill, saw the most action in both committees. Establishing the CPB to act as granting agency for program development and ETV-station interconnections, Title II spells out the makeup, duties and limitations on the corporation's board of directors, and the activities permitted by the corporation itself.

Although the thrust of the House panel's modifications was to tighten control on the CPB's activities, an amendment sponsored by James T. Broyhill (R-N. C.) to spell out operating-authority prohibitions failed to gain committee approval. Also, a predicted struggle on problems of interconnection failed to come to a head.

Translator hearings set

The FCC came up with another first last week: a comparative hearing for a TV translator. The 100 w facility on channel 13 in Lewiston, Mont., is being sought by KOKO-TV Billings, KULR-TV Billings and KRTV(TV) Great Falls, all Montana.

The evaluation, the FCC said, will be based on present availability of off-air service, the extent to which the applicants would meet the local tastes, need and interests of the community and whether the applicants offer any prospect of eventually turning the translator into a regular station.

The Senate changed the bill to permit the CPB to contract directly with common carriers for interconnection arrangements. As approved by the House group, the bill was left unchanged, but development of networking operations by an intermediary agency is not prohibited.

 Defines Programs = Competition with commercial outlets by subsidized broadcasters remained an area of concern for the committee and that concern found expression in language added at the behest of Joe Pickle (D-Tex.). Added to the bill's section on definitions: "Educational television or radio programs' means programs which are primarily designed for educational or cultural purposes and not primarily for amusement or entertainment purposes."

The committee also added a variation on the fairness doctrine to be made binding on the CPB. Programing to be made available by the corporation shall comply "with strict adherence to objectivity in all programs of a controversial nature," the panel ruled.

A provision that the CPB's board members could change their salary (set at $100 a day) on a two-thirds vote met with a veto by the committee.

The only change voted on Thursday (Aug. 10), the day the committee approved the bill, was specifically to include TV stations owned and operated by municipalities for noncommercial educational purposes. It was noted that, at present, only one such station, WNYC-TV New York, was in operation.

Board Members = As reported last week (BROADCASTING, Aug. 7), the committee voted to limit membership on the CPB board to no more that eight of the same political affiliation. A Senate floor amendment that three of the directors be named from the ranks of educational broadcasters drew House committee fire as a potential conflict of interest and was not adopted. Representative Macdonald said he approved refusal to require educational broadcasting on the board, but would vote with the Senate on any attempt to defeat the political test for directors.

The House panel left intact the requirement that all 15 directors be appointed by the President, thus providing another area of disagreement to be resolved by floor action or by conference committee. The Senate amended the bill to limit presidential appointments to nine, with those nine choosing the other six.

Mr. Macdonald also promised a floor fight for a clarifying amendment he supported in committee that went down to defeat on "a straight party vote" at a time when more Republican members were in attendance than
Democrats. The amendment would free an individual ETV station from the $250,000 per-project limit in the bill if part of the expense was incurred for interconnections for an unexpected news development like the summit meeting in Glassboro, N. J.

Swift floor action on the bill is expected. Supporters of the bill hope it will be called before the House recesses for a 10-day Labor Day break. The committee report, along with minor revisions is expected to be approved this week. Rules Committee action necessary to schedule the bill for floor debate is seen by next week, with a possible House vote during the week of Aug. 27.

School system asks funds to operate L.A. ETV

The Los Angeles board of education has been asked to set aside $653,900 to finance the start of an educational TV station on channel 58. License to the channel is being sought not only by the local board of education but by KCET(TV) Los Angeles, an existing educational station operating on channel 28.

Officials of the school system contend that its use of instructional television could double if granted the non-commercial television channel allocation. The city schools now conduct their instructional television programs on KCET(TV) and KCOP(TV), the latter being a commercial station. The schools currently spend $150,000 a year for this air time. Money for the construction of the proposed new ETV station would be made available to the board of education from local bond funds.

Boston court orders hearing in CATV case

A federal court in Boston has denied a request for a temporary restraining order against a group of New England CATV systems, and has set Aug. 16 as the date for argument on a temporary injunction. The motions for the restraining order and injunction against Pioneer Valley Cablevision Inc. were filed by group-TV-station-owner Springfield Television Broadcasting Co. in behalf of its WWLP(TV) Springfield and WRSP (TV) Greenfield, both Massachusetts (BROADCASTING, July 17).

Springfield Television has been seeking an FCC order against Pioneer Valley on duplication-protection issues. It also asked the U. S. District Court in Boston to issue a writ of mandamus ordering the commission to take action in the three-year-old case.

FCC upholds its one-year financial rule

Turns down FCBA challenge because of precedent

Precedent is a "sometimes thing" in FCC decisions. Two years ago the commission laid aside a long-standing three-month financial ability rule-of-thumb in favor of the Ultravision standard that requires a one-year financial showing on the part of all broadcast applicants. On July 31 the commission refused to suspend a rule because the standard in the intervening years has accrued its own body of precedent.

The Ultravision standard was challenged by the Federal Communications Bar Association three weeks after it was adopted. The association asked the commission to suspend the rule because it said it was imposed through the wrong route. Instead the FCBA suggested that a rulemaking process was more appropriate for the resolution of such a broad issue (BROADCASTING, Aug. 2, 1965).

The standard was created as the result of three cases involving competing UHF applicants for stations in Buffalo, N. Y., Cleveland and Boston. Intervenors in each proceeding contended that enlarged financial resources should be imposed on the applicants since they were planning to operate UHF's in markets where network-affiliated VHF stations were on the air, and therefore should make a showing of adequate financial resources for at least a year's operation.

Dark UHF's Faced with a growing number of UHF's that had succumbed to the early financial hazards of operation and had gone dark, the commission turned the problem over to a panel of three commissioners that eventually recommended stiff qualifications for UHF applicants. (The commission had also tentatively decided to issue a rulemaking proceeding to elicit broadcaster views, but that never came about.)

An appeal of the panel decision by Ultravision Broadcasting Co., a Buffalo UHF applicant, brought commission review and the Ultravision standard. To avoid discrimination the ruling was eventually enlarged to include all broadcast applicants whether AM, FM, VHF or UHF.

In its petition to suspend the ruling the FCBA did not take a stand on the merits of the change in policy or challenge the commission's authority to make new policy. The FCBA objected to the wrong route the commission took, that the commission had extended to all applicants a standard evolving from a hearing that was to apply to UHF applicants only.

Instead the FCBA suggested the rulemaking process was a better course to determine a ruling of such broad scope.

But the commission disagreed because the new policy now had created a body of precedent all its own.

The commission noted that since 1965 it had processed numerous applications of various broadcast facilities and held hearings in which financial issues were an integral part. Most applicants "have been able to produce evidence to satisfy [us]," the commission said, "that they meet . . . the Ultravision standard. The argument that a rulemaking proceeding . . . the commission went on to say, "might result in a different standard, or a more equitable standard, is not persuasive."

Not rigid The commission also pointed out that the standard has not been "rigidly applied" in all cases such as applications for changes in facilities where stations have an established earning record. And in fact the commission noted that the old three-month rule-of-thumb has been used since 1965, in interim operation requests for KXW St. Louis and WVVW Lorain, Ohio.

Five WNYS-TV applicants file merger agreement

A major shakeup among corporate applicants engaged in the interim operation of WNYS-TV (ch. 9) Syracuse, N.Y., since 1962 was effected last Friday (Aug. 11) when five of the eight applicants filed a merger agreement with the FCC.

The corporate applicants are W.R.G. Baker Radio and Television Corp., with 40% interest in the joint venture; Syracuse Television Inc., 20%; Six Nations Television Corp., 20%; Oneida Broadcast Inc., 18%, and Salt City Broadcasting Corp., 2% with first renewal rights up to 20%. Three other applicants, bought out for out-of-pocket expenses, are Syracuse Civic Television Association Inc., WAGE Inc. and George P. Hollingbery.

Bruce G. Sundlun, Washington attorney for Salt City, handled the arrangements for the merger.

NBC Radio adds KQMS

NBC Radio last week reported the addition of its 210th U. S. affiliate, KQMS Redding, Calif. Operating full-time on 1400 kc with 250 w, KQMS is licensed to Radio Redding Inc. with Harry E. Barker as general manager. KQMS was formerly a Mutual affiliate.
Sam Digges replaces Ruegg at CBS Radio

CBS FILMS VP MOVES INTO RADIO AFTER CAREER IN TV

Sam Cook Digges, administrative vice president of CBS Films Inc., was named executive vice president—station administration and spot sales of the CBS Radio Division last week.

Mr. Digges replaces Fred Ruegg, who, according to an internal memorandum at CBS, is being assigned "elsewhere in the division." He had been vice president—administration. The nature of his new duties was not disclosed.

Mr. Digges left almost immediately on a tour of the seven CBS-owned radio stations.

The new position is an abrupt switch to radio by Mr. Digges, who has been in TV all of his CBS career. He has been administrative vice president of CBS Films for almost eight years, preceded by executive posts in TV sales, TV spots, the CBS sales management, and in the new TV department of CBS Television Stations Div. and general manager of WCBS-TV New York.

Mr. Ruegg moved into his spot at CBS Radio in New York in March 1961 after serving as vice president and as general manager of KNX Los Angeles and the CBS Radio Pacific Network since December 1956. For several years before that, Mr. Ruegg was in New York as assistant director or labor negotiators for CBS Inc. He had held executive positions with stations on the West Coast, starting in radio in the mid-thirties.

Thoms Broadcasting wins Asheville CATV franchise

Asheville, N. C., voters have approved a CATV franchise to Thoms Broadcasting Co., licensee of WISE and WANC-TV (channel 62) in that city as well as owner of other radio stations in North Carolina and one in Virginia.

The exclusive franchise, on a 3,008 to 1,891 vote, is for 35 years, and calls for the payment of 6% of the gross revenues to the city. Harold Thoms, president of the broadcasting firm, said the CATV system will carry two ETV channels, one for the local schools and another carrying the programs originated by noncommercial, educational WUNC-TV at Chapel Hill, as well as a 24-hour weather board and FM background music.

The Asheville referendum on July 28 reverses a March vote in which Ashevill citizens turned down a 1965 franchise to Robert O. Hofland of Chelmsford, Mass. In that grant, the Asheville council called for a 13% to 15% payment to the city, as well as surrender of the CATV system to the municipality at the end of 20 years.

Changing hands...

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

- KPFP-AM-FM Pasadena, Calif.: Sold by Pasadena Presbyterian Church to Crosby-Avery Broadcasting Co. for $310,000. Principals in Crosby-Avery are Leon A. Crosby, a partner in and general manager of KMPX(FM) San Francisco, and Lewis Avery, former station representatives. KPFP operates on 1240 kc with 100 w during specified hours. KPFP-FM operates on 106.7 mc with 22.5 kw. Broker: Hogan-Feldmann Inc.

- KAIR Tucson, Ariz.: Sold by Mrs. Josephine Griffith May and Andrew Griffith to Ed Richter, Lee Druckman, Howard Duncan, Frank Kalil and Henry Hillberg for approximately $150,000. Mr. Richter is president and will be general manager of new licensee, Number One Radio Inc. Messrs. Richter, Duncan and Hillberg purchased KGUN-TV Tucson in 1960, sold it in 1965, and now operate WTVY(TV) Youngstown, Ohio. Mr. Druckman is president of Trans-Video

We are pleased to announce completion of the sale of

WHYN AM/FM/TV Springfield, Massachusetts

for $3,850,000, from one group of newspapermen to another.


SELLER: Principals of the Holyoke, Massachusetts Daily Transcript, the Northampton, Massachusetts Gazette, the Springfield, Massachusetts Newspaper Employees Pension Trust.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO ATLANTA BEVERLY HILLS

James W. Blackburn	H. W. Causell	Clifford B. Marshall	Colin M. Selph
Joseph M. Strock	Hub Jackson	Meny Building	9465 Wilshire Blvd.
RCA Building	Engineer Co.	1455 Paushart Rd.	2194-8151
313-9270	313 N. Michigan Ave.	873-5626

BROADCASTING, August 14, 1967
Corporation (multiple CATV owner). Mr. Kalil is radio-TV personality in Tucson. KAIR is fulltimer on 1490 kc with 250 w.

- KUTY Palmdale, Calif.: Sold by Sherwood J. Tarlow to William and Katherine Mende for $220,000. Mr. & Mrs. Mende own KAPR Douglas, Ariz. KUTY is daytimer on 1470 kc with 5 kw.

APPROVED - The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 80)

- WIST Charlotte, N.C.: Sold by Henderson Belk to Statesville Broadcasting Co. for $200,000. Statesville, headed by G. M. Allen, is licensee of WSSC and WFMX(FM) Statesville, N.C. It has interlocking ownership with WCRT Roanoke Rapids, and WFLC Reidsville, both North Carolina. Mr. Belk will retain WIST-FM Charlotte, N.C., and WPWO Jacksonville, Fla., and is purchasing WRLJ(FM) in Jacksonville. WIST operates fulltime on 1240 kc with 1 kw days, 250 w evenings.

- WXL Columbia, S.C.: Sold by Henderson Belk to Statesville Broadcasting Co. for $175,000. See WIST Charlotte, N.C., above.

NEW TV STATIONS

WJR-TV Atlanta will go on the air Sept. 1 as an independent outlet. The channel 17 station is owned and operated by Rice Broadcasting Co. with W. Robert McKinsey as president and general manager. WJR-TV is represented by National Television Sales, Dome Mersuey and Midwest Times Sales. Station last week also announced appointment of the newly formed HAS Advertising Inc., agency with headquarters in Atlanta, to develop campaigns for WJR-TV.

Mr. McKinsey (I) with James E. Hoban, president of HAS.

KHBV-TV Henderson, Nev. (Las Vegas), will start operations as independent VHF (ch. 5) early in September, according to Charles Vanda, owner and general manager. Mr. Vanda said the station will begin programing on seven-day, 5-11 p.m. schedule, emphasizing such syndicated personality shows as Mike Douglas, Merv Griffin, Gypsy Rose Lee, William Buckley Jr., and news movies and documentaries. Mr. Vanda is a former CBS programing executive and most recently served with J. Walter Thompson as vice president in charge of live TV and Hollywood office. KHBV will operate with 64.6 visual and 12.9 aural, from an antenna height of 1,180 feet above average terrain and 74 feet above ground.

KBSA-TV Guasti, Calif. (ch. 46), is to begin teletcasting between Aug. 15 and Sept. 1 with an ERP of 219 kw visual and 141 kw aural from an antenna height of 2,880 feet above average terrain and 138 feet above ground. Permittee is Broadcasting Service of America, owned and operated by William A. Meyers, president of Los Angeles Department of Water and Power. Station is to teletcast entirely in color.

Area served recommends Radio Elizabeth Inc.

The size of a community a broadcaster proposes to serve proved persuasive to FCC Hearing Examiner Jay A. Kyle as he again recommended grant of a new class II, 1530 kc daytime station to Radio Elizabeth Inc. The examiner's supplemental initial decision was the result of a remand proceeding ordered by the commission in the five-year-old case.

Applicants for the facility are Radio Elizabeth serving Elizabeth, N.J., with a population over 107,000; Jupiter Associates Inc., Matawan, N.J., whose population exceeds 5,000, and Somerset County Broadcasting Co., Somerville, N.J., with a population of 12,500. All applicants offer first-time service in their communities.

The examiner had recommended grant of the facility in 1963 to Radio Elizabeth, but the commission ordered a rehearing for two of the applicants on a so-called suburban issue to determine whether they instead realistically proposed to serve larger nearby cities: Newark, N.J., and New York City from Radio Elizabeth, and New York City from Jupiter. After a four-year round of various pleadings, hearings and appeals, the applicants passed the test, in the examiner's mind, when he found that they both would program to meet the needs of their respective communities.

The crux of his decision resided in a similar finding, made in 1963, that Radio Elizabeth should receive prefer-
Crowder loses WXXL on trafficking issue

What an FCC hearing examiner may recommend, the commission may not give heed to.

That hard fact of the commission's administrative processes was borne out last week when the commission denied the five-year-old application of F. L. Crowder, trading as Harriman Broadcasting Co., for 970 kc, 500 w, daytime only WXXL, Harriman, Tenn. (The application, which had culminated in commission grant of the station, has been in court through four judicial sessions.) At the same time the commission ordered the station off the air tomorrow (Aug. 15).

In 1966 the FCC granted without hearing a new daytime AM, wxxl, to Mr. Crowder. (The grant was Mr. Crowder's fourth broadcast authorization over a 14-year period. Previously he was the sole owner of WHBT Harriman, WDEH Sweetwater, and held a 50% interest in WLIV Livingston, all Tennessee. All three properties were sold by 1964.)

Subsequent charges that Mr. Crowder had engaged in trafficking and that his application represented alleged economic injury to Folkways Broadcasting Co., WHBT Harriman, which raised both issues, saw the U.S. Court of Appeals reverse FCC edicts twice. Eventually the station was permitted on the air pending expedited determination of the trafficking and economic issues set for hearing.

In July FCC Hearing Examiner Herbert Sharman in an initial decision recommending grant of the application termed the trafficking issue as an attachment of "a mighty bigh barrel to a mighty small hull" (Broadcasting, July 10). But the commission found the examiner had failed to accord "proper weight to relevant and material evidence" bearing on the issue.

Profit Taking - Instead the commission maintained that Mr. Crowder had failed to adequately reconcile several inconsistent representations he made relating to the disposal of his various broadcast properties. The fact that Mr. Crowder realized profits of $61,000 on the WHBT sale, $22,000 on the WDEH sale and $50,000 for relinquishing his interest in WLIV also bolstered up the trafficking charge.

The primary circumstance weighing against grant of the application, noted by the commission, is that Mr. Crowder "is seeking a station in Harriman where he previously had one. If his primary interest was in station operation in that community, the normal course would have been to continue the operation of station WHBT; not to sell it at a profit and then seek another license."

The commission also said it did not accept his subsequent explanation contradicting previous representations that WHBT was sold because of his ill health, or that his participation in the operation of WLIV was other than that represented in the station's application. "We cannot permit an applicant thus to decide as it suits his purpose which of his inconsistent representations we are to believe," the commission said.

Ultimately the commission found that Mr. Crowder "has not shown that he acquired [the Harriman and Sweetwater] stations for the principal purpose of operating them in the public interest. On the contrary, the record indicates that the two stations were treated as properties to be bought and sold at a profit rather than as facilities reasonably to be devoted to serving the public."

Examiner recommends frequency switch

FCC Hearing Examiner Isadore A. Hoenig has recommended that WAXX Superior, Wis., be granted the frequency currently held by WIGL, that city.

The examiner's initial decision resolved a contested proceeding involving a license-renewal application for WIGL and ultimate assignment of the license to D. L. K. Broadcasting Co., and a request from WAXX (Quality Radio Inc.) to operate on the WIGL frequency (970 kc) instead of its present frequency (1320 kc). WIGL, currently in trusteeship, has been silent since March 1966.

At a hearing on May 18, the WIGL trustee and D. L. K. were declared in default when their attorney indicated they would not immediately proceed with the presentation of evidence under the specified hearing issues. Mr. Hoenig recommended denial of the WIGL renewal and assignment.

WIKY-FM Pulse share 3.0

In the Special Report: FM, Broadcasting, July 31, WIKY-FM Evansville, Ind., is shown with a Pulse share of 1.0 for Monday-Friday. The figure should have been 3.0 for the time WIKY-FM was on the air and not duplicating WIKY.

NAB network talks stall over procedure

Negotiations over master contracts between ABC and NBC and the National Association of Broadcast Employees and Technicians (NABET) remained deadlocked late last week over a procedural question that arose during the first day of bargaining between the two parties in Miami Beach.

On Thursday (Aug. 10) NABET filed unfair-labor-practices charges against the two networks with the National Labor Relations Board in New York. NABET, which represents some 3,000 network engineers, technicians and other broadcast personnel in 37 units, claims ABC and NBC have refused to bargain because "NABET will not relinquish the right to determine the ground rules under which negotiations will take place. Until the procedural question is settled, probably by the NLRB, actual bargaining over wages and working hours will remain bogged down.

NABET's former three-year-old master contract with the networks expired on March 31, but was extended to Aug. 31. It was learned that the union was ultimately seeking, not surprisingly, higher wages and a shorter work-week, among other things.

Should the NLRB decide in favor of NABET, it will be the second such victory for the union in as many weeks: An impartial umpire recently upheld a NABET contention that the International Alliance of Theatrical Stage Employees (IATSE) was "raiding" its (NABET's) ranks for membership in Los Angeles and New York that was said to be in violation of the AFL-CIO constitution.

WJBF(TV) goes primary ABC

WJBF(TV) (ch. 6) Augusta, Ga., becomes a primary ABC-TV affiliate on Sept. 1. The station has been using both NBC-TV and ABC-TV programing. ABC observed that NBC had held a primary affiliation with WJBF for the past 14 years. NBC indicated it had agreed with the station on a termination of the affiliation and that its coverage in the market would be provided by other affiliates in adjacent areas. WJBF is a Fuqua Industries station. John Radeck is vice president and general manager.

NAB plans research grants

The National Association of Broadcasters has announced the second- an-
nual grants for research in broadcasting. The grants of up to $1,000 each, are open to all academic personnel with a closing date of Dec. 1. The proposed research should relate to the social, cultural, political and economic aspects of commercial broadcasting in terms of its primary communication function. Specifically excluded are proposals relating to the commercial aspects of radio-TV advertising. Applications are available from Howard Mandel, NAB vice president for research, 485 Madison Avenue, New York. 10022.

WSRA returns to the air licensed to Radio Milton

In what is becoming a more frequent custom with the FCC, the commission last week granted operating authority to a corporation for a station whose license had been revoked the week before. The purpose of the action, the commission said, is to permit prompt restoration of service formerly provided by the station.

WSRA Milton, Fla., formerly owned by Santa Rosa Broadcasting Co., had its license revoked for power and promotion misdeeds, and was ordered off the air by Sept. 30 (Broadcasting, Aug. 7). Operation of the station, 1490 kc, with 1 kw days and 250 w nights was granted to Radio Milton Inc., a joint venture of two applicants, Jimmie Hugh Howell and the West Florida Broadcasting Co. Inc.

In granting the station to Radio Milton, the commission also approved a merger agreement between the applicants. Mr. Howell was reimbursed by West Florida for out-of-pocket expenses and becomes an individual stockholder with 30% interest in the corporation; West Florida holds the rest. Mr. Howell will act as general manager of the station.

Skubitz on Commerce

A vacancy on the House Commerce Committee caused by the death of Representative J. Arthur Younger (R-Calif.) in June has been filled by Representative Joe Skubitz (R-Kan.), a three-term congressman who gave up a seat on the Public Works Committee to become eligible for the assignment. Subcommittee assignments have not been made, but minority vacancies exist on the Communications and Investigations subcommittees as a result of Mr. Younger’s death.

FCC eases restrictions on investigatory files

The FCC has opened up by a crack its investigatory files for public inspection as result of the 1966 Public Information law. Parts of those files dealing with complaints are now accessible to public view, but only in a limited fashion.

When a complaint received by the commission warrants or appears to warrant an investigation, it is placed in an investigatory file and may be made available for inspection "upon request" if disclosure will not prejudice the conduct of the investigation. Should the investigation not be conducted or be completed, then the complaint is available under these conditions:
- A complainant who has requested nondisclosure of his identity, "or if there is reason to believe that disclosure of [his] identity could embarrass him or subject him to harassment," will have to give his consent;
- The complaint is available "to the extent that it is possible to do so without disclosing the complainant’s identity."
- Complaints with defamatory statements will not be available "except upon a compelling showing" that the public interest requires inspection.

Personal work papers, memoranda or reports prepared by the commission and statements and documents obtained by its investigators relating to the institution, conduct or outcome of an investigation are not open to the public.

Joint interim permit given for KSHO-TV

Five applicants, who had asked for joint interim authority to run KSHO-TV Las Vegas while the FCC decides who should ultimately win the station (Broadcasting, June 12), got the green light last week.

KSHO-TV, in receivership since 1961, was due to go dark on Sept. 9 at the end of a 90-day FCC extension of life. In 1965 the station became the first TV station to be denied a license renewal in a court case. Court decisions upholding the FCC opened the door for the new applicants last February (Broadcasting, May 8).

In a companion decision last week, the commission turned down the petition of Robert W. Hughes who had sought to bar the interim operators from buying KSHO-TV’s physical assets for $94,500. Mr. Hughes had alleged he was an attorney acting on behalf of Harry Wallerstein, the receiver, and that the $94,500 would be a “substantial loss” to the KSHO-TV creditors. He said the receiver should be allowed to sell the stock of the former licensee, Television Corp. of America.

However, Mr. Wallerstein told the commission he had authorized no one to file any petitions in his name. In addition, the FCC pointed out the station’s case has been dragged through the courts “with the result that there is no license which can be renewed or transferred.”

The interim corporation, Channel 13 of Las Vegas Inc., is made up of Arthur Powell Williams, Desert Broadcasting Inc., Ettlinger Broadcasting Corp., Clark County Communications Inc. and Talmac Inc., each with 20%.

Corporation offices of chairman and vice president will be shared on a two-month rotating basis among Mr. Williams; Ralph Denton of Desert; John A. Ettlinger of Ettlinger; Meyer Gold of Clark County, and William R. Morse of Talmac.

There are three other applicants for the channel: Diller Broadcasting Corp., headed by comedienne Phyllis Diller; Nevada Broadcasters, and Lotus Television of Las Vegas. Both Diller and Nevada had requested independent interim authority.

CAMBRIDGE SCHOOL

RADIO AND TELEVISION BROADCASTING


Write Mr. Roberts, Cambridge School

432 Beacon Street, Boston, Massachusetts 02116

BROADCASTING, August 10, 1967
CBS's earnings lower by 14%
Officials cite higher costs and development expense despite 9% sales rise

CBS Inc. last week reported first-half earnings for 1967 down by 14% from the same period last year, although sales increased by 9%.

CBS officials attributed the earnings drop to higher operating and selling costs and to expenses incurred in developing new acquisitions. "In addition, the results of Holt, Rinehart and Winston Inc. were below those of the first six months of last year due to the slowness in certain orders and to increased expenses associated with books that will be published later in the year," an official said. CBS recently merged with HR&W, a New York publishing firm (Broadcasting, Aug. 7).

Earnings for the second quarter, adjusted to include HR&W, were $124,436,075 (51 cents a share), down from $14,591,152 (61 cents a share) for the comparable period last year.

CBS directors also declared a cash dividend of 16.4 cents a share on CBS preferred stock payable Sept. 30 to shareholders of record on Aug. 25, and a cash dividend of 35 cents a share on common stock payable Sept. 8 to stockholders as of Aug. 25.

For six months ended July 1:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
<th>Dif.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.03</td>
<td>$1.23</td>
<td>$0.20</td>
</tr>
<tr>
<td>Net sales</td>
<td>$434,458,567</td>
<td>$388,716,332</td>
<td>$45,742,235</td>
</tr>
<tr>
<td>Net income</td>
<td>$26,115,977</td>
<td>$26,291,108</td>
<td>($175,131)</td>
</tr>
<tr>
<td>Average number of shares</td>
<td>22,726,826</td>
<td>22,363,429</td>
<td>363,397</td>
</tr>
</tbody>
</table>

Cowles's earnings drop as revenues set record

Cowles Communications Inc., group broadcaster, newspaper and magazine publishers, has reported that gross revenues were the highest for any comparable first-six-month period in the company's history; however, earnings declined considerably.

Gardner Cowles, chairman of the board, reported that the reasons for the decline were that Cowles incurred heavy expenses in pushing its product development and improvement program, and "pessimism in the business community early in the year caused a number of companies to delay or curtail their advertising plans."

The serialization of "Death of a President," published in Look, tripled the monthly circulation rate during January, February and March. Look's circulation during the first six months of the year averaged in excess of 8.2 million copies per issue, a bonus of more than 600,000 copies per issue over its guarantee to advertisers of 7.6 million. However this was not accompanied by increased advertising revenues.

Cowles owns KRNT-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis, and WESH-TV Daytona Beach-Orlando, Fla.

Six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
<th>Dif.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td></td>
<td>$0.66</td>
<td>$0.51</td>
</tr>
<tr>
<td>Revenues</td>
<td>74,707,000</td>
<td>71,032,000</td>
<td>3,675,000</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>430,000</td>
<td>3,163,000</td>
<td>($2,733,000)</td>
</tr>
<tr>
<td>Income after taxes</td>
<td>216,000</td>
<td>1,441,000</td>
<td>($1,225,000)</td>
</tr>
<tr>
<td>Net income</td>
<td>219,000</td>
<td>1,724,000</td>
<td>($1,505,000)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,423,233</td>
<td>3,356,669</td>
<td>66,564</td>
</tr>
</tbody>
</table>

ITT sets records for first half

International Telephone & Telegraph Corp. last week reported second-quarter and first-half sales, revenues and earnings higher than for any comparable periods in the giant company's history.

Record earnings were reported despite what ITT Chairman Harold Geneen described as "weaknesses in some sectors of the economy." Mr. Geneen, however, concluded the favorable report by saying that if the pending ABC-ITT merger isn't consummated by Dec. 31, "directors of both companies will have to review the situation in order to determine the course of action."

ITT spokesmen said Mr. Geneen's statement did not mean the corporation was relaxing in its efforts to merge with the network.

Both ITT and ABC have vowed to fight an appeal by the Justice Department against the FCC. The commission twice approved the merger, only to have its actions contested by the Department of Justice, which is now seeking reversal of the FCC decision in the federal District of Columbia Circuit Court of Appeals.

It was apparent last week, however, that the imbroglio surrounding ABC and ITT hasn't affected the latter's growth: Net income for the second quarter was $25,340,000 ($1.13 a share), an increase of 10% over the $1.03 a share on earnings of $22,790,000 in the second quarter of 1966. In addition, ITT had an extraordinary gain of $3,339,000, or 17 cents a common share, from the sale of 235,000 shares of its investment in the Communications Satellite Corp. The sale netted ITT a profit of $6,939,000 after taxes; $3.4 million of which was placed in a reserve fund.

For the first six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
<th>Dif.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td></td>
<td>$0.50</td>
<td>$0.39</td>
</tr>
<tr>
<td>Sales and revenues</td>
<td>1,053,369,000</td>
<td>1,061,699,000</td>
<td>($8,330,000)</td>
</tr>
<tr>
<td>Net income</td>
<td>47,211,000</td>
<td>42,070,000</td>
<td>$5,141,000</td>
</tr>
</tbody>
</table>

Southeast newspapers, stations plan merger

Two newspaper companies and a group-broadcasting corporation are being merged to form a single newspaper-broadcast entity in the Southeast. Involved in the merger, which will establish a single company having gross sales of over $20 million annually, are the Greenville (S.C.) News-Piedmont Co., The Asheville (N.C.) Citizen-Times Publishing Co., and Southeastern Broadcasting Corp. All already have interlocking common ownership. The move into what will be known as Multimedia Inc., subject to stockholder consent and FCC approval, has been recommended by the directors of the three companies and was announced last week.

At the present time, the Greenville newspaper (News and Piedmont) owns 75% of the Asheville company (Citizen and Times) and 49.9% of Southeastern Broadcasting. Southeastern Broadcasting is licensee of Wcfc-AM-FM-TV Greenville, S.C., WMR-AM-FM-TV Knoxville and WMaz-AM-FM-TV Macon, Ga. The Asheville newspaper now owns WWNC in that city.

Roger C. Peace and family are the principal owners of the Greenville newspaper firm. J. Kelly Sisk and family own about 20% of the Asheville publishing company. R. A. Jolley and family are 14.8% stockholders of Southeastern Broadcasting. The merger will be accomplished through an exchange of stock by the present stockholders of the three companies for stock in the new Multimedia firm, but the details have not yet been determined.

Officers of the new company will be Mr. Peace, chairman; Mr. Jolley, vice chairman; Mr. Sisk, president and treasurer; Messers. Robert Bunnelle, Edmund A. Ramsaur and Wilson Wearn, vice presidents, and James E.
Jolley, secretary. Mr. Wearn at present is executive vice president of Southeastern Broadcasting.

Each of the three present corporations will be continued as divisions of the new firm.

Southeastern reported gross sales of $6,673,668 for 1966, with net profits after taxes of $1,117,802. This figure to $5.59 a share on net earnings, or $8.43 a share cash flow. For the first six months of this year, Southeastern grossed $3,385,118, up 6.8%, and had net earnings after taxes of $552,970, up 7.8%. Earnings per share were $2.21, and cash flow, $3.32.

ARB’s losses drop

C-E-I-R’s income

C-E-I-R Inc., Washington-based applied research and computer services corporation, reported a loss in net operating income for the nine months of its fiscal year.

Dr. Herbert W. Robinson, president and chairman of the board, said that ’major factors affecting net operating income have been continuing losses in our ARB television and radio audience measurement services. . . .’ Dr. Robinson said he believes that the American Research Bureau operations will show improvement in fiscal 1968.

For nine months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$0.06</td>
<td>$1.08</td>
</tr>
<tr>
<td>Gross income</td>
<td>16,502</td>
<td>17,492</td>
</tr>
<tr>
<td>Operating income</td>
<td>103,000</td>
<td>549,000</td>
</tr>
<tr>
<td>Special gains</td>
<td>—</td>
<td>1,250,000</td>
</tr>
<tr>
<td>Net income</td>
<td>103,000</td>
<td>1,784,000</td>
</tr>
<tr>
<td>Cash flow from operations</td>
<td>977,000</td>
<td>1,902,000</td>
</tr>
</tbody>
</table>

*Included in 1966 net operating income is a profit of $412,000 from the sale of two computers previously leased to others.

Sylvania registers debentures with SEC

Sylvania Electric Products Inc., New York, has filed with the Securities and Exchange Commission, a registration seeking the sale of $50 million of 25-year sinking fund debentures, due August 1992.

The company manufactures equipment and components for the lighting, radio and television, and electronic systems industries. It is a wholly owned subsidiary of General Telephone & Electronics Corp.

Proceeds of the sale are to be used to further reduce borrowings. Its short-term borrowings incurred for additional working capital and facilities approximated $120 million in June, of which GT&E held $13 million and converted $11 million into equity by making a contribution of capital to the company.

Sylvania has 250 shares of common stock outstanding, all owned by GT&E.

Riker Video buys Canadian firm

Riker Video Industries Inc., Hauppauge, N. Y., last week purchased Richmond Hill Laboratories, Toronto, thus lifting its product-distribution restrictions in that country. It followed by a week the acquisition of assets of ITV Inc., New York, a designer of closed-circuit TV and video-tape recorder systems. No price was disclosed for either acquisition.

Richmond Hill had been closely associated with Riker until two years ago when James A. Leitch, a former owner of Riker, agreed to restrict the design and sale of his products to Canada, and not compete with Riker in other parts of the world. Both Riker and Richmond Hill make similar units: all-transistorized video equipment (exclusive of cameras and monitors) for the TV industry.

The ITV operation brings to Riker not only CCTV units and video-tape recorders, but also portable tape recorders and TV cameras.

For Riker, the two acquisitions also represent an extension of an expansion plan that began Oct. 10, 1966, with the acquisition of EMI-Elements Inc., Saxonburg, Pa., a supplier of single crystals, ultra-high purity chemicals, and laser and maser materials. In 1967, Riker consolidated its operations in one plant, and last July bought Continuous Progress Education Inc., Norwalk, Conn., which makes audio-video communications systems for educational institutions.

Riker has made a public offering of $2 million of convertible debentures due June 1, 1982, to be applied to loan payments and working capital (Broadcasting, June 19).

Audio Devices’s earnings drop

Audio Devices Inc., New York, has reported that net sales in the first half of the year showed an increase, but net income declined from the levels of the corresponding period of 1966.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$0.27</td>
<td>$0.53*</td>
</tr>
<tr>
<td>Net sales</td>
<td>8,638,303</td>
<td>7,084,001</td>
</tr>
<tr>
<td>Net income</td>
<td>259,135</td>
<td>509,039</td>
</tr>
</tbody>
</table>

*Adjusted to shares outstanding at 6/30/67.

Memorex has record half year

Memorex Corp., Santa Clara, Calif., producer of magnetic-tape products, has reported record sales and earnings for the six months ended June 30. Net sales for the period were up 42% over sales of 1966.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.53</td>
<td>$1.81</td>
</tr>
<tr>
<td>Sales</td>
<td>15,017,000</td>
<td>10,582,000</td>
</tr>
<tr>
<td>Income before federal and foreign taxes</td>
<td>2,023,000</td>
<td>2,201,000</td>
</tr>
<tr>
<td>Federal and foreign taxes</td>
<td>145,000</td>
<td>1,085,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,878,000</td>
<td>1,116,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,059,000</td>
<td>1,009,000</td>
</tr>
</tbody>
</table>

Memorex has a major product line in magnetic-tape equipment. It has a plant at Massena, N. Y., one of the nation’s largest.

SEC’s July report of transactions

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

ABC—Leonard H. Goldenson, sold 1,500 shares, leaving 85,581, plus 114 beneficially held as custodian.
Ace Corp.—Edward D. Kenna Jr. exercised option on 1,500 shares, giving total of 3,334. Curry W. Stoup exercised option on 500 shares, giving total of 8,300 plus 100 shares beneficially held with wife.
Filmways Inc.—John Colley sold 4,000 shares, leaving 249. Lee Moselle sold 400 shares, leaving 15,468.
Jarrell Corp.—International Utilities Corp. bought 4,000 shares, giving total of 303,780. Lee R. Zemnick sold 2,121 shares, leaving 6,228. Philip Zinnman sold 500 shares, leaving 383.
MGM—George Kilson sold 1,100 shares, leaving 29,000. Howard Stroickling sold 355 shares, leaving 2,400.
National Film Inc.—Louis C. Lerner, holding 305,300 shares personally, bought 3,300 shares and sold 500 shares on beneficially held Lerner & Co. trading account, giving total of 26,831, plus 885,000 beneficially held on Victoria Investment Co. account, 25,000 on beneficially held Lerner & Co. investment account, and 2,000 beneficially held with wife.
RCA—Benett Cert sold 1,000 shares, leaving 163,006, plus 5,000 beneficially held with wife.
Reeves Broadcasting—J. D. Hastie sold 300 shares, leaving 47,635. Richard Weininger sold 7,400 shares on beneficially held Premier Investing Corp. account, leaving 72,000.
Screen Gems Inc.—Louis J. Barban sold 200 shares, leaving 631. Milton Klein sold 124 shares, leaving none, plus 45 on beneficially held retirement fund. Donald S. Straemen, holding 1,498 personally, sold 12,855 shares beneficially held in trusts, leaving none, plus 605 beneficially held with wife.
Storer Broadcasting Co.—Grady Edney sold 400 shares, leaving 4,375.
Taft Broadcasting Co.—Roger Drackett bought 500 shares, leaving total of 900. Robert T. Jr. sold 6,000 shares, leaving 108,740.
Wait Disney Productions—Donn B. Tatum sold 471 shares, leaving 500.
TV spots attack befouled rivers, beaches

That impure water is a problem and clean water a national need are the messages, and TV is the medium being used by U. S. government water-pollution fighters who are spending more than $30,000 in the production and distribution of some 700 prints to stations and networks.

Officials of the Federal Water Pollution Control Administration of the Department of the Interior at a screening in New York last week said the color films---three one-minute messages and shorter 20-second versions---were produced by Quest Productions and mark a departure from the agency's use of animated spots to documentaries.

They said the step up in TV exposure was in keeping with the "critical and serious" nature of the water-pollution problem in the U. S. A film on river pollution features folk-singer Tom Paxton on the sound track; another spot dramatizes water impurities as a pitcher of lemonade is mixed, and a third is a pictorial study of a beach area closed because of pollution.

'Lock your car' drive planned by Ad Council

Not helping a good boy go bad will be the message of the Advertising Council's public-service effort to combat juvenile delinquency. The campaign focuses its effort on the reduction of car thefts by encouraging the public always to lock their automobiles.

At a Washington news conference early this month, Attorney General Ramsey Clark said that of the 500,000 automobiles stolen last year, 40% had keys in the ignition and 80% were unlocked. The under-18 age group committed 64% of all auto thefts.

TV spots (60-, 30-, 20- and 10-seconds) will be released to stations in mid-August. The spots are emotionally directed to women, who are more careless with the car keys than men. They show in a fast montage a young boy arrested and jailed for auto theft.

Radio spots will echo the campaign theme and also emphasize auto safety. Youngsters in stolen cars are 200 times more likely to be involved in traffic accidents than authorized drivers.

The Justice Department requested Advertising Council aid to reduce juvenile crime. Ted Bates & Co., New York, under the direction of Howard Black, senior vice president, created the campaign.

Drumbeats . . .

Stopping the trend • As in most metropolitan areas, New Orleans's traffic accidents and deaths have been on a continual rise for the last twenty years. But for the first six months of this year, accidents have been reduced by 10% and traffic deaths by 11%. And John Exniois, the city's traffic engineer, gives much of the credit to WWL-TV's "Project Life." The station has aired 1,381 spots in the project and produced five half-hour documentaries on safety. Almost 250,000 teen-agers participated in station's two summer safety tests, with over 230,000 certificates awarded. Over 75,000 windshield decals and 50,000 bumper stickers were distributed in the massive campaign. As Mr. Exniois said: "It's working.''

Tourist lure • The Ponderosa Ranch a tourist bonanza? That's what NBC Enterprises thinks. The network division is taking the Incline Village on the north shore of Lake Tahoe on the northern California border with Nevada and developing there a real Ponderosa ranch based on the fictional one depicted in the Bonanza series. The village area has been used many times for background location filming for the NBC-TV series. Plans to expand the

Retirement into service

Don Davis, former president of WHB-AM-TV and KMBC-AM-TV, both Kansas City, Mo., was presented a silver-tray award by Arizona Governor Jack Williams, former president of KTVX Phoenix, on behalf of the International Executive Service Corps for "service to the country."

Mr. Davis retired from broadcasting in 1962 to live in Phoenix. Recruited last winter by the IESC, he served as a volunteer consultant for three months to television channels 4 and 6 in Guayaquil and Quito, respectively, both Ecuador.

Founded in 1964, the IESC has recruited some 3,000 retired and mid-career executives willing to take foreign assignments without pay. The corps has accepted 532 overseas projects in all fields of business, including several in radio and television broadcasting.

Ade Hult, former sales manager of the Mutual radio network, is director of corporate recruiting for IESC.

With Governor Williams (r) and Mr. Davis at the presentation was his wife, Harriet Davis, who received a gold medallion.
Around most TV stations, E-V lavs are taken pretty much for granted. Just hang one around your neck, or clip it onto lapel or pocket—and start talking.

Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. While the lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its life. Most of the abuse is accidental—but inevitable.

So we developed a "nesting" principle of construction that is based on tolerances so tight that the internal element acts as a solid mass, reducing damage due to shock. And we use nothing but Acoustalloy® diaphragms... almost indestructible despite heat, humidity, dirt, or high intensity noise or shock.

We've also spent years developing cable specifications—and methods for attaching it. We've taken into account all the tugs and twists that are the fate of any lavalier cable. That's why our strain relief is so effective. And knowing that no cable can last forever, we've made replacement easy and fast.

Of course reliability by itself is not enough. So our field testing of E-V lavs is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavs can be mixed in the same program with stand microphones with no change in voice quality.

In the process of developing the lavalier, we've also made it smaller. Our original model was 7" long and 1" in diameter. Today's Model 649B is just 2-1/4" long, 3/4" in diameter, and weighs a mere 31 grams!

Normal trade discounts apply to list prices shown.

Of course TV studios aren't the only places you'll find E-V lavs. They're used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

Every E-V professional lavalier is protected by our unique 2-year unconditional warranty against failure of any kind, plus the lifetime guarantee of workmanship and materials that is an integral part of every E-V microphone. Full details are waiting at your nearby Electro-Voice microphone headquarters. Or write us about your special needs. We're ready to solve the toughest sound problems—off the shelf—all year 'round!
area include the building of a hotel, railroad, simulated logging operations, stables and other facilities with a western theme. Taking part in the development of the project besides NBC are Crystal Bay Development Co. and the three permanent stars of Bonanza, Lorne Greene, Dan Blocker and Michael Landon.

'Precocious' executive • Thomas J. Henney, president of Natco Communications Inc., Augusta, Ga. (group broadcaster), has been elected to the Young Presidents' Organization, an international association of executives who have become presidents of sizeable companies before the age of 40. Natco stations are: WROZ and WTVW(TV) Evansville, Ind.; KTHI Fargo, N. D.; KXOA Sacramento, Calif.; WTAC Flint, Mich.; WJBF(TV) Augusta, Ga., and KTE(TV) El Dorado, Ark.

TV helps LA police • What do officers in the Los Angeles police department do during their off-duty hours? Contrary to some opinion they don't beat up old ladies in tennis shoes from Pasadena. Instead they enjoy hobbies, avocations, pastimes just as does any working man. This is what KABC-TV Los Angeles, through its advertising and promotion department, is trying to convey in a series of six spot announcements it has produced to spur recruitment in the Los Angeles police force. Actual officers are shown, filmed on location, with Jack Webb doing the narration.

Donation to Watts • KNBC(TV) Los Angeles has pledged several thousand dollars worth of television broadcasting equipment to a TV and theater workshop in the Watts section of Los Angeles, scene of widespread Negro rioting some three summers ago. Among the equipment being donated to the Watts group is a monochrome camera, a video-tape recorder and a synchronizing generator with accessories. It's estimated that if purchased new the equipment would cost about $100,000.

VOA's 25th • The new five-cent postage stamp issued in honor of the 25th anniversary of the United States Information Agency's broadcasting service, Voice of America, was dedicated in Washington (Aug. 1). The stamp pictures red-and-blue sound emissions radiating from a black radio tower.

Saki sippin' sisters • WNEM-TV Flint-Saginaw-Bay City, Mich., entertained visitors from Saginaw's sister city, Tokushima, Japan. Guests included representatives from WNEM-TV's sister station, JOJR Tokashima.

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EQUIPMENT & ENGINEERING

Trade Center to cause one-year interference

LEE'S FINDINGS FROM HEARING ARE GIVEN TO CONGRESS

About one year of interference to television reception will be in store for viewers during the construction by 1971 of the proposed 110-story twin-tower World Trade Center in New York.

This and other findings of Commissioner Robert E. Lee, who presided at the July 24-25 WTC hearing (BROADCASTING, July 31), were presented along with the record of the hearing last week to Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee. The commission's public hearing was requested by 24 members of Congress in April to explore solutions to the problem of possible TV interference caused by the WTC.

Emphasizing that his comments are personal, informal views and are not to be construed as formal findings or conclusions in any sense," Commissioner Lee noted the salient points evolving from the hearing:

- The WTC evidently will be built in the manner proposed by the Port of New York Authority.
- All parties agree that interference will be caused during its construction beginning about 1970.
- And that this interference will continue "unless and until" the nine TV broadcasters involved move from the Empire State Building to the WTC.
- Spacing Problem • The commissioner cited that the commission cannot now consider or decide whether the broadcaster's move will be authorized since they have yet to file appropriate applications to effect the move. Ordinarily approval of such applications would "normally be assumed as assured," he said. However, the proposed relocation will present a short spacing problem for channels 2, 11 and 13 which are co-channels in New York City and Baltimore.

Since the commission's rules require a minimum separation between co-channel assignments of 170 miles, the commissioner noted that the southward move to the WTC will violate this separation by a fraction of a mile: "While this may off-hand appear to be inconsequential, the commission cannot pre-judge the problem and must afford the interested and affected broadcasters in Baltimore an opportunity to make their views known."

The move is further complicated by the encroachment of the grade-B service area of several of the stations in the Philadelphia market, he continued, and "this too must be considered after the affected interests in Philadelphia have been afforded an opportunity to express their views."

Reduced Time • The one salve com- ing from the hearing that may soothe broadcasters is the shortened period of interference caused during the WTC construction. A two-year interference estimate apparently will be cut to about one year, the commissioner said, due to a plan that proposes the rapid construction of the north tower before the

second (south) one is raised "to a point where its television interference will be significant." The commissioner viewed this turn of events as "the result of the commission's expression in this matter and is regarded as a meritorious and constructive development."

Other solutions presented during the hearing include CATV use by affected viewers and the possibility of providing broadcasters with localized translator operations on UHF in the interference zones. Commissioner Lee noted that "this presents technical as well as economic problems which must be investigated. I plan to explore the matter further in an informal way with the broadcasters," he said.

The commissioner also emphasized that the commission has no authority to control or regulate the construction of the proposed WTC, and in fact, he noted, no witness during the course of the hearing advocated that the federal government should "act or intervene" to avoid "black radio tower."

FCC changes antenna rules

The FCC has amended part 17 of its rules dealing with construction, marking and lighting of antenna structures. The rule revision was primarily in-

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BROADCASTING, August 14, 1967
tended for the addition of obstruction markings to towers over 1,500 feet up to, and including, 2,000 feet, and for conformity with Federal Aviation Agency regulations.

One section of the rules has been modified to require painting and lighting of antennas that exceed 200 feet (instead of 170 feet) or require special aeronautical study. Another section makes provision for the use of 700w 6,000-hour lamps.

One proposal that would have required a registered or licensed engineer or surveyor to prepare a map and certify as to the accuracy of geographic coordinates remains under commission study. The commission said: "The submission of inaccurate coordinates remains a problem and an appropriate solution will continue to be sought."

Vikoa to build CATV's for itself

Vikoa Inc., Hoboken, N. J., CATV equipment manufacturer, has announced that it had been awarded a turnkey construction contract to build nine CATV systems in Burlington county, N. J. The nine systems are franchised to General CATV Inc., which is principally owned by Vikoa, and consist of Willingboro, Burlington, Burlington township, Cinnaminson, Delron, Edgewater Park, Maple Shade, Mount Laurel and Riverside. The grants are for 25 years on an exclusive basis (except Willingboro, which is 15 years nonexclusive with option for five-year extension). They call for the firm to pay each community $1,000 annually or 5% of the gross revenues, whichever is greater (except Willingboro which is $5,000 or 7%). Customers will be charged $10 installation and $5 a month.

The $1.8 million construction will run 296 miles of trunk coaxial cable, passing 32,500 potential subscriber homes. The Willingboro system, 70 miles, is expected to be completed by January 1968; Burlington and Burlington township systems by March next year, and the remainder by the summer of 1968. The systems will bring to subscribers TV programs from Philadelphia, Wilmington and New York. The system will be capable of being expanded to 20 channels.

Vikoa said it has 1,200 miles of turnkey CATV construction, including the New Jersey contract, underway at the present time.

Frank Keenan is executive vice president; William Keenan is vice president and treasurer.

The office of president is vacant at the present time.

Another radiation hearing scheduled

Part two of the congressional triple-threat TV radiation investigation, a hearing by the House Commerce Subcommittee on Health, has witnesses from the Department of Health, Education and Welfare; the Bureau of Standards, and the National Academy of Sciences lined up to testify today (Aug. 14) on X-ray hazards from large-screen color sets.

Bills before the subcommittee, of which H.R. 10790, sponsored by John Jarman (D-Okla.) and David E. Satterfield III (D-Va.), is representative, would empower the secretary of HEW to prescribe radiation standards for electronic products. Mr. Jarman is chairman of the Health and Welfare Subcommittee.

A hearing has already been held by the House Commerce and Finance Subcommittee under John E. Moss (D-Calif.), which probed the TV-set manufacturing industry for its practices and problems with set radiation (Broadcasting, Aug. 7). Starting Aug. 28 three days of hearings are set by the Senate Consumer Subcommittee on the same subject, prompted by the an-

YOU MAY NEVER EAT 40 BOILED EGGS*

BUT... WKZO Radio Serves Up

More Supermarkets and Consumers in Greater Western Michigan

If you're a hard-boiled buyer who wants to cover the most grocery outlets—and reach the most shoppers—in Greater Western Michigan, then WKZO Radio is for you.

The map shows why. In the .5MV contour primary service area of our biggest competitor in Southwestern Michigan, there are 18 A&P and 16 Kroger stores.

That's pretty good—but in WKZO's primary service area there are 60 A&P and 33 Kroger stores. And that doesn't count the ones in our competitor's home county, even though we come in strong there.

Let your Avery-Knodel man (a real good egg) tell you how to crack open the greater Western Michigan market with WKZO Radio!

*Georges Grognet, Belgium, ate 44 in 30 minutes.
nouncement in May by General Electric that a number of color receivers had been found to be emitting excessive radiation through vents in the bottoms of sets.

Witnesses at the Jarman hearing are to include Dr. Allen V. Astin, director of the Bureau of Standards; Surgeon General of the U.S. Public Health Service William H. Stewart, and James G. Terrill Jr., director of the National Center for Radiological Health of the Public Health Service.

U.S. imports 1.5 million TV sets from Japan

Almost one-quarter of Japan's exports of electronics products to the U.S. in 1966 were TV sets, the Department of Commerce has reported. Transistor-radio exports accounted for 22% of total.

Television-receiver exports to the U.S. totaled $67 million, up nearly 8% from $62 million in 1965. Color-TV exports, reported for first time, were valued at $44 million.

This amounted to over 1.5 million units, of which 240,000 were color TV, compared to slightly over 1 million in 1965.

Transistor-radio (three or more transistor) exports to the U.S. increased 29% from $80 million in 1965 to $104 million in 1966. In units this was up from 10.1 million in 1965 to 12.7 million in 1966.

Total Japanese exports to the U.S. in 1966 totaled $464 million, a 47% increase over the 1965 level of $315 million, and accounted for more than half of all Japanese electronic exports last year.

Technical topics...

FM interference • That old bugabo of interference to channel 6 television service by educational FM stations is the subject of a report issued by the FCC's office of chief engineer last week. And the report shows that serious interference will result from such operations. The report, "Calculations for Educational FM Channel Assignments in Areas Served by Channel 6 (No. R-6702)," is available from the Research Division of the Office of Chief Engineer, room 802, 521 building, 512 12th Street, N. W., Washington.

CATV unit • New phase control unit for use in sweep-testing CATV or similar video distribution systems has been introduced by Jerrold Electronics Corp., Philadelphia. Jerrold PCU-60 is designed to provide 60-cycle reference voltage where distance between sweep generator and monitoring oscilloscope makes it impractical to use 60-cycle horizontal output of generator.

Mobile color unit • The Videonics division of Technicolor has designed a mobile color video tape production unit that it claims provides a complete system for shooting on video tape and telecasting both from tape and from color film prints made by the division's tape-to-film transfer process. The mobile unit is equipped with two electronic cameras and taping machines and initially is being offered to producers of television commercials. Reportedly nine such producers already have signed to use the unit, which won't be operational until October.

Equipment show • Ampex Corp. has taken its latest video and audio equipment on the road. The Redwood City (Calif.)-based manufacturer has installed a VR-3000 back-pack video-tape recorder and monochrome camera combination, a VR-1200 high band color video-tape recorder, a Marconi Mark VII color camera and AG-440 and AG-500 broadcast audio recorders in a color TV van and is touring the country to give broadcasters a first hand look at what's new. The van, which left Redwood City earlier this month, will visit 23 states and Washington, D. C., during the next three months.

New line • A solid-state school console will be ready for marketing in September, it was announced by Gary J. Smith, marketing manager, audio division of McMartin Industries Inc., Omaha. The console will feature styling in four models: console, upright, and double and triple turret desk units.

Di-plexer signal system • Riker Video Industries Inc., Hauppauge, N. Y., is offering for ETV use the "Riker-Plexer," a new system permitting transmission of two signals simultaneously over a single microwave or cable. The new product makes it possible to broadcast twice the number of programs on existing channels and is priced at approximately $10,000.

Chroma detector developed • Improved color-monochrome video compatibility is the function of the 2610/2620 series chroma detector manufactured by Cohn Electronics Inc., San Diego. The equipment is said automatically to delete the burst and chrominance signals from the encoder input when a transition from color to monochrome broadcasting occurs at that point.

Programing

Networks veto Scott's code

CBS and NBC reject agreement with other media on riot coverage

Both CBS and NBC rejected last week the idea of a "code of emergency procedure" to govern coverage of riots or other incidents of civil disorder.

Their positions were made known in letters sent to Senator Hugh Scott (R-Pa.) by Dr. Frank Stanton, president of CBS Inc., and Julian Goodman, president of NBC. They were responding to letters sent by the senator to all three major networks, the Associated Press and United Press International urging that such a code be considered and also advocating more "balanced" presentation of views to counteract "inflammatory" statements by some civil-rights leaders (Broadcasting, Aug. 7).

In replying to Senator Scott's statement that a disproportionate amount of time was given to "statements by such individuals as H. Rap Brown and Stokely Carmichael" at the expense of those by "such responsible leaders as Roy Wilkins, Martin Luther King," Dr. Stanton wrote that, as far as the CBS radio and television networks and owned stations were concerned, he could "find no evidence that this [Senator Scott's assertion] is true. On the contrary, there is considerable evidence that the exact opposite is the case." Radicals vs. Moderates • Dr. Stanton then described in detail the number of times and the programs on which either "radicals" or "moderates" appeared on CBS-TV between July 13, the first day of the Newark riot, and Aug. 1, when the Milwaukee disturbance was brought under control: 15 militants versus 66 moderates and government officials. Senator Scott was listed among the latter group.

Mr. Goodman also took issue with Senator Scott's request for "balanced" news presentation. According to Mr. Goodman, balancing coverage is "artificial and more in the nature of editorializing than covering the news..." Both Dr. Stanton and Mr. Goodman...
ALL NEW
AUDIO CONSOLES
from GATES

Plug-in silicon amplifiers • 20-20,000 cycle response

Solid state, all new – inside and out. Featuring 100% silicon transistors. All amplifiers and DC power supplies plug in. All three consoles feature 20-20,000 cycle frequency response, with less than 1 db variation. At all frequencies, distortion is less than 0.5% at rated output. Write for complete details. You’ll wonder how we could build so much into such compact, handsome packages.

Stereo Statesman
The Gates Stereo Statesman features 5 full stereo mixing channels from 11 inputs. Full logic audio switching. New illuminated program keys... exciting new packaging concept.

Dualux II
The Dualux II provides monophonic and stereophonic mixing facilities separately or together. Designed to control AM and FM, FM Stereo and SCA from one control point. Features 8 mixing channels, 13 mono sources and 6 stereo sources... a total of 22 audio inputs, plus inputs for automatic programming equipment and an SCA audio signal.

Gatesway II
The Gatesway II with 8 monaural mixing channels from 18 inputs features in-built cue/intercom system; provision for remote announcer operation of studio microphone channels, and a novel variable equalizer for special effects or line correction.

GATES
GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation
Advertisers!
Get out of Printers' Ink. It can't last.
Not after Marketing/Communications comes out this October, it can't.

Because that's when Marketing/Communications will take over as the successor to Printers' Ink. And will take off as the dynamic, new magazine of marketing and advertising.

Conceived and edited for contemporary marketing and advertising men, Marketing/Communications will be a book as new, as now, as its name. And, right from the start, it will reach more of the people your ads should reach than any other publication in its field: 84,000 decision-makers in every area of marketing and advertising, everywhere in the world.

Probing beyond the news, plunging ahead of the news, Marketing/Communications will provide these leaders and readers with consistent, comprehensive and informed monthly coverage, analysis and opinion on what's happening in all forms of communications used in the marketing and advertising of goods and services. And it will do it in an editorial context as entertaining, graphically exciting, people-oriented and involving as the best writers, editors, artists and photographers in business journalism can make it.

Sound like the audience your ads should reach? And the context in which your ads should reach them? Then call in one of our men today. He'll tell you how to get out of Printers' Ink and into Marketing/Communications while the going rate is good. In fact, while it's still the same as Printers' Ink.

Only now it will buy a book that's really something else in marketing and advertising magazines.

You can reach him at Decker Communications, 501 Madison Avenue, New York, New York (212) 421-0800. Marketing/Communications.
If you're a promotion man, you should be exploring the changing role of promotion in the exploding field of communications. You should meet with other promotion experts eager to share their know-how and professional savvy. You should head on to Toronto this fall for the 1967 BPA Seminar...

**MAN: The Communicator.**

On to Toronto... where the promotion is!

12th ANNUAL SEMINAR, ROYAL YORK HOTEL, TORONTO, CANADA, OCTOBER 16-18, 1967.

For the full story contact BPA.

NON-MEMBERS: Come join us. Registration fee applies to your membership dues!
indicated that in any case, defining "moderate" can be in itself controversial. Dr. Stanton noted that for some viewers, former comedian Dick Gregory is a "moderate," while for others he is a "militant."

Dr. Stanton and Mr. Goodman described their respective news-coverage policies, adopted some time ago, which are designed to minimize, as Dr. Stanton wrote, "the unsettling effect on a stimulated crowd that the presence of cameras ... may have."

Senator Scott's recommendation that news media adopt a "code of emergency procedures" met with what was perhaps the strongest response from Dr. Stanton. Noting that the CBS networks check eyewitness reports for accuracy, use unmarked cars, and do not use lights when shooting pictures, Dr. Stanton said such self-imposed guidelines "seem to us to be our responsibility and obligation as journalists and editors, and we cannot delegate this to anyone else. We are not, however, going to make subjective value judgments that the American people are capable of hearing and evaluating some spokesmen for some points of view and that others are unsafe or too dangerous for them to hear. . . .

"Nor can we enter into any compact with other news organizations . . . to restrict or present the news in any predetermined way whatsoever. One of the primary safeguards against excesses in a free press is a diversity of reporting and of news judgment. Any proposal, however high its purpose, to get the press to decide in concert what it will report, and how it will do it, would establish a precedent of the most hazardous implications."

News Suppression • Any device aimed at the suppression of news, wrote Dr. Stanton, "strikes me as no less hazardous . . . than suppression by government edict. The people can at least remove government officials in the next election; they have much less defense against a monolithic code arrived at in private by private parties entrusted by our institutions with a public responsibility."

Mr. Goodman also expressed strong concern about Senator Scott's code proposal. Such a code's preparation, he said, "would be a formidable problem, because those involved would see the problem quite differently . . . . But more importantly, a code cannot exercise judgment. It cannot foresee all the variables in the fast-breaking events with which newsmen must deal."

Both Dr. Stanton and Mr. Goodman pointed to the practical difficulties of such a code, its enforcement and the limits of its jurisdiction. Commenting on the idea, Mr. Goodman wrote that such a code would carry "no effective sanctions. In short, it seems to me that anything as formal as a code is a relatively insensitive and unresponsive instrument for dealing with situations calling for case-by-case judgment."

Landau/Unger now CUE, offering films to TV

Ely A. Landau was elected president and chief executive officer of Commonwealth United Corp. last week, succeeding Theodore R. Sayers, who was elected chairman.

Mr. Sayers said: "The direction of our business is now the world of entertainment, and that's why the change of management."

Commonwealth, a diversified corporation with shipping, real estate and insurance interests, acquired Mr. Landau's film production company, Landau/Unger, at the end of July for 500,000 shares of Commonwealth class A common stock.

Commonwealth United directors voted last week to change the name of Landau/Unger Co. to Commonwealth United Entertainment (CUE). Mr. Sayers stated that CUE has three feature-length motion pictures ready for fall release: "Cervantes," with Horst Bucholz and Gina Lollobrigida; "Beyond the Mountains," with Maximillian Schell and Raf Vallone; and "The Face of War," a documentary drama on the Vietnam war produced by Eugene Jones, former NBC News producer.

Section 315 action expected in Senate

Senate Commerce Committee action is expected this week on a series of bills that would modify or suspend Section 315 of the Communications Act to permit stations to grant free time to major-party candidates without a requirement to provide equal time to fringe candidates.

The committee met Thursday (Aug. 10) for "general discussion" of the issues, subject of a hearing last month (Broadcasting, July 24), and will meet again Tuesday (Aug. 15). The Communications Subcommittee, under Senator John O. Pastore (D-R.I.), has brought all bills to the attention of the full committee without formal recommendations because of widespread interest in the measures and to hasten the legislative process by eliminating the usual step of separate subcommittee consideration.

The bills, which range from complete elimination of Section 315 to its suspension for only the offices of President and Vice President, have been augmented by draft legislation submitted by the FCC in response to Senator Pastore's request during the hearing.

The FCC bill would require equal-time treatment for all candidates whose parties polled 2% of the vote in a prior election or whose races are supported by petitions signed by 1% of the number of voters casting ballots for the office in question in a prior election.

Third-party presidential or vice presidential candidates would qualify for equal time on the basis of aggregate voting or petitions in 34 states. If a third-party candidate qualified in any one state, broadcasting stations in that state would be bound by an equal-time requirement for that candidate. The FCC bill specifies that candidates for nonpartisan offices would continue to be covered by the equal-time regulations.

SAG members OK contract

A new four-year contract covering actors performing in television films, negotiated more than a month ago by Screen Actors Guild and the Association of Motion Picture and Television Producers and the three networks, was overwhelmingly ratified last week by the union's members. In a nationwide vote, 7,605 ballots were cast, with 7,480, or 99%, voting approval of the contract, 77 voting disapproval and 48 ballots invalidated.

The new agreement, which will end at midnight June 30, 1971, calls for an increase in minimum rates to actors of 20% in two stages over the four-year period.

Khrushchev draws on TV

Despite being scheduled on a contingency basis after a baseball game and running into fringe late-evening time, NBC-TV's documentary Khrushchev in Exile was seen by nearly 25-million households in more than 11-million households, according to NBC estimates. The network noted that in the period covered by the July Nielsen Television Index report, the special attracted an audience 10% larger than the average evening program.
Media fight ABA's news muzzle

Concept of 'social value' of trial reports may have impressed lawyers into modifying plan

Representatives of the major news media brought up their biggest guns in Hawaii at the convention of the American Bar Association trying to shoot down the gag on news in criminal cases proposed by a special ABA committee.

At the conclusion of the Aug. 4 session with a panel of lawyers, including Justice Paul C. Reardon, Massachusetts Supreme Court, who is chairman of the special free press-fair trial committee, the 11 news media representatives felt, as one of them put it, that they had chipped away a few more of the worst proscriptions in the Reardon report.

Justice Reardon, however, rejected a joint-media plea that more time be permitted to study the actual impact of publicity in criminal trials. And a day earlier a panel of trial judges approved "without reservation" adoption of the Reardon recommendations.

One new element, the concept of social value, was thought to have impressed the 100 odd lawyers who attended the discussion of the Reardon report. The theme for free and full reporting of crime news for the benefit of the public was submitted by Washington lawyer W. Theodore Pierson, representing the Radio-Television News Directors Association.

The Reardon report is due to be presented for final action at the Feb. 14-20 meeting of the ABA's House of Delegates in Chicago. News media will have one more chance at that time to try to stop adoption, or amend the recommendations in significant detail.

The Reardon report was issued last October (BROADCASTING, Oct. 3, 1965). If adopted it would ban the release of all but bare-bones information in a criminal case at the arrest, the pretrial hearing, and the trial of a suspect. Police, prosecutors, lawyers and judges would be proscribed from revealing, among other things, any past criminal record of a defendant, details of the evidence, and other information not accepted as evidence at the trial.

One provision that has aroused vigorous opposition from the media provides that a judge can issue a contempt citation against a newspaper for publishing information not part of the official record of a trial. This was revised to require that willfullness must be involved.

Walikiki Beach - The ABA meeting, in Honolulu, heard three position papers from media representatives and then held a general discussion that included eight other representatives of news media.

Mr. Pierson stressed the importance of assuring the peace and security of citizens. "The heart of this issue," he said, "is whether the defendant has the right or ought to have the privilege of continuing the fear, the terror, the panic and the restricted activity in the community which the crime has created, in order that he may be sure at some later date that he will be accorded a fair trial." Imposing the bans recommended by the committee represents "overkill," he said. Instead, Mr. Pierson proposed that no restrictions be imposed except from the time of the impaneling of the jury to the rendering of the verdict or the sentencing.

The panel of lawyers also heard J. Edward Murray, Arizona Republic and chairman of the Freedom of Information and press-bar committee of the American Society of Newspaper Editors, and Arthur B. Hanson, general counsel of the American Newspaper Publishers Association.

Mr. Murray said the present provisions of the Reardon report would make policemen virtually the managers of news. Instead he asked that all the news be made available to newsmen so they can make their own judgments. He also called the imposition of restrictions on reporting preliminary hearings as amounting to "secret law enforcement. . . ."

Mr. Hanson contends that the ABA's committee was attempting to impose unconstitutional restrictions on the news media. He also stressed that the committee has produced no evidence that the news media present a "substantial danger" to the preservation of fair trial.

Other media representatives present during the ABA meeting: D. Tennant Bryan, Richmond (Va.) Times-Dispatch and News Leader (WRNL-AM-FM); ANPA; Hugh Bions, Wenatchee (Wash.) World, Associated Press Managing Editors Association; Douglas A. Anello, general counsel, and Elmer Lower, ABC, for the National Association of Broadcasters; Theodore F. Koop, CBS, Sigma Delta Chi; Bruce Dennis, WGN-AM-FM-TV Chicago, Radio-Television News Directors Association, and Paul Potter and Walter B. Conrad, National Newspaper Association.

Program notes . . .

New TV firm - The formation of Brad Marks Enterprises Ltd., New York, which will acquire features, specials and services for U. S. television distribution, was announced last week by E. Bradley Marks, president. Mr. Marks is currently obtaining offices. The firm has purchased some films (notably "Mondo Cane," now sold to more than 50 stations). Mr. Marks had been manager of the special projects division,
Independent Television Corp., New York, at one time was president of Thunderbird Films Inc., New York.

Labor agreement • A new two-year contract has been signed between the Composers and Lyricists Guild of America and the Association of Motion Picture and TV Producers. The agreement calls for a 10% increase in CLGA minimums, retroactive to Jan. 1. The new contract ends negotiations that have been carried on for almost a year.

Cartoon distribution • *Daphne’s Cartoon Castle*, a local animation series originated at Metromedia’s KTTV(TV) Los Angeles, goes into national syndication later this month. It will be seen initially on WTTG(TV) Washington and WNEW-TV New York, also Metromedia stations.

C&W pilot • PAMS Inc., Dallas-based creators and producers of radio and TV identifications, has entered the country music area with a pilot package for KCKN Kansas City, Kan. Euel Box, musical director for PAMS wrote the identification and Miss Terry Lee is featured with the "PAMS Country" vocal group.

Tracking it down • WJXT(TV) Jacksonville, Fla., will open a state reporting bureau in Tallahassee which will concentrate on research and investigative reports. Martin Dyckman, formerly with the St. Petersburg Times, will be head of the new operation.

C&W formats picked • In Mason City, Iowa, KSMN has switched from popular music to country and western; in the South, WOAM Tallahassee, Fla., signed on the air with a fulltime C&W format.

Youth special • Dick Clark Productions, which has mined the youth field for more than a decade, is producing a special that hopes to reveal the look and attitudes of the latest "young" generation. The special, to be called *The One-Sex Look*, will be filmed in documentary style. Production is to start in Houston on Sept. 1, with additional film to be shot in New York, New Orleans, San Francisco, Los Angeles and Chicago.

Hockey and basketball • WHN New York and Madison Square Garden have signed a three-year agreement under which the radio station will broadcast home and away games of the New York Rangers (hockey) and the New York Knickerbockers (basketball). WHN is understood to have paid $500,000 for the rights, starting with the 1967-68 season, which calls for coverage of a total of 80 Knickerbocker and Ranger games. The new pact follows a one-year contract for the Rangers in effect for 1966-67.

More on Middle East • ABC News has sent Peter Jennings, anchor of ABC-TV's early evening news, on a six-week assignment in the Middle East and Europe to report on the aftermath of the Israeli-Arab war and other breaking stories. Taking turns filling in for Mr. Jennings are ABC News White House Correspondent Frank Reynolds and ABC News Washington Correspondent Keith Mcビー.

New production firm • Broadcast-Plaza Inc., licensee of WTIC-AM-FM-TV Hartford, Conn., has formed a new subsidiary, Plaza Productions Inc., which will offer complete audio-visual communication services. The new production firm will occupy new quarters with 16,000 feet of space, two sound stages, and will have a staff of 20 employees.

New from Four Star • Four Star Tele-vision, which doesn't have any new regular network product coming in the 1967-68 season, has started production on a syndicated series of specials called *Portrait*. Each program will profile a star performer. Robert Mitchum is the subject of the first profile, with producer-director Ralph Nelson acting as host.

C&W by day • The fulltime country and western KDRK(FM) Gresham Ore. has announced it has changed its format to top 50 popular records after 7 p.m. C&W will now be heard from 5 a.m. to 7 p.m. only.

Song and dance men • Metro-Goldwyn-Mayer has signed Broadway producers Cy Feuer and Ernest H. Martin to create TV specials derived from MGM's library of entertainment properties. Martin and Feuer have produced such Broadway musicals as "Guys and Dolls," and "Can-Can."

Triangle distributes 19 mystery films

Triangle Program Sales has released its first package of 19 feature films, *The Edgar Wallace Mystery Theater*, for national TV distribution. The suspense films, based on works by the British novelist Edgar Wallace, were first put into theatrical distribution from 1960-64 and have been held by Ben Barry, recently named director of the Triangle program unit. Mr. Barry plans to syndicate other film packages from a library of 61 feature films (Broadcasting, Aug. 7).
Ruggiero Orlando of Italy has encountered what he says is considerable resentment of foreigners by officials in southern states.

Werner Baecker of Germany is excited by the cultural and scientific ferment in America.

Willebrord Nieuwenhuis of the Netherlands is bemused by "the preoccupation" of many high-ranking government officials with the U.S. "image" abroad.

And Yoshihisa Nishikawa of Japan is eager to learn more about America's industrial and scientific developments and the U.S. approach to universal socio-economic problems.

The common denominator that binds together these visitors to the U.S. is that they are part of an ever-growing corps of TV-radio correspondents from various parts of the world, whose news beat is America.

More than ever before, the U. S. is in the center stage of a global news explosion that has attracted approximately 100 correspondents and cameramen from 25 countries, large and small, to report and comment on a wide range of subjects including not only Vietnam, civil rights, national and international politics but scientific and industrial trends, student protest, the problems of the cities and the influence of pop art and the hippies.

A Broadcasting study completed on the role of the broadcast foreign correspondent in the U.S., points to the inescapable conclusion that the U.S. is the world's most extensively covered nation on TV-radio, and interest in U.S. affairs is at its zenith.

Improvement noted - And from a series of interviews with foreign TV-radio journalists and with U.S. government officials, and from comments sought by Broadcasting from U.S. network correspondents abroad, there emerges another salient conclusion: Escalation in coverage has not necessarily resulted in a balanced and reasonable representation of the American landscape, but there has been substantial improvement in quality and quantity of news in recent years.

America's leadership in virtually all facets of life, its open society providing ready access to the news, its decision-making powers that reverberate throughout the world, the advent of TV as a powerful communications medium and the growing affluence abroad were cited as key factors that have ignited the "coverage revolution" of America by foreign broadcast organizations.

TV-radio foreign correspondents on a significant scale are a fairly recent phenomenon. Twenty years ago, there were fewer than a dozen here, with fulltime news from Britain and France and part-time correspondents from several other nations.

Growth has been most dramatic in the past five or six years. According to data compiled by the Foreign Correspondents Center of the U.S. Information Agency in New York, there are about 100 broadcast news and cameramen-technicians working in New York and Washington in 1967, approximately 75% on a fulltime basis and the remainder serving both the electronic and the print media. (In contrast, there are about 700 foreign correspondents here for newspapers and magazines on a fulltime or freelance basis.)

But statistics tell only part of the story. The permanent staffs here are reinforced by teams of reporters and cameramen who periodically visit this country to film special documentaries remaining in the U.S. for several weeks or even several months. And day-to-day film coverage is provided by a group of news agencies, Visnews, UPI Newsfilm and CBS Newsfilm, which flies footage directly to overseas clients.

To evaluate the efforts of the resident correspondents from overseas TV-radio installations, Broadcasting asked American network newsmen located in foreign centers to appraise the flow of news from the U.S.

Objective - Almost to a man, the foreign correspondents in the U.S. insist they try to be objective and fair and to report as many sides of an issue as possible. In extenuation, they say that America is a complex society; it is embroiled today in several harsh issues, and they have a responsibility to report the unpleasant as well as the attractive facets of the American society.

Several correspondents acknowledged privately that there may be a tendency on the part of some news media to accentuate the negative in American life. Their explanations boil down to this: Abroad there is admittedly an envy of American affluence and power and a predisposition therefore to "cut America down to size," and there is also the influence of the U.S. wire services, which they claim spotlight news of a sensational nature on the theory that this is what foreign clients want.

"When my superiors read on your news wires that a riot has broken out in Chicago or that young demonstrators are burning draft cards or that college students are challenging the school administrations," one correspondent remarked, "they will cable me to follow it up with an in-depth story or documentary. Doesn't this make sense?"

Though they reserve the right to be selectively critical, foreign broadcast correspondents in the U.S. were open-handedly complimentary of the free opportunities they have to operate in the U.S. without a trace of censorship. They find news sources fair and accessible.

Complaint - There are, of course, some minor gripes. Several correspondents note that American trade unions in the TV-radio field often are insensitive to the fact that their organizations' financial power is limited because the vast majority of their networks or stations operate primarily through funds provided by the public (either through license fees on sets or through taxation). They claim that some unions are arbitrarily rigid in the matter of compensation.

But they concede that American largesse is the prevailing note, and many observe significantly that the U.S. foreign correspondents in their countries are not treated with comparative consideration and cooperation.

The overseas broadcast correspondents in the U.S. emphasize the interview, the feature story, the documentary and the news review. Their stations or net-
works rely on the newsfilm agencies or the wire services for the daily "hard news," though when an international crisis erupts (such as the recent Middle East war), they will file directly to their headquarters. They claim they do not editorialize, but they do supply commentary in order to "provide perspective" on their broadcasts.

They are a peripatetic bunch. They like to leave New York or Washington, the main centers of national and international news, to visit other parts of the U.S.

More Radio On radio, filing of reports is more frequent than for TV. The number of filings varies from several each day for the larger nations to once or twice a week for the smaller nations.

William Stricker, deputy director of the Foreign Correspondents Center of the USIA in New York, which is often the first port of call for newsmen assigned to America, comments that there has been a large buildup over the past five or six years in the number of correspondents. He notes that countries such as Germany, Italy, and Japan have expanded their staffs considerably and nations such as the Netherlands, Sweden, Hungary and Poland have sent correspondents here for the first time.

"The big need for America, I think, is for representation here by newsmen from Latin America, Africa and parts of Asia," he says.

Another USIA unit, the news and special events office in New York, is particularly helpful to visiting film crews and to newly assigned correspondents. Jack Gaines, chief of the office, reports visitors seek guidance on sites to visit, people to interview, procedures to be followed. He notes that a similar USIA office in Washington performs a similar function and makes production facilities available to newsmen.

Biggest Staffs The most active countries operating in the U.S. are West Germany, Japan, Britain, Canada, France and Italy, which have full-fledged bureaus here and often dispatch reporting teams from headquarters. On a numerical basis, West Germany appears to be in the forefront with more than 20 reporters, cameramen and technicians in New York and Washington representing two television-radio networks and several radio stations.

Overseeing the activities of West German Radio and TV (channel one) in New York is Werner Baecker, who marched into broadcast news via the Afrika Korps (sergeant), prisoner-of-war camp in the U.S. for several years, and the University of Oregon, at which he studied journalism by correspond-

Leonard Miall, BBC's U.S. representative, says charges that British television coverage of the United States leans toward sensationalism are "distorted."

Jacques Sallebert, chief U.S. correspondent of the French Broadcasting, feels French TV carries more news specials about U.S. than U.S. TV presents about France or Europe.

and administrator.

Mr. Baecker estimates that his office produces at least eight half-hour and four one-hour TV documentaries on American life each year, plus briefer coverage of timely events. On radio, he broadcasts a half-hour weekly review program once a week. Among the TV documentaries completed in the last year were those on supersonic flying (filmed in California); opening of the Metropolitan Opera in Lincoln Center; the relationship of Adam Clayton Powell to Harlem; visits to New Orleans and Pocatello, Idaho, the "be-ins" in New York, and interviews with theater and arts personalities.

Japanese Emphasis While Germany concentrates on the cultural and the human interest, Japanese coverage veers more sharply to financial, industrial and scientific developments, and problems of urban living. Supervising the activities of the Japan Broadcasting Corp. (NHK) is Yoshihisa Nishikawa, who arrived here several months ago after 24 years in Tokyo as a top broadcaster.

Mr. Nishikawa, chief correspondent in America for NHK (Japan Broadcasting Corp.) would like to increase satellite coverage that reaches Japan.

Japanese Broadcasting operates under government charter but with "considerable independence," according to Mr. Nishikawa. Headquarters has evinced sharper interest in U.S. news over the past four years and in that time its staff in New York has tripled from two to six and its Washington office has been augmented to four.

Mr. Nishikawa reports that he sends commentary to Tokyo almost every evening by telephone to accompany newfilm supplied by outside agencies. Much of this voiced commentary is reaction to world news developments,
particular as they may affect the political and economic life in Japan, he states. Among the documentaries completed by NHK in recent months were those on the problems of urban living, the senior citizen in the U.S., cancer research, the problems of Puerto Rico, U.S. Army training for the Vietnam war and university student dissent.

Senior Man * Probably the senior broadcast newsman in the U.S. is Ruggero Orlando, chief news correspondent of RAI of Italy, who has been here since 1955. On his arrival he was the sole RAI representative here but now directs a staff of four. Washington is covered by a freelance reporter, Neil Stanford of the Christian Science Monitor.

Mr. Orlando worked for the BBC's foreign-language service in London during World War II and was a liaison officer of the British Eighth Army with the Italian resistance movement ("I was out of favor with the Fascist regime," he says). He estimates that he sends four or five news items for radio each evening, and several times a week sends five-minute radio commentaries on issues of national and international import.

For TV, Mr. Orlando and his staff produce documentaries on a regular basis (perhaps six to eight a year) and also provide inserts for regular scheduled news programs. Among the specials he has produced for RAI during the past year were programs on Martin Luther King, Salvador Dali, scientist Linus Pauling, Pablo Cassals on his 90th birthday, various space projects and the Oscar ceremonies that originate in Hollywood.

In mid-May Mr. Orlando was presented an award by the University of California at Los Angeles for "the best TV correspondence" by a foreign newsman in the U.S.

The BBC * The best-known overseas news organization in America is the BBC. At first glance, it appears unusual that such a venerable institution maintains only three fulltime newsmen in the U.S. (one in New York and two in Washington).

But the chief executive and administrative officer, Leonard Miall, BBC representative in the United States, has a ready answer. "These staffers tend to concentrate on radio," Mr. Miall says. "For television, we are constantly sending teams of reporters and cameramen to be here for several weeks or several months at a time to do a number of stories during each visit. We may have as many as two or three teams here at a time."

Mr. Miall, who has been with the BBC for 28 years, assumed his present post, which is largely administrative, in January 1967, but he is an old hand in America. From 1945 to 1953 he was the BBC chief correspondent in Washington and he has a feel for this country inasmuch as his wife, though British born, was raised in Chicago, and his four children were born here.

He dismisses as "distorted" reports from some U.S. correspondents abroad that BBC has "loaded" its U.S. news reportage with "downbeat" stories of Vietnam and civil rights and investigations into the ethics of U.S. legislators and government officials. He ran down a list of documentaries and special programs the BBC has produced in recent months and they encompassed such subjects as the "brain drain" from Britain, LSD, Lee Bailey, the "Boston Strangler," hippies in San Francisco, and various golf tournaments. The BBC is particularly interested in reporting on science and technology, he adds, "and there probably isn't an important development in science, technology or medicine that we haven't covered."

French View * The chief representative in the U.S. of the French Broadcasting System (Office de Radiodiffusion-Television Francaise) is 46-year-old Jacques Sallebert, who has spent almost 25 years as a radio-TV journalist covering World War II in the Far East and the conflicts in Indochina and Korea. He has been the chief representative of French Broadcasting System in the U.S. since 1962 and heads a staff of six newsmen and technicians here, which has grown from a single correspondent in 1944 when the organization set up its U.S. office in New York.

On radio, according to Mr. Sallebert, his office may file several times a day, depending on the flow of the news, and on TV it provides news inserts as well as a twice-monthly program called Paris A L'Heure De New York, designed to acquaint TV viewers in France with the American way of life. In addition, regular teams visit the U.S. during the year to film special documentaries, Mr. Sallebert notes.

He praises the cooperation that has been extended to him and his staff by the TV industry here and expresses the opinion that U.S. news documentaries are "excellent, though it seems not as plentiful as three or four years ago."

Caution Russian * One newcomer who is understandably cautious in his remarks is the chief correspondent in the U.S. for the Soviet Radio and Television, Alexander Druzhinin. He has been here since 1962 and will return home in July. He is assisted by another correspondent, Vladlen Dubovik.

Mr. Druzhinin's activities are concentrated on radio and he files at least once a day for eight to 10 minutes, largely on matters relating to United Nations, foreign policy and national politics. He has encountered few problems in covering the U.S., but says he has been "restricted somewhat in traveling." He notes that he had made three requests to visit Alaska but his applications were not approved although the areas he wants to tour, he claims, are not of strategic importance.

He comments that "even the best of TV programs on the Soviet Union carried in the U.S. are influenced by western prejudice and are superficial." He hastens to explain he is not criticiz...
To the kids at Conroe High
Humble is a geologist named Laramore.

In Conroe, Texas, a high school geology class, in need of certain technical data for a planned field trip, requested a routine fact sheet about fossil identification from Humble Oil & Refining Company. Humble responded. But not the way the class expected. Harris Laramore, a Humble geologist, gave the students the full benefit of his geological experience by going with them on their Saturday field trip. His knowledge of terrain and its secrets, along with the maps and other information he brought with him, helped the teacher’s instruction and the textbooks come alive. These kids probably don’t think of Humble as America’s Leading Energy Company. To them Humble is a geologist named Laramore. His helpful attitude is typical of a genuine spirit at Humble: that we must constantly respond to the needs of America’s most important resource—its people.

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BROADCASTING, August 14, 1967
Another correspondent from behind the Iron Curtain is Pal Ipper, who is the first permanent newsmen representing Hungarian Radio. He has been here since 1963 and reports that he has free access to the type of news he wants to cover. He concentrates on UN and foreign-policy stories, plus reports on visits to farms, factories and other business establishments throughout the nation. Mr. Ipper says he has visited about 25 states in the past four years and seeks to obtain "the way of life and the views of the average person."

Willebrord Nieuwenhuis covers America for KRO Radio and Television in the Netherlands on an admittedly meager budget, with a mere $10,000 a year for production expenses. At 29, Mr. Nieuwenhuis may be the youngest broadcast correspondent here (he has been in the U.S. for four years) and manages to produce a monthly half-hour TV program called Our Man in Washington, plus specials from time to time on diverse subjects and weekly reportage for radio.

He has produced segments on air pollution, the electric car, District Attorney James Garrison of New Orleans, paper dresses, the Guggenheim Museum, the problems of the cities and the space and aircraft industries. He has visited 40 of the 50 states and went to Vietnam in the winter of 1965-66.

The Better Informed • He believes that Europeans are better informed about America than Americans are about Europe. For example, he claims American TV has not produced "a good documentary on the Common Market or the changes in West Germany or the views of European scholars on the Vietnam war."

Mr. Nieuwenhuis says he is "extremely grateful" for the assistance provided him by U.S. networks (CBS in particular), local stations and the USIA in production of his programs at a minimal cost. But as a foreigner watching U.S. TV, he believes news coverage could be improved vastly if networks and stations devoted one daily program of one hour to news, half of which would be slanted intentionally.

A Dutch compatriot of Mr. Nieuwenhuis is Peter C. Schroeder, who typifies the broadcast "stringer" in that he represents five overseas organizations—NCRV Radio and TV in the Netherlands, BRT Belgium, New Zealand Broadcasting, Radio Telnis Eireann and South African Broadcasting Corp. Mr. Schroeder broadcasts in English and Dutch.

The Australian Broadcasting Commission has a three-man staff in New York, consisting of Peter Barnett, director of news talks; Robert Connolly, assistant director of news talks, and Terry Brown. The office sends about four taped reports for radio each week and one for TV.

Mr. Connolly says the commission is particularly interested in reports from the U.S. on progress in space, science and technology since these factors may well affect the Australian economy. There has been an accelerated interest in news of America, he states, because the U.S. has become increasingly "the great decision-maker, whose actions directly affect the rest of the world."

Among the other nations that have representatives in the U.S. are Canada, Sweden, Denmark, Israel, Norway, Switzerland, Turkey, Czechoslovakia, Yugoslavia (which recently sent a film crew to make a documentary on tourism in the U.S.), Greece, Haiti, Poland, Monte Carlo, Colombia and Spain.

The coverage of foreign newsmen stationed in the U.S. already has attracted a ripple of attention from the television industry here. NBC News.

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72 (PROGRAMING)
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What U.S. correspondents think of overseas coverage

Television and radio coverage of America by foreign newsman stationed here often tends toward sensationalism, lack of balance in presenting various sides of an issue and an emphasis on problem areas in the U.S. But there has been, nevertheless, a substantial increase in the quantity and an upgrading of the quality of the news flow in recent years.

These were the highlights of a survey conducted by Broadcasting among U.S. network correspondents stationed abroad who have an opportunity to view and appraise the picture of America that emerges on the TV screens of London, Paris, Tokyo, Moscow and other vital world centers. Ironically, the complaints voiced by our correspondents often echoed the charges leveled against the broadcast coverage of foreign nations by U.S. reporters stationed abroad.

Irving R. Levine, NBC News correspondent in Rome, cabled that RAI usually presents the Italian government point of view "which at the moment is usually favorable to the U.S." But he added that Italian understanding of America might be improved if TV-radio and newspapers devoted more extensive coverage to the day-to-day aspects of how many ordinary Americans live. "Last summer RAI presented a series of programs on the U.S.," he stated, "but the emphasis was on racial problems rather than on the daily peaceful life of most Americans. Our spaceshots are given extensive coverage, often with live satellite transmission, and there was an outpouring of sympathy when the Apollo tragedy occurred."

Ideology • George Watson, ABC News correspondent in Moscow, noted that the Soviet correspondents in the U.S. (and in other countries for that matter) "live by a completely different set of rules" and said "their job is to tailor the facts to make them fit Communist ideology." He claimed they concentrate almost entirely on negative aspects of American life, but added significantly: "Of course, we do not always give fair treatment to the positive aspects of Soviet life."

Bernard Frizell, NBC News correspondent in Paris, believes U.S. coverage by French correspondents has improved considerably in recent years, and has been particularly reasonable insofar as civil rights and East-West relations are concerned. He said that on such subjects as the Kennedy assassination and the Vietnam war, however, there is less balance. It was Mr. Frizell's opinion that the French Broadcasting System takes a sharply "anti-American position on Vietnam." He also pointed out that in France there is "an almost universal assumption that the U.S. is wrong and has no business there."

Japanese Thorough • The importance of U.S. news in Japan was accentuated in an analysis cabled by John Rich, NBC News correspondent in Tokyo. He noted that the television and radio networks in Japan have 15 news-technicians in the U.S. and said: "It cannot be said that any major political or economic news from the U.S. gets ignored in the papers or on the air." He commented that economic coverage is "extremely heavy," though stories dealing with social developments are represented more thinly. Mr. Rich reported that Japanese TV obtains more news and entertainment programs from U.S. sources than any other, with newsfilm clips flown to Japan twice a day.

Another view of Japanese news coverage of the U.S. was provided by Ray Falk, ABC News, Tokyo. It was his view that Japanese coverage is more extensive than American reporting on Japan, because the U.S. is "a greater world power" and therefore more newsworthy.

He pointed out that the Japan Broadcasting Corp. produces a minimum of a half-hour documentary on the American scene each month and the Nippon Television Network earlier this year carried weekly news shows from New York via satellite. Mr. Falk said that more than ever before Japanese coverage of vital issues in the U.S. is presented with more balance and fairness.

English Superficial • Charles Collingwood, CBS News correspondent in London, observed that "with a few notable exceptions, especially the BBC's Alistair Cooke, radio and television reports to Britain from American-based correspondents tend to be superficial and sometimes tendentious." British newsmen in America, he continued, are best in reporting foreign-policy developments since they are well briefed both by the

recently announced plans to carry on its regularly scheduled newscasts tape and live presentations (via satellite) of major U.S. news stories as they are telecast abroad, stressing it is "important that Americans see and hear how top newsmen of foreign countries report to their people about the U.S. and how they interpret American events" (Broadcasting, May 15). NBC reported last week that several such programs were beamed to the U.S. during the latter part of May and in June and others are planned as news developments dictate.

Radio series sales . . .

All Time Heavyweight Championship Tournament (Woroner Productions): WMVR Jacksonvllle and WPCC Panama City, both Florida; wbrl Peoria, Ill.; wAVE Louisville, Ky.; CHSJ St. John, N. B.; WBT Charlotte, N. C.; WJER Dover, Ohio; KGWA Enid, Okla.; WTMA Charleston, S. C.; KVET Austin and KBWD Brownwood, both Texas; WSKI Montpelier, Vt.; WINA Charlottevllle, Va., and WMBZ Eau Claire, Wis.

Grand Ole Opry (Wsm Inc.): WENC Whitevllle and wrrr Burlington, both North Carolina; WGRV Greenevllle, Tenn.; KOOT Yakima, Wash.; KXER Santa Rosa, Calif., and whi Homestead, Fla.


Take Five To Laugh (F-P Productions): WMMN Elgin and WNNn Dixon, both Illinois; WUXK Hilleboro, Ore.; WHMC Hudson, N. Y.; WION Ionla, Mich., and WAKU Waunaheka, Wis.

Wonderful World of Sports (F-P Productions): WHDK Rockland, Me., and WMMR Sidney, Ohio.

TV series sales . . .


Hayride (ABC Films): Whent-TV Syracuse, N. Y.

Broadcasting, August 14, 1967.
State Department and the British Embassy and they are fair on domestic politics but "are apt to see every right-wing Republican who gains prominence as a new McCarthyan—Reagan and Goldwater are examples. Where British reporting from America is worst, however, is in the depiction and appraisal of American life and attitudes," Mr. Collingwood continued. "The U.S. is regularly presented as an awful lesson to the British—ungoverned, violent, irretrievably shallow and incurably blind to higher spiritual values."

Minor Irritant = "Despite all this," Mr. Collingwood summed up, "it is my own view that this distorted picture is more a minor irritant than a serious blow to Anglo-American relations, which are founded on realities of interdependence, common interests and 'special relationship,' all of which we must maintain."

Garrick Utley, NBC News correspondent, Berlin, rated the U.S. reports of German newsmen as "almost always reasonable and generally sympathetic to the U.S.," though he pointed out that this does not prevent them from voicing sharp criticism, particularly on Negro conditions in America. He indicated that coverage is generally well balanced, but correspondents do not refrain from personal observations.

The paucity of Latin-American coverage was pointed out by Ron Nessen, NBC News correspondent in that area. He stated that radio and TV stations in Latin America cover U.S. news "only with brief wire service headlines." TV coverage consists of "very short silent newscast clips of major events supplied by syndication," Mr. Nessen reported. He added: "There is no in-depth reporting, no documentaries and, to my knowledge, no Latin American correspondents based in the U.S."

To the charge, by U.S.-based foreign newsmen, that our wire services may be partly responsible for emphasis on sensational and superficial news carried abroad, a spokesman for the Associated Press in New York replied: "I don't think that's true. Our overseas clients are provided with the same type of national news coverage that is given to our domestic clients, except that purely domestic news will run shorter. A civil-rights story may run several thousand words for our domestic clients and only several hundred words for overseas. I think what it boils down to is a matter of selection by the overseas editors. I haven't had a chance to see TV news programs abroad, but what I have seen of the newspapers in the U.S. there is a tendency for them to spotlight our problem areas. In short, the important consideration is not what we send: it's what they choose to carry and treat it in the way they see fit."

An official of the United Press International in New York acknowledged that wire services in the U.S. do provide clients—both domestic and overseas—with stories that are of "an exciting nature," but at the same time they supply items that may be less eye-catching but are nevertheless meaningful.

"It's a question of selection by the overseas editors," he observed. "We of course, have no control over which items they chose and how they use them. We feel UPI is offering all clients a balanced presentation of what is happening in America."

Swinging World of Sammy Davis (ABC Films): Who-tv Des Moines, Iowa.


Hurdy Gurdy (ABC Films): KMET-TV Boise, Idaho; wtvw(TV) Evansville, Ind.; WPix-TV New York, and WSJS-TV Winston-Salem, N. C.

Movietr for Swingers (Official Films): WPFL-TV Philadelphia; kdtv(TV) Dallas; WTCN-TV Minneapolis; WTMJ-TV Milwaukee; WFLA-TV Tampa, Fla.; KXTV(TV) Sacramento, Calif.; WLWC-(TV) Columbus, Ohio; WFRV-TV Green Bay, Wis.; WKTR-TV Dayton, Ohio; KATV(TV) Little Rock, Ark., and WSWO-TV Springfield, Ohio.

Convention jobs same as '64

The three TV networks last week drew for pool responsibilities for the national political conventions next summer and by coincidence the assignments will be handled as they were in the summer of 1964. NBC News will handle the network pool in color coverage of the Republican National Convention, Aug. 5 in Miami Beach; CBS News will handle it for the Democratic National Convention on Aug. 26 at a location to be announced. and ABC News will handle the pool for other operations that the networks agree upon later.

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BROADCASTING, August 14, 1967
Mr. Clark  Mr. Cone  Mr. Cram

Leonard J. Clark Jr. and Harkness W. Crum Jr., account supervisors with J. Walter Thompson Co., New York, elected VP's. Nathan Pinsor, with Edward H. Weiss & Co., Chicago, joins JWT there as senior associate media director, new position. JWT also promotes three associate media directors, Elwood Grady, David Haughey and Gustav Pfleger, to senior associate media director. Each will head operating unit of media department and report to Thomas J. Glynn, department director.


Walter S. McLean, assistant to president, Campbell-Ewald Co., Detroit, elected senior VP. David P. Guthridge, with Campbell-Mithun, Chicago, joins Campbell-Ewald's Chicago office as VP-management supervisor.

John Collins, account supervisor for Smith/Greenland Co., New York, elected VP.

Ken Keoughan, media director of Gardner Advertising Co., New York, elected VP. Jean Drew, associate research director; Ralph E. Hartnagel, merchandising supervisor; Kenneth H. Hieronymus and Frank Fuchs Jr., senior account executives, with Gardner in St. Louis, named VP's.

John A. Foster, creative director for Foote, Cone & Belding, Los Angeles, named VP.

Edward B. Gellert, VP for Young & Rubicam, New York, resigns to become VP in charge of marketing of Church & Dwight Co., that city.

Forrest Patton, sales manager for KNXU and KQUE(FM) Houston, elected VP, sales.

Frank P. Noto, creative director of N. W. Ayer & Son, Detroit, joins

Garceau, Hallahan & McCullough, Philadelphia, as VP and associate creative director.


John Noble, account executive with Campbell-Mithun, Minneapolis, appointed account director, succeeding Dickinson G. Wiltz, who resigned.


Linda Lang and Dolores Finlay, publicists, signed by Palash Agency Inc., Hollywood, as directors of commercial talent.

Roger C. Bumstead, with Gumbiner-North, New York, named VP and director of Media.

Betty Jane Pote, copy group head at J. Walter Thompson Co., Los Angeles, named to head new creative group concentrating on women's markets at Hixson & Jorgensen, Los Angeles.

Edward Q. Carroll, in plans and marketing department of N. W. Ayer & Son, Philadelphia, appointed planning director.

Toni Barton, casting director for Needham, Harper & Steers, New York, joins television commercial department of William Esty Co. there as co-director of agency's casting department.

Warren FitzSimmons, formerly media analyst for McCann-Erickson, Inc., New York, and PR executive for Newsweek magazine there, appointed by WPXI-AM-FM-TV, that city, to direct new unit to analyze media buys for efficiency and dollar values and to suggest advertising approaches to prospective clients.

Dave Blocksom, account executive at Dawson, Turner & Jenkins, Portland, Ore., joins Coit & Associates there as head of agency's marketing and sales development departments.

Stephen L. Pinkus, with Papert, Koenig, Lois, New York, named associate director of television programming.

James O'Rourke, with WBBM-TV Chicago, appointed general sales manager of WEAT-TV West Palm Beach, Fla.

Joseph P. Grazan rejoins WOY Columbia, Pa., as general sales manager.

Arnold Starr, account executive with Radio Advertising Representatives, New York, joins WJZ-FM Newark, N. J., as general sales manager.

Mr. Aburish  Mr. Hoyne

Sy Aburish, account supervisor, and John R. Hoyne, account group head, with Ted Bates & Co., New York, elected VP's.

William H. Fallon, formerly with WHEDE-AM-FM-TV Boston, and WJAR Providence, R. I., appointed eastern sales manager for Knight Quality Radio Stations (group owner), Portsmouth, N. H.


David Hochberg and William Wittman, media buyers at Ogilvy & Mather, appointed media supervisors.

Robert Crockford, marketing consultant for Foote, Cone & Belding, Los Angeles, appointed account supervisor for Erwin Wasey, same city.


James Ingraham, principal in Cronin & Ingraham Advertising, Millbrae, Calif., appointed director of sales, western region, Radio Advertising Bureau, Los Angeles.


T. L. Homewood, with J. Walter Thompson Co., New York, named account supervisor at Scali, McCabe, Sloves Inc., that city.

Hal Pruter, with WTEN(TV) Albany, N. Y., appointed account executive for National Television Sales, New York.

Harry W. Lawson, account executive for KYW-TV Philadelphia, and James F. Corby, research director at KYW(TV), San Francisco, appointed special representatives in special projects department.
of Television Advertising Representatives, New York.


William E. Parke Jr., with WMAR State College, Pa., joins KMOV Pittsburgh, as account executive.

Bill Gohde, with Leo Burnett Co., Chicago, joins Kenyon & Eckhardt Inc., that city, as copy writer.

Jerry N. Jordan, VP for market research and planning for American Airlines Inc., New York, named VP for advertising and sales promotion, succeeding Thomas J. Ross, who becomes VP in charge of New York.

Charles J. Ippolito, with Sudler & Hennessey, New York, named research associate in medical-technical department.

Peter D. Weisbard joins research department of Post-Newsweek Stations (group owner), Washington, as assistant to Ernest R. Schanzenbach, research director.

Robert S. Swinehart, media director for Bell Agency in King of Prussia, Pa., named media buyer for Al Paul Leighton Co., Philadelphia.

Martin Ludington, manager of St. Louis office for Venard, Torbet & McConnell, joins sales staff of Katz Television, that city.

Robert H. MacCallum, formerly with WVLK Charleston, Va., and WVLW-TV Cincinnati, joins sales staff of WLVS Lynchburg, Va.

Joanne Walker, with BBDO, Los Angeles, appointed assistant media buyer.

Edward A. Marshak and Jerry K. Gubin named salesmen, Avery-Knodel Inc., New York. Mr. Marshak was in media department, Grey Advertising, and Mr. Gubin was with United Broadcasting Co., sales, both New York. Stewart Strizak, with Lebar-Friedman Publications, Chicago, joins sales staff of A-K, that city.

H. Harold Powell, national sales manager of WIS-TV Columbia, S. C., joins sales department of WTOL-TV Toledo, Ohio. Both are Cosmos Broadcasting Corp. stations.

Alden Lawson and Howard Weiss join sales staff of WVON Chicago. Both were with WSMD(FM) there.

Lloyd G. Jakeway, formerly with Houston Post and Evans Advertising, Houston, forms Lloyd G. Jakeway Advertising and Public Relations, at 4802 Travis Street, Houston. Telephone 523-2240.

Robert D. Cook, formerly with The Katz Agency, Detroit and Los Angeles, joins H-R Representatives, Los Angeles, as television salesman.

Ron Cochran, son of former ABC and CBS newscaster, appointed to New York sales staff of Metro TV Sales.

Jonathan A. Wolf, with Sullivan, Stauffer, Colwell & Bayles, New York, appointed to research department of Blair Television, that city.

Tony Hooper joins television sales department of WPBC Greenville, S. C.

MEDIA

John F. Hardesty, president of Hamilton-Landis & Associates, station brokers, has resigned. Mr. Hardesty, who had headquarters in San Francisco, was formerly with Westinghouse Broadcasting Co., Radio Advertising Bureau and National Association of Broadcasters. Future plans are still undetermined.


William F. Summers appointed general manager of WLOU Louisville, Ky., replacing Elton B. Chick, who transfers to WCM Cincinnati as general manager. Both are Rounsaville stations.

John D. Couturie, VP and treasurer of Hughes Aircraft Co., Culver City, Calif., elected member of board of di-

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"Business deserves consumer confidence"

Fifty-four years ago, American business, in an effort to elevate the ethical tone of advertising and selling through self-regulation, created the first Better Business Bureau. Today 125 BBBs across the nation serve business in the public interest.

Responding with business to the current "consumerized" atmosphere, the BBBs have recently launched a national expansion program and activated their Research and Education Foundation.

Briefly, the aims are: to provide expanded service by individual Bureaus; to inform the public in the ways of better buymanship; to provide a network of local community councils throughout the country to act as sounding boards of changing consumer attitudes and opinion; to research the findings of the Bureaus' 3½ million annual consumer contacts, and arrive at accurate statements of consumer needs and desires; to report these analyzed results to business as a basis for self-action; and, through the newly-established BBB Washington Office of National Affairs, to provide government with authentic data in matters of consumer interest.

To learn more, call the manager of your nearest BBB, Association of Better Business Bureaus International, Chrysler Building, New York, N. Y. 10017.
Bernie Wilson, manager of KAWT Douglas, Ariz., named manager of KFBS, permittee in Nogales, Ariz.


Robert H. Badger, formerly with WBAY Kingston, and WPTV Albany, both New York, appointed manager of WMD Atlantic City.

Bob Luninghan, station manager of KZOE Farmington, N. M., joins KHAP Aztec, N. M., as station manager.

Dale Leson, on management staff of ABC West Coast, appointed business manager of KABC Los Angeles.

Jane Cohen, program director of WPBS(FM) Philadelphia, named administrative assistant to Leonard B. Stevens, executive VP of WPHT-TV, that city.

Glenn Bell, program manager, WMBC-FM Chicago, joins KSJR Des Moines, Iowa, as general manager.

Harry Barker, account executive with KMET-TV Medford, Ore., joins KMOM Redding, Calif., as general manager.

PROGRAMING


Irwin Margulies, movie-TV trade attorney, named VP of business affairs for Warner Bros.-Seven Arts, with headquarters in Burbank, Calif. Edward S. Feldman, VP in charge of advertising and publicity for Seven Arts, New York, named VP and executive assistant to head production of Warner Bros.-Seven Arts, Burbank.

Melvin L. Gold, president of Mel Gold Productions Inc., New York, elected president and chief operating officer, Manhattan Audio Co. Inc., new corporate entity of Manhattan Sound Studies. Also elected were Fred B. Adair, executive VP, and John J. Gordon, VP.

Bernard Weitzman, VP in charge of business affairs for Desilu Productions and VP and general manager of Desilu Sales Inc., both Hollywood, named VP in charge of Universal City studio operations including its tours.

Ben Barry, formerly with WBKB-TV Chicago, and head of his own syndication firm, named director of Triangle Program Sales, New York.

Robert Newgard, VP in charge of syndicated sales for Paramount TV Enterprises, Hollywood, named VP in charge of foreign sales as well, including those of newly merged Desilu Sales Inc.

Harvey R. Reinstein, director of sales for Seven Arts Television, New York, joins Rill International Films Ltd. there as VP in charge of sales.

John L. Koushouris, program director for WOR-TV New York, named VP in charge of program operations.

Frank Price, for four years executive producer of The Virginian series, named executive producer of NBC-TV-Universal's new Ironside series.

Bob Quinlan, head of own TV production company in Los Angeles, appointed program director for KGO-TV San Francisco.

Donald L. Shafer, program director of WCKY Cincinnati, appointed program director of WTAM Pittsburgh.

Dave Sennett, with WKWB Buffalo, N. Y., appointed program director of WKRC-FM Cincinnati, replacing Ted McKay.

Reb Foster appointed program director for KLRA Pasadena, Calif. He replaces Dick Moreland who will head newly created department developing special promotional tie-ins.

David E. Wolford, with WPBS(FM) Philadelphia, appointed program director.

Thomas A. McGregor, with KNWZ Houston, named program director.

Carl Wendelken named program director of WMGM-FM Columbus, Ohio, replacing William Robinson, who becomes station manager of WMUS-FM East Lansing, Mich.

Ed Winklein, with WGL Lancaster, Pa., joins WCGB Columbus, Pa., as program director.

Robert C. Rheineck, chief engineer for Color Service Co., New York, appointed to newly created position of director of operations for Holland-Wegman Laboratories, subsidiary of Holland-Wegman Productions, Buffalo, N. Y.

Lee Garrett, with WHTF Philadelphia, appointed music director.

Howard Cosell, sports commentator for ABC Radio, elected president of Sportscasters Association, a newly formed organization. Other officers: Jack Whitaker, CBS, and Kyle Rote, NBC, VPs; Jerry Coleman, New York Yankees sports announcer, secretary, and Don Criqui, WOR-TV New York, treasurer.

Mike Powell, with WMC-FM Memphis, named production manager.


Harry W. Cunningham, formerly with WNYE-TV Syracuse, N. Y., and Park City Advertising Agency, Bridgeport, Conn., joins noncommercial WCNY-TV Syracuse, N. Y., as instructional television producer-director.


Steven W. Katz, with ABC-TV, New York, joins Audio Productions Inc. of New York and Los Angeles, as TV account representative.

NEWS


Lou Adler, with WCBS-TV New York, named newsman for WCBS. F. Gordon Barnes, chief meteorologist at WCBS-TV, also named to staff WCBS weather center. James Harriott, with ABC Radio, New York; Robert Vaught, with WIP Philadelphia, and Steve Porter, with KYW Philadelphia, named newsmen for WCBS.

Pasquale Polillo, formerly with WJZ-TV Baltimore, and KDKA-TV Pittsburgh, joins WPTF-AM-FM-TV Philadelphia, as news director.

John H. Bennett appointed AP regional membership executive for radiotelevision stations in North and South Carolina, with headquarters in Charlotte, N. C. He succeeds Robert R. Hull, who moves to San Francisco as regional membership executive for northern

Dick Ford, newscaster for WTAE-TV Pittsburgh, named news director of WTAE-AM-FM-TV.

Bern Rotman, managing editor of news for WDSU-AM-FM-TV New Orleans, appointed news director of KDQA-TV Pittsburgh.

Marc McCulloch, assistant news director for WKBV-AM-FM-TV Youngstown, Ohio, appointed news director.

Dick Kulp, newsman with WWRL New York, joins WMCA New York as news director.

Gary DeLaune Glasscock, with KNXU Houston, named news and sports director.

Richard Reeder, with WMAL-TV Washington, appointed news and public affairs director of noncommercial KUSD-AM-FM Vermillion, S. D.

Alfred J. Alcorn, with WQWY Boston, appointed public affairs director.

Scott Baillie, with UPI sports staff in San Francisco, named Pacific division sports editor. Jerry W. Huff, with UPI, Raleigh, N. C., appointed newspaper bureau manager in Atlanta.

John Barto, with KDAL-TV Duluth, Minn., appointed reporter-photographer for WISN-TV Milwaukee.

Bob Dunn, news and sports reporter for KGO-TV San Francisco, named news department of KNXT-TV Los Angeles as sports reporter.

Forrest English appointed to news department of WWTC Minneapolis.

Eric Thurman and Dave Morton join KKCN Kansas City, Kan., as newsmen.

FANFARE

Kenneth M. Grant, in charge of promotion department of KNZU Houston, named VP, promotion and merchandising.

Gloria Abdou, women's activities director of WTAE Pittsburgh, appointed director of promotion and publicity.

Nathan E. Larson, account executive for Barnes-Champ/Advertising, San Diego, named advertising and PR director for KDEO El Cajon, Calif.

Jack R. Donahue, director of advertising and promotion of KMBC-TV Kansas City, Mo., appointed promotion/ publicity director of WLW(TV) Dayton, Ohio, replacing Robert F. Tolliver, who becomes sales manager for Steelcraft Products Co., Danville, Ill.

Robert Demme appointed PR director for Studio City Inc., Miami.

William C. Watson, manager of Indo Advertising Corp., Lafayette, Ind., named promotion manager for WWOR Fort Wayne, Ind.

Larry Lowenstein, with Arthur Godfrey Productions, New York, resigns to devote more time to expanding own PR office, Larry Lowenstein Inc., that city.

EQUIPMENT & ENGINEERING

Lawrence LeKashman, VP for marketing of Electro-Voice In., Buchanan, Mich., named president of Bogen Communications division of Lear Siegler Inc., Paramus, N. J.

Russell E. Geiger, assistant to president of Delta Electronics Inc., Alexandria, Va., named executive VP.

J. Edward Martin, chief engineer of KNZU and KQX(EFM) Houston, elected VP, engineering.

William Large appointed assistant chief engineer of WREC-AM-FM Philadelphia.


Robert L. Halpern, director of operations for Concord Electronics Corp., Los Angeles, named VP and general manager.


Eugene Sudduth named southeast regional sales manager. Donald V. Kleffman named manager of video product management. All have been assigned from other positions within Ampex.

Richard W. Nielson, with Scantlin Electronics, Los Angeles, appointed national sales manager, based in New York.


Charles L. Martin, with Electronic Sales Corp., Salt Lake City, named sales engineer for Montana, southern Idaho and Nevada.

Stan Parlan, with Reeves Sound studios, New York, appointed sales executive.

INTERNATIONAL

Sir Ralph Murray, former BBC newscaster and British ambassador to Athens, until July, returns to BBC as governor, succeeding Sir Ashley Clarke.

Horst Baumeardt, managing director of Baumeardt/Benton & Bowles, GmbH, Frankfurt am Main; George B. Beaumont, managing director of Liger, Beaumont/Benton & Bowles S.A., Paris; and Bruce F. Johnston and Harold D. Roach, president and chairman of executive committee, respectively, of McKim/Benton & Bowles Ltd., Toronto, all elected VP's of Benton & Bowles Inc.
EDWIN TORNBERG
& COMPANY INC.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 3 through Aug. 9, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—auroral, CATV—community antenna television, CH—critical hours, Co.—construction permit, D.—day, DA—directional array, EIRP—effective isotropic radiated power, kc—kilocycles, kw—kilowatts, LB—local sun, set, mic—megacycles, mod.—modified, m.—night, RIA—radio association, SSA—specialized service authorization, STM—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w.—watts, ——educational.

New TV stations

FINAL ACTIONS

Stockton, Calif.—Southern Broadcasting Co. FCC granted UHF ch. 31 (872-578 mc); ERP 871 kw vis., 129 kw aur. Ant. height above average terrain 280 ft.; ant. height above ground 582 ft. P. O. address: 300 Stratford Road, Winston-Salem, N. C. 27103. Estimated construction cost $450,885; first-year operating cost $385,385; revenue $224,000. Geographic coordinates 37° 30' 11" north lat.; 121° 15' 10" west long. Type trans. RCA TFU-30A. Type ant. RCA TFU-30A. Legal counsel Welch & Morgan; consulting engineer A. D. King & Associates, both Washington. Principals: James W. Cessna, chairman of board and assistant treasurer (12.43%), John G. Johnson, president (18.65%), and stockholders. Southern Broadcasting has 50% interest in Jefferson Cablevision Corp. (CATV) and Mr. Johnson is vice president of that corporation located in Birmingham, Ala. Action Aug. 9.

Las Vegas—Channel 13 of Las Vegas Inc. FCC granted interim operating authority of UHF ch. 13 (210-216 mc); ERP 518 kw vis., 158 kw aur. Ant. height above average terrain 500 ft.; ant. height above ground 518 ft. P. O. address: 48 Exchange Street, Rochester. Estimated construction cost $1,144,877; first-year operating cost $1,100,000; revenue $1,200,000. Geographic coordinates 43° 30' 12" north lat.; 77° 25' 15" west long. Type ant. RCA TV-15A-19. Type trans. RCA TT-526. Legal counsel Pierson, Ball, Dowd; consulting engineer Ettlinger Broadcasting Corp., Rochester. Principals: John L. Wehle, chairman of board and president (50%), and John L. Larson, executive vice president and general manager (50%). Mr. Wehle is president and part owner of Genesee Brewing Co., secretary-treasurer and is 15% owner of real estate company and owns with wife in stock farm. Mr. Sibley is in insurance business. Company doing some packaging and cartoning, housing corporation, real estate, lumber, furniture manufacturing and leasing and trust company. Mr. Larson has no interest in broadcasting business interests greater than 25% indicated. Action Aug. 3 by decision Aug. 4.


Richmond, Va.—Virginia Telecasters Inc. FCC granted UHF channel 33 (508-502 mc); ERP 314 kw vis., 21.4 kw aur. Ant. height above average terrain 608 ft. above ground 1,889 ft. P. O. address: c/o David L. Steel Sr., 3028 Cutshaw Ave, Richmond 23221. Estimated construction cost $689,334; first-year operating cost $414,280; revenue $474,000. Studio and trans. locations both Richmond. Geographic coordinates 37° 46' 38" north lat.; 77° 46' 09" west long. Type trans. Townsend TA-55AT, type ant. RCA TFU30J. Consulting engineer David L. Steel, Jr., both Washington. Principals: Harold Trigg, president (45.5%), Robert Brooks Ritchie, vice president (5%), John L. Green, Jr., secretary-treasurer (15%), and Paul W. Few, Jr., secretary (25%), and Mrs. Edith E. Few, wife of W. E. Few, president of WUTF-TV Charlotte, N. C. and WMTU-TV Asheville, both 15% of WCTU-TV Charlotte, N. C. and WMTU-TV Asheville. Mr. Few is 55% of WCTU-TV Charlotte, N. C. and WMTU-TV Asheville. Mr. Ritchie is general contractor. Mr. Light owns motel. Action Aug. 7.

For Other Action

Ch. 13 reserved for noncommercial educational use at Eagle Butte, S. D. First TV assignment. South Dakota State board of directors for educational channel petitioned for channel and was supported by National Association of Educational Broadcasters. Proposed station is to be key station in South Dakota Educational Network in north central area of South Dakota. (By report and order). Action Aug. 9.


RULEMAKING ACTION

Eureka, Calif. Redwood Educational Television Inc.—Granted request for...


**TELEVISION NEW AM STATIONS**

**APPLICATIONS**

Boyneton, Fla.—North American Broadcasting Co. is seeking a license to operate an AM station on 1520 kc with 900 watts of effective radiated power.

**CALL LETTER APPLICATION**

WCTV-TV, Clinton, Ind.—Broadcast Bureau granted a license covering changes in call letters and studios of WCTV-TV.

**NEW AM STATIONS**

Jamestown, Tenn.—R. Gene Cravens and Denton E. Britten, owners of WJHR Broadcasting Co., filed for license to operate under FCC grant.

**APPLICATION**

Tennessee: Name designated for hearing. Hearing issues in connection with a request by Northwest Broadcasters, Inc., for assignment of call letters WJSR-A to a station operating on 25 kW ERP at 17605, is set for Oct. 25.

**CALL LETTER CHANGE**

Boynton Beach: WBBY, Inc., assignee of WBBY TV (Ch. 5), is granted permission to use call letters WPBS in place of WBBY TV.

**CALL LETTER CHANGE**

Asheville, N.C.—Broadcast Bureau granted three request for Call Letters. WBBY TV (Ch. 5) to WPBS was granted.

**APPLICATION**

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Tennessee: Name designated for hearing. Hearing issues in connection with a request by Northwest Broadcasters, Inc., for assignment of call letters WJSR-A to a station operating on 25 kW ERP at 17605, is set for Oct. 25.
CP to install trans. at main trans. location as an alternate main trans. Action Aug. 7.

WMXK Boston—Broadcast Bureau granted CP to install an auxiliary trans. in case of fail- ure of designated Examiner James Cunningham, Aug. 6.

KMH M. Marshall, Minn.—Broadcast Bu-

reaubruised to Aug. 6, 1964 by James Cunningham, Aug. 6.

WDDD Des Moines—Broadcast Bureau granted CP for a new lic. to WDKX, 5 kW, 890 kHz, to be operated on 840 kHz. 500 kW. Action Aug. 3.

WMEX Boston—Broadcast Bureau granted CP to install an auxiliary trans. in the event that failure of designated Examiner James Cunningham will occur, Aug. 6.

KMH M. Marshall, Minn.—Broadcast Bu-

rerenews license to Aug. 8, 1964.

WLLL Lynchburg, Va.—Broadcast Bureau granted CP to WLFN, 5 kW, 940 kHz, to be op-

erated on 1510 kHz. Action Aug. 8.

WPWH Portsmouth, Va.—Broadcast Bu-

reaugmented license to Aug. 8, 1964 by Chief Hearing Examiner James Cunningham, Aug. 6.

WDDD Des Moines—Broadcast Bureau granted CP to install an auxiliary trans. in case of failure of designated Examiner James Cunningham, Aug. 6.

Wuceram, Mo. KSWM Inc.—Broadcast Bu-

reaugmented license to Aug. 8, 1964 by Chief Hearing Examiner James Cunningham, Aug. 6.

WAWN Auburn, Ala.—Broadcast Bureau granted license to WAWN, 5 kW, 710 kHz, to be operated on 1510 kHz. Action Aug. 8.

FM FINES

Broadcast Bureau—Application for license granted to August, Ga. North Augusta Broadcasting Co., 103 kW, WUGA, to operate on 1510 kHz. Licen-

seq. Action Aug. 7.

CALL LETTER APPLICATIONS

West Hartford, Conn.—University of Hartford. Seeks 91.3 mc, ch. 217, 1.7 kW, 100,000 watt, 96.5 kHz, 500 kW, 1.4 kw. Ant. height above average terrain 125 ft. P. O. address: 268 Brookfield Ave., West Hartford, Conn. Action Aug. 8.

West Hartford, Conn.—KXON, 940 kHz, 250 kw, 890 kHz, 250 kW, 605 First Avenue, Whinne-


WXOY New Haven, Conn.—Broadcast Bureau granted CP for a new station on 930 kHz. Action Aug. 9.

OTHER ACTIONS


KAU Nashville, Tenn.—Broadcast Bureau granted an amended CP for WATN, 5 kW, 1440 kHz, that will be operated on 1510 kHz. Action Aug. 8.

WETM West Memphis, Ark.—Broadcast Bureau granted CP to WETM, 5 kW, 1480 kHz, to be operated on 1510 kHz. Action Aug. 8.

WCLX Dallas, Tex.—Broadcast Bureau granted a renewal of WCLX, 5 kW, 560 kHz, that is carrying 1580 kHz, Application Aug. 8.

WORW Wausau, Wis.—Broadcast Bureau granted CP to WORW, 5 kW, 940 kHz, to be operated on 1510 kHz. Action Aug. 8.
SUMMARY OF BROADCASTING
Compiled by BROADCASTING, Aug. 10

ON AIR NOT ON AIR

Lct. CP's CP's

Commercial AM
4,120 24
Commercial FM
1,532 233
Commercial TV-HF
499 12
Commercial TV-UHF
101 25

Educational FM
303 14
Educational TV-HF
60 7
Educational TV-UHF
42 20

AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, Aug. 10

VHF UHF Total

Commercial
519 267 786
Noncommercial
76 105 181

STATION BOXSCORE
Compiled by FCC, May 31, 1967

COM'L COM'L FM COM'L TV EDUC FM EDUC TV

Licensed (all on air)
4,118 1,630 587 302 99

CP's on air (new stations)
CP's not on air (new stations)
Total licensed stations
1,421 1,925 786 342 181
Licenses deleted
0 0 0

RULEMAKING PETITIONS


RULEMAKING ACTIONS

— Proposal to amend Sec. 73.262 of Commis- sion's rules to permit longer daily experimental period for FM's to test and maintain equip- ment and to permit operation under certain conditions for improvement of FM stations facilities. Present period for experimental operation is between 1 a.m. and 7 a.m. and will be between 12 midnight and 6 a.m. National Association of Broadcasters had requested change in rules. (By notice of proposed rulemaking.) Action Aug. 9.

— Office of chief engineer has issued re- port analyzing reception performance of TV receivers and calculating the extent of interference to Ch. 6 TV service by educational FM stations. Report is titled “Calculations For Educations FM Channel Assignments in Areas Served by TV Channel 6.” It con- tains information developed in part in report of Dec. 1418, in matter of revision of FM broadcast rules, particularly as to allocation and technical standards (educational FM channels). Ann. Aug. 8.


CALL LETTER APPLICATIONS


— Maurer Broadcasting Corp., Rome, N. Y. Requests WENT-FM.

— LeFlore Broadcasting Co., Poteau, Okla. Requests WOKL-FM.

CALL LETTER ACTIONS

— Camden Radio Inc., Camden, Ark. Granted WCKJ-FM.

— North Central Iowa Broadcasting Co., Mason City, Iowa. Granted KGSN-FM.

— Shepherd of the Hills Broadcasting Co., Bolivar, Mo. Granted KBLF-FM.


EXISTING FM stations

FINAL ACTIONS

KETU(FM) Garden Grove, Calif.—Broadcast- ing Bureau granted CP to install new type dual polarized ant., decrease ant. height to 210 ft., increase ERP, Action Aug. 3.

KRON-AM San Francisco—Broadcast Bu- reau granted CP to replace expired permit to change ant.-trans., decrease height of 1,200 ft., ERP of 14,000 kw, ant., permit to change ant.-trans., Action Aug. 3.

KUYF(FM) San Mateo, Calif.—Broadcast Bu- reau granted CP to install new type single vertical polarized ant. Action Aug. 7.

KSFM(FM) Fort Collins, Colo.—Broadcast Bureau granted CP to replace expired per- mit to change ant.-trans., decrease height of 750 ft., ERP of 50 kw, permit to change ant.-trans., Action Aug. 7.

WPR-AM-FM Paris, Ill.—Broadcast Bureau granted mod. of CP to change antenna type to dual polarized ant.

WDAF-FM Kansas City, Mo.—Broadcast Bureau granted CP to install new type dual polarized ant., decrease ERP to 10 kw, Action Aug. 2.

KOB-FM Albuquerque, N. M.—Broadcast Bureau granted mod. of CP to change antenna type to dual polarized ant.

KOTO(FM) Alamoherde, N. M.—Broadcast Bureau granted mod. of CP to install new type single vertical polarized ant.

KQKB(FM) Louisville, Ky.—Broadcast Bureau granted license covering new FM, specify type trans., specify studio name location, new CP, Action Aug. 3.

WSUC(FM) Somerset, Ky.—Broadcast Bureau granted license covering new commercial educational station. Action Aug. 3.

KXMP(FM) Burlington, N. V.—Broadcast Bureau granted license covering new FM, specify type trans., specify studio name location, new CP, Action Aug. 3.

KTRT(FM) Des Moines, Iowa.—Broadcast Bureau granted license covering new FM, specify type trans., specify studio name location, new CP, Action Aug. 3.

WPIT-FM Columbus, Tenn.—Broadcast Bureau granted license covering new FM, specify type trans., type ant. Action Aug. 4.

WRCF-FM Memphis.—Broadcast Bureau granted license covering new FM, specify type trans., Action Aug. 4.

WATO-FM Oak Ridge, Tenn.—Broadcast Bureau granted CP to change ant.-trans., increase ERP to 13 kw, ant. height of 390 ft., Action Aug. 4.

WAFM(FM) Presser, Okla.—Broadcast Bu- reau granted CP to make changes in ant. system, decrease ant. height to 180 ft., decrease ERP, action Aug. 4.

WWDY-FM Sweetwater, Tenn.—Broadcast Bureau granted license covering new FM, Action Aug. 4.

WKBX(FM) Presser, Okla.—Broadcast Bu- reau granted CP to install new type dual polarized ant., decrease ant. height to 190 ft., Action Aug. 3.

— Broadcast Bureau granted license covering new FM, specify type trans., specify studio name location, new CP, Action Aug. 3.

OTHER ACTIONS

— FCC by order amended Sec. 73.311 dealling with field strength contours for FM's. Amendment will eliminate reference to 50 uV/m contour. Contours will be made showing of three field strength contours—70 db U.S. (0.6523 mc) or principal community, the 60 db (1 mw/m) contour which represents signal which is satisfactory only in areas with little interference, and the 50 uV/m contour which is subject to interference and represents signal which is satisfactory only in areas with little interference. Where there is no interference, at same time, the FCC will also consider the use of a field strength contour for U.S. community. Action Aug. 3.

BROADCASTING, Aug. 14, 1967

polared ant., increase ant. height to 255 ft.

WGBM-FM Quincy, Ill.—Broadcast Bu- reau granted CP to install dual polarized ant. Action Aug. 3.

WFMN(FM) Muncie, Ind.—Broadcast Bu- reau granted CP to install new trans., new CP, Action Aug. 3.

WKRM-FM Arlington, Va.—Broadcast Bureau granted mod. of CP to add vertical polarized ant., decrease height, ant., Action Aug. 3.

WKXK(FM) Louisville, Ky.—Broadcast Bureau granted license covering new FM, specify type trans., specify studio name location, non-commercial educational station. Action Aug. 3.

WKDJ-FM Kinston, N. C.—Broadcast Bu- reau granted mod. of CP to change trans. location to RDF 2, 4 miles west of station, decrease height, ant. Action Aug. 3.

WXIA-FM Cincinnati.—Broadcast Bureau granted CP to install new trans. ERP 59 kw, decrease height, ant. Action Aug. 3.

WBEN-FM Medina, Ohio.—Broadcast Bu- reau granted CP to install new type dual polarized ant. Action Aug. 3.

WKRN-AM Scottsburg, Ind.—Broadcast Bu- reau granted mod. of CP to change ant. Action Aug. 3.

WDNL-FM Scranton, Pa.—Broadcast Bureau granted CP to change trans. location to New York mountain approx. 3.9 miles northwest of center of Scranton. Action Aug. 4.

WFYK-FM Columbus, Tenn.—Broadcast Bureau granted license covering new FM, specify type trans., type ant. Action Aug. 3.

WREC-FM Memphis.—Broadcast Bureau granted license covering new FM, specify type trans., type ant. Action Aug. 3.

WATO-FM Oak Ridge, Tenn.—Broadcast Bureau granted mod. of CP to change ant.-trans., location to 122 East Eastburn St., Oak Ridge, change type trans. change type ant., decrease ant. height to minus 100 ft., Action Aug. 4.

WKBX(FM) Presser, Okla.—Broadcast Bu- reau granted CP to install new type dual polarized ant., decrease ant. height to minus 100 ft., Action Aug. 4.

— Broadcast Bureau granted license covering new FM, specify type trans., type ant. Action Aug. 3.

WPIT-FM Columbus, Pa.—Broadcast Bureau granted CP to change trans. location to Fortaleza mountain approx. 3.9 miles southwest of center of Scranton. Action Aug. 3.


WRECFM Memphis.—Broadcast Bureau granted license covering new FM, specify type trans., type ant. Action Aug. 4.

WATO-FM Oak Ridge, Tenn.—Broadcast Bureau granted mod. of CP to change ant.-trans., location to 122 East Eastburn St., Oak Ridge, change type trans. change type ant., decrease ant. height to minus 100 ft., Action Aug. 4.

— Broadcast Bureau granted license covering new FM, specify type trans., type ant. Action Aug. 3.
Aug.
interference
requires
FM
translators.

Wellersburg, rebroadcasting
consent.

parent forfeiture liability
granted
provided for
Tri-State Television Translators
in Worksop, Illinois, and
South Lake (FOR THE RECORD)

eeding
Corp.

rebroadcasting programs
in commission's
of
forfeiture.

Aug.

FM, 84 translators, in Cumberland. Action Aug. 3.

FM translators. If the translator is liable
within 1 m of the channel, form presently requires showing as to the 50 u/m contour and
and interference within 50 u/m contour. Action Aug. 2.

FCC by letter granted WFIR-FM Wisdom, Wilkinsburg, Pa., granted licenses covering

CATV

APPLICATIONS

United Transmissions, Inc.—Requests
distinct signals from WOJ-TV Ames, KRMN-TV and WHG-TV Ames, Iowa, and
KYNE-TV Omaha to Harlan, Iowa. (Omaha, —

ASB 83).

Greater Television—Requests distinct signals
from WOJ-TV Ames, KRMN-TV and WPXV, all New York to Borough of

Hamilton County CATV Inc.—Requests
distinct signals from WLBC-TV Muncie, WPAF Lafayette, WIU Bloomington and WTAF Marion, all Indiana: WON-TV and WFLD, both Chicago and MPATI, Educ.

ity

FM translators.

Aug.
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Wellersburg, rebroadcasting
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PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Washington, D. C. 20006
(202) 296-6400
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Blvd.
Washington, D. C.
Telephone District 7-1205
Member AFCCE

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PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

COMMERICAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorten, Chief Engr.
PRUDENTIAL BLDG.
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WASHINGTON, D. C. 20005
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42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
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Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television Communications—Electronics
301 20th St., N.W.
Washington, D. C.
Federal 3-8116
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MErose 1-8360
Member AFCCE

Kean, Sklom & Stephens
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(Chicago Suburb)
Phone 312-845-2401
Member AFCCE

Hammett & Edison
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco, California 94128
342-5208
Member AFCCE

JEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C.
Member AFCCE

Guy C. Hutcheson
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D. C.
Member AFCCE

Kear & Kennedy
1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C.
Member AFCCE

ROBERT JAMES
CONSULTING ENGINEERS
8200 Snowville Road
Cleveland 4, Ohio
Phones: 216-926-6896
Member AFCCE

Kean, Sklom & Stephens
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(Chicago Suburb)
Phone 312-467-2401
Member AFCCE

Gautney & Jones
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D. C.
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Washington, D. C. 20005
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY 14, MISSOURI

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
737 Industrial Road
San Carlos, California 94070
Phone 592-1394 Res. 592-6706

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BROADCAST ENGINEERING CONSULTANT
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New York, N. Y. 10022
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*ARB Continuing Readership Study

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Lexington, Mo.
Phone Kansas City, Lawcad 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge 38, Mass.
Phone Trowbridge 6-2810

BROADCASTING, August 14, 1967

85

Service Directory
**CLASSIFIED ADVERTISING**

**DEADLINE:** Monday preceding publication date

**DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate.**

**All other classifications 35¢ per word—$4.00 minimum.**

**No charge for blind box numbers.**

**Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036**

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**SALES—Continued**

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**RADIO**

**Help Wanted—Management**

Office manager, college graduate, mature, intimate knowledge all phases operations. Small market northeast. Extremely attractive salary. Box H-12, BROADCASTING.

Manager, Regional AM-FM, Midwest major market. Profitable, $500,000 gross. Complete information and requirements first letter. Box H-57, BROADCASTING.


Manager, for new AM-Growing small town in growing area near metro market. On air 2 years. Market is here with its own profitable operation. Write fully including references. Box H-272, BROADCASTING.

Station Manager, small Midwest market, going FM. Opportunity for General Manager and financial gain. Box H-112, BROADCASTING.

Wanted: Manager for all country music station. Must be able to handle announcing, sales, and play-play sports. Box H-105, BROADCASTING.

Branch studio manager—well-established Indiana, sales, announcing, etc. Expanding organization. Box H-172, BROADCASTING.

Experienced FM salesman for sales management position, with new, high-powered, small market FM. Upper Midwest. Good draw, excellent potential, many company benefits. Here’s your chance to build your own future from the ground up. Box H-190, BROADCASTING.

Listener-supported community station seeks market manager. Box H-64, BROADCASTING.

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**Announcers**

**Suburban New York City AM, ready for top personnel management position. Salary for the "pro" with proved audience in present market area. Exceptional opportunity with outstanding growth, Resume, photo and salary request to Box H-181, BROADCASTING.**

**Announcer with successful experience including sales and production. No tapes or photo at this time—just write in full. Complete confidence. Reply to Box H-181, BROADCASTING.**

Man capable of handling telephone talk show. Experience in radio. Good with responsibility. Must do good production. Box H-181, BROADCASTING.

Join the innovators. Midwest station group is looking for creative modern format person to join five-minute newscast. If you like challenge, send tape and resume to Box H-184, BROADCASTING.

Two top DJ's needed immediately for top-rated northern New York station. Market of 75,000 population—$100 to start. Reply to Box H-186, BROADCASTING.

**Opportunity! Combination news production, announcing. Send details, KFRO, Longview, Texas.**

**Montana network station needs first phone announcer. Excellent opportunity for right man to progress financially and professionally. Multi-market affiliation. Reply to BOX H-92, BROADCASTING.**

Central valley town in California near nation's wealthiest wine district. Opportunity to raise family. Experienced, MOR, with ability to conduct top fear. Permanent. Immediate opening. Send air-check, resume. KONG, Visalia, California.

Third class station needs staff announcer with good news and comment, Sportscasts, plays-playable desire but not necessary. Equipment use. Five days, $13.50. KVWM AM/FM, Show Low, Arizona.

Immediate opening for announcer. Send photo and resume. WAMD, Aberdeen, Maryland.

**Experienced announcer with endorsed 3rd class license, beginning Sept. 1st. Could expand into sales or photo. Excellent equipment use.**

**WAWK-AM/FM, Stereo Kendallville, Indiana, wants family man wishing to locate permanently in good radio conscious small community. Must be professional announcer (minimum five years experience) with ability as salesman, newsmen, or play-by-play basketball leader. Send resume and salary request to BOX H-185, BROADCASTING.**

**Immediate—Young fulltime announcer—top 40 daytimer. Growing No. 1 in market. Send tape, resume. WEEK—Muncie, Indiana.**

**Immediate opening, 1st phone DJ, Send resume and $20 to WFFU, Madison, Fla. or call 305-743-5368.**

**First phone—modern—country music airman, no dialect, bright delivery, professional B.M. In return salary commensurate with experience, insurance plan, and retirement program. Opportunity to join seven station group operation. Send tape, resume and photo. Bob Todd, WGEK, Indianapolis. Personal interview mandatory.**

**24 hour 5 kw Florida Gold Coast market leader needs solid Top Forty 9-12 M personality. Selective, dressy. Send resume to WKVS, West Palm Beach, Florida.**

**Experienced combo—heavy news/spotter MOR, WJIC, Ft. Lauderdale, first phone. WHMC, Gaithersburg, Maryland.**

**Immediate opening for experienced, mature voice, MOR station. Reply to WHUC, Hudson, N. Y.**

**Immediate opening for experienced announcer, MOR, WTVB, West Palm Beach, Florida.**

**Technical**

**Chief engineer for top-rated 8000 watt CBS network station in northern New York. Must have 30+ year experience. Reply to Box H-138, BROADCASTING.**

**Experienced maintenance engineer for 9000 watt AM station in northern New York. Excellent opportunity. Reply to Box H-138, BROADCASTING.**

**If you have at least a class license, experience in engineering, and are worth $195 per week to start, a Well-run East Coast station could be yours. Box L-4, BROADCASTING.**

**Engineer needed. Salary $130 weekly. No announcing desired. Send resume and salary request to Box H-128, BROADCASTING.**

**Need chief engineer—Top Midwest AM-FM operation in community of 30,000. Excellent plant and working conditions. Many fringe benefits including pension plan. Must keep clear top as well as have top technical ability. Salary negotiable, depending on experience. Reply Box H-48, BROADCASTING.**

**Wanted. First class engineer, East Coast AM-FM facility. Combo man preferred. Send resume and salary request to Box H-122, BROADCASTING.**

**First class engineer—Announcer. Box H-128, BROADCASTING.**

**Experienced chief engineer for top rated Midwest AM-FM Stereo combination. Must have thorough knowledge of stereo and direction. Good pay and fringe benefits. Excellent salary. Send complete resume to Box H-147, BROADCASTING.**

**First ticket—maintenance. Announcing-sales helpful. $500 mo. KHL, Wilcox, Arizona.**

**AM FM Operator 3rd class with endorsement. No announcing. 40 hour week. Contact Wes Thompson WCMB-FM, Bay City, Michigan.**

**Experienced engineer needed for long-time station with 25,000. Equipment in good shape. Salary $100. WLOI, P. O. Box 385, La Porte, Indiana.**

**Immediate opening for first phone engineer, 2500 watt AM in morning drive. Contact: Gordon Trout, Chief Engineer, 315-635-1414.**

**NEWS**

**Director of News and Public Affairs. Major Midwest university educational radio station and network. On-air, writing, reporting. Masters degree preferred, bachelor's degree required. Excellent working conditions. Send resume with inquiry. Write Box H-73, BROADCASTING.**

**Newspaper, experienced or trained, for one man, small town department, first ticket not necessary, but adds value; also first phone DJ. Write fully including references to Box H-99, BROADCASTING.**

**Journalist Grad? Can you write with imagination, skill? Can you think for the news? Any administrative ability? Are you a take-charge type? Then you're the one. Send resume, tape, written copy, editorial comment, resume, neat person. Write Box H-45, BROADCASTING.**

**News Director. . . Leading medium market station, upstate New York. Please write . . . Must be strongly gathering local news. Start $115/week. Box H-186, BROADCASTING.**

**BROADCASTING, August 14, 1967**

87
Literate, aggressive news director needed to initiate new news department. Will provide all you need to get the job done. Every kind of tape and resume. Let us decide if you make the grade. Salary well over $100. Box H-162, BROADCASTING.

Bright writer, accurate reporter wanted for news department of Californian's AM Los Angeles Valley, Exceptional opportunity, Good pay. Need to develop copywriting ability. Send tape and resume, tape, photo, writing samples, KXON, Napa, California.

Immediate opening for mature, articulate, experienced news director for southern Michigan ABC affiliate. Top salary, group benefits, 20-watt car. Send resume and tape to WABJ Radio, Adrian, Michigan.

In, possibly 2 newsmen for WSHU and WTOA, Princeton-Trenton. Must have some experience. Consider recent journalism grad with good voice delivery, no regionalisms. Excellent opportunity for young newsmen on the move. Special events and hard news coverage in combination of key university and state Capital. Send tape and resume to Dave Moss, G.M. or call News Director Phil Painter for appointment. Box 1350, Princeton, New Jersey or 609-924-3600.

Newsmen, able to gather, write, and broadcast news. Must have excellent tape, equpped station, suburban New York. Excellent working conditions, challenging work, and liberal vacation. WINA-AM-FM, Peekskill, New York.


Production—Programming, Others

Maryland station, Man with program and sales experience, some play-by-play. Box G32, BROADCASTING.

Creative copy chief: straight, production-hard-sell, humorous. MOR California daytimer. Please send sample of copy. Box H-115, BROADCASTING.

Merchandising and sales promotion girl for top 40 station in large Eastern market. Good salary, benefits and opportunity for advancement. Excellent working conditions. Send resumes and references and recent picture. Box H-188, BROADCASTING.

Creative radio writer producer and station promotion director all in one man is wanted by a large Midwest University Station. Send complete details to: KWKH, Shreveport.

Copywriter. Experienced in Radio production, sales, condition and programming. Top creative ideas. Top rated station with expanded daypart network. Send sample copy or tapes to WNYR, Rochester, New York 14605.

Continuity-production-anouncer opening. Box 192 to start. Send tape, resume, to Program Director, WWCA, 545 Broadway, Gary, Indiana.

Radio copywriter-announcer who reads and writes dialogue like a Pro. Excellent opportunity for high calibre young man to grow with successful national advertising firm (Midwest). Responsibility as important as writing. Send resume, tape, references, salary requirements. Box 507, Kalamazoo, Michigan 49003.

**Radio Situation Wanted Management**

Southeast Sales manager announces seeking management, Investment opportunity. Box G-318, BROADCASTING.

General Manager: currently general sales manager excellent property one of the top three markets. Desire General Management (full responsibility) large market. Aggres- sive sales, production, creative & top salary. Location Florida. Resume. Box H-18, BROADCASTING.

**Announcers**

Attractive female with broadcasting experi- ence interested in commercial spots. New England area preferred. Box H-29, BROADCASTING.


Sportscaster, 5 years experience. Some TV. Excellent background. College graduate. First phone. Box H-123, BROADCASTING.


A well trained announcer seeking position in radio or national TV. No comm. Box H-148, BROADCASTING.

Versatile, polished professional, 13 yrs. exp., seeks progressive professional station. Adaptable personality to any format, highly successful work record, now employed in major market. No roaster, want permanency. Box H-187, BROADCASTING.

Major market Caliber—Contemporary, bright MOR, young aggressive, excellent produc- tion ability, Sales & Programming. Family. Box H-156, BROADCASTING.

I'm tired of working evening, want larger market and greater responsibility. Several years experience all phases of announcing. 1 year production manager experience with NBC. Seeking a station manager, Director. Working on 1st phone. Dependable, stable, 40 yrs. old. Box H-163, BROADCASTING.

Soul swinger, broadcasting graduate. Draft status. Will relocate. Anywhere. Box H-169, BROADCASTING.

Is there a station within 5 miles of Chicago needing an announcer who really knows sales? Box H-228, BROADCASTING.

First phone looking for more experience in northern California, Oregon, or Washington. Prefer MOR, Merger, no drifter. Box H-178, BROADCASTING.

DJ announcer—Temple University graduate (radio-TV). 3rd phone, endorsement, ART, TV production. Experienced. Box H-152, BROADCASTING.

Jazz specialist, college and broadcast school graduate, 3rd or 4th year. Unemployed, edge of music especially jazz, highly creative, witty, articulate, good announcer, well read and intelligent, beginner. V. C. Blanding, 10 Lynne, Fayetteville, N. Y.

First-phone, DJ announcer, farm director. Top audience rating and response. Sober. Box G21, MOR, top-40, $300-350 3:00-5:00 CT. 317-365-8568 after 5:30 PM CTI. Write P. O. Box 469, Crawfordsville, Indiana 47933.

22–36 grad. Student, 2 yrs. college station, NY. Moving to CA. Just done with disc jockey. Top 40, folk, Jazz. 3rd end. Nites during school year and full time summer.🇺🇸Box R. J. Ross, 80 Litchfield St., Brighton, Mass. 01730, on request.

Fast pace disc jockey all around. Write—Chuck McDado, 765 Marcy Ave., Brooklyn, N. Y.

Young man draft exempt. First phone Mid- west preferred. Experienced. Write to 740 Brighton, Toledo, Ohio 43609.

**Technical**

Experienced administrator, engineer, con- sultant interested in group direction or soloing single market. Proven background and experience. Box H-86, BROADCASTING.

Chief engineer: Experienced all phases of radio. Familiar with high budget operations. College/Trade/10 yrs. Box H-149, BROADCASTING.

Capable fm't. 28. married. Box H-185, BROADCASTING.

**News**

News Director-California only. Nine years broadcast and newspaper experience. Worked for major news agencies. Familiarity with chain station in California. Box H-50, BROADCASTING.
TELEVISION—Help Wanted

Management

Expanding group operation seeking experienced man for local sales manager. Take charge of a major broadcast station in bustling city college graduate, strong in all phases of sales and promotion, with reliable background. Box 457, Broadcasting.

TELEVISION—Announcers

Expanding sales force. Southeastern ABC affiliate, has opening for experienced television salesmen. Base salary, commission, car furnished. Excellent opportunity for the right man. Send all details first letter. All replies will receive prompt confidence. Box H-137, Broadcasting.

Southwest WHTN-TV, Channel 19, Huntsville, Texas, has opening for engineer. Contact Victor Bankowski, C. E.

Need technicians with 1st class license for operation, maintenance construction work. Must be skilled in HF/TV, Ampex stereo. These are permanent positions. Industrial community plus beautiful country living. Air mail and air phone reply to: Pat Finnegan, C. E., WLB-C-TV, Muncie, Indiana. All replies answered and held confidential.

Announcers


Sales

Expanding our sales force. Southeastern ABC station, affiliate of network, has opening for two experienced television salesmen. Base salary, commissions, car furnished. Excellent opportunity for the right man. Send all details first letter. All replies will receive prompt confidence. Box H-137, Broadcasting.

Announcers


Northeast

VTR Technician—rapidly expanding CCTV campus network needs technician to design, install, and maintain campus wide television installation. Applicants must be experienced in RCA, and GE vicon camera chains, and RCA and Ampex VTRs. Excellent pay and benefits. Work with great people, state university located near the Great Smoky Mountains and TVA lakes. Contact the department of Television Services, The University of Tennessee, Knoxville, Tennessee 37916. An equal opportunity employer.


WANTED—Technical

Rocky mountain area ETV operation seeks experienced first-phone who is ready for assistant to chief engineer to resume to Box G-365, Broadcasting.


Southeast ABC Television station needs third experience. No experience necessary. Good salary, fringe benefits. Send all information, first letter. Box H-134, Broadcasting.

Television broadcasting engineer in Syracuse, New York. Second class commercial license required to resume to: Box H-41, Broadcasting.

Wanted engineering department head-group ownership attractive fringe benefits. VHF, AM & FM stations. Beautiful, mid west location, Box H-178, Broadcasting.

WASHINGTON—Technical

TELEVISION—Announcers

Announcer, newscaster, exp. authorized to work on weekends. No night work. Marital status a plus. Must be able to write, handle, produce, promote, etc. Good people, nice area. Send air resume to: Box G-560, Broadcasting.

Interview ticket seeks top position with fast growing Television Organization. Box G-361, Broadcasting.
casting experience; college; youthful. Box Medium Anchor man for audio, Ampex 5 Chief or Tape Supervisor. Twelve years background in broadcasting. Box H-123, BROADCASTING.

1st phone, 12 years FM educational radio; 5 years CCTV and 2500 MHz. Experience distributed systems, studio maintenance and operations, including switching, shading audio, Ampex 660B VTR film chain, etc. Available for a variety of assignments. Box W-99, BROADCASTING.

 Wanted. Harmony Lake 15 minute transcription. (Macgregor?) 2889 21st Street, San Pablo, California 94806.

FOR SALE—Equipment

Television transmitters, monitors, tubes, microcassette tape, Electrodine, 440 Columbus Ave., N.Y.C.


Ampex VR-1066A with two heads. $6,500.00. Norman Hall, KERO-TV, Box 2367, Bakersfield, California.

Power increases makes available approximately September 1, 1975 FM transmitter, stereo generator, rack co-axial cable. House under heated, room like new. KONG, Visalia, California.

General Electric BA 5 A limiting amplifier, good condition. Price recently increased, & one Ampex 820 amplifier module complete. Hall, Chief Engineer, WAPE, Jacksonville, Fla.

Schafer stereo automation 1200 includes brain, makeup unit, 3 playbacks, all Ampex in excellent condition. $1000. Also available Schafer spot loader nearly new. WUBD, Trenton, New Jersey.

WANTED TO BUY—Equipment

We need used, 250, 506, 1 kw & 10 kw AM transmitters. No funk Guarantee. Radio Sun Corp., 1314 Turbore St., Laredo, Texas 78040.

Wanted used AM type approved one kilowatt transmitter for stand by use. Please quote all information together with lowest price. Box G-353, BROADCASTING.

One kw GE or RCA UHF transmitter, 500 foot tower. Channel 11 filterexactor or diplexer and complete line transmission line. Contact KITV-TV, Corbus, Texas.

Need all studio and transmitting equipment for Tower VPN. 100 W-120 W, Box H-26, BROADCASTING.

Brand new 100 W AM needs all studio and transmitting equipment. Box H-26, BROADCASTING.

Wanted Immediately one 30" or taller self supporting tower to mount TV-161-1 UHF antenna. Reply Box H-125, BROADCASTING.

Wanted immediately—A used four, or six foot diameter shrouded ABH microwave antenna, Phone collect Jim Garner 495-TXK-TV, Las Vegas, Nevada 702-720-3916.

For Sale—FM Equipment—3 kw RCA DTFB-10 kw 10000 dol. with 25 kw Amplifier with P.S. & 8 bay Collins antenna. All equipment well cared for. No reasonable offer refused. Box H-191, BROADCASTING.

Satellite L.O.S. for lease or sale. First quality 5820A at $890.00/month lease. $475.00 with 750 hour warranty. For further information call or write, Baker Miller Taylor Co., 7 Bala Avenue, Bala Cynwyd, Pa. 19004—215-644-6972.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring daylay comment introductions. Bill Orben Comedy Bureau. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines. $5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, California.

Call letter auto plates, studio banners, bumber strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

"365 Days of Laughs..." a daily radio gag service... may be available in your market. Try a month. $2.00 Box 1250 Merchants Mart, St. Louis, Mo.

Increase sales! Over 40 proven radio and TV sales promotions. Seasonal and year round. For a mask, call or write Broadcast Service Enterprises, Box 9274, Denver, Colorado, Colorado.

It's here! "Ideas Unlimited," 250 prime story suggestions for local and regional newspapers and magazines. Box 68B, and editorial, 25 pages. $9. Newsfeatures, P. O. Box 14183, St. Louis, Mo.

Instant gag for Deejays—Thousands of one liners, bits, stunts and effects in free "Broadcast Comedy" catalog. Write: WTTW-TV, Comedy Service—1730 East 59th St. Brooklyn, N.Y. 11229.

Market brochures, coverage maps, custom broadcast ads, design and created by the leader in the field. Noyes, Moran & associates. 100 W. Wacker Drive, Chicago, Illinois.

All new ad-lids! written for DJs. Exciting! Different! 1$4.10. Send check to VinCon Enterprises, F. O. Box 28505, Denver, Colorado 80226.

INSTRUCTIONS

FCC License Preparation and/or Electronics

Associate Degree training. Correspondence and/or Resident schools. License schools. Correspondence courses, radio management, technical training.

Elkins is the nation's largest and most repected name in Veterans Training. Elkins Radio License School of Chicago, 3145 West Jackson Street, Chicago, Illinois 60604.

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INSTRUCTIONS—(Cont'd)


Still time for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory at school. Reservations required. Enrolling now for October 6th, January 16th. For information, references and reservations, write William B. Oden Radio Operator School, 5073 Warner Avenue, Huntington Beach, California 92648. (Formerly of Burbank, California). "Warning" accept no substitute. HELP is in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC first class license in five (5) weeks. Tuition $300. Rooms and apartments $10-$15 per week. Over 95% of FCC graduates pass the exam. Classes begin Sept. 5—Oct. 9—Nov. 17. Write Radiotelephone Institute, 1336 Main Street in beautiful New Orleans, La. 70130.

RATION—Help Wanted

SALESMAN WANTED


Announcers

AIR PERSONALITY

Major West Coast station in Top 25 market needs M.O.R. air personality. If you have a big, mature voice and will start for $2500 per week, please call Don Kelly—312-337-5318.

1st PHONE

Immediate openings for 1st phone announcers in small markets. $900 to $1250 per week. Call Don Kelly—312-337-5318.

Technical

CUSTOMER SERVICE SPECIALIST

Opportunities for challenging technical work with a leading broadcast manufacturer. Customer Service Specialist handles technical problems for customers through field trips or telephone and written communication. Must-have at least one year resident technical school training plus First Class Radiotelephone license and two to five years broadcast station experience. Excellent salary and complete fringe benefits. Please send resume to: Box H-84, Broadcasting.

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**EXECUTIVE Opportunities**

**FOR TV AND RADIO MANAGEMENT**

1. **TV VICE PRESIDENT & GENERAL MANAGER** for group owned station in Top 15 market. $40,000.00 to $50,000.00 income range.

2. **TV GENERAL MANAGER** for Midwest medium market. Will consider well qualified Sales Manager from top fifty market. $25,000.00 base plus incentive.

3. **RADIO VICE PRESIDENT & GENERAL MANAGER** at one of the top stations in the country. This is a once in a lifetime opportunity. Potential of $75,000.00 plus benefits.

4. **RADIO PROGRAM DIRECTOR** for group owned station in Top 5 market. Require solid background in administration and labor negotiation. $17,500.00 to $25,000.00 depending upon experience.

All of the above openings are immediate, so please call 312-337-5318 at your earliest convenience. All applicants must currently be employed in positions similar to the above openings. **YOUR CONFIDENCE WILL BE GUARDED.**

Ron Curtis
Executive Division
Nationwide Broadcast Personnel Consultants
645 North Michigan Avenue
Chicago, Illinois
312-337-5318

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**TELEVISION**

Situations Wanted—Announcers

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**BUSINESS OPPORTUNITY**

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**WANTED TO BUY**—Stations
Continued from page 84
control from William C. Nutkols, Earl Bigert and Harold L. Nutkols to George Ed- ward Powers (100%). Principals: Mr. Powers owns 45% of Great Piabrokers Inc. and director of Inco. licensee corporation. Consideration $65,000. Ann., Aug. 5.

WQLI Babylon, N. Y.—Seeks transfer of control from John L. Britton to Martin Beck president and director, George Ross secretary, treasurer and director, and Dr. Leonard Roberts, Conrad Roth, James Green, Frank H. Fuller, Dr. Herbert M. Bellkor, Herbert A. Goff, Harold A. Segal, Philip Gilbert Jr., Robert Young, Philip Reichen and Harold Gross. Consideration $65,000. Ann., Aug. 4.

WACO-AM-AM-FM Forest City, N. C.—Seeks assignment of license from WFVG Broad- casting Co., to Tri-City Broadcasting Co. for $60,000. Principals: Gray Broadcasting Corp. (100%). Theodore J. Gray Jr., president and treasurer. Mr. Gray is 56% owner of WDKK Altavista, and 62% owner of WWOI Stuart, both Virginia. Ann., Aug. 5.

WECT (TV) Wilmington, N. C.—Seeks transfer of control from George P. Boling to Con- tributors, Inc. of Jacksonville, Fla., for $200,000. Principals: Gray Broadcasting Corp. (100%), Theodore J. Gray Jr., president and treasurer. Mr. Gray is 56% owner of WDKK Altavista, and 62% owner of WWOI Stuart, both Virginia. Ann., Aug. 5.


WCIF (AM-FM) Yuma, Ariz.—Seeks assign- ment of license from William S. Freed for Freed Broadcasting Corp., for $25,000. Mr. Freed is 96% and Mrs. Eleanor I. Freed (1%), Ann., Aug. 4.

WFOM-FM Fond du Lac, Wis.—Seeks assign- ment of license from Daniel G. Costas, deceased, to Loula M. Beckman, executrix. (Ann., Aug. 4.)

WISN-TV (AM-FM) Milwaukee, Wis.—Seeks assign- ment of license from KGRL and WISN AM-FM Milwaukee to WIT-AM-FM Portland, Ore., for $100,000. Mr. McEvoy, president and treasurer, appointed as assignee. Mr. McEvoy is 25% owner of KGRL and 50% owner of WISN. (Ann., Aug. 3.)

WJGL-Baton Rouge, La.—Seeks assignment of license from WJSL-Baton Rouge to Leighton Goff Corp., for $200,000. Principals: Leighton, Lo, and John G. Goff, all vice presidents. Mr. Beale is chairman of WJSL, associate editor of The Baton Rouge Advocate. (Ann., Aug. 4.)

WKNM TV (AM-FM) Fort Wayne, Ind.—Seeks assign- ment of license from WKNM TV (AM-FM) Fort Wayne to A. A. Executives, Inc., for $150,000. Mr. A. A. Executives Inc., is 70% owner of WKNM. (Ann., Aug. 4.)

WJTQ-AM-FM (AM-FM) Wilkes Barre, Pa.—Continued

WESTCROFT, New York, N. Y. 114 CENTRAL PARK SOUTH

Southwest 1 KW Daytimer Excellent Frequency $65,000 with $18,000 Down Box H-186, Broadcasting.

IND. TV STATION For lease (with option) All equipment necessary for immedi- ate operation. Deal must be consumated by 9/1/70 subject to FCC approval. Phone Mr. King (209) 439-2955 or write PO Box 4364, Fresno, Calif.

La Rue Media Brokers Inc.

115 Central Park South
New York, N. Y.

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BROADCASTING, August 14, 1967

FOR SALE—Stations

CALIFORNIA

KHHM in Santa Rosa, 500 W non-direct-onal daytimer, now off air. Opportunity for aggressive operator with adequate working capital to make very favorable purchase. Price and terms depend on buyer’s financial qualifications.

Box H-113, Broadcasting.

SOUTHWEST

1 KW Daytimer

Excellent Frequency $65,000 with $18,000 Down

Box H-186, Broadcasting.

WANTED TO BUY—Stations continued

Will Buy 5 KW

full time AM radio facility in top 100 market of 1/4 million listening area. We’re interested in dealing with you on Cash sale basis. Reply to:

Box H-184, Broadcasting.

FOR SALE—Stations

La Rue Media Brokers Inc.

115 Central Park South
New York, N. Y.

1965-3400

Chapman Associates

2045 Peachtree, Atlanta, Ga. 30309

(For the Record) 93
March '67 TELEVISION sold out!

CATV DIRECTORY
reprints now available

The most meaningful collection of information yet compiled on the business of community antenna television. As featured in the March issue of TELEVISION, this 100-page reprint includes the dimensions of CATV, census of CATV, the CATV groups, broadcasters in CATV. Copies ready for mailing at $3.00. Order now.

Please send...copies of the CATV Directory at $3.00 per copy

[ ] Payment enclosed  [ ] Bill me

Name ____________________________________________

Company _________________________________________

Address __________________________________________

City ___________________ State _______________ ZIP ______

TELEVISION MAGAZINE, Reprint Dept., 1735 DeSales St., Washington, D. C. 20036

94 (FOR THE RECORD)

BROADCASTING, August 14, 1967
THE industrialists at the turn of the century must have had their share of problems with Samuel Gompers and his confederes. But in that relatively simple and unorganized society, they were not obliged to cope with the multiplicity and complexity of union contracts and issues that bedevil such 1967 labor negotiators as William C. Fitts Jr. of CBS.

Mr. Fitts, who is vice president, employe relations, CBS, with responsibilities over both labor relations and personnel functions, traced in some detail the other day the proliferation of job coverage by labor unions in the broadcast field over the past 15 years. At one point, he illustrated the vast and intricate dimensions of his work by riffing through some papers on his desk at CBS headquarters in New York and saying: "Let's see how many different agreements we have. CBS has 22 separate agreements with the American Federation of Television and Radio Artists, 32 with the International Alliance of Theatrical Stage Employees, 27 with the Directors Guild of America, 12 with the Writers Guild of America and nine with the International Brotherhood of Electrical Workers. And then we have a large number of contracts with locals in various cities in which CBS operates, covering such jobs as carpenters, scenic artists and airconditioning engineers."

Follow Through—Mr. Fitts paused for a moment and then added: "It's not enough to negotiate contracts. You've got to administer them. A good deal of our time here is spent in contract administration.

"There's no contract that has been written that is so clear that it is not subject to question. There are bound to be questions and grievances. And I have a rule about grievances: I try to handle them as quickly as possible so they don't sit around and fester."

Mr. Fitts left the comparative serenity of the legal profession, in which he had served from 1929 to 1952, to wade into the rough-and-tumble world of labor-management relations. He joined CBS in 1950 as an assistant general attorney; was appointed director of labor relations in 1952 and, in 1965, he was given additional responsibilities over personnel functions.

He comes from a long line of lawyers. His father, a grandfather and a great-grandfather were attorneys in Alabama. Mr. Fitts noted that he finally had broken with the family tradition but said he has never regretted his decision. "I enjoy my work tremendously," he exclaimed. "I consider labor relations to be a combination of advocacy and politics—politics in the sense that you are creating relationships with people and with groups."

CBS's 'dean' faces labor's new militancy

Mr. Fitts is a tall man of medium build and somber countenance. Since his functions in such a sensitive area, he naturally tends to be closemouthed, noncommittal and, sometimes, even abrupt when newsmen telephone him during negotiation sessions or during rare strike periods. ("I've always operated on the principle that I will not negotiate in the press," he observed.)

But away from the pressures of the bargaining table, he is a courteous, friendly individual who speaks easily and freely in a Southern accent about his work and the responsibilities of both labor and management.

He is considered "the dean" of network labor-relations executives because of his long tenure in this sector and his forceful leadership in past negotiation sessions. He is respected by union officials who use such terms as "tough," "fair" and "well-versed" to describe him. One labor leader commented: "He never takes unfair advantage of a situation. In the final analysis, he's a gentleman."

In 15 years in the labor field, he has seen an expansion in the number of contracts as more groups have been organized at the station and network level. His departments have concomitantly, and he directs three labor-relations specialists in New York and "one and one-half persons on the West Coast." He explained that one West Coast executive divides his time between personnel and labor relations.

"Since 1965 I have been spending about half my time in labor relations and half in personnel administration," he pointed out.

Over the years he has observed a fluctuation in the type of demands unions have been emphasizing. Up until about eight years ago, he reported, the accent was on job jurisdiction, followed by job tenure and salary. A shift then set in with the stress on fringe benefits, including insurance, medical and hospitalization and pension coverage.

New Demands—"About two years ago, there was a dramatic change," he stated. "All of a sudden unions were demanding benefits up front—in the paychecks. This is true in all industries, not only in broadcasting."

Mr. Fitts feels that labor-management relations is at a crucial point today, largely because union leadership no longer maintains strong control over the rank-and-file membership. He said unions often have accepted management proposals only to have the membership reject the offers that had been accepted in principle. Consequently, he said, "The central management has been forced to negotiate for what I call 'at the table' with the unions."

In the personnel area, Mr. Fitts reported CBS is expanding its training program for young people with graduate degrees; attempting to utilize more efficiently current CBS employees through a program of surveying skills against requirements, and stepping up its search for qualified persons among minority groups. He said CBS works closely with National Urban League offices throughout the country but conceded it is no easy task to find promising candidates.

Mr. Fitts and his wife, the former Eleanor Langley Hyde, live in Mamaroneck, N.Y., where he is on the governing board of the village board of trustees and on the school board. They have six children, including two sets of twins. One son, William C. Fitts III, is administrative director, CBS Sports. Mr. Fitts said he had "nothing to do with Bill coming to CBS," and with a shrug, added: "Of course, nobody believes me."

WEEK'S PROFILE

No deed in perpetuity

As many stories published in recent months have reported, television broadcasting is threatened with the loss of some of its spectrum space. Already there is a serious probability that some UHF space will be reassigned to other services. Implicit in the several studies of spectrum management and allocations that are now taking shape is the prospect of further television dislocation.

So far nobody in television broadcasting seems to be terribly disturbed. The assumption is that no station now in business or the planning stage is likely to be dispossessed by the transfer of UHF frequencies. At worst some stations might be moved to other channels, perhaps better ones than they have.

We wonder, however, whether broadcasters aren't beguiling themselves with false assurances. The population and economy will both continue to expand, creating the need and opportunity for more program services. The fact that some television channels may not be occupied ought not to be translated into the assumption that they never will.

If the television service cannot find the frequencies for future expansion in broadcasting, normal economic incentive will force venturers to turn to other methods of transmission. The broadcasters who are content now to let their unused spectrum space go to other purposes may be creating for themselves new forms of serious competition in the future. The potentials of cable and satellite delivery await exploitation in a favorable market that may come to life not so many years from now.

Fiction of the week

The Washington Evening Star in an editorial last week identified television as the "principle offender" among media in the overemphasis of racial violence. Among the accusations that the Star made was this:

"Why should representatives of a TV network, as was the case recently in Cambridge [Md.], 'confer' with demonstrators to have them advance their demonstration by two hours so the films could be flown back to New York for the 11 p.m. news show—a show which left the impression with the viewer that he was seeing a film of a spontaneous demonstration?"

To the Star's question, we can only answer: "Why, indeed?" For the simple truth is that no incident of the kind described occurred.

The Star's editorial writer based his question on part of a story that had appeared in the previous Sunday's editions of the paper. And the incident was as fictitious in the story as it was in the editorial.

The writer of the story, which was a generalized indictment under the headline "Does Television Help Spread Big City Rioting?" apparently picked up, without attribution, a report about an incident that may have occurred in Cambridge during racial disturbances of several years ago. Investigation by Broadcasting has turned up no evidence whatever of any recent incident remotely resembling the one described in the Star story and editorial.

We're devoting this much space to the Star's inaccuracy because it bespeaks the bias that continues to afflict all too many newspapermen. And, sad to say, that bias is exposed to an especially influential audience when it appears in a paper that is read in the power centers of Washington.

Isn't it time that television broadcasters used their own facilities to straighten the records that newspapers corrupt?

Dip in the curve

The latest figures on national radio advertising expenditures, compiled by the Radio Advertising Bureau and published elsewhere in this issue, are not what radio has lately become accustomed to. They show spot sales up by less than 1% in the first quarter and network sales down by 7% in the same period—this on the heels of a year in which network increased by 6% and spot by 12%. So what happened to the comeback?

The figures should be read in the context of the times, however, and the times are tight for virtually all media. Some experts are predicting less than 2% growth in total advertising expenditures this year. The outlook for radio seems to be a good deal better than that. It should also be remembered, as RAB pointed out, that the first quarter of 1966 was a record-breaker, by wide margins, for both network and spot radio sales. A reasonable translation of the new figures therefore might be that spot maintained and even added to the 12% gain it scored in the first quarter of 1966, while network fell a few points behind the pace that, a year ago, brought an almost unmatchable first-quarter increase of nearly 30%.

The figures should be read in context, but it would be foolish to ignore them or pretend that radio doesn't have its problems. In this year's uncertain economy, all media have their problems. Radio's situation is not unique. Its prospects, however, seem better than its first-quarter performance, and while improvement should not be taken for granted, neither should the first-quarter results be taken with too much pessimism.

All's still fair

Broadcasters may take little comfort in the FCC's exemption of "bona fide" news broadcasts from its new rule requiring that time be given for replies to personal attacks. In its notice of modification of the rule (Broadcasting, Aug. 7), the FCC made it clear that news broadcasts still fall within the general restrictions of the fairness doctrine.

The FCC's action will ease to some extent what could have been an impossible problem for news directors—seeking out for notification every person mentioned with less than praise on any news program. But it's only an easing. The FCC will still be sitting in judgment of what's fair.
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