

# 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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Insurance Companies,  
Hartford 15, Connecticut



*Fred M. Wood  
President  
WMVB-WMVB-FM  
Millville, N.J.*

## **“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.”

A handwritten signature in dark ink that reads "Fred M. Wood". The signature is fluid and cursive, written in a professional style.

*This statement courtesy of Union Lake Broadcasters, Inc.*

JERROLD ELECTRONICS CORPORATION

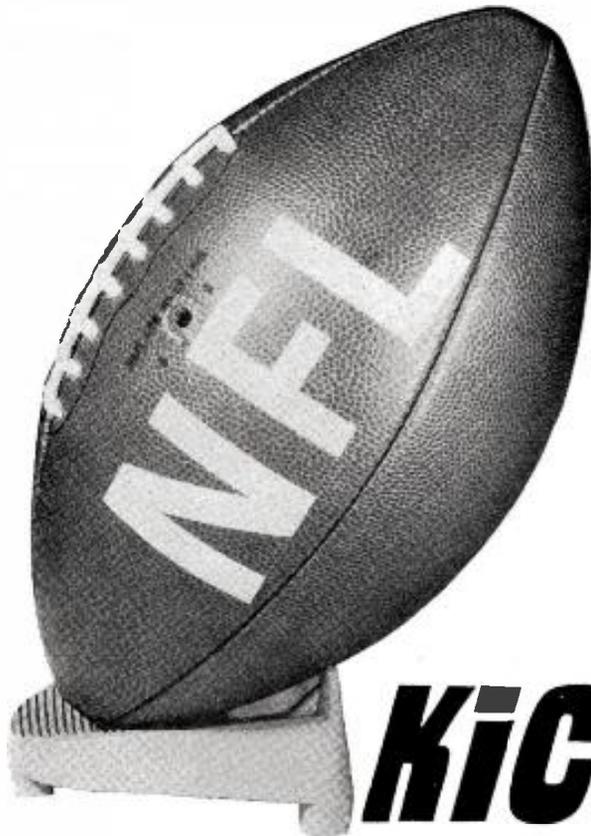
The logo for Jerrold Electronics Corporation, featuring the word "JERROLD" in a bold, sans-serif font inside a dark rectangular box.

# CHARLOTTE and friends



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!

**KTVI** <sup>abc</sup> **2**  
**HR** ST. LOUIS



# KICKOFF TIME!

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.

**KRLD-TV**



represented nationally by 

**The Dallas Times Herald Station**

CLYDE W. REMBERT, President

## 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-pollution 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. Cards-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 McCone, 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

# CLOSED CIRCUIT®

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 been 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 show 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 has given 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 hip 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.

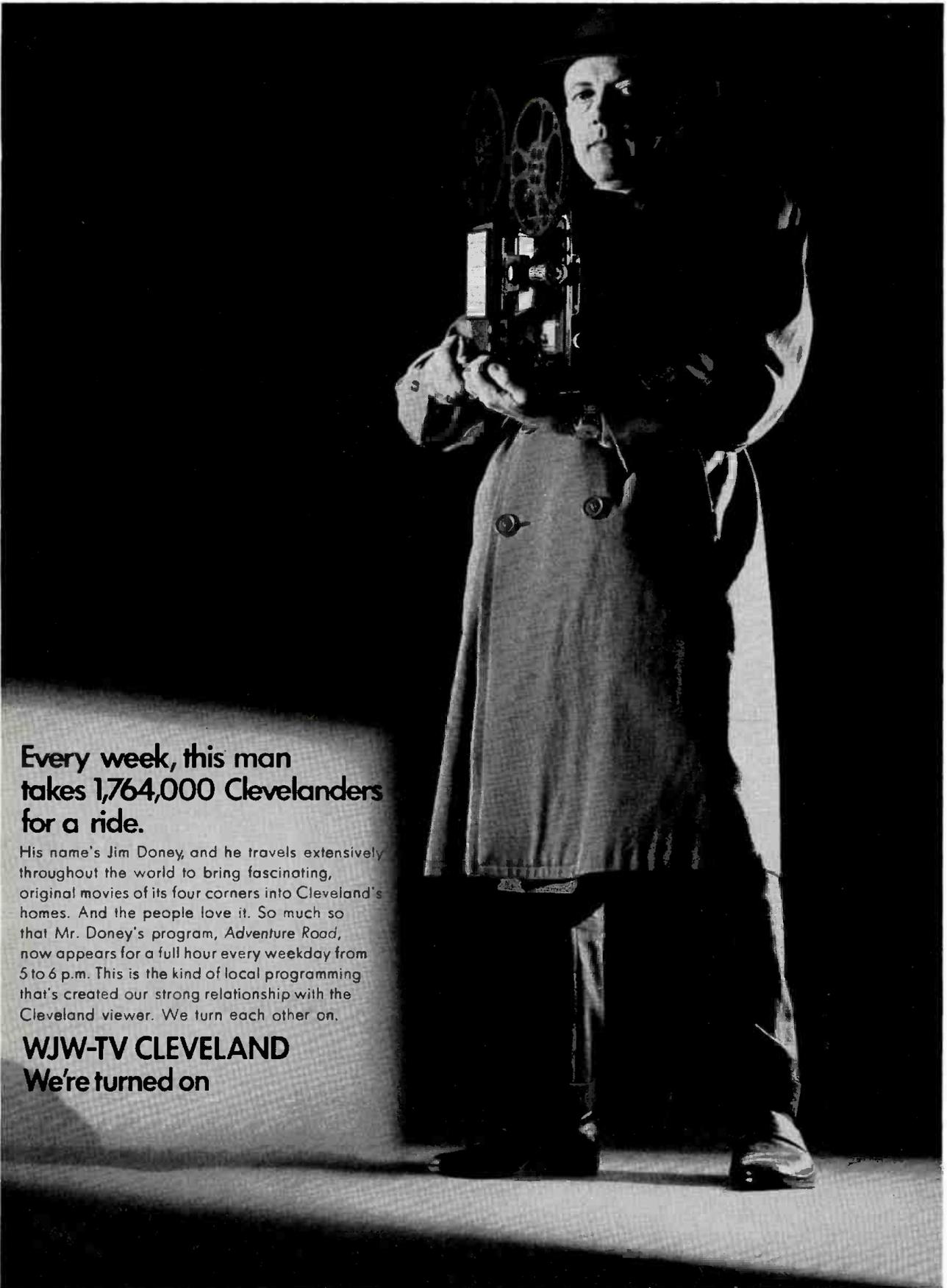
## Coloring the news

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 newsfilm, 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, KVGB 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**

|                     |                      |                 |               |                |                  |                     |                 |                    |                      |                    |                   |                   |                                       |
|---------------------|----------------------|-----------------|---------------|----------------|------------------|---------------------|-----------------|--------------------|----------------------|--------------------|-------------------|-------------------|---------------------------------------|
| LOS ANGELES<br>KCBS | PHILADELPHIA<br>WIBG | DETROIT<br>WJBL | MIAMI<br>WGBS | TOLEDO<br>WSPD | CLEVELAND<br>WJW | CLEVELAND<br>WJW-TV | NEW YORK<br>WNN | DETROIT<br>WJBL-TV | MILWAUKEE<br>WITI-TV | ATLANTA<br>WAGA-TV | TOLEDO<br>WSPD-TV | BOSTON<br>WSBK-TV | <b>STORER</b><br>BROADCASTING COMPANY |
|---------------------|----------------------|-----------------|---------------|----------------|------------------|---------------------|-----------------|--------------------|----------------------|--------------------|-------------------|-------------------|---------------------------------------|

# WEEK IN BRIEF

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 . . .

## DECLINE IN HOPPING . . . 40

NBC-TV backs down on its proposal to increase number of commercial minutes in its movies. Network will stay at 14-minute level because it says conditions aren't suitable for increase. See . . .

## NBC-TV MOVIES . . . 41

Macdonald sees 'long conference' looming between House and Senate once CPB bill passes House balloting. Measure goes through House Commerce Committee on 15-6 count. See . . .

## HOUSE FLOOR FIGHT . . . 48

FCC says it won't suspend its rule requiring applicants to show ability to finance station for one year since rule has worked well in hearings. Denies FCBA rule-suspension request. See . . .

## FCC UPHOLDS RULE . . . 49

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 . . .

## TRADE CENTER INTERFERENCE . . . 58

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 . . .

## NETWORKS VETO CODE . . . 60

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 . . .

## FOREIGN NEWSMEN . . . 68

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## Broadcasting

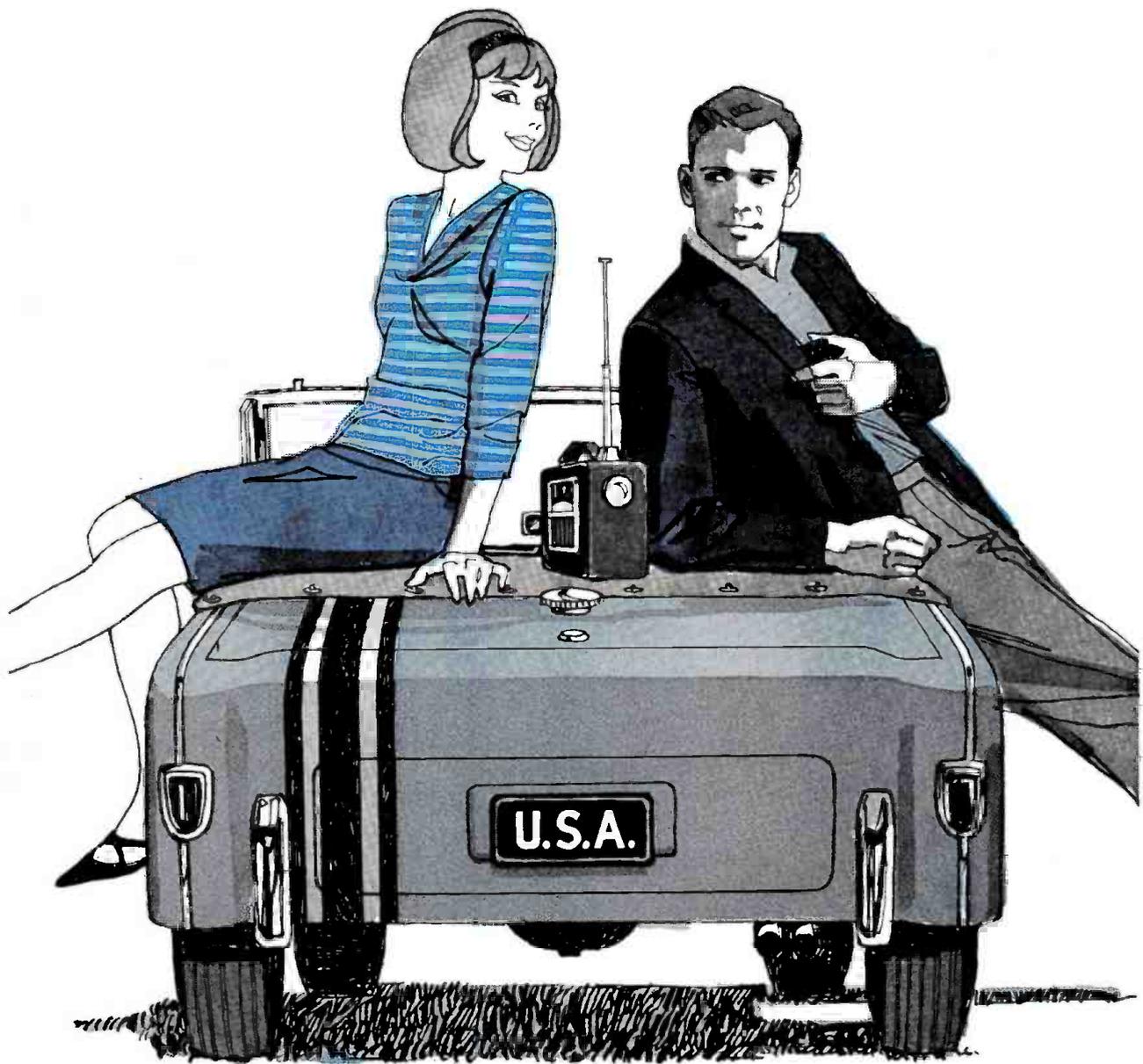
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# what is an influencible?



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 Marrieds 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  
(Blair)  
KXOK St. Louis  
(RAR, Inc.)

WHB Kansas City  
(Blair)  
WTIX New Orleans  
(Eastman)

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)

## 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 case. Decision in that case, upheld by appellate court, found CATV liable for copyright. Another report has Senator John McClellan (D-Ark.), chairman of Judiciary Committee, ready to introduce bill that would suspend right of copyright holders to sue CATV's for infringement until new copyright bill is passed, even if Supreme Court upholds UA decision.

On Thursday (Aug. 10), cable operators, including some broadcasters with CATV investment, met by invitation of Register of Copyrights Abraham L. Kaminstein. Copyright office says purpose of meetings is to search for common ground necessary to move first major copyright revision in 50 years off dead center.

'Daylight' ■ Copyright office observer at last week's meeting was cautiously optimistic that compromises may be worked out: "We saw a little daylight."

At meeting were NCTA's Frederick

### 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 upper-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



Mr. Raidt

Harry W. Chesley Jr., president of D'Arcy Advertising Co., St. Louis, elected chairman of board. He will continue to operate from that city and eventually assume active managerial chores of R. H. Gagner, former D'Arcy board chairman in New York, who plans to retire. William T. 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.



Mr. Abrams

For other personnel changes of the week see FATES & FORTUNES

"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 on 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 KKTU-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, KKTU 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, marking 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 Wire- vision Ltd., principally owned by Van Dyke 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:

|                    | 1967      | 1966      |
|--------------------|-----------|-----------|
| Earnings per share | \$1.04    | \$1.05    |
| Gross revenues     | 5,667,599 | 5,730,924 |
| Net earnings       | 1,055,278 | 1,111,356 |
| Shares outstanding | 1,017,377 | 1,056,405 |

### 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).

BROADCASTING, August 14, 1967

"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



**WCBS-TV 2**  
NEW YORK/CBS OWNED

HOW TO GET THE VERY BEST



# COLOR TAPE PICTURES



## without the penalty of complicated operation

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

### NEW OPERATING CONVENIENCE

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

### NEW EASE OF MAINTENANCE

Standard construction means easier maintenance. All plug-in modules are the same style, are keyed to avoid incorrect positioning—and, no tools are required for removal. Over 160 test

points and push-button monitoring points on front panel trace signal from input to output; 4-mode FM test facility is built in. Everything is easily accessible without removing front panels or screws—There's no emptying of water trays; no getting down on hands and knees to reach modules.

### NEW COLOR PERFORMANCE

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

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

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

FORM 3251 16



**The Most Trusted Name in Electronics**

a  
**thought-provoking  
 suggestion  
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 MANAGEMENT**

*Sometimes it's a good idea to get another point of view on your operation—an outside look. Are things really as good . . . or as bad as they look to you?*

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*Our clients know where they stand and, more importantly, the reasons why their ratings tabulate the way they do. They also know just as much about their competitors.*

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*Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in some of the country's most competitive markets.*

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**DATEBOOK**

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

■Indicates first or revised listing.

**AUGUST**

Aug. 13-17 — Second Intersociety Energy Conversion Engineering Conference sponsored by the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers, the American Institute of Chemical Engineers, the American Nuclear Society, the Society of Automotive Engineers and the American Institute of Aeronautics and Astronautics. Hotel Fontainebleau, Miami Beach, Fla.

Aug. 14—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. 17-20—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

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. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Sheraton-Maui, Kaanapale, Maui.

Aug. 22-25—1967 Western Electronic Show and Convention. Cow Palace, San Francisco.

Aug. 24—Second annual New York sales seminar of the National Association of FM Broadcasters. New York Hilton hotel, New York.

Aug. 24-25—Meeting of the Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

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

Aug. 25-27—Fall meeting of the West Virginia Broadcasters Association. Speakers include Grover C. Cobb, KVGB Great Bend, Kan.; Douglas Anello, 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. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from: Television Contest, 1-12 Bundesallee, Berlin 15.

**SEPTEMBER**

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

Sept. 8-9—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. 11-12—Conference on "The Use and Regulation of the Radio Spectrum," sponsored by the Brookings Institution and Resources for the Future Inc. Position papers being prepared by Drs. Sidney S. Alexander, Massachusetts Institute of Technology; Harvey Levin, Hofstra University; John McGowan, Yale University; William Meckling, University of Rochester, and Leland Johnson, Rand Corp. Airlie House, Warrenton, Va.

Sept. 12-16—Annual convention of Radio-Television News Directors Association. Royal York hotel, Toronto.

Sept. 13-15—Meeting of the Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 13-15—Fall conference of the Minnesota Broadcasters Association. Kahler hotel, Rochester.

Sept. 14-15—Fall meeting and seminar of the Pennsylvania Association of Broadcasters. Shawnee Inn, Shawnee-On-Delaware, Pa.

Sept. 14-16—Management seminar. National Community Television Association. Inn of the Six Flags, Dallas.

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

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

Sept. 15-17—Northeast area conference of American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.

Sept. 18—Administrative radio conference of the International Telecommunication Union. Geneva.

Sept. 18-23—102nd semiannual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.

Sept. 20-21—CBS Radio affiliates convention. New York Hilton hotel, New York.

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

Sept. 22-23—Meeting of the Hawaiian Association of Broadcasters. Sheraton Maui hotel, Kaanapali.

Sept. 22-24—Southwest area conference of

■Indicates first or revised listing.

**NAB FALL CONFERENCES**

Oct. 16-17—Marriott motor hotel, Atlanta.

Oct. 19-20—Marriott motor hotel, Dallas.

Oct. 23-24—Sheraton-Park, Washington.

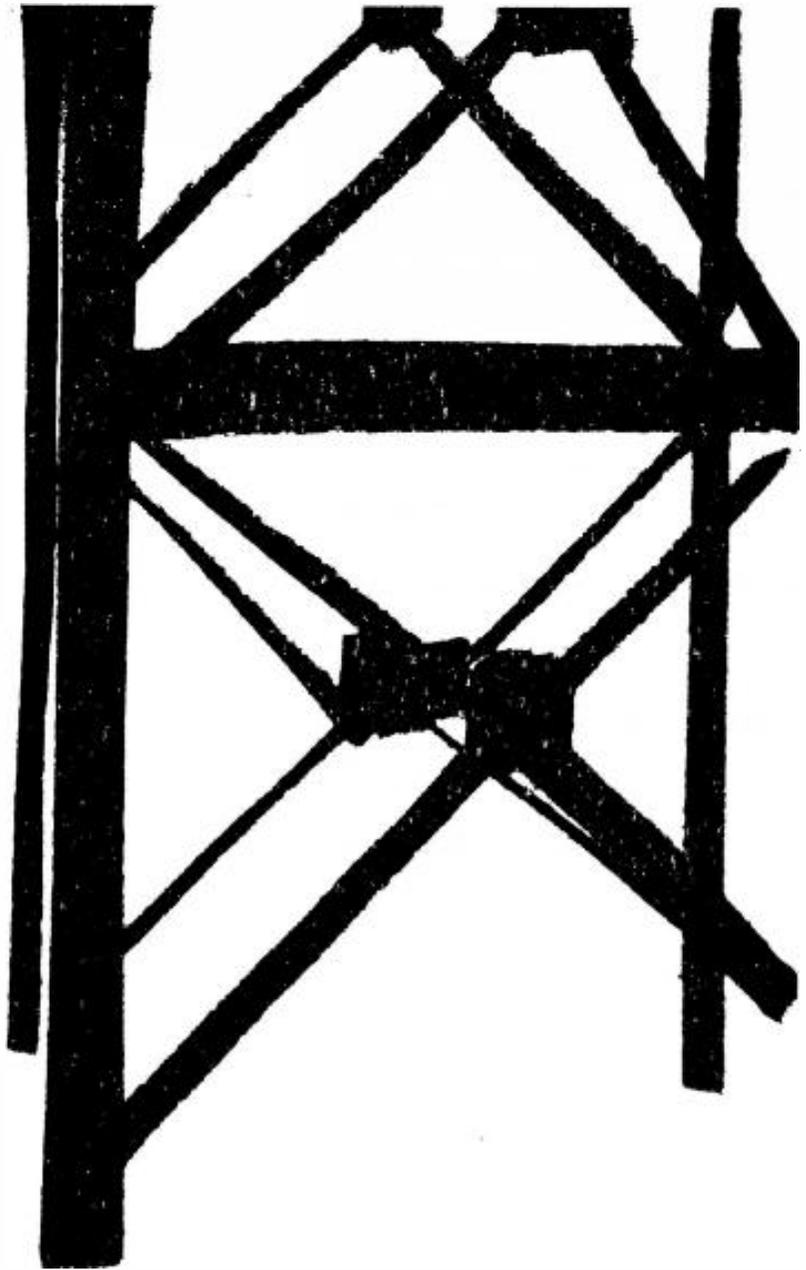
Oct. 30-31—Sheraton-Boston, Boston.

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

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

Nov. 16-17—Statler 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.

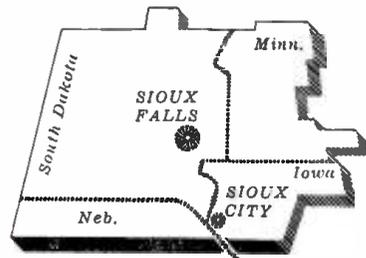
KELO-tv 11 Sioux Falls, S.D., interconnected with KDLO-tv, KPLO-tv



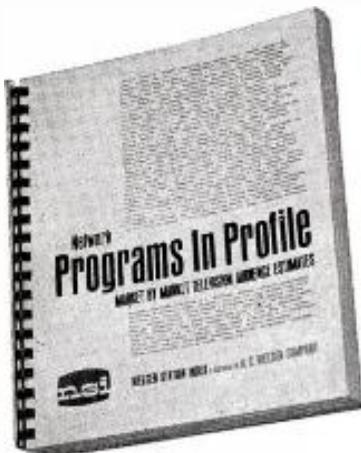
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- A market-by-market report on the performance of all qualifying Network Programs.
- Published in Fall and Spring

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the American Women in Radio and Television. Tulsa, Okla.

Sept. 24-25—Meeting of the Texas Association of Broadcasters. Commodore Perry hotel, Austin.

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

Sept. 24-27—Annual conference of the Institute of Broadcasting Financial Management. Sheraton-Ritz hotel, Minneapolis.

Sept. 26-27—Executive committee meeting, National Community Television Association. Washington.

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. 28-29—Second annual management and programing seminar of TV Stations Inc., New York. New York Hilton hotel, New York.

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, 437 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 TV 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.

Sept. 29-Oct. 1—Mid-east area conference of the American Women in Radio and Television, Knott's Motor Inn, Baltimore.

### OCTOBER

Oct. 2-3—Annual fall meeting of New Jersey Broadcasters Association. Cherry Hill Inn, Camden.

Oct. 2-6—A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 4—Hearing on Federal Trade Commission trade regulation regarding deceptive advertising of number of working transistors in radio receiving sets. FTC Building, Washington.

Oct. 6—Television ball sponsored by the New York chapter of the National Academy of Television Arts and Sciences. New York

### 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. 19-20—O'Hare Inn, Chicago

Oct. 23-24—Hyatt House, San Francisco

Hilton hotel, New York.

■Oct. 12—Thirteenth Wisconsin FM station clinic sponsored by the University of Wisconsin. University of Wisconsin, Madison.

Oct. 13-15—West central area conference of the American Women in Radio and Television. Chase-Park Plaza hotel, St. Louis.

■Oct. 15—Thirteenth annual promotional seminar sponsored by Edward Petry & Co. Royal York hotel, Toronto.

Oct. 15-18—Twelfth annual seminar of Broadcasters Promotion Association. Royal York hotel, Toronto.

Oct. 16-17—Organizational convention of the National Religious Broadcasters to create a new Midwest chapter. Moody Bible Institute, Chicago.

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 race relations, being 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. 19-21—42d birthday celebration of WSM Grand Ole Opry. Nashville.

Oct. 20—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 TV 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. 20-22—East central area conference of the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

Oct. 20-22—Western area conference of the American Women in Radio and Television. Hotel Utah, Salt Lake City.

Oct. 23-25—Fall meeting of the Kentucky Broadcasters Association. Jenny Wiley State Park, Prestonsburg.

Oct. 23-28—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television, Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

Oct. 26-27—First meeting of television news directors of Europe, United Kingdom, U. S. and Canada, sponsored by Time-Life Broadcast in cooperation with the Radio-Television News Directors Association of the U. S. and Canada. Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, discussions of common problems relating to access to news, legal questions and technical advances in newsfilm. Salon des Champs Elysees, Paris.

Oct. 27-29—Southern area conference of the American Women in Radio and Television. Fort Sumter hotel, Charleston, S.C.

■Indicates first or revised listing.



## The bassoon tooter also tutors computers

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.



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50% of the TV and Radio stations tell us:  
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**Broadcasting**  
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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**Address change:** Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

OPEN MIKE®

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, WCAU 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 . . .  
—Ward L. Quaal, president WGN Continental Broadcasting Co., Chicago.

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-

BROADCASTING, August 14, 1967

# 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%

A large, stylized number '56.5' is rendered in a vibrant green color. The number is composed of thick, rounded strokes. A small, white, six-pointed star is positioned in the center of the dot of the decimal point. A hand, shown in a light skin tone, is reaching up from the bottom of the number, with its fingers curled around the star, as if presenting it. The hand is positioned within the '6' of the number. To the right of the number, a green percentage symbol (%) is placed.

## SHARE OF AUDIENCE!

6:00 AM-12:00 Midnight, 7 days a week

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

## TOTAL WEEKLY CUMULATIVE REACH BY STATIONS —ALL HOURS

| STATION     | LISTENERS        |
|-------------|------------------|
| <b>WCCO</b> | <b>1,538,000</b> |
| Station B   | 547,000          |
| Station C   | 337,000          |
| Station D   | 212,000          |
| Station E   | 159,000          |
| Station F   | 110,000          |
| Station G   | 108,000          |
| Station H   | 106,000          |
| Station I   | 94,000           |
| Station J   | 79,000           |
| Station K   | 66,000           |
| Station L   | 61,000           |
| Station M   | 42,000           |
| Station N   | 29,000           |
| Station O   | 27,000           |

# WCCO Radio

## MINNEAPOLIS ST. PAUL

NORTHWEST'S ONLY 50,000 WATT 1-A CLEAR CHANNEL STATION

PRESENTED BY **CBS** RADIO SPOT SALES

We get  
channels  
you  
can't get  
anywhere  
else.



In August: A deep look at local programming. Why late-night TV is keeping more people awake. The ABC-ITT case: just one boo-boo after another. Canning the new season in Hollywood. On-the-scene report of that shakeup in British TV. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

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?"—*Milton 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 Citca Corp. [BROADCASTING, May 15].

### Coverage of Detroit's riot

EDITOR: As a Detroit resident and a Motor City programmer, 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 30 cents each, 25 cents each in quantities of 100 to 500, and 20 cents each for over 500. Order from reprint department, Broadcasting Publications Inc., 1735 DeSales Street N. W., Washington, D. C. 20036.

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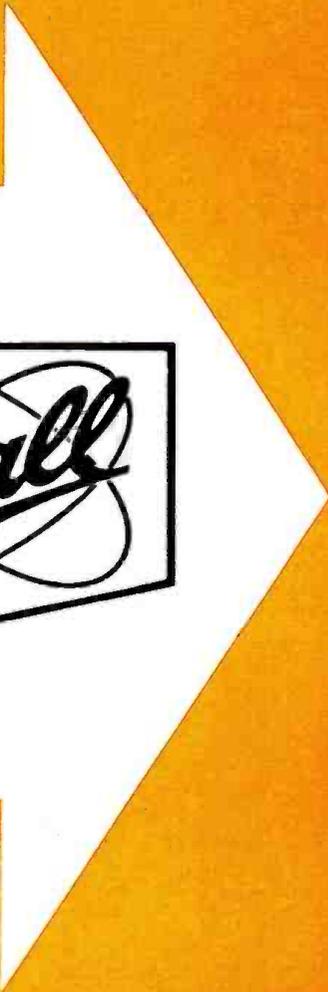
\*Reg. U. S. Patent Office  
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BROADCASTING, August 14, 1967

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.



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## 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 programing that our company would be proud of and that we as individuals would want to watch. We wanted our TV programing to reflect the quality of our product lines. And we believe it's good business to have a concern for the public good.

For openers, 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 nontelevision 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 in-

formed. 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.

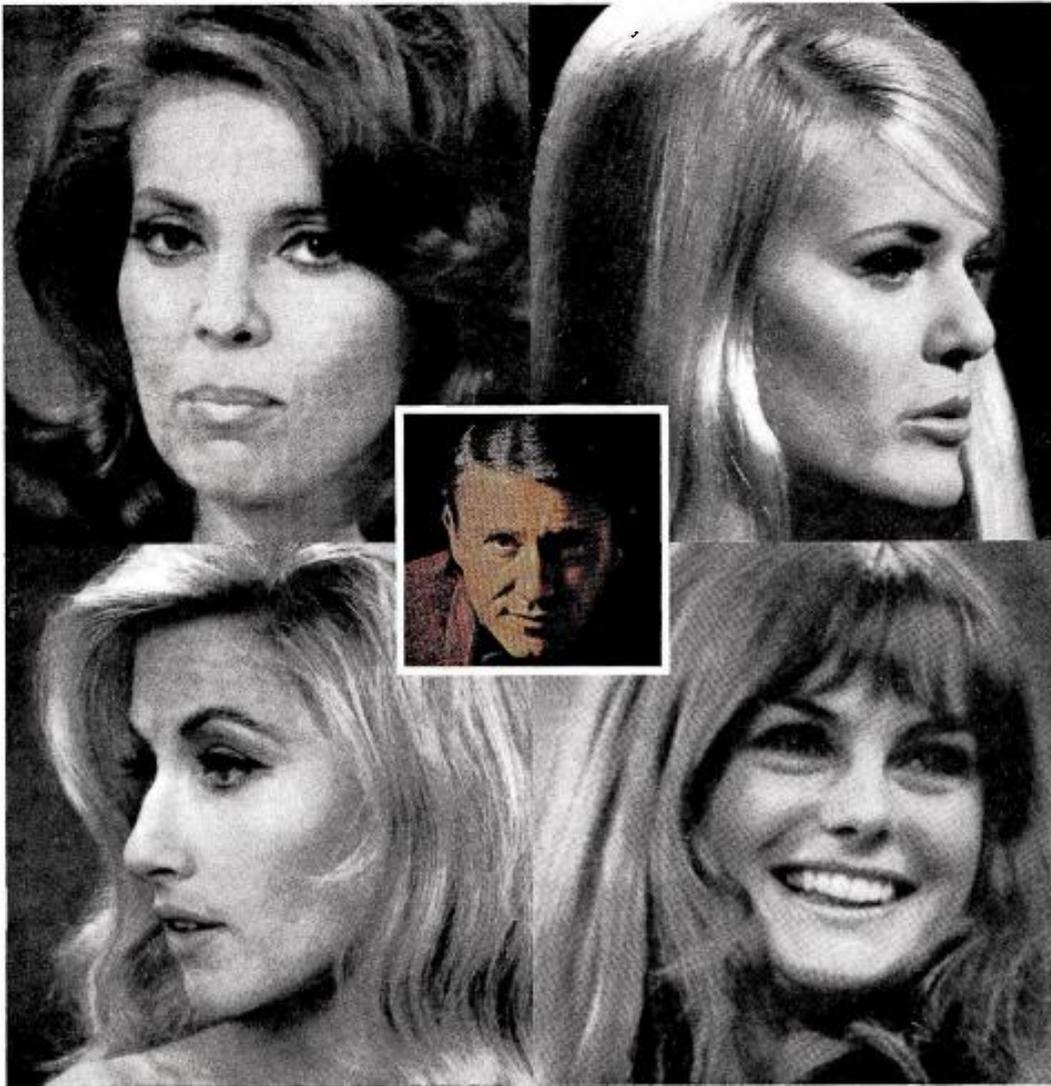
We are excited at being a part of this series of programs. Moreover, in the interest of giving more than just our advertising money to stimulate the public's interest in these programs, we are again prepared to use every possible means to insure its success, backing our sponsorship with an extensive 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. 44St., N.Y., N.Y. (212-736-6300).



# sure, they're alike! they're both transportation!



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, splendorous 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 'till 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-parter 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,

## You may find TV program producers anywhere

In their search for more substantive offerings, television's program suppliers apparently have kicked down the studio walls and are ranging where formerly only movie producers had the financing to go. As an example, Universal Television last week claimed that it had eight companies working on four series and a feature film for television in such far-flung places as Montreal, the Mojave Desert, the mountains near the Big Bear region of California, in San Francisco, downtown Los Angeles and 15 miles at sea out of the port of Long Beach.

At last muster, about 50 actors and some 300 production people, from directors to grips, were involved in

these diverse TV activities for Universal. At their disposal, to work locations over what amounts to a 2,700-mile front, supposedly is every type of transportation known to non-astronauts.

The breakdown shows *Run for Your Life* filming in international waters off the California coast on a chartered yacht; *Dragnet* working in the business section of Los Angeles; *Ironside* filming from San Mateo to San Rafael, with most of the action in San Francisco; TV movie "The Crooked Man" shooting at Expo '67 in Montreal and two units of *The Virginian* filming simultaneously, one in the California mountains, the other in the desert.

## FOCUS OF INTEREST FIXED ON '68-69 continued

as it always has been for change in this volatile business, is economics. In maybe 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 it this spring became commitment. 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 acceptance of the "World Premiere" approach, as well as on audience reaction to specials—that TV viewers want to get more involved in programs, 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 production complications prove too much for most programmers at the very least the continuing rising tide of hour shows should out-splash half-hours.

Longer-form programing, 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 product 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 network apparently (if they haven't already) or concede the game to the maybe half-dozen major program producers.

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, instead, 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 appears that ABC-TV will develop maybe 20 projects for the 1968-69 season, markedly less than the number prepared for the coming campaign. NBC-TV probably has about 25 projects going, 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 production 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 feature 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 creating for television. Selmur 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 produce.

*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-fiction. 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 Stirling Silliphant, 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.

*Aladdin*: 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 Glicksman 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

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

*Sheriff Who?*: half-hour western satire produced by Mirisch-Rich as a replacement show for the 1966-67 season but did not sell. Its development is now being handled by United Artists.

*The Hardy Boys*: hour mystery-adventure based on some of the most popular novels in juvenile fiction. Produced by 20th Century-Fox TV.

*The Ghostbreaker*: hour adventure produced by Norman Felton through Arena Productions. Its about the supernatural.

*Police Story*: half-hour set in a metropolitan police headquarters. Created and produced by Gene Roddenberry out of Desilu Productions.

*Three for Danger*: 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).

*That'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 network by writing team of Gerald Gardner and Dee Caruso.

*The New Adventures of Huckleberry Finn*: half-hour series mingling live performers with animated characters against a cartoon background produced by Hanna-Barbera Productions for a 7:30 p.m. time slot.

## NBC pilots will counter competition's fall schedules

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, audience size 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 *Damn Yankees*, 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?* (8-8:30 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 Matthieson 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 Ghostbreaker* (8:30-9:30), stars Kerwin Matthews as a "young associate professor of parapsychology investigating alleged supernatural 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 *Weekend* (7:30-8) and *Campo 44* (8-8:30) 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 from 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 \$17,922,259 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) FIRST QUARTER 1967

|                           | Estimated Expenditure |
|---------------------------|-----------------------|
| 1. General Motors         | \$4,933,000           |
| Buick Div. cars           | 856,000               |
| Cadillac Div. cars        | 34,000                |
| Chevrolet Div. cars       | 1,897,000             |
| Delco-Remy Div.           | 13,000                |
| Fisher Body Div.          | 2,000                 |
| Frigidaire Div.           | 176,000               |
| G M A C                   | 137,000               |
| Guardian Maintenance      | 281,000               |
| Harrison Radiator Div.    | 264,000               |
| Oldsmobile Div. cars      | 259,000               |
| Pontiac Div. cars         | 666,000               |
| Institutional             | 343,000               |
| Soap Box Derby promotion  | 5,000                 |
| 2. Ford Motor Co.         | 3,057,000             |
| Ford Div. cars            | 2,789,000             |
| Ford Div. trucks          | 76,000                |
| Lincoln-Mercury Div. cars | 178,000               |
| Institutional             | 14,000                |
| 3. Chrysler Corp.         | 2,864,000             |
| Chrysler Div. cars        | 827,000               |
| Dodge Div. cars           | 1,123,000             |

|  | Estimated Expenditure |
|--|-----------------------|
| Dodge Div. trucks  | 127,000               |
| Plymouth Div. cars   | 762,000               |
| Simca cars   | 25,000                |
| 4. R. J. Reynolds Tobacco Co.                              | 2,217,000             |
| Camel cigarettes   | 911,000               |
| Salem cigarettes   | 63,000                |
| Winston cigarettes   | 1,119,000             |
| Day's Work chewing tobacco                                 | 4,000                 |
| Prince Albert pipe tobacco (R. J. Reynolds Foods Co. Div.) | 78,000                |
| My-T-Fine puddings   | 42,000                |
| 5. American Tobacco Co.                                    | 1,515,000             |
| Carlton cigarettes   | 50,000                |
| Half & Half cigarettes                                     | 5,000                 |
| Lucky Strike cigarettes                                    | 47,000                |
| Mayo cigarettes  | 8,000                 |
| Montclair cigarettes                                       | 31,000                |
| Pall Mall cigarettes                                       | 800,000               |
| Tareyton cigarettes  | 573,000               |
| Tennyson cigarettes  | 1,000                 |
| 6. American Home Products Corp.                            | 1,438,000             |
| Anacin   | 488,000               |
| Chef Boy-Ar-Dee pizza                                      | 35,000                |
| Conquest   | 9,000                 |
| Drial nasal spray  | 1,000                 |
| Dristan  | 11,000                |
| Easy-Off oven cleaner                                      | 11,000                |
| Preparation "H"  | 871,000               |
| Snarol insecticide   | 8,000                 |
| 7. Coca-Cola Co./Bottlers                                  | 1,419,000             |
| Coca-Cola  | 1,040,000             |
| Fresca   | 193,000               |
| Sprite   | 57,000                |
| Tab  | 79,000                |
| Duncan Foods Div. Butternut Coffee                         | 50,000                |
| 8. Pepsico Inc./Bottlers                                   | 1,275,000             |
| Devil Shake  | 63,000                |
| Diet Pepsi   | 306,000               |
| Mountain Dew   | 61,000                |
| Patio Diet Cola  | 2,000                 |
| Pepsi-Cola   | 808,000               |
| Teem   | 24,000                |
| Frito-Lay Div.   |                       |
| Lays potato chips  | 8,000                 |
| Old Gold pretzels  | 3,000                 |
| 9. American Tel. & Tel. Co.                                | 1,200,000             |
| Combined Bell system co.'s                                 | 1,200,000             |
| 10. Campbell Soup Co.                                      | 1,091,000             |
| Campbell beans   | 17,000                |
| Campbell soups   | 1,005,000             |
| Pepperidge farm products                                   | 21,000                |
| Tomato juice   | 10,000                |
| V-8 juice  | 38,000                |
| 11. Warner-Lambert Pharma. Inc.                            | 1,058,000             |
| Bromo-Seltzer  | 23,000                |

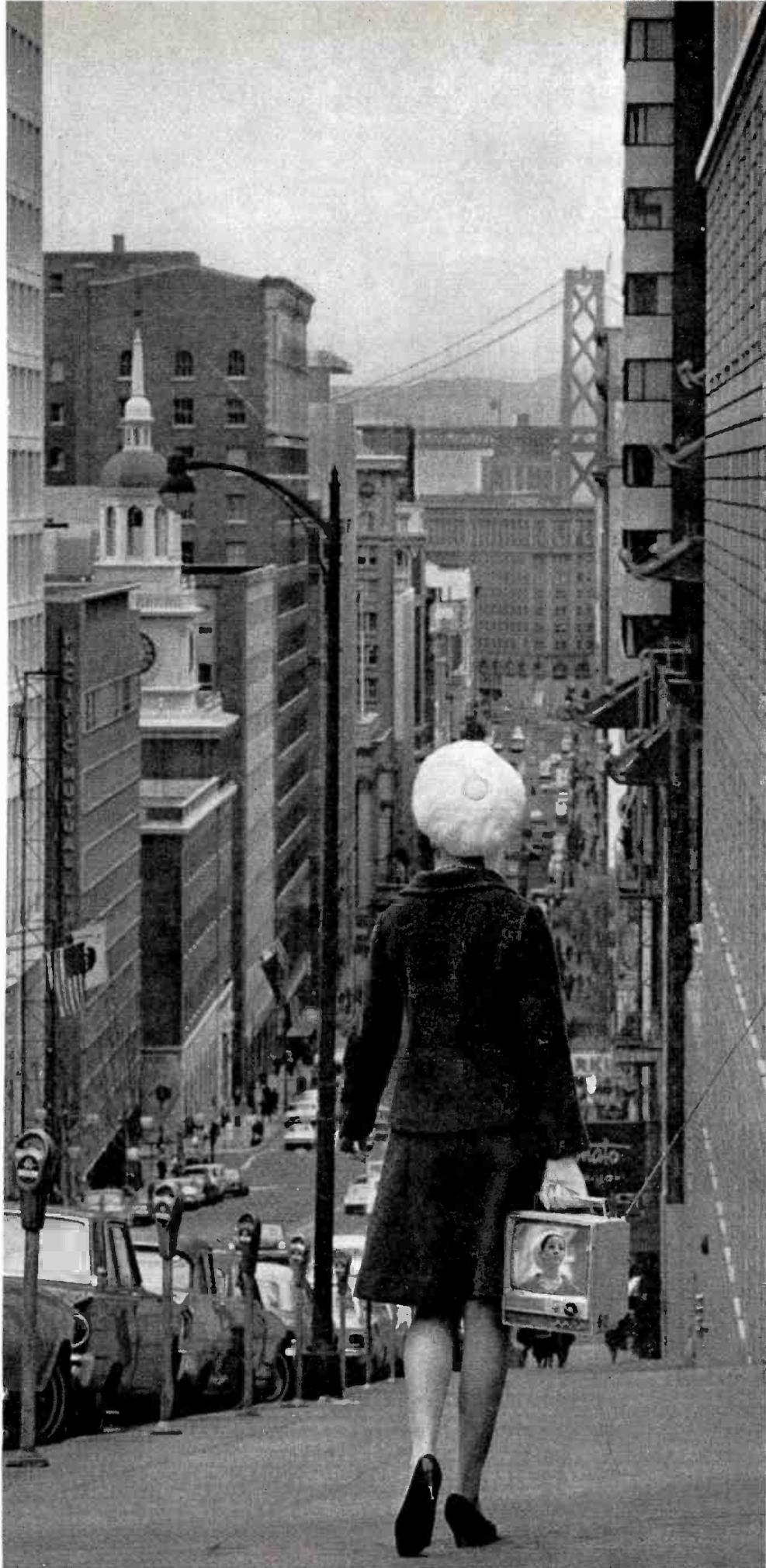
## NBC Radio expects even better things

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 programming 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.



SAN FRANCISCO-OAKLAND  
Represented by H-R Television



Cox Broadcasting Corporation stations:  
WSB AM-FM-TV, Atlanta; WHIO  
AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte;  
WIOD AM-FM, Miami; WIIC-TV, Pittsburgh;  
KTVU, San Francisco-Oakland

\*ARB/65 coverage study

|                                   | Estimated Expenditure |
|-----------------------------------|-----------------------|
| Cornhuskers lotion                | 1,027,000             |
| Listerine                         | 5,000                 |
| Reef mouthwash                    | 3,000                 |
| 12. Pan American World Airways    | 1,027,000             |
| Air travel                        | 1,027,000             |
| 13. P. Lorillard Co.              | 1,006,000             |
| Kent cigarettes                   | 56,000                |
| Newport cigarettes                | 45,000                |
| True cigarettes                   | 905,000               |
| 14. Humble Oil & Refining Co.     | 959,000               |
| Esso gas & oil                    | 873,000               |
| Esso heating fuel                 | 79,000                |
| Tires, batteries, accessories     | 7,000                 |
| 15. Equitable Life Assurance Soc. | 774,000               |
| Insurance                         | 774,000               |
| 16. American Oil Co.              | 771,000               |
| Amoco gas & oil                   | 472,000               |
| Amoco tires, batteries, access.   | 8,000                 |
| Standard gas & oil                | 278,000               |
| Standard tires, batteries         |                       |
| accessories                       | 9,000                 |
| Agricultural chemicals            | 4,000                 |
| 17. Anheuser-Busch                | 716,000               |
| Budweiser beer                    | 351,000               |
| Busch Bavarian beer               | 251,000               |
| Michelob beer                     | 65,000                |
| Cotton Maid starch                | 47,000                |
| Delta syrup                       | 2,000                 |
| 18. Beneficial Finance Co.        | 653,000               |
| Loans & financing                 | 653,000               |
| 19. Jos. Schlitz Brewing Co.      | 590,000               |
| Burgermeister beer                | 173,000               |
| Old Milwaukee beer                | 23,000                |
| Schlitz beer                      | 372,000               |
| Schlitz malt liquor               | 22,000                |
| 20. Liggett & Myers Tobacco Co.   | 556,000               |
| L & M cigarettes                  | 97,000                |
| Lark cigarettes                   | 438,000               |
| Redman chewing tobacco            | 21,000                |
| 21. Shell Oil Co.                 | 535,000               |
| Shell gas & oil                   | 454,000               |
| Shell heating fuel                | 54,000                |
| Insecticides                      | 27,000                |
| 22. Northwest Orient Airlines     | 533,000               |
| Air travel                        | 533,000               |
| 23. Royal Crown Cola Co./Bottlers | 528,000               |
| Diet Rite                         | 224,000               |
| Quench                            | 6,000                 |
| Royal Crown Cola                  | 298,000               |
| 24. Texaco Inc.                   | 527,000               |
| Texaco gas & oil                  | 527,000               |
| 25. American Airlines             | 476,000               |
| Air travel                        | 476,000               |
| 26. Sun Oil Co.                   | 472,000               |
| Sunoco gas & oil                  | 443,000               |
| Heating fuel                      | 29,000                |
| 27. Carnation Co.                 | 446,000               |
| Carnation Grits                   | 3,000                 |
| Contadina tomato products         | 255,000               |
| Carnation ice cream               | 2,000                 |
| Carnation Instant Breakfast       | 131,000               |
| Carnation milk                    | 55,000                |
| 28. Wm. Wrigley, Jr., Co.         | 455,000               |
| Wrigley gum                       | 455,000               |
| 29. Delta Air Lines               | 418,000               |
| Air travel                        | 418,000               |
| 30. American Express Co.          | 413,000               |
| Credit cards                      | 184,000               |
| Travelers Cheques                 | 229,000               |
| 31. Bristol-Myers Co.             | 408,000               |
| Excedrin                          | 224,000               |
| Vitalis                           | 11,000                |
| Vote toothpaste                   | 2,000                 |
| Score hair dressing               | 1,000                 |
| Clairol Div. Summer Blonde        | 128,000               |
| Clairol Div. Vitapoint            | 15,000                |
| Drackett Div. Behold              | 2,000                 |
| Drackett Div. Prolong             | 2,000                 |
| Drackett Div. Sweep               | 3,000                 |
| Drackett Div. Whistle             | 20,000                |
| 32. Household Finance Corp.       | 397,000               |
| Loans & financing                 | 397,000               |
| 33. Florida Citrus Commission     | 381,000               |
| Florida citrus products           | 381,000               |
| 34. Trans World Airlines          | 378,000               |

32 (BROADCAST ADVERTISING)

## Radio sells the agencies

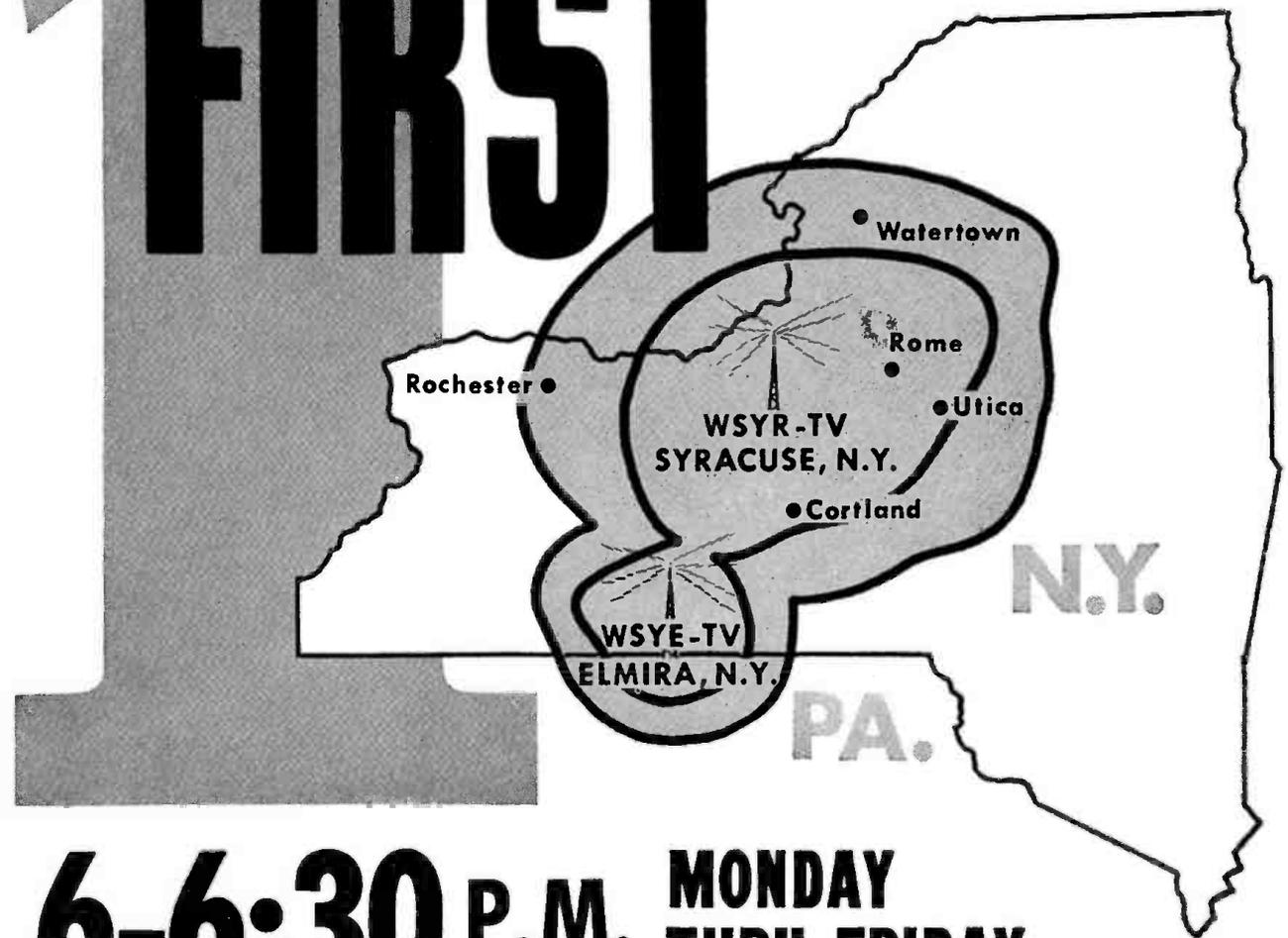
Like other Chicago newspapers, the *Chicago Tribune* has been a user of radio advertising for quite some time to build circulation. But beginning today (Aug. 14) the *Tribune* will be using minute radio spots for 13 weeks on WNEW and WOR New York and WJR Detroit to tell advertising agency people what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

|   | Estimated Expenditure |
|---|-----------------------|
| Air Travel                                  | 378,000               |
| 35. E. I. duPont de Nemours & Co.           | 377,000               |
| Butte Knit hosiery                          | 71,000                |
| Cantrece hosiery                            | 299,000               |
| Lorox                                       | 7,000                 |
| 36. Eli Lilly & Co. (Elianco Products Div.) | 373,000               |
| Agricultural chemicals                      | 106,000               |
| Greenfield lawn products                    | 267,000               |
| 37. United Air Lines                        | 369,000               |
| Air travel                                  | 369,000               |
| 38. Monarch Wine Co.                        | 350,000               |
| Manischewitz wine                           | 350,000               |
| 39. Sterling Drug, Inc.                     | 339,000               |
| Bayer aspirin                               | 4,000                 |
| Campho-Phenique                             | 36,000                |
| D-Con                                       | 216,000               |
| Dr. Caldwell's laxative                     | 3,000                 |
| Lehn & Fink Division—Beacon Wax             | 29,000                |
| Lehn & Fink Division—Lysol                  | 48,000                |
| Lehn & Fink Division—Stridex                | 3,000                 |
| 40. American Cyanamid Co.                   | 332,000               |
| Agricultural products                       | 34,000                |
| Breck Shampoo                               | 274,000               |
| Drug products                               | 23,000                |
| Wood Preen                                  | 1,000                 |
| 41. Plough Inc.                             | 329,000               |
| Black & White ointment                      | 1,000                 |
| Coppertone                                  | 7,000                 |
| Di-Gei                                      | 23,000                |
| Mexsana powder                              | 10,000                |
| Moroline hair tonic                         | 1,000                 |
| Musterole                                   | 121,000               |
| Nix Deodorant                               | 1,000                 |
| Ril-Sweet                                   | 4,000                 |
| St. Joseph aspirin                          | 161,000               |
| 42. B.C. Remedy Co.                         | 321,000               |
| B.C. headache & neuralgia remedy            | 321,000               |
| 43. Beech-Nut Life Savers                   | 313,000               |
| Life Savers                                 | 97,000                |
| Tetley Tea                                  | 216,000               |
| 44. General Foods Corp.                     | 310,000               |
| Great Shakes                                | 227,000               |
| Maxim Coffee                                | 38,000                |
| Maxwell House coffee                        | 38,000                |
| Post Cereals                                | 1,000                 |
| Tang  | 6,000                 |
| 45. Eastern Air Lines                       | 291,000               |
| Air travel                                  | 291,000               |
| 46. Firestone Tire & Rubber Co.             | 285,000               |
| Tires & tubes                               | 285,000               |
| 46. Pearl Brewing Co.                       | 285,000               |
| Country Club malt liquor                    | 226,000               |
| Goetz beer                                  | 7,000                 |
| Pearl beer                                  | 52,000                |
| 48. Melville Shoe Corp.                     | 280,000               |
| Thom McAn shoes                             | 280,000               |

|                                     | Estimated Expenditure |
|-------------------------------------|-----------------------|
| 49. Rheingold Breweries             | 265,000               |
| Gablinger beer                      | 44,000                |
| Knickerbocker beer                  | 71,000                |
| Rheingold beer                      | 150,000               |
| 49. Standard Oil Co. of Calif.      | 265,000               |
| Chevron gas & oil                   | 265,000               |
| 51. General Electric Co.            | 262,000               |
| Appliances                          | 1,000                 |
| Lamps                               | 157,000               |
| Institutional                       | 104,000               |
| 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                  | 1,000                 |
| 53. M. J. B. Co.                    | 249,000               |
| M. J. B. coffee                     | 249,000               |
| 54. Falstaff Brewing Co.            | 242,000               |
| Falstaff beer                       | 242,000               |
| 55. Colgate-Palmolive Co.           | 227,000               |
| Ajax                                | 6,000                 |
| Colgate dental cream                | 18,000                |
| Cue toothpaste                      | 3,000                 |
| Fab                                 | 7,000                 |
| Floriant spray                      | 10,000                |
| Respond hair spray                  | 25,000                |
| Tackle                              | 158,000               |
| 56. Arnold Bakers                   | 224,000               |
| Arnold bread                        | 224,000               |
| 57. International Nickle Co.        | 222,000               |
| Nickel products                     | 222,000               |
| 58. Studebaker Corp. (S.T.P. Div.)  | 220,000               |
| S.T.P. additive                     | 220,000               |
| 59. Genesee Brewing Co.             | 218,000               |
| Genesee beer                        | 218,000               |
| 60. Keebler Co.                     | 212,000               |
| Cookies & crackers                  | 212,000               |
| 61. The Nestle Co.                  | 211,000               |
| De-Caf                              | 182,000               |
| Nescafe                             | 4,000                 |
| Taster's Choice                     | 25,000                |
| 61. Chas. Pfizer & Co.              | 211,000               |
| Agricultural products               | 86,000                |
| Coty perfumes                       | 86,000                |
| Pacquins cream                      | 4,000                 |
| Thermodent toothpaste               | 35,000                |
| 63. P. 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. Volvo, Inc.                     | 189,000               |
| Volvo cars                          | 189,000               |
| 66. Western Air Lines               | 189,000               |
| Air travel                          | 189,000               |
| 68. Midas, Inc.                     | 185,000               |
| Midas mufflers                      | 185,000               |
| 69. Quantas 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               |
| Gettleman beer                      | 3,000                 |
| Miller High Life beer               | 170,000               |
| 73. Blue Cross/Blue Shield          | 171,000               |
| Hospital and medical insurance .... | 171,000               |
| 74. National Biscuit Co.            | 165,000               |
| Cookies                             | 24,000                |
| Crackers                            | 8,000                 |
| Cream of Wheat                      | 6,000                 |
| Hamies                              | 32,000                |
| Milbrook bread                      | 6,000                 |
| Shreddies                           | 13,000                |
| Vanilla wafers                      | 76,000                |
| 75. Robert Hall Clothes             | 164,000               |
| Clothing                            | 164,000               |
| 76. Wm. B. Reilly & Co.             | 162,000               |
| Luzianne coffee                     | 162,000               |
| 77. Kiplinger Washington Editors    | 160,000               |

BROADCASTING, August 14, 1967

# FIRST AGAIN IN '67!



**6-6:30 P.M. MONDAY THRU FRIDAY**

**WSYR-TV is No. 1** in Homes

\*NSI • Feb. 16 to Mar. 15, 1967  
6-6:30 P.M., Mon. thru Fri.

**Delivered in the Syracuse Market:**

**\*20% More Than Station No. 2**

**\*149% More Than Station No. 3**

Data quoted or derived from Audience Surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

## 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

## 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 and service. According to its agency, Lando Inc., Pittsburgh, "Aunt Penny," the granny 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) describes 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 but which "steadies me down," and a transistor radio playing rock 'n' roll ("Mercy, look at the time!



Hafta split for my bugaloo lesson.").

With the taping in color of four one-minute commercials already complete, the campaign is to break this week, continuing on Pittsburgh's TV outlets in a spot saturation schedule for the next five weeks, and tapering off in frequency in mid-September as national Chevrolet spots go on the air.

|   | Estimated Expenditure |
|---|-----------------------|
| 'Changing Times' publication                    | 160,000               |
| 77. Northeast Airlines                          | 160,000               |
| Air travel                                      | 160,000               |
| 79. Volkswagen of America                       | 155,000               |
| Volkswagen cars                                 | 155,000               |
| 80. Phillips Petroleum Co.                      | 149,000               |
| Phillips "66" gas & oil                         | 149,000               |
| 80. Atlantic-Richfield Co.                      | 149,000               |
| Atlantic gas & oil                              | 111,000               |
| Richfield gas & Richlube oil                    | 38,000                |
| 82. Beecham Products                            | 147,000               |
| Macleans toothpaste                             | 147,000               |
| 83. Geigy Chemical Corp.                        | 138,000               |
| Agricultural products                           | 138,000               |
| 84. Canada Dry Corp.                            | 137,000               |
| Canada Dry beverages                            | 101,000               |
| Wink  | 36,000                |
| 85. Savings Bank Life Insurance Council of N.Y. | 136,000               |
| Savings bank life insurance                     | 136,000               |
| 86. American Lamb Council                       | 135,000               |
| Lamb promotion                                  | 135,000               |
| 87. Noxell Corp.                                | 134,000               |
| Cover Girl                                      | 17,000                |
| Noxzema cream                                   | 94,000                |
| Noxzema lotion                                  | 9,000                 |
| Noxzema shave caeam                             | 14,000                |
| 88. Seaboard Finance Co.                        | 132,000               |
| Loans & financing                               | 132,000               |
| 89. Associates Investment Co.                   | 128,000               |
| Financial services                              | 128,000               |
| 90. Castro Convertible Corp.                    | 126,000               |
| Furniture                                       | 126,000               |
| 91. S.S.S. Co.                                  | 124,000               |
| S.S.S. Tonic                                    | 124,000               |
| 92. Salada Foods (Salada Junket Div.)           | 123,000               |
| Salada Tea                                      | 123,000               |
| 93. Levi Strauss & Co.                          | 122,000               |
| Sports wear                                     | 122,000               |
| 94. Sears, Roebuck & Co.                        | 121,000               |
| Stores & mail order catalogs                    | 121,000               |

|                                       | Estimated Expenditure |
|---------------------------------------|-----------------------|
| 95. Burlington Industries             | 119,000               |
| Ballet Hosiery                        | 44,000                |
| Cameo hosiery                         | 75,000                |
| 95. Gulf Oil Corp.                    | 119,000               |
| Gulf gas & oil                        | 100,000               |
| Gulf heating fuel                     | 6,000                 |
| Tires, batteries, accessories         | 12,000                |
| Agricultural products                 | 1,000                 |
| 95. Japan Air Lines (American region) | 119,000               |
| Air travel                            | 119,000               |
| 95. Japan Air Lines (American region) | 119,000               |
| Dr. Pepper                            | 102,000               |
| Hustle                                | 13,000                |
| Pommac                                | 2,000                 |
| Suncrest                              | 2,000                 |
| 95. F. & M. Schaefer Brewing Co.      | 119,000               |
| Schaefer beer                         | 119,000               |
| 100. J. M. Smucker Co.                | 118,000               |
| Smucker's jams & jellies              | 118,000               |

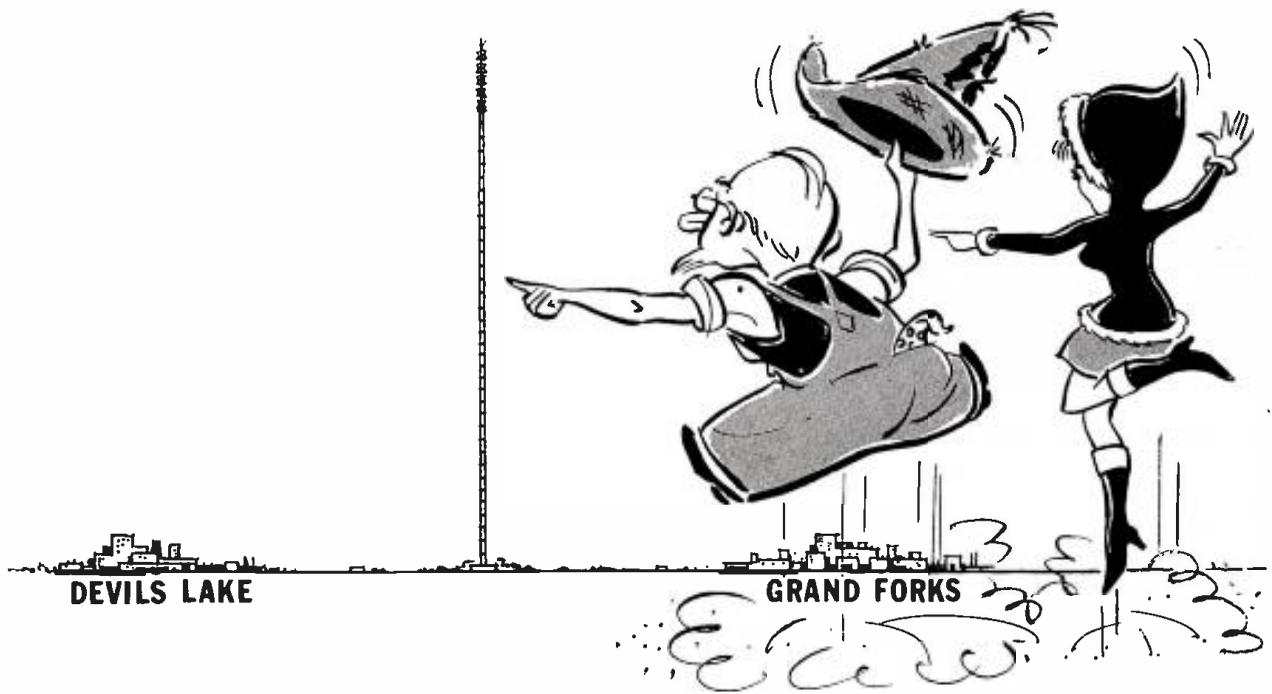
SOURCE: Radio Advertising Bureau  
All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network, radio, spot TV and network TV.

Brand expenditures are, in most cases, based 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 BRANDS) FIRST QUARTER 1967

|                     | Estimated Expenditure |
|---------------------|-----------------------|
| 1. General Motors   | \$1,391,000           |
| Buick Div. cars     | 65,000                |
| Chevrolet Div. cars | 498,000               |

|  | Estimated Expenditure |
|--|-----------------------|
| Delco-Remy Div.                                    |                       |
| United Motor Service                               | 213,000               |
| Fisher Body Div.                                   | 148,000               |
| Frigidaire Div.                                    | 111,000               |
| Guardian Maintenance                               | 160,000               |
| Oldsmobile Div. cars                               | 90,000                |
| Corporate  | 106,000               |
| 2. Campbell Soup                                   | 647,000               |
| Campbell soups                                     | 176,000               |
| Campbell V-8 juice                                 | 471,000               |
| 3. Liggett & Myers Tobacco                         | 629,000               |
| L&M cigarettes                                     | 326,000               |
| Lark cigarettes                                    | 303,000               |
| 4. P. Lorillard                                    | 592,000               |
| Kent cigarettes                                    | 14,000                |
| Newport cigarettes                                 | 8,000                 |
| True cigarettes                                    | 570,000               |
| 5. State Farm Mutual Insurance                     | 542,000               |
| Insurance  | 542,000               |
| 6. Sterling Drug                                   | 520,000               |
| Bayer aspirin                                      | 221,000               |
| Ironized Yeast                                     | 53,000                |
| Phillips Milk of Magnesia (Lehn & Fink Div.)       | 128,000               |
| Lysol  | 106,000               |
| Medi-Quik  | 12,000                |
| 7. Borden  | 515,000               |
| Aunt Jane's Foods Div.—pickles                     | 83,000                |
| Borden's Cremora                                   | 83,000                |
| Realemon Co. Div.—Realemon juice                   | 58,000                |
| Wylar & Co. Div.—fruit juices                      | 82,000                |
| Wylar & Co. Div.—soups                             | 209,000               |
| 8. R. J. Reynolds Tobacco                          | 507,000               |
| Camel cigarettes                                   | 281,000               |
| Winston cigarettes (R. J. Reynolds Foods Co. Div.) | 138,000               |
| *My-T-Fine deserts & Vermont Maid syrup            | 88,000                |
| 9. Morton Salt                                     | 474,000               |
| Morton salt  | 474,000               |
| 10. Chrysler                                       | 432,000               |
| Chrysler Div. cars                                 | 43,000                |
| Dodge Div. cars                                    | 16,000                |
| Plymouth Div. cars                                 | 244,000               |
| Customer Car Care                                  | 60,000                |
| Marine Div.  | 69,000                |
| 11. Warner-Lambert Pharmaceuticals                 | 415,000               |
| Cornhuskers hand lotion                            | 415,000               |
| 12. Eversharp (Schick Safety Razor Div.)           | 414,000               |
| Razors, blades & shave cream                       | 414,000               |
| 13. American Home Products                         | 407,000               |
| Anacin   | 98,000                |
| Dristan  | 98,000                |
| Preparation "H"                                    | 38,000                |
| E. J. Brach Div.—candy                             | 173,000               |
| 14. Bristol-Myers                                  | 359,000               |
| Bromo-Quinine                                      | 46,000                |
| Excedrin   | 155,000               |
| No-Doz   | 158,000               |
| 15. Time Inc.                                      | 357,000               |
| Time magazine                                      | 107,000               |
| Life magazine                                      | 250,000               |
| 16. Wm. Wrigley Jr.                                | 333,000               |
| Wrigley gum  | 333,000               |
| 17. American Dairy Association                     | 328,000               |
| Fluid milk & dairy products promotion              | 328,000               |
| 18. Florida Citrus Commission                      | 303,000               |
| Frozen orange juice                                | 303,000               |
| 19. *Kellogg                                       | 299,000               |
| Cereals  | 299,000               |
| 20. 3M Co.   | 280,000               |
| Games  | 22,000                |
| Tapes  | 108,000               |
| Tarni-Shield                                       | 150,000               |
| 20. American Tobacco                               | 280,000               |
| Lucky Strike cigarettes                            | 52,000                |
| Pall Mall cigarettes                               | 153,000               |
| Tareyton cigarettes                                | 75,000                |
| 22. F&F Laboratories                               | 255,000               |
| F&F cough drops                                    | 255,000               |
| 23. Ludens Inc.                                    | 241,000               |
| Ludens cough drops                                 | 241,000               |
| 24. A.F. of L./CIO                                 | 234,000               |
| Labor Union  | 234,000               |
| 25. General Mills                                  | 229,000               |



## Lookit the **EXTRYS** you get with this extry **TOWER!**

**L**ISSEN, you wheels who have been buying WDAY-TV for all these years — just lissen 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!



THE “HEAVENLY TWINS”

Covering All of Eastern N. D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

## 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 ●
- KTVT 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:**

|                         |                   |                |
|-------------------------|-------------------|----------------|
| WPIX New York           | <b>prime time</b> | 10-11:30 P.M.  |
| WFIL (ABC) Philadelphia | <b>daytime</b>    | 12- 1:30 P.M.  |
| KPLR St. Louis          | <b>prime time</b> | 8:30-10 P.M.   |
| WGR (NBC) Buffalo       | <b>morning</b>    | 10-11:00 A.M.  |
| WTOP (CBS) Washington   | <b>afternoon</b>  | 4:30-6:00 P.M. |



A FILMWAYS and COOGA MOOGA Inc. PRODUCTION

Distributed by  
**FILMWAYS SYNDICATION SALES**

Thru  
**FIRESTONE**  
FILM SYNDICATION LTD.

We're talking to lots of stations and we'd like to talk to you. Please call collect . . .

51 WEST 51 STREET · NEW YORK CITY · LT 1-9200



## 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.

|   | Estimated Expenditure |
|---|-----------------------|
| "Total" cereal                                | 221,000               |
| Bisquick                                      | 8,000                 |
| 26. Armstrong Cork Co.                        | 201,000               |
| Epic floor wax                                | 201,000               |
| 27. Cowles Communications                     | 198,000               |
| Family Circle magazine                        | 110,000               |
| Look magazine                                 | 88,000                |
| 28. Block Drug                                | 181,000               |
| Nytol   | 90,000                |
| Polident                                      | 83,000                |
| Tegrin  | 8,000                 |
| 29. National Dairy Product (Kraft Foods Div.) | 157,000               |
| Parkay margarine                              | 157,000               |
| 30. Wynn Oil                                  | 155,000               |
| Wynn's friction proofing                      | 155,000               |
| 31. Meredith Publishing                       | 150,000               |
| Better Homes & Gardens magazine               | 150,000               |
| 32. Knox Gelatin                              | 141,000               |
| Knox gelatin products                         | 141,000               |
| 33. *American Express                         | 132,000               |
| Credit cards & Travelers Cheques              | 132,000               |
| 34. *MacFadden-Bartell                        | 127,000               |
| Magazines                                     | 127,000               |
| 35. Chas. Pfizer Co. (Coty Div.)              | 126,000               |
| Imprevue perfume                              | 126,000               |
| 36. Bankers Life & Casualty                   | 119,000               |
| White Cross hospital & medical ins.           | 119,000               |
| 37. Plough                                    | 112,000               |
| Di-Gel  | 112,000               |
| 38. AT&T                                      | 111,000               |

|  | Estimated Expenditure |
|--|-----------------------|
| Long-distance telephone service              | 111,000               |
| 38. National Biscuit                         | 111,000               |
| "Nabisco 100% Bran" cereal                   | 111,000               |
| 40. *Renuzit Home Products                   | 100,000               |
| Household cleaners & deodorants              | 100,000               |
| 40. Retail Clerks International Ass'n.       | 100,000               |
| Union promotion                              | 100,000               |
| 42. Hartz Mountain Products                  | 95,000                |
| Pet Needs Div.—flea powder                   | 95,000                |
| 42. Kelmac Products                          | 95,000                |
| Lint Pic-up                                  | 95,000                |
| 42. Holiday Inns of America                  | 95,000                |
| Hotel & motel service                        | 95,000                |
| 42. National Plastics Products (Vectra Div.) | 95,000                |
| Ozite rugs & carpets with vectra             | 95,000                |
| 46. Miller Brewing                           | 94,000                |
| Miller High Life beer                        | 94,000                |
| 47. Mutual of Omaha Insurance                | 93,000                |
| Insurance                                    | 93,000                |
| 48. Billy Graham Evangelistic Ass'n          | 91,000                |
| Religious                                    | 91,000                |
| 49. Purex                                    | 89,000                |
| Ayds reducing candy                          | 89,000                |
| 49. Ocean Spray Cranberries                  | 89,000                |
| Cranberry products                           | 89,000                |
| 51. CIBA                                     | 87,000                |
| Binaca                                       | 87,000                |
| 52. American Cyanamid (J. H. Breck Div.)     | 86,000                |
| Breck shampoo                                | 86,000                |
| 53. Pennzoil                                 | 83,000                |
| Pennzoil gas, oil & lubricants               | 83,000                |

|   | Estimated Expenditure |
|---|-----------------------|
| 54. Reader's Digest                         | 81,000                |
| Reader's Digest magazine                    | 81,000                |
| 55. Pet                                     | 79,000                |
| Whitman's candy                             | 79,000                |
| 56. Nationwide Insurance                    | 77,000                |
| Insurance                                   | 77,000                |
| 57. E. I. duPont de Nemours                 | 76,000                |
| Dacron                                      | 5,000                 |
| Orlon                                       | 71,000                |
| 58. Formula 409                             | 74,000                |
| "Formula 409" cleansers                     | 74,000                |
| 58. Quality Courts Motels                   | 74,000                |
| Hotel & motel service                       | 74,000                |
| 60. North American Van Lines                | 73,000                |
| Transportation                              | 73,000                |
| 60. Patio Foods                             | 73,000                |
| Frozen Mexican foods                        | 73,000                |
| 62. Standard Brands                         | 71,000                |
| Fleischmann's margarine                     | 71,000                |
| 63. Amana Refrigeration                     | 66,000                |
| Amana refrigerators                         | 66,000                |
| 63. State of Minnesota                      | 66,000                |
| Vacation promotion                          | 66,000                |
| 65. Curtis Publishing                       | 62,000                |
| Holiday magazine                            | 3,000                 |
| Saturday Evening Post magazine              | 59,000                |
| 66. Anderson                                | 58,000                |
| Anco windshield wipers                      | 58,000                |
| 67. Newsweek                                | 56,000                |
| Newsweek magazine                           | 56,000                |
| 67. United Van Lines                        | 56,000                |
| Transportation                              | 56,000                |
| 69. Foster-Milburn                          | 53,000                |
| Doan's pills                                | 53,000                |
| 70. In-Sink-Erator Mfg.                     | 50,000                |
| Garbage-disposal units                      | 50,000                |
| 71. Sylvania Electric Products              | 49,000                |
| Lamps                                       | 49,000                |
| 71. International Harvester                 | 49,000                |
| Cub Cadet tractors                          | 49,000                |
| 73. Canandaigua Industries                  | 48,000                |
| Wild Irish Rose wine                        | 48,000                |
| 74. Hastings Mfg.                           | 46,000                |
| Casite additive                             | 46,000                |
| 75. Sucrest                                 | 45,000                |
| Grandma's molasses                          | 45,000                |
| 75. Jeffrey Martin Laboratories             | 45,000                |
| Compoz                                      | 45,000                |
| 77. Sardeau                                 | 44,000                |
| Sardo bath oil                              | 44,000                |
| 78. California Prune Advisory Board         | 41,000                |
| California prune juice                      | 41,000                |
| 78. Nestle                                  | 41,000                |
| Decaf instant coffee                        | 41,000                |
| 80. Washington State Apple Commission       | 40,000                |
| Washington State apples                     | 40,000                |
| 81. Anheuser-Busch                          | 39,000                |
| Budweiser beer                              | 39,000                |
| 82. Lindsay Ripe Olive                      | 38,000                |
| Olives                                      | 38,000                |
| 83. Dunn & McCarthy                         | 36,000                |
| Enna Jettick shoes                          | 36,000                |
| 84. Swift                                   | 35,000                |
| Vigoro fertilizer                           | 35,000                |
| 85. Voice of Prophecy                       | 33,000                |
| Religious                                   | 33,000                |
| 85. Farmers Insurance Group                 | 33,000                |
| Insurance                                   | 33,000                |
| 87. Lutheran Layman's League                | 32,000                |
| Religious                                   | 32,000                |
| 88. California Federal Savings & Loan Ass'n | 31,000                |
| Financial                                   | 31,000                |
| 89. *RCA                                    | 30,000                |
| Home entertainment products                 | 30,000                |
| 90. *Gillette                               | 29,000                |
| Razors, shave products                      | 29,000                |
| 90. Kelly Girl Services                     | 29,000                |
| Temporary employment service                | 29,000                |
| 90. Kentucky Fried Chicken                  | 29,000                |
| Restaurants                                 | 29,000                |
| 93. Assemblies of God                       | 27,000                |
| Religious                                   | 27,000                |
| 94. Christian Reformed Church               | 25,000                |
| Religious                                   | 25,000                |
| 94. Pennsylvania Grade Crude Oil Ass'n      | 25,000                |

|  | Estimated Expenditure |
|--|-----------------------|
| "100% Pure Pennsylvania Oil"                 | 25,000                |
| 94. Petersen Manufacturing "Vise-Grip" tools | 25,000                |
| 97. Evangelical Foundation Religious         | 23,000                |
| 97. Ford Ford Div. cars                      | 23,000                |
| 99. Amway Detergents                         | 22,000                |
| 100. O'Brien O'Brien paints                  | 21,000                |

SOURCE: Radio Advertising Bureau, Inc.

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

\*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy.

### 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 tele-

vision promotion. Caveman is camper manufacturer.

▪ Marriott-Hot Shoppes Inc., Washington has appointed Henry J. Kaufman and Associates, that city, to handle advertising and promotion for three of its major divisions: Hot Shoppes restaurants, Hot Shoppes cafeterias and Hot Shoppes Jr. drive-ins. The Marriott firm has 181 operations in 17 states and the District of Columbia.

▪ 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)

| Day parts                      | Networks | Week ending July 30 | Cume July 1-July 30 | Cume Jan. 1-July 30 | Networks | Week ending July 30 | Cume July 1-July 30 | Cume Jan. 1-July 30 |
|--------------------------------|----------|---------------------|---------------------|---------------------|----------|---------------------|---------------------|---------------------|
| Monday-Friday Sign on-10 a.m.  | ABC-TV   | .....               | .....               | .....               | ABC-TV   | 35.2                | 376.3               | 3,598.6             |
|                                | CBS-TV   | \$ 78.9             | \$ 364.7            | \$ 3,457.0          | CBS-TV   | 104.6               | 468.5               | 6,525.6             |
|                                | NBC-TV   | 153.0               | 677.0               | 8,441.7             | NBC-TV   | 9.7                 | 77.6                | 4,266.5             |
|                                | Total    | 231.9               | 1,041.7             | 11,898.7            | Total    | 149.5               | 922.4               | 14,390.7            |
| Monday-Friday 10 a.m.-6 p.m.   | ABC-TV   | 1,157.4             | 4,414.0             | 40,107.3            | ABC-TV   | 3,308.5             | 14,366.1            | 142,793.4           |
|                                | CBS-TV   | 2,566.5             | 10,483.2            | 94,380.2            | CBS-TV   | 3,864.9             | 16,828.7            | 163,875.3           |
|                                | NBC-TV   | 1,327.9             | 5,478.2             | 49,016.2            | NBC-TV   | 3,825.4             | 17,365.2            | 162,843.4           |
|                                | Total    | 5,051.8             | 20,375.4            | 183,503.7           | Total    | 10,998.8            | 48,560.0            | 469,512.1           |
| Saturday-Sunday Sign on-6 p.m. | ABC-TV   | 472.2               | 2,508.4             | 23,627.1            | ABC-TV   | 296.3               | 1,269.2             | 6,555.7             |
|                                | CBS-TV   | 396.1               | 2,344.3             | 24,347.8            | CBS-TV   | 33.7                | 308.0               | 1,706.8             |
|                                | NBC-TV   | 504.5               | 2,532.5             | 14,886.4            | NBC-TV   | 251.8               | 1,164.2             | 11,157.0            |
|                                | Total    | 1,347.8             | 7,385.2             | 62,861.3            | Total    | 581.8               | 2,741.4             | 19,419.5            |
| Monday-Saturday 6-7:30 p.m.    | ABC-TV   | 212.9               | 1,051.6             | 8,569.5             | ABC-TV   | 5,457.5             | 23,985.6            | 225,251.6           |
|                                | CBS-TV   | 366.6               | 1,504.2             | 16,883.2            | CBS-TV   | 7,411.3             | 32,301.6            | 311,175.9           |
|                                | NBC-TV   | 554.9               | 2,542.9             | 17,814.8            | NBC-TV   | 6,627.2             | 29,837.6            | 268,426.0           |
|                                | Total    | 1,134.4             | 5,098.7             | 43,267.5            | Total    | 19,496.0            | \$86,124.8          | \$804,853.5         |
| Monday-Sunday 7:30-11 p.m.     | ABC-TV   | 3,308.5             | 14,366.1            | 142,793.4           | ABC-TV   | 3,308.5             | 14,366.1            | 142,793.4           |
|                                | CBS-TV   | 3,864.9             | 16,828.7            | 163,875.3           | CBS-TV   | 3,864.9             | 16,828.7            | 163,875.3           |
|                                | NBC-TV   | 3,825.4             | 17,365.2            | 162,843.4           | NBC-TV   | 3,825.4             | 17,365.2            | 162,843.4           |
|                                | Total    | 10,998.8            | 48,560.0            | 469,512.1           | Total    | 10,998.8            | 48,560.0            | 469,512.1           |
| Monday-Sunday 11 p.m.-sign off | ABC-TV   | 296.3               | 1,269.2             | 6,555.7             | ABC-TV   | 296.3               | 1,269.2             | 6,555.7             |
|                                | CBS-TV   | 33.7                | 308.0               | 1,706.8             | CBS-TV   | 33.7                | 308.0               | 1,706.8             |
|                                | NBC-TV   | 251.8               | 1,164.2             | 11,157.0            | NBC-TV   | 251.8               | 1,164.2             | 11,157.0            |
|                                | Total    | 581.8               | 2,741.4             | 19,419.5            | Total    | 581.8               | 2,741.4             | 19,419.5            |
| Network totals                 | ABC-TV   | 5,457.5             | 23,985.6            | 225,251.6           | ABC-TV   | 5,457.5             | 23,985.6            | 225,251.6           |
|                                | CBS-TV   | 7,411.3             | 32,301.6            | 311,175.9           | CBS-TV   | 7,411.3             | 32,301.6            | 311,175.9           |
|                                | NBC-TV   | 6,627.2             | 29,837.6            | 268,426.0           | NBC-TV   | 6,627.2             | 29,837.6            | 268,426.0           |
| Grand totals all networks      |          | \$19,496.0          | \$86,124.8          | \$804,853.5         |          |                     |                     |                     |

## 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)

| Day parts                 | Networks | Week ended Aug. 6 | Calendar July | Cume Aug. 1-6 | Cume Jan. 1-Aug. 6 | Day parts                  | Networks | Week ended Aug. 6 | Calendar July | Cume Aug. 1-6 | Cume Jan. 1-Aug. 6 |
|---------------------------|----------|-------------------|---------------|---------------|--------------------|----------------------------|----------|-------------------|---------------|---------------|--------------------|
| Mon.-Fri. Sign on-10 a.m. | ABC-TV   | .....             | .....         | .....         | .....              | Sun. 6-7:30 p.m.           | ABC-TV   | 52.4              | 376.3         | 52.4          | 3,651.0            |
|                           | CBS-TV   | \$91.8            | \$389.9       | \$68.9        | \$3,551.1          |                            | CBS-TV   | 108.7             | 468.5         | 108.7         | 6,634.3            |
|                           | NBC-TV   | 137.1             | 701.3         | 112.8         | 8,578.8            |                            | NBC-TV   | 14.6              | 77.6          | 14.6          | 4,281.1            |
|                           | Total    | 228.9             | 1,091.2       | 181.7         | 12,129.9           |                            | Total    | 175.7             | 922.4         | 175.7         | 14,566.4           |
| Mon.-Fri. 10 a.m.-6 p.m.  | ABC-TV   | 1,092.4           | 4,627.5       | 878.9         | 41,199.7           | Mon.-Sun. 7:30-11 p.m.     | ABC-TV   | 3,473.6           | 14,903.4      | 2,936.3       | 146,267.0          |
|                           | CBS-TV   | 2,535.1           | 11,013.7      | 2,044.6       | 96,955.3           |                            | CBS-TV   | 3,975.3           | 17,349.3      | 3,454.7       | 167,850.6          |
|                           | NBC-TV   | 1,408.1           | 5,738.3       | 1,148.0       | 50,424.3           |                            | NBC-TV   | 3,937.9           | 17,843.3      | 3,459.8       | 166,781.3          |
|                           | Total    | 5,035.6           | 21,379.5      | 4,071.5       | 188,579.3          |                            | Total    | 11,386.8          | 50,096.0      | 9,850.8       | 480,898.9          |
| Sat.-Sun. Sign on-6 p.m.  | ABC-TV   | 444.1             | 2,508.4       | 444.1         | 24,071.2           | Mon.-Sun. 11 p.m.-sign off | ABC-TV   | 563.1             | 1,306.6       | 525.7         | 7,118.8            |
|                           | CBS-TV   | 348.6             | 2,344.3       | 348.6         | 24,695.4           |                            | CBS-TV   | 33.7              | 308.0         | 33.7          | 1,740.5            |
|                           | NBC-TV   | 501.1             | 2,532.5       | 501.1         | 15,387.5           |                            | NBC-TV   | 302.9             | 1,208.4       | 258.7         | 11,459.9           |
|                           | Total    | 1,293.8           | 7,385.2       | 1,293.8       | 64,155.1           |                            | Total    | 899.7             | 2,823.0       | 818.1         | 20,319.2           |
| Mon.-Sat. 6-7:30 p.m.     | ABC-TV   | 218.3             | 1,080.5       | 189.4         | 8,787.8            | Network totals             | ABC-TV   | 5,843.9           | 24,802.7      | 5,026.8       | 231,095.5          |
|                           | CBS-TV   | 366.3             | 1,571.5       | 299.0         | 17,249.5           |                            | CBS-TV   | 7,459.5           | 33,445.2      | 6,358.2       | 318,677.7          |
|                           | NBC-TV   | 554.8             | 2,647.9       | 449.8         | 18,369.6           |                            | NBC-TV   | 6,856.5           | 30,749.3      | 5,944.8       | 275,282.5          |
|                           | Total    | 1,139.4           | 5,299.9       | 938.2         | 44,406.9           | Grand totals all networks  |          | \$20,159.9        | \$88,997.2    | \$17,329.8    | \$825,055.7        |

# 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. Balantine & Sons, \$9 million; Colgate-Palmolive, \$9.5 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 over-all 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-

| ACCOUNT  | TO                                      | FROM                          | RADIO-TV BILLINGS (in millions) |     | ACCOUNT   | TO  | FROM   | RADIO-TV BILLINGS (in millions) |     |
|--|---|-------------------------------|---------------------------------|-----|---|---|--|---------------------------------|-----|
| Alberto-Culver Co.<br>Rinseaway dandruff<br>rinse and shampoo<br>Calm deodorant  |   | Campbell-<br>Ewald            | 5                               | 3.8 | GT&E  | DDB   | Tatham-Laird & L4<br>Kudner                    | 4                               | 3.5 |
| FDS feminine hygiene<br>deodorant spray  | N. W. Ayer &<br>Son                     |                               |                                 |     | Hunt-Wesson Foods<br>Wesson Oil                                   | WRG   | Fletcher<br>Richards                           | 4                               | 3   |
| Alcoa  | Fuller, Smith,<br>Ross                  | Ketchum,<br>MacLeod,<br>Grove | 1.5                             | 1.2 | Ideal Toys  | Helgott &<br>Partners   | Smith/<br>Greenland                            | 2                               | 1.1 |
| American Dairy Assn.   | Compton                                 | Campbell-<br>Mithun           | 1.75                            | 1   | International Salt Co.  | Weightman<br>Inc.   | Y&R  | 1.1                             | 0.8 |
| American Home Prod.<br>Corp., Whitehall Labs.<br>Sleep-Eze sleeping<br>tablets   | Carl Ally                               | Bates                         | 1                               | 0.9 | Lever Brothers<br>Lifebuoy Soap<br>Final Touch fabric<br>softener | Sullivan,<br>Stauffer,<br>Colwell &<br>Bayles<br>Ogilvy &<br>Mather | BBDO   | 2.3                             | 2   |
| Bisodol antacid<br>Denian denture<br>cleanser  | Esty                                    | J. Walter<br>Thompson         | 0.5                             | 0.4 | Northeast Airlines  | Ally  | SSC&B  | 2                               | 1.3 |
| American Home Products<br>Ekco Products Co.  | Esty                                    | Bates                         | 0.5                             | 0.4 | Olin Mathieson Corp.  | Fuller, Smith,<br>Ross  | DDB  | 1.5                             | 1.3 |
| American Motors  | JWT                                     | Doyle Dane                    | 1                               | 0.8 | Parker Pen Co.  | DDB   | Leo Burnett                                    | 2                               | 1.3 |
| American Tobacco<br>Lucky Strike   | Wells, Rich,<br>Green                   | Benton &<br>Bowles            | 12                              | 7   | Pharmaco, Inc.<br>Cushion Grip Denture<br>Adhesive                | DDB   | Norman, Craig,<br>Kummel                       | 2                               | 1.3 |
| Armour Foods   | Richard Manoff                          | BBDO                          | 17                              | 13  | Aspergum<br>Correctol laxatives<br>Chooz Antacid Gum              | NCK<br>NCK<br>Warwick &<br>Legler                                   | Shaller-Rubin<br>Shaller-Rubin<br>NH&S<br>NH&S | 2                               | 0.5 |
| Bishop Industries  | Harper &<br>Steers                      | Young &<br>Rubicam            | 1                               | 0.7 | Feen-a-mint<br>Regutol  | W&L<br>W&L  | Tucker Wayne<br>TW                             | 1.5                             | 0.9 |
| Bristol-Myers Co.<br>Carling Brewing Co.<br>Stag Beer  | Spade &<br>Archer                       | Wermer &<br>Schorr            | 2.2                             | 1.9 | Remco Industries  | Webb<br>Associates<br>(house<br>agency)                             | Gumbinner<br>North                             | 3                               | 2   |
| Carnation Co.<br>Contadina Foods<br>Chesebrough Ponds<br>Angel Face powders<br>Cutex   | WRG                                     | Grey                          | 2.5                             | 2.1 | Rheingold beer  | Grey  | DDB  | 6                               | 3.8 |
| Cities Service Oil Co.   | Winius-<br>Brandon                      | Ed. H. Weiss                  | 1                               | 0.7 | Riviana Foods Inc.<br>Carolina rice<br>River rice                 | Grey<br>West, Weir,<br>Bartel                                       | Dancer-<br>Fitzgerald-<br>Sample               | 1                               | 0.2 |
| Clark Oil & Refining   | Erwin Wasey                             | Marschalk                     | 1                               | 0.6 | Mahatma rice<br>Water Maid rice                                   | Tracy-Locke<br>Co.  |  | 0.7                             | 0.5 |
| Corning Glass Works<br>General Foods<br>Post Toasties<br>Post Corn Flakes<br>40% Bran Flakes<br>Raisin Bran<br>Bran and Prune Flakes | Norman Craig,<br>JWT<br>Kummel          |                               | 1.5                             | 1   | Ranson Corp.  | Grey  | Smith, Young,<br>Dorian                        | 0.7                             | 0.5 |
| General Mills<br>Whistles<br>Bugles<br>Daisys  | Grey                                    | Lennen &<br>Newell            | 5                               | 1.5 | Sicks Rainier Brewing Co.<br>Rainier Beer                         | WRG   | Carson/Roberts                                 | 1.5                             | 0.4 |
|  | Chaopell,<br>Flore,<br>Edelman,<br>Inc. | Panert, Koenig,<br>Lois       | 2.25                            | 1.7 | Simoniz Co.<br>household & automo-<br>tive products               | JWT   | D-F-S  | 4                               | 1   |
|  | Rumrill-Hoyt                            | Ally                          | 2                               | 1   | Tidewater Oil Co.<br>Flying A<br>Veedol motor oil                 | Smith/<br>Greenland<br>Co.  | Grey   | 2                               | 1.7 |
|  | Grey                                    | B&B                           | 3                               | 2.6 | Volvo   | Scali, McCabe, Ally<br>Sloves                                       |  | 3.75                            | 0.7 |
|  | WRG                                     | Knox Reeves                   | 4                               |     | Yardley of London   | Y&R   | Bates  | 3                               | 0.6 |

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 \$17-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 refusals by four Northeast Ohio stations to carry labor-union-sponsored paid commercials has brought a fairness-doctrine 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, WHHH Warren, WREO Ashtabula and WFMJ 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 or 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 behalf 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 suitable." 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 some of these were 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 positions 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

## 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.

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, WBZ-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 programing 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

## 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.

| Company                 | BEER<br>1966    |                    |                  |                  |             | Measured media investments of top-15 brewers* |             |              |                |         |
|-------------------------|-----------------|--------------------|------------------|------------------|-------------|---|-------------|--------------|----------------|---------|
|                         | 1966<br>Spot TV | 1966<br>Network TV | 1966<br>Total TV | 1965<br>Total TV | %<br>Change | Magazines                                     | Newspapers  | Radio        | Total<br>Media | %<br>TV |
| Anheuser-Busch          | \$ 4,138,690    | \$ 1,944,000       | \$ 6,082,690     | \$ 7,927,000     | -23.3       | \$2,851,282                                   | \$ 244,469  | \$ 3,739,000 | \$ 12,917,441  | 47.1    |
| Jos. Schlitz            | 7,340,650       | 2,943,200          | 10,283,850       | 10,458,800       | - 1.7       | 2,517,611                                     | 269,867     | 4,139,000    | 17,210,328     | 59.8    |
| Pabst                   | 5,791,090       | 2,056,000          | 7,847,090        | 7,331,600        | + 7.0       | 13,865  | 45,278      | 1,522,000    | 9,428,233      | 83.2    |
| Falstaff                | 3,406,380       | 5,785,700          | 9,192,080        | 9,214,500        | - 0.3       | 182,002                                       | 369,116     | 2,026,000    | 11,769,198     | 78.1    |
| Carling                 | 6,030,620       | 513,100            | 6,543,720        | 4,233,600        | +54.6       | 5,815   | 252,429     | 1,946,000    | 8,747,964      | 74.8    |
| F&M Schaefer            | 2,186,140       | 106,000            | 2,292,140        | 1,851,300        | +23.8       | 360,932                                       | 378,176     | 2,700,000    | 5,731,248      | 40.0    |
| Associated<br>Brewing   | 655,090         | —                  | 655,090          | 673,400          | - 2.7       | —   | 232,454     | —            | 887,544        | 73.8    |
| Theo Hamm<br>(Heublein) | 3,722,650       | 432,800            | 4,155,450        | 3,225,500        | +28.8       | —   | 360,872     | 1,153,000    | 5,669,322      | 73.3    |
| Miller (WR<br>Grace)    | 1,330,080       | 3,758,700          | 5,088,780        | 4,283,300        | +18.8       | 1,233,745                                     | 240,188     | 1,342,000    | 7,904,713      | 64.4    |
| Adolph Coors            | 330,840         | —                  | 330,840          | 205,600          | +60.9       | 27,203  | 369,438     | —            | 727,481        | 45.5    |
| Rheingold               | 2,990,460       | —                  | 2,990,460        | 2,448,600        | +22.1       | —   | 115,627     | 2,070,000    | 5,176,087      | 57.8    |
| P. Ballantine           | 3,242,650       | 314,800            | 3,557,450        | 3,125,000        | +13.8       | 30,600  | 467,008     | 2,504,000    | 6,559,058      | 54.2    |
| Olympia                 | 2,413,020       | 106,200            | 2,519,220        | 1,555,000        | +62.0       | 487,578                                       | 25,347      | —            | 3,032,145      | 83.1    |
| C. Schmidt              | 1,757,350       | 216,400            | 1,973,750        | 2,451,500        | -19.5       | —   | 79,680      | —            | 2,053,430      | 96.1    |
| Stroh                   | 2,767,610       | —                  | 2,767,610        | 2,895,600        | - 4.4       | 51,352  | 279,033     | 1,424,000    | 4,521,995      | 61.2    |
| TOTALS                  | \$48,103,320    | \$18,176,900       | \$66,280,220     | \$61,880,300     | + 7.1       | \$7,761,985                                   | \$3,728,982 | \$24,565,000 | \$102,336,187  | 64.8    |

Source: TVB/LNA—BAR; N. C. Rorabaugh 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. Bruskin 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 . . .

■ KLYD-TV Bakersfield, Calif. and KCTV(TV) San Angelo, Tex.: H-R Television, New York.

■ KVIP Redding, KZIN Yuba City and

42 (BROADCAST ADVERTISING)

KRSA Salinas, all California: Radio Time Sales, San Francisco.

■ KGMS Redding, Calif.: George B. Hollingbery Co., Chicago.

■ KRST Minneapolis and WEBC Duluth, Minn.: Katz Radio, New York.

■ WNOK Columbia, S. C.: Paul H. Raymer Co., New York.

### Meyers puts agency under GL&F 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. Fred D. Farris will remain president and chairman of the board, positions he has held since 1962.

Mercury was founded in 1951 by Martin Stone and was purchased 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

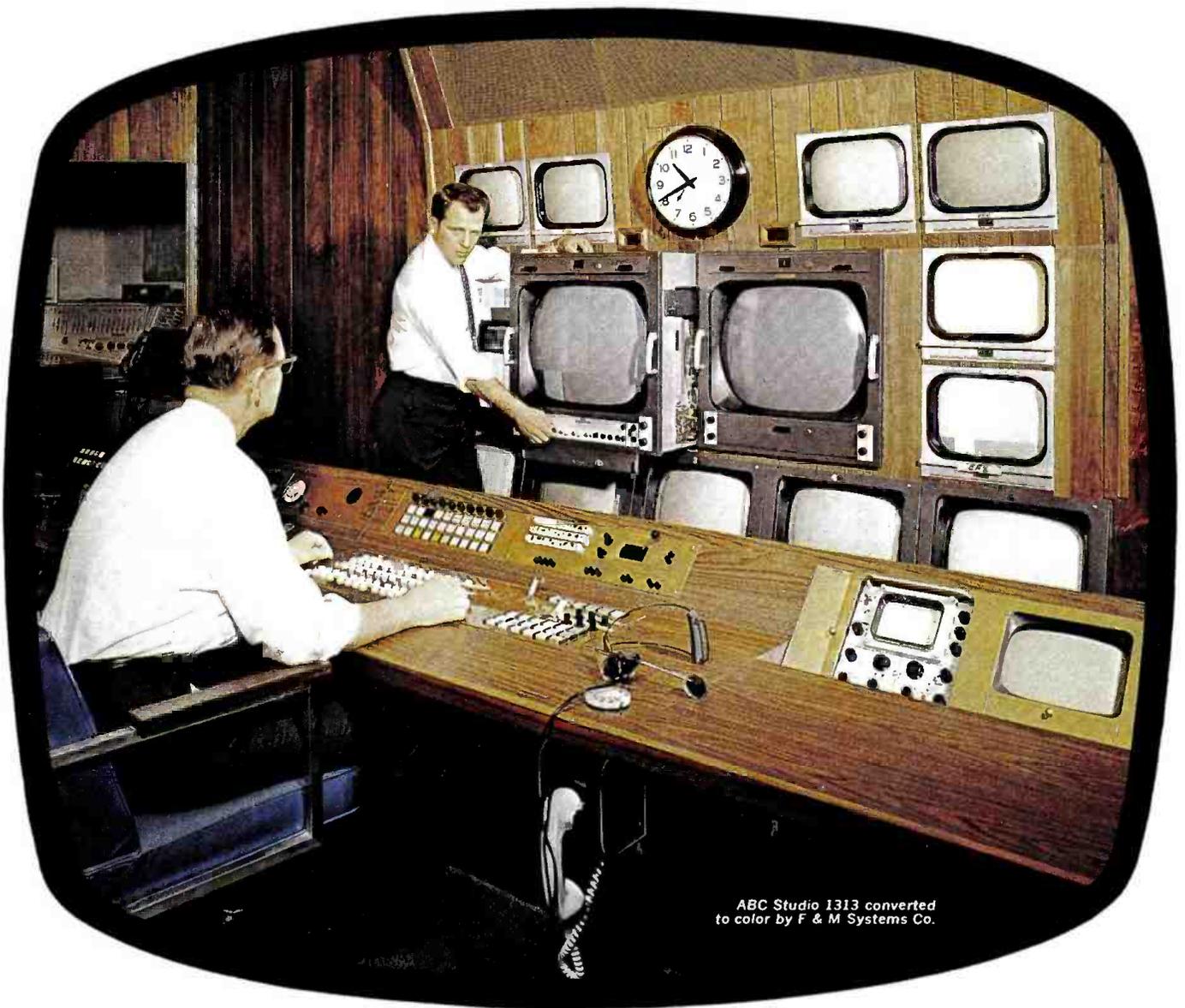
CBS-TV has taken issue with a *Good Housekeeping* magazine ad campaign that suggests that daytime television has lost its effectiveness as an advertising medium because of commercial clutter.

In a newspaper advertisement entitled "Daytime Clutter" 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 programming so frequently. Statistics contained in the advertisement were based on the 12 noon-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

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ABC Studio 1313 converted  
to color by F & M Systems Co.

## 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.

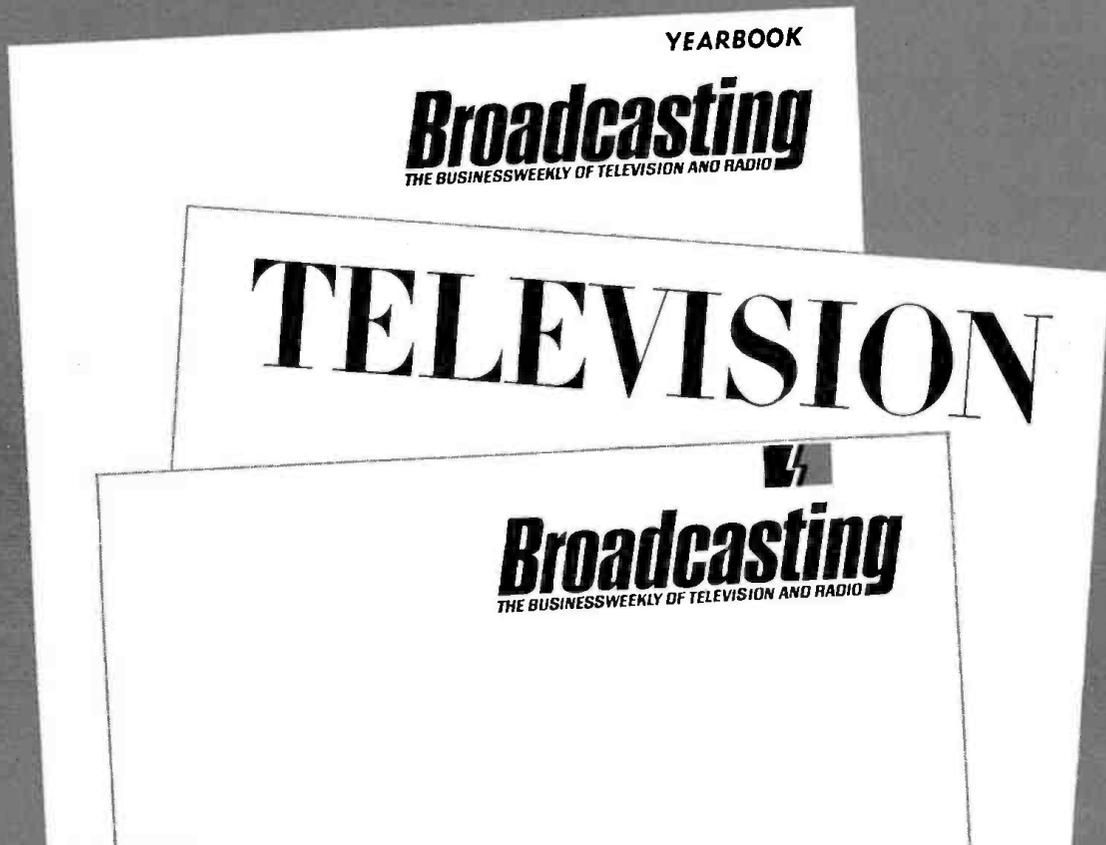
**Even if you're not converting to color now . . .** if you're planning a UHF station . . . or an educational TV system . . . or a mobile unit . . . or if you just want to modernize some obsolete facilities, we can help you, too. Write for literature describing our services, or call us today!

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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-editorial matter last year.

The network noted that *Good Housekeeping's* 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 re-assigned 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."

Bristol-Myers officials said the separation decision had been mutual.

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 Citrisun cold remedy—go to Needham, Harper & Steers, which now handles Grove's line of Congespirin, 4-way cold tablets and nasal spray, Minit-Rub and new products.

Gardner is also the agency of record

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## 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.-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.

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 \$312,327,500; 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.

## Ally 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.

Ally already has Whitehall's Dristan nasal mist (a \$3.5 million account shared with Clyne Maxon Inc.) and an estimated \$1 million Sleep-eze 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.

(BROADCAST ADVERTISING) 45

## An FMer finds a niche with classified advertising

On July 1, 1966, the FCC granted the assignment of the license of KGLA(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 now 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—were 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 programming 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-well treatment. The programming 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 of 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 parttime 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 (Bankamericard). 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 Electronics 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, Ace Molded Products 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 & McCall, 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, Stauffer, Colwell & Bayles Inc., New York.

**RCA Sales Corp.**, Indianapolis, through J. Walter Thompson Co., New York, will start an advertising campaign for its new color TV sets 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 Zlowe 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 1841 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 Video-tronics, New York, reports that it will be ready to begin work in video tape as

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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.



Mr. Losee

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 MMR 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.

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# 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.

Torbet 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 KOOK-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. Programming 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 than 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 minority views, 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 WRLP(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.

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# FCC upholds its one-year financial rule

## URNS DOWN FCBA CHALLENGE BECAUSE OF PRECEDENT

Precedent is a "sometime 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 that 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. Intervenor in each proceeding contended that enlarged financial issues 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 KWK St. Louis and WWJZ 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%; Onondaga Broadcasting Inc., 18%, and Salt City Broadcasting Corp., 2% with first refusal 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 with CBS, starting in April 1949 when he joined the network as a salesman in the then new TV department of radio sales and continuing later with CBS Television Spot Sales. He was general manager of WCBS-TV New York for four years (1954-58).

Mr. Digges's appointment was an-



Mr. Digges



Mr. Ruegg

nounced by Clark B. George, president of the division, himself a new radio convert from television. Mr. George was named to the CBS Radio post last May after having spent most of his years (starting in 1946) at CBS in television, most recently as a vice president of the CBS Television Stations Division 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 negotiations 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 Asheville 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:

■ **KPPC-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 partner of Avery-Knodel Inc., national station representatives. KPPC operates on 1240 kc with 100 w during specified hours. KPPC-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 WYTV(TV) Youngstown, Ohio. Mr. Druckman is president of Trans-Video

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## **WHYN AM/FM/TV** Springfield, Massachusetts

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

**BUYER:** WHYN Stations, Inc., subsidiary of Guy Gannett Publishing Co., Portland, Maine.

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

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Corp. (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 WSIC and WFMX(FM) Statesville, N. C. It has interlocking ownership with WCBT Roanoke Rapids, and WFRC Reidsville, both North Carolina. Mr. Belk will retain WIST-FM Charlotte, N. C., and WPDQ Jacksonville, Fla., and is purchasing WRLJ(FM) in Jacksonville. WIST operates fulltime on 1240 kc with 1 kw days, 250 w nights.

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

#### NEW TV STATIONS

WJRJ-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. WJRJ-TV is represented by National Television Sales, Dome Messeruey 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 WJRJ-TV.



Mr. McKinsey (l) 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

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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 telecasting 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 telecast 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-

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ence because "only two cities in the U.S. and Puerto Rico have populations larger than Elizabeth that do not have standard broadcast stations."

## 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 Sharfman in an initial decision recommending grant of the application termed the trafficking issue as an attachment of "a mighty big barnacle 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. Honig has recommended that WAKX 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 WAKX (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. Honig 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.

## NABET-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 programming. 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-

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

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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.



Your sleeping giant station is bubbling with untapped potential which can attract and hold those vital demand sponsors. We can unleash your giant's power, but before you can begin rebuilding, you will need our objective study of your operation. Send us taped segments of your broadcast day (air checks). Enclose rate card and current market background. Only \$9.50 for each half hour critique or \$17.50 for a one hour analysis. Success-minded owners and managers, surprise your staff with a documented case for action. Our suggestions for improved programming will help you establish a firm rate card—one that will not be folded, spindled, or mutilated. If you believe in action enough to accept it, then welcome aboard. CCP ASSOCIATES, Box H-106, BROADCASTING.

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# 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 \$12,436,075 (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:

|                          | 1967        | 1966        |
|--------------------------|-------------|-------------|
| Earned per share         | \$1.03      | \$1.23      |
| Net sales                | 434,458,567 | 398,716,332 |
| Net income               | 25,115,297  | 29,201,108  |
| Average number of shares | 22,726,826  | 22,363,429  |

## 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:

|                     | 1967       | 1966       |
|---------------------|------------|------------|
| Income per share    | \$0.06     | \$0.51     |
| Revenues            | 74,707,000 | 71,532,000 |
| Income before taxes | 435,000    | 3,165,000  |
| Income after taxes  | 216,000    | 1,441,000  |
| Net income          | 219,000    | 1,724,000  |
| Shares outstanding  | 3,423,233  | 3,356,669  |

## 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 \$3,539,000, 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:

|                    | 1967          | 1966          |
|--------------------|---------------|---------------|
| Earned per share   | \$2.10        | \$1.89        |
| Sales and revenues | 1,053,399,000 | 1,001,699,000 |
| Net income         | 47,211,000    | 42,070,000    |

## Southeast newspapers, stations plan merger

Two newspaper companies and a group-broadcast 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 assent 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 WFBC-AM-FM-TV Greenville, S.C., WBIR-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; Messrs. 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 figured 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:

|                           | 1967    | 1966      |
|---------------------------|---------|-----------|
| Income per share          | \$0.06  | \$1.08    |
| Gross income              | 16,552  | 17,492    |
| Operating income          | 103,000 | 549,000*  |
| Special gains             | —       | 1,235,000 |
| Net income                | 103,000 | 1,784,000 |
| Cash flow from operations | 977,000 | 1,902,000 |

\*Included in 1966 net operating income is a profit of \$412,900 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 \$10 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.

BROADCASTING, August 14, 1967

## 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:

|                  | 1967      | 1966      |
|------------------|-----------|-----------|
| Income per share | \$0.27    | \$0.53*   |
| Net sales        | 8,838,383 | 7,886,901 |
| Net income       | 259,135   | 509,829   |

\*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:

|   | 1967       | 1966       |
|---|------------|------------|
| Earned per share                        | \$1.53     | \$1.21     |
| Sales                                   | 15,017,000 | 10,582,000 |
| Income before federal and foreign taxes | 3,023,000  | 2,301,000  |
| Federal and foreign taxes               | 1,451,000  | 1,685,000  |
| Net income                              | 1,572,000  | 1,216,000  |
| Shares outstanding                      | 1,029,000  | 1,005,000  |

## 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 85,561, plus 114 beneficially held as custodian.

Avco Corp.—Edward D. Kenna Jr. exercised option on 1,500 shares, giving total of 5,334. Curry W. Stoup exercised option on 500 shares, giving total of 8,390 plus 100 shares beneficially held with wife.

Filmways Inc.—John Calley sold 8,400 shares, leaving 249. Lee Moselle sold 400 shares, leaving 15,048.

Jerrold Corp.—International Utilities Corp. bought 35,980 shares, giving total of 303,780. Lee R. Zennick sold 2,121 shares, leaving 8,222. Philip Zinman sold 500 shares, leaving 583.

MGM—George Killion sold 1,100 shares, leaving 20,000. Howard Strickling sold

355 shares, leaving 2,400.

Official Films Inc.—Louis C. Lerner, holding 595,200 shares personally, bought 3,300 shares and sold 500 shares on beneficially held Lerner & Co. trading account, giving total of 26,631, 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—Bennett Cerf sold 1,000 shares, leaving 103,000, plus 5,000 beneficially held with wife.

Reeves Broadcasting—J. D. Hastie sold 300 shares, leaving 47,850. Richard Weinger sold 7,400 shares on beneficially held Premier Investing Corp. account, leaving 72,000.

Screen Gems Inc.—Louis J. Barbano sold 200 shares, leaving 651. Milton Klein sold 124 shares, leaving none, plus 45 on beneficially held retirement fund. Donald S. Stralem, holding 1,498 personally, sold 12,255 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, giving total of 900. Hulbert Taft Jr. sold 6,000 shares, leaving 108,740.

Walt Disney Productions — Donn B. Tatum sold 871 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 Gen-

eral 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 Exnicios, 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. Exnicios 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 KOY 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.



# The Year-'Round Lavalier

Ⓔ) Around most TV stations, E-V lavaliers are taken pretty much for granted. Just hang one around your neck, or clip it onto lapel or pocket—and start talking.

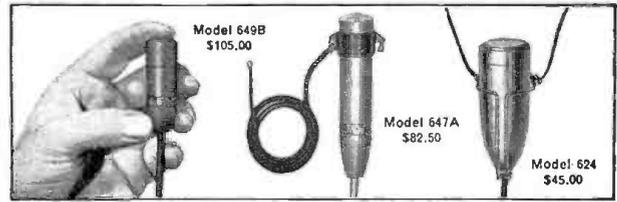
Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. The lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its 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 Accoustalloy® 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 lavaliers is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavaliers 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.

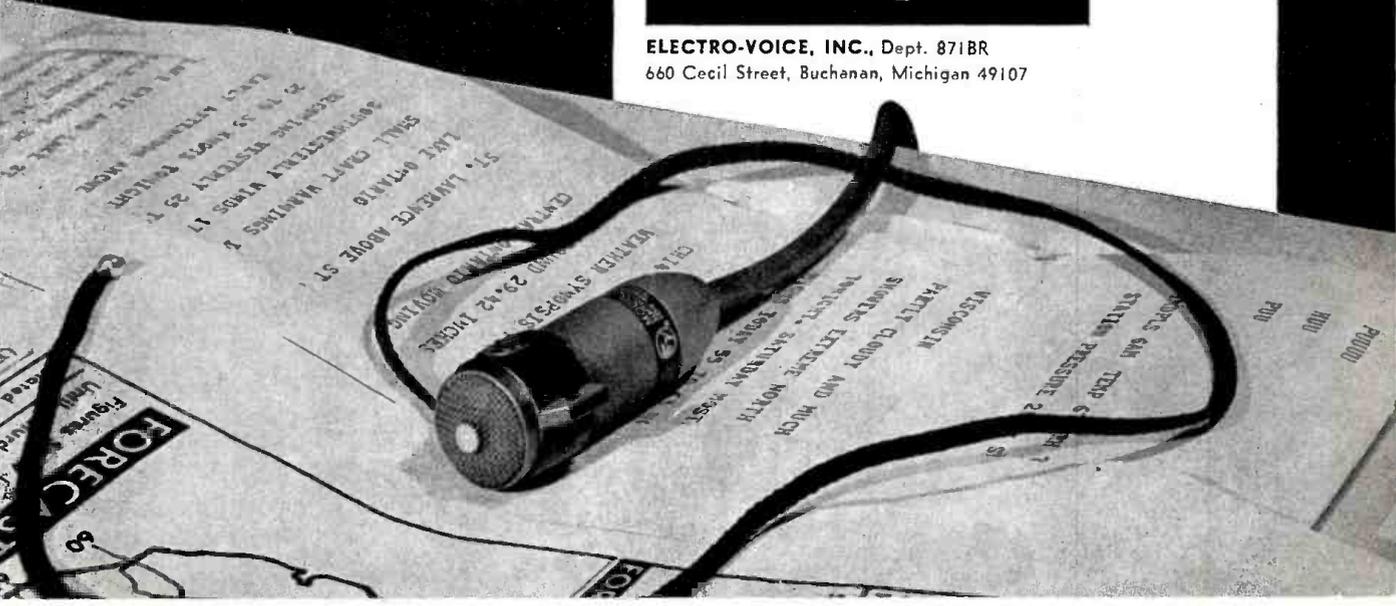
Of course TV studios aren't the only places you'll find E-V lavaliers. They're used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

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!

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 • public address loudspeakers • microphones • phono needles  
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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. Hennessy, 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 KTVE(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 Tokushima.

## 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 my 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 prejudge 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 coming 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 "exert or interpose" authority to control the height or location of any municipal structure as it affects television transmission and reception. The only comment in this regard, he said, was that "it would be unwise" for the government to inject itself into this "complicated local problem."

As for the possibility of construction of another similar WTC in other communities with a recurrence of the TV interference problem, Commissioner Lee cited that one witness termed it "unlikely."

### 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-

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.

BROADCASTING, August 14, 1967

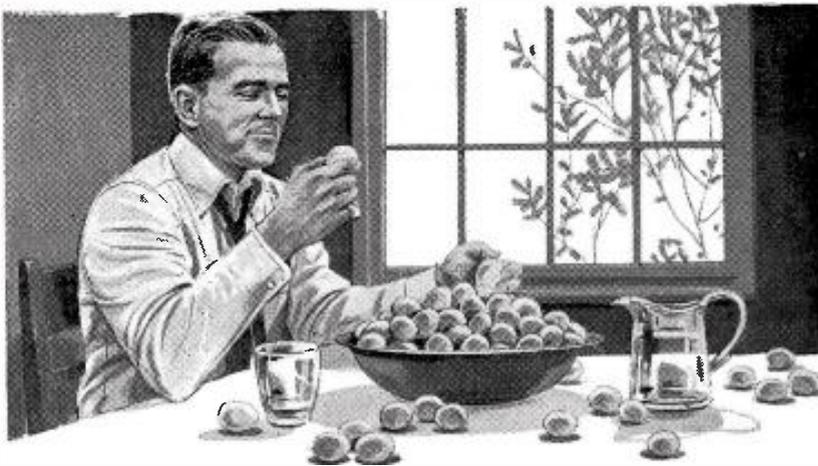
## Another radiation hearing scheduled

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

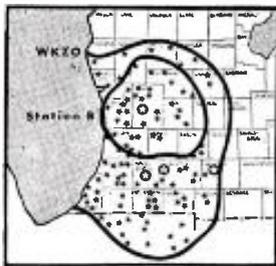
If you're a hard-boiled buyer who wants to cover the most grocery outlets—and reach the most shoppers—in Greater Western Michigan,

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!



Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas.

\*Georges Grognet, Belgium, ate 44 in 30 minutes.



**The Folger Stations**  
**RADIO**  
 WKZO KALAMAZOO-BATTLE CREEK  
 WYZZ BATTLE CREEK  
 WYZZ-AM BATTLE CREEK  
 WYZZ-FM BATTLE CREEK  
**TELEVISION**  
 WKZO-TV KALAMAZOO-BATTLE CREEK  
 WYZZ-TV BATTLE CREEK  
 WYZZ-TV BATTLE CREEK  
 WKZO-TV LANSING, MICHIGAN  
 WYZZ-TV BATTLE CREEK, MICH.

# WKZO

CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

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 transistors) 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 bugaboo 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 Vidronics 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 equip-

ment 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 24-foot 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: consolette, 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 Cohu 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, presi-

dent 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 [Sen-

ator 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

# 3 ALL NEW AUDIO CONSOLES from GATES

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

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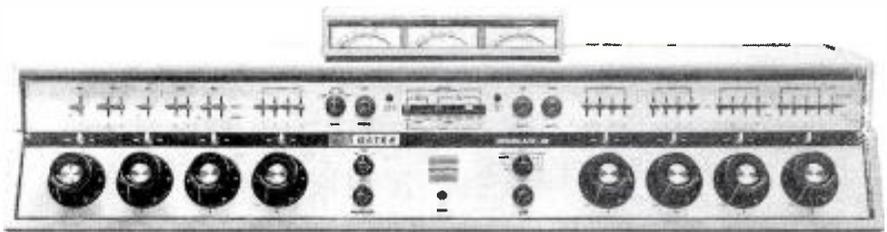
## Stereo Statesman

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.



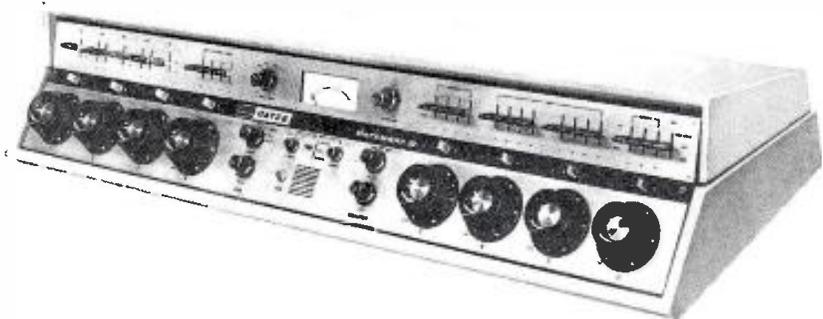
## Dualux II

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.



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Printers' Ink.  
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DATE 1 August 1967

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FOR (to) Advertising Agency

SPACE 2 page spread 1 X DATE OF INSERTION Oct. 13, 1967

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LESS AGENCY COMMISSION 15% PER CENT ON GROSS LESS EARLY DISCOUNT 2% PER CENT ON NET

Subject or substitute name below and on back panel

\* Return net to agency.

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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.

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ing 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.**



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Attached is my check for \$..... as my advance registration fee.

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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 . . .

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On to Toronto . . . where the promotion is!

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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. Landau

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 Maximilian 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 viewers 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.



Mr. Pierson

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 Washing-

ton 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, 1966). 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 newsman for publishing information not part of the official record of a trial. This was revised to require that wilfulness must be involved.

**Waikiki 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 contended 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 Blonk, *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,

## Radio-TV complainers fall off in June

"We must be doing something right," a broadcaster might have told himself after the FCC Broadcast Bureau's complaints and compliance division issued its June report. Unlike the previous month that saw a 100% increase in adverse viewer/listener reaction (BROADCASTING, July 3), June complaints were down by 1,810 for a total of 3,548. A total of 5,358 complaints were received in May.

Once again, programming received the most public attention—1,982 letters. Of these, 650 protests were directed toward Tom Lehrer's "Vatican Rag."

The commission's fairness doctrine as it applies to cigarette advertising received 10 letters in favor

of the ruling, 15 against, several of which were submitted by members of Congress.

A random sampling of public complaints includes a viewer who protested against alleged violence and cruelty shown in network-news films from Vietnam; a demand for equal time to respond to network shows concerning alleged starvation of Mississippi children; a protest against TV ads demonstrating the use of corsets, and a query asking why actors are permitted to "impersonate government officials."

And, like the month of May, the division's letter-writers were kept busy answering complaints, comments and inquiries: 1,437 letters, to be exact.

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 WTG(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, WOMA 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 the 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, anchorman on 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 McBee.

**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 Television, 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 KRDR(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.

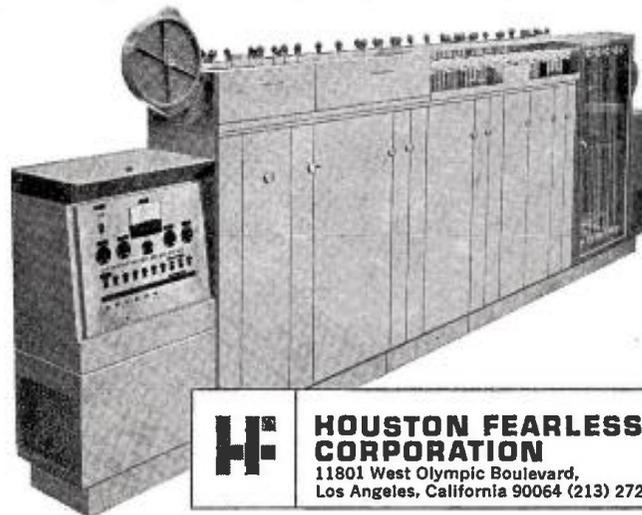
**Song and dance men** ■ Metro-Goldwyn-Mayer has signed Broadway producers Cy Feuer and Ernest H. Martin to create TV specials derived from MGM's library of entertainment properties. Martin and Feuer have produced such Broadway musicals as "Guys and Dolls" and "Can-Can."

## 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).

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# How foreign newsmen cover the U.S.

## A LOOK AT THE EXPANDING CORPS OF RADIO-TV CORRESPONDENTS

Ruggero 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 officers 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 dissent, 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 newsmen 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 newsmen 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 Newfilm, which fly 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 newsmen 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 overwhelmingly 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



Willebrord Nieuwenhuis of the Netherlands praises the assistance given to foreign correspondents by U.S. networks, stations and the government agencies.

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

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-

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



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.



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

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

ence. He was repatriated in 1946. With his newly acquired fluency in English and knowledge of journalism, Mr. Baecker was chosen out of a group of several thousand applicants for an editorial assistant's post with West German Radio in Hamburg in 1947.

Mr. Baecker has been in New York for seven years. He heads a staff of six. (Erwin Behren is a special correspondent for the organization, covering the UN and other national news, but does not report to Mr. Baecker.) The emphasis at Channel One, he said, is television coverage of the human-interest and cultural side of America.

and administrator.

Japan 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 newsfilm supplied by outside agencies. Much of this voiced commentary is reaction to world news developments,



Werner Baecker, newsman in America for West German Radio and Television is shown interviewing the cast

of 'The Munsters' in Hollywood as part of his emphasis on coverage of entertainment and cultural news.

particularly 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 pre-

sented 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 Brit-

ain, D. W. Griffith, George Gershwin, John Philip Sousa, The Kentucky Derby, San Simeon, Wall Street, The Metropolitan Opera, H. L. Mencken, 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-Télévision Française) 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."

**Cautious Russian** ■ One newsman 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.

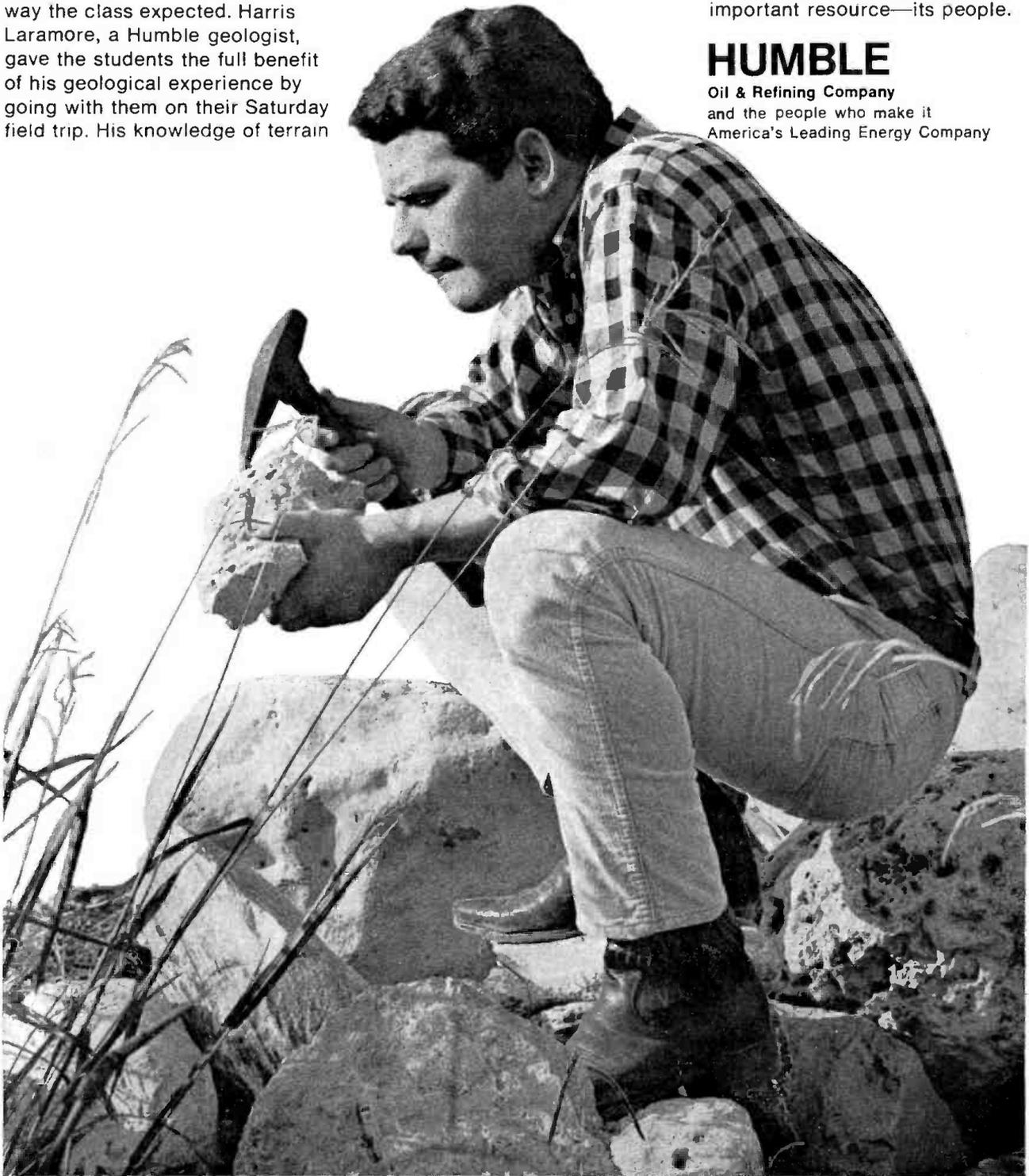
In Conroe, Texas, a high school geology class, in need of certain technical data for a planned field trip, requested a routine fact sheet about fossil identification from Humble Oil & Refining Company. Humble responded. But not the way the class expected. Harris Laramore, a Humble geologist, gave the 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

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ing these efforts but merely pointing out that it is difficult for a westerner to depict accurately the peculiarities of Soviet life.

Another correspondent from behind the Iron Curtain is Pal Ipper, who is the first permanent newsman 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 Attor-

ney 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 Telfis 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 science, space 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.

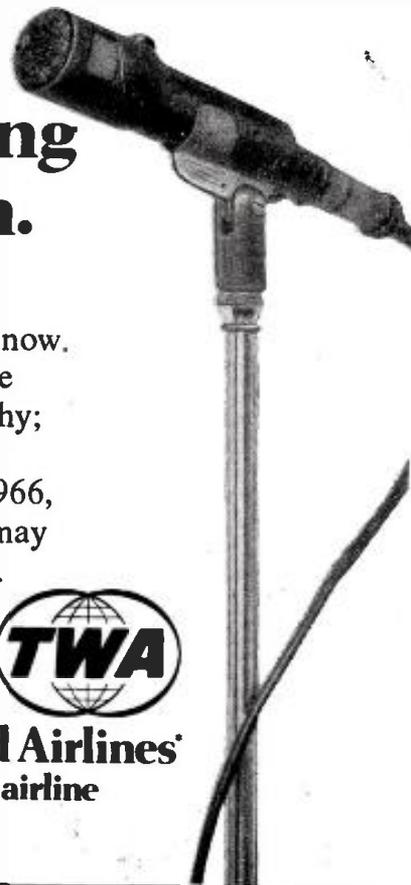
The coverage of foreign newsmen stationed in the U.S. already has attracted a ripple of attention from the television industry here. NBC News

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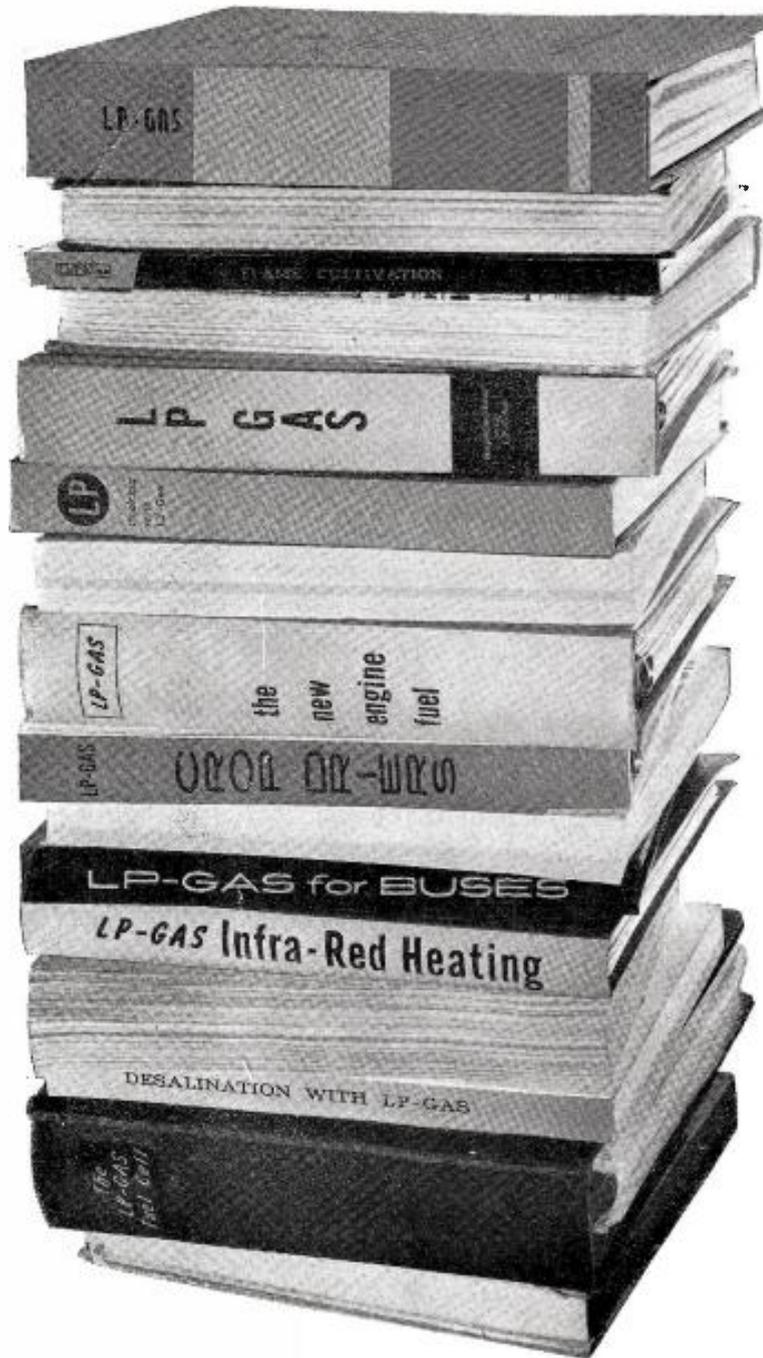
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## What U.S. correspondents think of overseas coverage

Television and radio coverage of America by foreign newsmen 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 employed 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 levelled 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 newsmen-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 newfilm 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 Colingwood, 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):

74 (PROGRAMING)

WMBR Jacksonville and WPCF Panama City, both Florida; WIRL 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 Charlottesville, Va., and WBIZ Eau Claire, Wis.

*Grand Ole Opry* (WSM Inc.): WENC Whiteville and WBBB Burlington, both North Carolina; WGRV Greeneville, Tenn.; KQOT Yakima, Wash.; KVRE Santa Rosa, Calif., and WIII Homestead, Fla.

*Bird Watching Society* (A.R.B. Productions Inc.): WEAN Providence, R. I.; WINA Charlottesville, Va., and WMRP Flint, Mich.

*Take Five To Laugh* (F-P Productions): WRMN Elgin and WIXN Dixon, both Illinois; KUIK Hillsboro, Ore.; WHUC Hudson, N. Y.; WION Ionia, Mich., and WAUK Waukesha, Wis.

*Wonderful World of Sports* (F-P Productions): WRKD Rockland, Me., and WMVR Sidney, Ohio.

### TV series sales . . .

*Virginia Graham's Girl Talk* (ABC Films): WKBW-TV Buffalo; WSOC-TV Charlotte, N. C.; WHIO-TV Dayton, Ohio; WJXT-TV Jacksonville, Fla.; WLYH-TV Lebanon, Pa.; WCKT(TV) Miami; WTMJ-TV Milwaukee, and KGO-TV San Francisco.

*Hayride* (ABC Films): WHEN-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 McCarthy—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 still 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 up 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 newsreel clips of major events supplied by syndication," Mr. Nessen reported. He add-

ed: "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, 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.

*Combat!* (ABC Films): WDEF-TV Chattanooga; WGN-TV Chicago; WTVM-TV Columbus, Ga.; WHYN-TV Springfield, Mass., and KTSB-TV Topeka, Kan.

*Hurdy Gurdy* (ABC Films): KBOI-TV Boise, Idaho; WTVW-TV Evansville, Ind.; WPIX-TV New York, and WSJS-TV Winston-Salem, N. C.

*Movies for Swingers* (Official Films): WPHL-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 wswotv 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.

BROADCASTING, August 14, 1967

**ST. LOUIS HAS KXOK**

**KXOK HAS SUPERFUN**

**BUD CONNELL THINKS SUPERFUN IS A GRABBER!**

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

**SUPERFUN is the only radio comedy service in the world.**

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

**MBA**  
MEL BLANC ASSOCIATES, INC.

Crossroads of the World • Hollywood California 90028 • Hollywood 6-6127

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Clark



Mr. Cram

**Leonard J. Clark Jr.** and **Harkness W. Cram Jr.**, account supervisors with J. Walter Thompson Co., New York, elected VP's. **Nathan Pinsof**, 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 Pflieger**, to senior associate media director. Each will head operating unit of media department and report to **Thomas J. Glynn**, department director.

**Robert J. Cohen**, VP of Ed St. Aubin Associates Inc., Manchester, N. H., named president, succeeding **Edward G. de St. Aubin**, agency founder, who becomes board chairman, consultant and account supervisor. **Lucille M. Kelley**, treasurer, named VP and treasurer.

**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 Drewett**, 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.



Mr. Keoughan

**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 KNUZ 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.

**Edward Lloyd**, financial assistant to president of Dreher Advertising Inc., New York, named VP of finance.

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

**Jimmy Rogers**, sales manager of Jefferson Productions of Charlotte, N. C., joins Cargill, Wilson & Acree there as radio-TV director.

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



Mr. Bumstead

**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 WPIX-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 programing.

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

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

**Arnold Starr**, account executive with Radio Advertising Representatives,

New York, joins WJZR 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 WHDH-AM-FM-TV Boston, and WJAR Providence, R. I., appointed eastern sales manager for Knight Quality Radio Stations (group owner), Portsmouth, N. H.

**E. Jay Swindell**, advertising supervisor of B. F. Goodrich Tire Co., Akron, Ohio, appointed manager-passenger tire advertising. **Larry B. Fullen**, advertising supervisor, named manager—sales promotion. **Robert L. Baker**, merchandise manager—retail rubber, for Goodrich, appointed manager—field merchandising.

**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.

**Robert L. Ervin**, account executive with N. W. Ayer & Son, Philadelphia, named account supervisor.



Mr. Ingraham

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

**Mort Barrett**, with Edward Petry & Co., New York, joins WROC-TV Rochester, N. Y., as national sales manager.

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

**Hal Protter**, 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 KPIX(TV) San Francisco, appointed special representatives in special projects department

of Television Advertising Representatives, New York.

**Frank Martin**, John Blair Co., elected president of Station Representatives Association succeeding **Ed Shurick**, of H-R Television. Other officers elected: **Martin L. Nierman**, Edward Petry & Co., vice president; **Adam Young**, Adam Young Inc., secretary, and **J. W. Knodel**, Avery-Knodel Inc., treasurer. Directors elected: **Peggy Stone**, Stone Representatives Inc.; **Edward Codel**, The Katz Agency; **Robert Eastman**, Robert E. Eastman and Co.; **Lloyd Griffin**, Peters, Griffin, Woodward, and **Frank M. Headley**, H-R Representatives. Mr. Shurick automatically became a director.

**Dick Splaver**, production coordinator, and **Robert R. Greene**, production manager, both for John Urie & Associates, Hollywood, named associate producers for commercial production firm.

**William E. Parke Jr.**, with WMAJ State College, Pa., joins KQV Pittsburgh, as account executive.

**Bill Gohde**, with Leo Burnett Co., Chicago, joins Kenyon & Eckhardt Inc., that city, as copy writer.



Mr. Jordan  
of New York.

**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

**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 Lefton 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 WELK Charlottesville, Va., and WLWT-TV Cincinnati, joins sales staff of WLVA 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 WSDM(FM) there.



Mr. Jakeway

**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 in 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 WFBC 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.

**James I. Scott**, VP in charge of KAYC and KAYD(FM) Beaumont, Tex., named VP and operations manager of KNUZ and KQUE(FM) Houston. **Edgar E. Dittert**, station manager of KAYC and KAYD, appointed general manager. **C. Webb Hunt**, program director of KQUE, named operations manager.

**William F. Summers** appointed general manager of WLOU Louisville, Ky., replacing **Elton B. Chick**, who transfers to WCIN 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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To learn more, call the manager of your nearest BBB. Association of Better Business Bureaus International, Chrysler Building, New York, N. Y. 10017.



rectors of Teleprompter Corp., New York.

**Bernie Wilson**, manager of KAWT Douglas, Ariz., named manager of KFBR, permittee in Nogales, Ariz.



Mr. Fredrikson



Mr. Abbott

**Robert E. Fredrikson**, treasurer, named VP and treasurer of Gilmore Broadcasting Corp. of Arizona, Indiana, Missouri and Virginia. **J. Harry Abbott**, general manager of Gilmore Broadcasting Corp. of Virginia, named VP and general manager of company's WSVA-AM-FM-TV Harrisonburg, Va.

**Robert H. Badger**, formerly with WBAZ Kingston, and WPTR Albany, both New York, appointed manager of WMID Atlantic City.

**Bob Lunningham**, station manager of KRZE Farmington, N. M., joins KHAP Aztec, N. M., as station manager.

**Dale Leeson**, 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 WPHL-TV, that city.



Mr. Bell

**Glenn Bell**, program manager, WMAQ-AM-FM Chicago, joins KSO Des Moines, Iowa, as general manager.

**Harry Barker**, account executive with KMED-TV Medford, Ore., joins KQMS Redding, Calif., as general manager.

## PROGRAMING

**Victor M. Carter**, chairman and director of Republic Corp., Beverly Hills, Calif., film processor, resigns. **Gerald B. Block**, president, assumes additional post of chairman.

**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 Studios. 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 *Ironsides* 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 WTAE Pittsburgh.

**Dave Sennett**, with WKBW Buffalo, N. Y., appointed program director of WKRC-AM-FM Cincinnati, replacing **Ted McKay**.

**Reb Foster** appointed program director for KRLA 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 KNUZ Houston, named program director.

**Carl Wendelken** named program director of WMNI-AM-FM Columbus, Ohio, replacing **William Robinson**, who becomes station manager of WVIC-AM-FM East Lansing, Mich.

**Ed Wickenheiser**, with WGAL Lancaster, Pa., joins WCOY Columbia, 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 WHAT 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, VP's; **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.

**Al Bialek**, sales manager for Screen Gems Inc., New York, appointed sales manager for Filmexpress, print expediting division of Filmex Inc., New York.

**Arnold Lewis**, manager of licensing for CBS Films Inc., New York, appointed director of licensing and development, succeeding **Murray Benson**, who becomes VP of new CBS/Hot Group (BROADCASTING, Aug. 7).

**Harry W. Cunningham**, formerly with WNYS-TV Syracuse, N. Y., and Park City Advertising Agency, Bridgeport, Conn., joins noncommercial WCNY-TV Syracuse, N. Y., as instructional television producer-director.

**Jimmie E. Hollingsworth**, with WLVA-AM-TV Lynchburg, Va., appointed production manager. **George U. Lyon**, film operations manager for WLVA-TV, named film manager.

**Steven W. Katz**, with ABC-TV, New York, joins Audio Productions Inc. of New York and Los Angeles, as TV account representative.

## NEWS

**Melvin B. Shestack** appointed writer/producer for CBS News, radio, in New York, succeeding **Martin Plissner**, who joins CBS News election unit.

**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 Vaughn**, 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 WFIL-AM-FM-TV Philadelphia, as news director.

**John H. Bennett** appointed AP regional membership executive for radio-TV 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

California, northern Nevada, and Arizona. **Gary L. Guisinger**, AP photographer, Denver, joins Albany, N. Y., bureau. **Robert A. Brown**, with *Daily Bond Buyer*, New York, also joins AP in Albany as newsman. **Elvin F. Russell Jr.**, photographer at *Dallas Times Herald*, moves to AP, Columbus, Ohio.

**Dick Ford**, newscaster for WTAE-TV Pittsburgh, named news director of WTAE-AM-FM-TV.



Mr. Rotman

**Bern Rotman**, managing editor of news for WDSU-AM-FM-TV New Orleans, appointed news director of KDKA-TV Pittsburgh.

**Marc McCulloch**, assistant news director for WKBN-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 KNUZ 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 WEEI 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, joins 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 KCKN Kansas City, Kan., as newsmen.

## FANFARE

**Kenneth M. Grant**, in charge of promotion department of KNUZ 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/

## 21 SMPTE fellows named

Twenty-one members of Society of Motion Picture and Television Engineers have been made fellows of SMPTE. Among them: **Charles Edward Anderson**, Ampex Corp.; **Michael W. S. Barlow**, Canadian Broadcasting Corp.; **Richard M. Hyde**, CBS News; **Harry R. Lubcke**, consultant; **Robert M. Moris**, ABC, and **Frederick M. Remley Jr.**, university of Michigan.

publicity director of WLWD(TV) Dayton, Ohio, replacing **Robert F. Tolliver**, who becomes sales manager for Steel-Craft 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 wowo 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 Inc., 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 KNUZ and KQUE(FM) Houston, elected VP, engineering.

**William Large** appointed assistant chief engineer of WRCP-AM-FM Philadelphia.

**George C. Kanen**, former VP, Entron Inc., Silver Spring, Md., joins Jack A. Rickel Associates, Washington, as associate.

**Robert L. Halpern**, director of operations for Concord Electronics Corp., Los Angeles, named VP and general manager.

**Paul L. Schiavone**, controller of semiconductor division of Sylvania Electric Products Inc., New York, named to newly created post of director of operations analysis for Sylvania Electric Products. **Patrick R. Wilson**, publicist for advertising and sales promotion department of General Electric Co., Schenectady, N. Y., appointed project manager in PR department of Sylvania Electric Products, New York.

**A. A. Stroka** appointed video national sales manager for audio/video com-

munications division of Ampex Corp., Redwood City, Calif. **Kenneth Herring** named video western region sales manager. **Len Hase** named video midwest region sales manager. **Richard Sirinsky** named Northeast region sales 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.

**Joseph B. Einsidler** appointed instruments sales manager of government and industrial division of Jerrold Electronics Corp., Philadelphia.

**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 newsman and British ambassador in Athens until July, returns to BBC as governor, succeeding **Sir Ashley Clarke**.



Mr. Baumgardt



Mr. Beaumont

**Horst Baumgardt**, managing director of Baumgardt/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.



Mr. Johnston



Mr. Roach

**Tony Essex**, producer, BBC-TV documentary department, London, joining Yorkshire Television Network, Leeds, as documentary head.

**Barrington Boardman**, account supervisor and VP, Ted Bates & Co., New York, elected senior VP of Ted

Bates International. He will be based at Hobson, Bates & Partners Ltd., London, as account management head of Colgate-Palmolive Ltd.

Frank J. Eckert, staff engineer, NBC International's South Vietnam television project under contract with U.S. government, replaces Carl Rust as chief engineer. Mr. Rust has returned to U.S. because of illness in family. William J. Eilers, with Wood Grand Rapids, Mich., named engineer to NBC International project in Saudi Arabia.

Ross McLean, producer for Canadian Broadcasting Corp., Toronto, named executive producer of hour-long public affairs series to be seen 10 p.m. Sun-

days on CBC-TV.

## DEATHS

Mrs. Catherine Murrey Daniel, 57, VP of WSAV-AM-TV Savannah, Ga., and wife of Harben Daniel, president of WSAV-AM-TV, died Aug. 8 in head-on car collision near King City, Calif. Accident also resulted in death of Mrs. Robert Long, 30, daughter of Mr. and Mrs. Daniel; Robert Long, 30, son-in-law, and Christopher Long, nine-month old grandson. Two other grandchildren were injured. Mrs. Daniel is survived by her husband and one daughter.

Robert F. Tait, 47, VP and assistant general manager of All-Canada Radio

and Television Ltd., died July 31 in Toronto hospital after suffering heart attack. He is survived by his wife and daughter.

James Lee Capps Jr., 47, announcer at WKIX Raleigh, N. C., died Aug. 4 in Rex hospital in Raleigh. He is survived by his wife, Aimee; son, and daughter.

Grady H. Vaughn Jr., 46, principal with Cecil Trigg of former Trigg-Vaughn Stations, died Aug. 9 after long illness. Services were scheduled to be held in Dallas on Friday (Aug. 10). Trigg-Vaughn stations were sold to Doubleday Co. early this year in \$14 million deal (BROADCASTING, Feb. 6).

## 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.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—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 (572-578 mc); ERP 871 kw vis., 129 kw aur. Ant. height above average terrain 280 ft.; ant. height above ground 302 ft. P. O. address: 300 Stratford Road, Winston-Salem, N. C. 27103. Estimated construction cost \$450,865; first-year operating cost \$569,585; revenue \$225,000. Geographic coordinates 37° 57' 22" north lat.; 121° 17' 10" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer A. D. Ring & Associates, both Washington. Principals: James W. Coan, chairman of board and assistant treasurer (12.43%), John G. Johnson, president (8.08%), 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 VHF ch. 13 (210-216 mc); ERP 11 kw vis., 5.5 kw aur. Ant. height above average terrain 130

ft.; ant. height above ground 245 ft. P. O. address: c/o Denmar building, 880 East Sahara, Las Vegas 89105. (Group seeks to take over facilities of KSHO-TV, whose license has not been renewed.) Interim corporation estimates that during initial period of operation broadcast expenses will not exceed broadcast revenues by more than \$10,000 per month as outside figure. Interim operation anticipates that this figure will not exceed \$5,000 per month. Corporation will pay KSHO-TV \$94,500 for equipment. Geographic coordinates 36° 08' 32" north lat.; 115° 09' 37" west long. Type trans. RCA TT-2AH. Type ant. RCA TF-6A1. Legal counsel Mullin and Connor Washington. Principals: Arthur Powell Williams, vice chairman and director; Desert Broadcasting Inc., Ralph Denton, director; Ettlinger Broadcasting Corp., John A. Ettlinger, director; Clark County Communications, Meyer (Mike) Gold, director; and Talmac Inc., William R. Morse, director (each 20%). Each principal applied separately for ch. 13. Action Aug. 9.

Rochester, N. Y.—Flower City Television Corp. FCC granted VHF ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft.; ant. height above ground 518 ft. P. O. address: 45 Exchange Street, Rochester. Estimated construction cost \$1,044,697.53; first-year operating cost \$1,000,000; revenue \$1,200,000. Geographic coordinates 43° 00' 25" north lat.; 77° 32' 15" west long. Type ant. RCA TW-15A13-P. Type trans. RCA TT 25CH. Legal counsel Pierson, Ball, Dowd; consulting engineer Russell P. May, both Washington. Principals: John L. Wehle, chairman of board, Harper Sibley, Jr., president. G. Bennett Larson, executive vice president and general manager. Mr. Wehle is president and part owner of Genesee Brewing Co.; secretary-treasurer and 1/3 owner of real estate company and owner with wife in stock farm. Mr. Sibley is in insurance, banking, telegraph company, packaging company, housing corporation, real estate,

lumber, furniture manufacturing and leasing and trust company. Mr. Larson has no other present business interests greater than 25% indicated. Action Aug. 3 by decision.

St. Cloud, Minn.—S.E.S. Television Co. Broadcast Bureau granted UHF ch. 19 (500-506 mc); ERP 125 kw vis., 24.5 kw aur. Ant. height above average terrain 490 ft., above ground 535 ft. P. O. address: c/o John F. Weber, 803 St. Germain St., St. Cloud 56301. Estimated construction cost \$317,000; first-year operating cost \$314,000; revenue \$366,000. Studio and trans. to be located in Stearns county, Minn. Geographic coordinates 45° 31' 31" north lat., 94° 09' 55" west long. Type trans. G.E. TT-58-A; type ant. G.E. TV-23-3(3). Consulting engineer Nathan William Oshkosh, Wis. Principals: John F. Weber, Edward C. Ellsworth (each 49.5%), Juleta R. Weber and Roberta B. Ellsworth (each .5%). Mr. Weber is in men's clothing business and real estate. Mr. Ellsworth is in restaurant supply company and men's clothing store and real estate. Action Aug. 7.

Richmond, Va.—Virginia Telecasters Inc. FCC granted UHF channel 35 (596-602 mc); ERP 214 kw vis., 21.4 kw aur. Ant. height above average terrain 800 ft., above ground 1,289 ft. P. O. address: c/o David L. Steel Sr., 3805 Cuthshaw Ave., Richmond 23221. Estimated construction cost \$659,334; first-year operating cost \$454,280; revenue \$470,000. Studio and trans. locations both Richmond. Geographic coordinates 37° 28' 38" north lat., 77° 37' 09" west long. Type trans. Townsend TA-55AT, type ant. RCA TFU30J. Legal counsel Samuel Miller, consulting engineer David L. Steel Sr., both Washington. Principals: Harold W. Twisdale, president (25%), Robert Brooks Ritchie, vice president (10%), David L. Steel Sr. executive vice president (25%), D. Wayne Light secretary-treasurer (10%). Dr. Twisdale owns 20% of WCTU-TV Charlotte, N. C. and WMTU-TV (CP) Memphis; Mr. Steel owns 20% of WCTU-TV and 8.5% of WMTU-TV. Mr. Ritchie is general contractor. Mr. Light owns motel. Action Aug. 2.

#### 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 television 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.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV proceeding designated Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for Sept. 28 and hearing for Nov. 6 (Docs. 17609-10). Action Aug. 2. And in Augusta, Ga. (Augusta Telecasters Inc. and Georgia-Carolina Industries Inc.) TV proceeding designated Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Oct. 4 and hearing for Nov. 6 (Docs. 17611-2). Action Aug. 2.

#### RULEMAKING ACTION

Eureka, Calif. Redwood Empire Educational Television Inc.—Granted request for



## EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

designation of television ch. 13, Eureka, Calif., as noncommercial, educational channel. Action Aug. 2. Ann. Aug. 8.

#### DESIGNATED FOR HEARING

■ King's Garden Inc., Seattle, application for new TV to operate on ch. 22 designated for hearing. Hearing issues include financial qualification and failure to show good cause for location of main studio outside city limits of principal city. (By order.) Action Aug. 9.

#### Existing TV stations

##### FINAL ACTIONS

KITR(TV) San Bernardino, Calif.—Broadcast Bureau granted mod. of CP to change name of permittee to Faith Center. Action Aug. 1.

WTVJ(TV) Miami—Broadcast Bureau granted license covering changes in station. Action Aug. 1.

WDEF-TV Chattanooga—Broadcast Bureau granted license to utilize formerly licensed ant. as an auxiliary ant.; condition. Action Aug. 4.

■ Broadcast Bureau granted licenses covering changes in following stations: WSBT-TV (main trans. and ant. and auxiliary ant.) South Bend Tribune, South Bend, Ind.; WDEF-TV, Roy H. Park Broadcasting of Tennessee Inc., Chattanooga and WTVK(TV) South Central Broadcasting Corp., Knoxville, Tenn. Action Aug. 2.

##### OTHER ACTION

■ KAKS-TV, ch. 42, Omaha, Ak-Sar-Ben Broadcasting Inc. permittee. Commission granted request by KAKS-TV and reconsidered its action of May 10. Action had denied KAKS-TV request for waiver of Sec. 1.534(b) and grant of CP to replace expired permit. At same time, commission reinstated call letters which had been deleted. Sec. 1.534(b) of rules requires that an application for CP to replace an expired permit must be filed within 30 days of the expiration date of authorization which is sought to be replaced. (By order.) Action Aug. 9.

##### CALL LETTER ACTION

■ WCHU(TV), Plains Television Corp., Danville, Ill. Granted WICD(TV).

#### New AM stations

##### APPLICATIONS

Boynton Beach, Fla.—North American Broadcasting Inc. Requests facilities of WZZZ Boynton Beach: 1510 kc. 1 kw-D. P. O. address: 3251 Spears Road, Nashville 37207. Estimated construction cost \$23,700; first-year operating cost \$36,272, revenue \$60,000. Principals: Marquis C. Prichard Jr., president and treasurer, Noel Ball and Richard D. Huneycutt, vice presidents (each 33 1/3%). Mr. Prichard is assistant vice president of programming for WLAC-AM-FM Nashville. Mr. Huneycutt is account executive for WMAK Nashville. Mr. Ball has stock and is announcer at WMAK and owns 50% of music publishing company. Request waiver of Sec. 73.37 of rules. Ann. Aug. 9.

Mount Pleasant, Iowa.—Frank J. Herges, James J. Delmont, Vern McDonough, Leo C. Brau, E. N. Walker, Clarence C. Van Amerongen, Edwin W. Pook, James T. McCabe, Dwight C. Wredenburg, Marlon M. Coons and William J. Hart d/b as Mount Pleasant Radio Co. Seeks 1190 kc. 250 w-D. P. O. address: 118 South Main Street, River Falls, Wis. 54022. Estimated construction cost \$39,215; first-year operating cost \$44,500, revenue \$60,000. Principals: Mr. Delmont is 25% owner of new AM filed for River Falls, Wis., and 20% owner of new AM filed for Chariton, Iowa. Mr. Herges is 25% owner of new AM filed for River Falls, Wis., and 7% owner of new TV filed for Rochester, Minn. Mr. McDonough is 19% owner of new AM filed for Chariton, Iowa with Messrs. Vredenburg and Coons each owning 1%. Ann. Aug. 9.

Winona, Miss.—Tri-County Radio Inc. Seeks 1190 kc. 500 w-D. P. O. address: Highway 82 West, Winona 38967. Estimated construction cost \$25,314.70; first-year operating cost \$23,108.80, revenue \$54,360. Principals: M. E. Daves Jr., president, Davis Hurb, vice president et al. Mr. Daves owns furniture business. Mr. Hurb owns ladies clothing store. Ann. Aug. 9.

Peterborough, N. H.—B. R. Bartlett, Paul K. Stewart, Ralph D. Teunis Jr. d/b as Contoocook Broadcast Co. Seeks 1050 kc. 1 kw-D. P. O. address: Box 12, Harrisville, N. H. 03450. Estimated construction cost \$25,275.82; first-year operating cost \$40,000; revenue \$45,000. Principals: Mr. Bartlett (52%) is chief engineer of WWRL New York. Mr. Stewart (24%) is sole owner and operator of mail order business. Dr. Teunis (24%) is optometrist. Ann. Aug. 3.

LaFollette, Tenn.—Ayers & Roach Broad-

casting Co. Seeks 1540 kc. 1 kw. P. O. address: Box 341, LaFollette 37766. Estimated construction cost \$24,170; first-year operating cost \$40,000, revenue \$45,000. Principals: Roy L. Ayers and Joe U. Roach (each 50%). Mr. Ayers leases and operates cafeteria and restaurant; 50% partner in vending machine operation; owns real estate company, ice company and vending machine company. Mr. Roach operates restaurant. Ann. July 31.

New Boston, Tex.—Jack R. Reeves, Earl M. Jones and William A. Reeves d/b as Reeves Broadcasting Co. Seeks 1530 kc. 1 kw-D. P. O. address: South Reine Street, Mena, Ark. 71953. Estimated construction cost \$28,970; first-year operating cost \$30,000, revenue \$42,000. Principals: Each of men above own 33 1/3%. Mr. Reeves is employe of KENA Mena, Ark. Mr. Jones is share owner of Belk-Jones Dept. Store and holder of investments and development. Mr. Reeves is in livestock, ranching and investment. Ann. Aug. 9.

##### FINAL ACTIONS

Williams, Ariz.—Grand Canyon Aircasters. Broadcast Bureau granted 1240 kc. 250 w. 1 kw-LS., U. P. O. address: 101 5th Ave., Scottsdale, Ariz. 85252. Estimated construction cost \$17,215; first-year operating cost \$24,000; revenue \$29,000. Principals: John Howard Conner (66.67%) and Richard B. Gilbert (33.33%). Mr. Conner is president of bank. Mr. Gilbert is president of Aircasters Inc., broadcast consultants. Action Aug. 1.

Chiefland, Fla.—White Construction Inc. Broadcast Bureau granted CP for new AM broadcast to operate on 940 kc. 500 w-D; conditions. Action Aug. 4.

Hardinsburg, Ky.—Breckinridge County Broadcasting Co. FCC granted 1520 kc. 250 w. D. P. O. address c/o R. D. Ingram, Campbellsville, Ky. Estimated construction cost \$23,596; first-year operating cost \$30,000; revenue \$30,250. Principals: Dr. O. C. Carter, Paul Fuqua and R. D. Ingram (each 33 1/3%). Mr. Ingram is president of WSVL Shelbyville, Ky. Dr. Carter is chiropractor. Mr. Fuqua is Kentucky state senator from 32nd district. Action Aug. 9.

Jamestown, Tenn.—R. Gene Cravens and Denton E. Burden db/as Fortress County Broadcasting Co. FCC granted 1500 kc. 1 kw. (500 w-CH). D. P. O. address: c/o Gene Cravens, 311 S. Main St., Crossville, Tenn. 38555. Estimated construction cost \$16,068; first-year operating cost \$35,000; revenue \$38,500. Dr. Cravens is physician in Crossville, Tenn.; Mr. Burden is pharmacist in Jamestown, Tenn. Dr. Cravens is 50% owner of WLET-AM-FM Toccoa, Ga., and 50% owner with Mr. Burden of WDEB-FM Jamestown, Tenn. Action Aug. 9.

##### OTHER ACTIONS

■ Henderson, Nev. standard broadcast proceeding Docs. 16813-14 granted petition filed Aug. 4 by Broadcast Bureau and extended to Sept. 1 time to file reply to opposition to petition to enlarge issues filed June 29 by Broadcast Bureau. Action Aug. 8.

■ Wilkesboro, N. C., standard broadcast proceeding Doc. 16311 granted petition filed on Aug. 7, by Wilkes County Radio and extended to August 14, the time for filing replies to exceptions to initial decision. Board members Berkemeyer and Kessler absent. Action Aug. 9.

■ Lebanon Pa. standard broadcast proceeding Docs. 15835-36, 15838-15839 granted request filed Aug. 4 by Broadcast Bureau and extended to Aug. 18 time to file responsive pleadings to petition for leave to amend filed by Lebanon Valley Radio and the petition to dismiss application filed by Cedar Broadcasters on July 26. Board member Nelson abstaining. Board members Berkemeyer and Kessler absent. Action Aug. 8.

■ Burlington, Vt. standard broadcast proceeding Docs. 16972-73 granted joint petition for approval of agreement filed March 7 by Carter Broadcasting Corp., and Metro Group Broadcasting Inc.; approved agreement; dismissed with prejudice application of Carter Broadcasting Corp.; granted (with presurise condition) application of Metro Group Broadcasting Inc., for CP for standard broadcast station in Burlington, Vt., utilizing frequency 1070 kHz; and terminated proceeding. Board members Berkemeyer and Kessler absent. Action Aug. 8.

■ Bellevue, Wash. standard broadcast proceeding Docs. 16609-10 granted joint petition for approval of agreement filed June 20 by Northwest Broadcasters Inc. (KBVU) and Bellevue Broadcasters (KFKF); approved agreement; dismissed with prejudice application of Northwest Broadcasters Inc.; granted (with condition) application of Bellevue Broadcasters for CP for standard broadcast station in Bellevue, Wash. utilizing frequency 1540 kHz; and terminated proceeding. Board members Berkemeyer and Kessler absent. Action Aug. 8.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Williamsburg-Suffolk, Va. (Virginia Broadcasters and Suffolk Broadcasters) AM proceeding designated Examiner Millard F. French to serve as presiding officer; scheduled a prehearing conference for Sept. 26 and hearing for Oct. 25 (Docs. 17605-6). Action Aug. 2.

■ By Hearing Examiner Thomas H. Donahue in St. Charles, Mo. (Michael S. Rice et al.) AM proceeding granted petition by Cecil W. Roberts and dismissed, but with prejudice, his application (Doc. 17422; BP-17156). Action Aug. 2.

■ Hearing Examiner Charles J. Frederick in South Beloit, Ill.-St. Louis (Salter Broadcasting Co., WBEL et al.) AM proceeding dismissed as moot petition by Prudential Broadcasting Co. for clarifying order (Docs. 17209 et al.). Action Aug. 1.

■ Hearing Examiner Isadore A. Honig in Lima-Henrietta-Geneseo-Warsaw, N. Y. (Eilm Bible Institute Inc. et al.) AM proceeding on examiner's own motion, continued Sept. 18 prehearing conference to Oct. 4 (Docs. 17570-3). Action Aug. 3.

■ Hearing Examiner Forest L. McClennin in Costa Mesa-Newport Beach, Calif. et al. (Charles W. Jobbins et al.) AM proceeding extended from Oct. 19 to Nov. 20 date to file proposed findings (Docs. 15752 et al.) Action Aug. 2.

#### RULEMAKING ACTION

■ Ch. 273 substituted for ch. 272A at Roanoke Rapids, N. C.; ch. 272A deleted at Goldsboro, N. C. Halifax Broadcasting Inc. licensee of WCTB Roanoke Rapids, N. C., petitioned for change (RM-1034). Commission stated that to insure adequate use of channel assignment station using channel shall use facilities of at least 100 kc ERP and 500 ft. antenna height or equivalent. These facilities will provide wide coverage and adequate use will be made of class C channel and service will be provided to a large underserved area. (By third report and order, Doc. 17095.) Action Aug. 9.

#### CALL LETTER APPLICATIONS

■ Home Service Broadcasting Corp., Natick, Mass. Requests WGTR.

■ Frank Quinn, Albuquerque, N. M. Requests KOTV.

■ James L. Hutchens, Central Point, Ore. Requests KPTN.

#### CALL LETTER ACTION

■ West Central Ohio Broadcasters, Xenia, Ohio. Granted WELX.

#### DESIGNATED FOR HEARING

■ FCC by Broadcast Bureau designated Fred Kaysbler, Alamogordo, N. M., Edward D. Hyman tr/as Sierra Blanca Broadcasting Co. (KRRR) Ruidoso, N. M., applications for AM stations consolidated hearing, Kaysbler for new station to operate on 1360 kc. 5 kw-D; Sierra Blanca Broadcasting Co. requests change from 1340 kc. 205 w. 1 kw-LS, U, to 1360 kc. 5 kw-D. Action by order July 25.

#### Existing AM stations

##### APPLICATION

KFMQ Lincoln, Neb.—Seeks amendment to application for CP (which requests install new trans., install dual polarized ant., change frequency, and increase TPO, ERP and HAAT) to change frequency to 101.9 mcs. ch. 270. Ann. Aug. 4.

##### FINAL ACTIONS

WRAG Carrollton, Ala.—Broadcast Bureau granted CP to make changes in ant. system; condition. Action Aug. 7.

WJLD Homewood, Ala.—Broadcast Bureau granted license covering change in ant. system. Action Aug. 3.

KDMS El Dorado, Ark.—Broadcast Bureau granted CP to change ant.-trans. location (main), and location of auxiliary trans. and studio to 1/4 mile from city limits on Highway 82 West, El Dorado, make changes in ant. Action Aug. 2.

KRIL El Dorado, Ark.—Broadcast Bureau granted CP to change ant.-trans. and studio location to West Hillsboro, approximately 1/4 mile from city limits on Highway 82 West, El Dorado, increase antenna height to 300 ft. Action Aug. 2.

KCLS Flagstaff, Ariz.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Kaibab Lane, Flagstaff, install new trans. (day); night (2 main trans.); condition. Action Aug. 3.

WSBR Boca Raton, Fla.—Broadcast Bureau granted renewal of license; condition that the assignment of license covered be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action Aug. 2.

WAME Miami—Broadcast Bureau granted

CP to install trans. at main trans. location as an alternate main trans. Action Aug. 7.

**WYLD New Orleans**—Broadcast Bureau granted CP to install an auxiliary trans. (night only) at main trans. location to be operated on 940 kc, 500 w. Action Aug. 3.

**WMEX Boston**—Broadcast Bureau granted CP to install an auxiliary trans. at main trans. location to be operated on 1510 kc, 1 kw. Action Aug. 3.

**KMHL Marshall, Minn.**—Broadcast Bureau granted CP to make change in ant. system; conditions. Action Aug. 3.

**WPFB Middletown, Ohio**—Broadcast Bureau granted license covering change in ant.-trans. location and studio location, ant. system. Action Aug. 3.

**WLLL Lynchburg, Va.**—Broadcast Bureau granted CP to increase power from 1 kw to 5 kw, and install new trans.; condition. Action Aug. 4.

**WPMH Portsmouth, Va.**—Broadcast Bureau granted mod. of CP to change ant.-trans. location to west side of Property Route 17A 600 ft. south of intersection of Gum Road and Property Route 17A, near Boone, Va., make change in DA pattern (MEOV). Action Aug. 7.

■ Broadcast Bureau granted licenses covering following new low power stations: **WAVE Inc., Louisville, Ky.**; and **General Electric Broadcasting Inc., Nashville.** Action Aug. 1.

■ Broadcast Bureau granted licenses covering following AM's: **WCBK Morgan County Broadcasters Inc., Martinsville, Ind.**; **WKXI South C. Ewins t/as Lancaster Broadcasters, Lancaster, Ky.**; **WENR Norman Thomas & Associates Inc., Englewood, Tenn.** and **WTNE Trentone Inc., Trenton, Tenn.** Action Aug. 4.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: **KNOE Monroe, La.**; **WEKY Richmond, Ky.**; **WJLD Homewood, Ala.** and **WTTS Bloomington, Ind.** Action Aug. 3.

#### OTHER ACTIONS

■ **WNTN, Newton Broadcasting Co., Newton, Mass.** Commission waived Sec. 73.24(g) of its rules and granted application to change ant.-trans. site. Grant was based on condition that WNTN adjust all reasonable complaints of blanketing interference within one-volt-per-meter contour. WNTN holds CP for 1550 kc, 10 kw, nondirectional. Sec. 73.24(g) specifies that population residing within one-volt contour shall not exceed 1.0% of population within the 25 mv/m contour. Action Aug. 9.

■ **KTOO, KTOO Broadcasting Inc. and Cragin Broadcasting Co., Henderson, Nev.** Joint petition for reconsideration and approval of agreement denied. Cragin, applicant for new AM (1280 kc, 5 kw-D) and KTOO (1280 kc, 5 kw-D), applicant for renewal of license of KTOO, petitioned for reconsideration of commission action of April 6. Commission in its action of that date denied applicants' request for approval of a drop-out agreement. In proposed agreement KTOO would reimburse Cragin for expenses incurred in exchange for Cragin's withdrawal of its application. In denying petition for reconsideration, commission also dismissed without prejudice Cragin's application for failure to prosecute. (By memorandum opinion and order.) Action Aug. 9.

■ **WXXL, operating on 970 kc, 500 w-D, in Harriman, Tenn.,** has been ordered to cease operation at end of broadcast day on August 15. Decision issued by FCC also denied application of **R. L. Crowder, doing business as the Harriman Broadcasting Co. (WXXL),** for CP for new standard broadcast station in Harriman, Tenn. Action Aug. 8, by decision.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Milton, Fla. (Milton Broadcasting Co., **WEBY**), renewal of license proceeding designated Examiner Elizabeth C. Smith to serve as presiding officer; scheduled prehearing conference for Sept. 27 and hearing for Nov. 13 (Doc. 17613). Action Aug. 2. And in Natchez, Miss. (Natchez Broadcasting Co., **WMIS**), AM proceeding designated Examiner James D. Cunningham to serve as presiding officer; scheduled prehearing conference for Sept. 27 and hearing for Oct. 31 (Doc. 17626). Action Aug. 2.

■ Hearing Examiner Thomas H. Donahue in Asheboro, N. C. (Asheboro Broadcasting Co., **WGWR-AM-FM**), proceeding granted motion by Asheboro Broadcasting Co. and continued Aug. 3 hearing to Aug. 30 (Doc. 16789). Action Aug. 3.

■ Hearing Examiner Jay A. Kyle in King, N. C. (Stokes County Broadcasting Co., **WKTE**), AM proceeding granted request by WKTE for leave to amend its application to specify one kw, nondirectional operation; returned application to processing line, and cancelled prehearing conference

scheduled for Aug. 23 (Doc. 17143). Action Aug. 1.

#### FINES

■ Broadcast Bureau by letter of August 4, notified **Piedmont Service Corp., WRFS Alexander City, Ala.,** that it has incurred apparent forfeiture liability of \$200 for violations of rules, including Sec. 73.47(a), failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Aug. 7.

■ **WAUD Auburn, Ala., Auburn Broadcasting Inc., licensee.** Directed WAUD to pay forfeiture of \$200 for repeated violation of Sec. 73.47(b) of commission's rules (failure to make available equipment performance measurements). (By memorandum opinion and order.) Action Aug. 9.

■ **KSIL Silver City, N. M., KSIL Inc., licensee.** Directed KSIL to pay forfeiture of \$200 for repeated violation of Sec. 73.47 of commission's rules (failure to make equipment performance measurements at yearly intervals). (By memorandum opinion and order.) Action Aug. 9.

■ Broadcast Bureau by letter of Aug. 4, notified **Darrel J. Iverson, KANN Ogden, Utah,** that he has incurred apparent forfeiture liability of \$200 for violations of rules, including Sec. 73.47(b). No equipment performance measurement records were available. Licensee has 30 days to pay or contest forfeiture. Ann. Aug. 7.

#### CALL LETTER APPLICATIONS

■ **WDEE, Hamden Broadcasting Corp., Hamden, Conn.** Requests **WCDQ**.  
■ **WRCR, B & G Broadcasting Inc., Maplewood, Minn.** Requests **WJSW**.

#### New FM stations

##### APPLICATIONS

\***West Hartford, Conn.**—University of Hartford. Seeks 91.3 mc, ch. 217, 1.76 kw. Ant. height above average terrain 28.5 ft. P. O. address: 200 Bloomfield Avenue, West Hartford 06117. Estimated construction cost \$25,480; first-year operating cost \$5,960; revenue none. Principals: A. M. Woodruff, chancellor; **Damon B. Smith,** assistant to chancellor, and **Stephen Langton,** secretary of University et al. Ann. July 31.

\***Cedar Rapids, Iowa**—Coe College, Dr. John A. Wilkinson. Seeks 90.5 mc, ch. 213, 10 w. Ant. height above average terrain 129.78 ft. P. O. address: 1220 First Avenue, Cedar Rapids 52402. Estimated construction cost \$5,116.38; first-year operating cost \$2,600; revenue none. Principals: **Jeffrey Fleisch,** station manager. To be administered by board of trustees. Ann. Aug. 9.

■ **Breckenridge, Minn.**—Interstate Broadcasting Corp. Seeks 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 153 ft. P. O. address: 605 Dakota Avenue, Wahpeton, N. D. 58075. Estimated construction cost \$23,415.30; first-year operating cost \$12,000; revenue \$15,000. Principals: **Robert E. Ingstad,** president. Applicant is licensee of **KBMW Breckenridge.** Ann. Aug. 7.

■ **Ahoskie, N. C.**—Roanoke-Chowan Broadcasting Inc. Seeks 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 232, Ahoskie 27910. Estimated construction cost \$14,582; first-year operating cost \$12,000; revenue \$14,000. Principals: **N. W. Garrett,** president and **P. G. Sewell,** manager. Applicant owns **WRCS Ahoskie.** Ann. Aug. 4.

■ **Park Falls, Wis.**—Northland Broadcasting Inc. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 246 ft. P. O. address: **WPPF, Park Falls.** Estimated construction cost \$15,245; first-year operating cost \$3,500; revenue \$12,000. Principals: **George Palo,** vice president and general manager. Applicant is licensee of **WPPF Park Falls.** Ann. Aug. 7.

##### FINAL ACTIONS

**Augusta, Ga., North Augusta Broadcasting Co.**—Broadcast Bureau granted 103.1 mc, ch. 276, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 333 Jefferson Davis highway, North Augusta, S. C. 29844. Estimated construction cost \$21,754; first-year operating cost \$12,000; revenue \$18,000. Principals: **Mrs. Frances Bennett,** president and secretary (99%) and **Leon L. Bennett,** vice president and treasurer (less than 1%). Mrs. Bennett is in real estate, bag and baggage, taxis and retail credit company. Mr. Bennett has interest in taxis, **Bennett & Co.,** advertising, bag and baggage, moving company and cosmetics. Applicant is licensee of **WTHB Augusta, Ga.,** and both principals have interest. Action July 31.

■ **Lapeer, Mich., Lapeer Broadcasting Co.** Broadcast Bureau granted 103.1 mc, ch. 276, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 1150 Morris Road, Lapeer 48446. Estimated construction cost

\$22,315; first-year operating cost \$10,000; revenue \$14,000. Principals: **Lapeer Broadcasting Co. owns WTHM Lapeer, Robert A. Tripp,** president and **James Harris,** first vice president (each 33.2%), **Edward P. Oyster,** vice president and general manager and **Robert R. Taylor,** secretary-treasurer (each 16.6%). Action Aug. 3.

■ **Aurora, Mo. KSWM Inc.**—Broadcast Bureau granted 100.1 mc, ch. 261, 2.7 kw. Ant. height above average terrain 170 ft. P. O. address: 23 West Locust, Aurora 65605. Estimated construction cost \$14,700; first-year operating cost \$12,000; revenue \$18,000. Principals: **Galen O. Gilbert,** president and general manager (99%) et al. Mr. Gilbert is 75% stockholder in **KBTN Neosho, Mo.**; 50% stockholder in **KOSG Parohuska, Okla.**; 49% stockholder in **KCLR Rolls, Tex.**; general manager of **KTLQ-AM-FM Tahlequah, Okla.**; 40% stockholder in **KBTN Cable TV, service corporation,** and owner of **KSWM Aurora.** Action Aug. 3.

■ **Vermillion, S. D., Siouxland Broadcasting Inc.**—Broadcast Bureau granted mod. of CP to show studio and remote control location as 23 West Main St., Vermillion; change type trans. and install dual polarized ant., ERP 3 kw, ant. height 255 ft. Action Aug. 3.

■ **Marion, Va., Emerald Sound Inv.**—Broadcast Bureau granted 102.3 mc, 273, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Highway 16 south, Marion 24354. Estimated construction cost \$22,756.48; first-year operating cost \$3,800; revenue \$10,000. Principals: **Robert S. Dix,** president. Applicant owns **WOLD Marion, Va.** Waived Sec. 73.210(a)(2). Action Aug. 1.

#### OTHER ACTIONS

■ In **New Britain, Conn.** FM broadcast proceeding, Docs. 17405-06, review board granted petition to modify issues filed June 22 by **Hartford County Broadcasting Corp.,** to extent of permitting evidence concerning duplicated programming under standard comparative issue; denied motion in all other respects. Board member **Nelson** obtaining; board members **Berkemeyer** and **Kessler** absent. Action Aug. 8.

■ In **Miami, FL** broadcast proceeding, Docs. 17401, 17403-04, granted motion to enlarge issues filed May 25 by **Mission East Co.** to extent of adding financial issues against **Miami Broadcasting Corp.** and **WSPK Broadcasters;** denied motion in all other respects. Board Member **Sione** concurring and stating that he would add the real party in interest issue. Board members **Berkemeyer** and **Kessler** absent. Action Aug. 8.

■ Commission has stayed its action of May 29, which granted **Vinita Broadcasting Inc. CP** for new FM in **Vinita, Okla.** (ch. 265, 100.9 mc). **Horace C. Boren,** licensee of **KMUS Muskogee,** and **KWON Bartlesville,** both Oklahoma, petitioned commission for reconsideration of grant. Boren has raised number of questions regarding financial and character qualifications of members of **Humphries** family who have interests in **Vinita** and have or are seeking to acquire interests in AM stations in **Dewey** and **Wagoner,** both Oklahoma. Questions relate to trafficking, unauthorized transfer of control and misrepresentation of facts. Boren also has filed petitions against pending applications (in which **Humphries** are principals) for new AM in **Dewey, Okla.** and assignment of license for **KWLG Wagoner, Okla.** Grant was stayed to permit commission time to resolve issues which have been raised by allegations made by **Boren.** Action by Broadcast Bureau, August 7, by order.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in **Rockford, Ill.** (Quest For Life Inc. et al.) FM proceeding designated Examiner **David I. Kraushaar** in lieu of Examiner **Sharfman** to preside in proceeding (Docs. 17591-3). And in **New Orleans (Americana Broadcasting Corp. and Loyola University)** FM proceeding designated Examiner **Isadore A. Honig** to serve as presiding officer; scheduled prehearing conference for Sept. 27 and hearing for Nov. 6 (Docs. 17607-8). Action Aug. 2.

■ Hearing Examiner **Charles A. Frederick** in **New York-Teaneck, N. J.** (New York University and Fairleigh Dickinson University) educational-FM proceeding granted petition by **New York University** for leave to amend its application which consists of statement by **Harold B. Whiteman Jr.,** Assistant to President for Student Affairs and four exhibits (Docs. 17454-5). Action Aug. 1.

■ Hearing Examiner **Jay A. Kyle** in **Gate City, Va.-Kingsport, Tenn.** (Tri-Cities Broadcasting Corp. and **Palmer-Dykes Broadcasting Co.**) FM proceeding scheduled oral argument for Aug. 4 petition by **Tri-Cities** for leave to amend its application (Docs. 17575-6). Action Aug. 1.

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Aug. 10

|                    | Lic.               | ON AIR<br>CP's | NOT ON AIR<br>CP's |
|--------------------|--------------------|----------------|--------------------|
| Commercial AM      | 4,120 <sup>1</sup> | 24             | 77                 |
| Commercial FM      | 1,632              | 62             | 233                |
| Commercial TV-VHF  | 488*               | 12             | 21                 |
| Commercial TV-UHF  | 101*               | 25             | 135                |
| Educational FM     | 303                | 14             | 25                 |
| Educational TV-VHF | 60                 | 7              | 9                  |
| Educational TV-UHF | 42                 | 20             | 46                 |

## 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 AM           | COM'L FM | COM'L TV         | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air)          | 4,116 <sup>1</sup> | 1,630    | 587 <sup>2</sup> | 302     | 99      |
| CP's on air (new stations)     | 11                 | 53       | 37               | 13      | 27      |
| CP's not on air (new stations) | 90                 | 242      | 156              | 27      | 55      |
| Total authorized stations      | 4,219              | 1,925    | 786              | 342     | 181     |
| Licenses deleted               | 2                  | 0        | 0                | 0       | 0       |
| CP's deleted                   | 0                  | 0        | 3                | 0       | 0       |

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

### RULEMAKING PETITIONS

Monticello, Ill. Robert F. Grubb—Requests amendment of commission's rules (table of assignments) so as to allocate Ch. 288(A) to Monticello, Ill. Ann. Aug. 8.

Whir Danville, Ky.—Requests institution of rulemaking proceeding to assign ch. 296A to Danville, Ky. Action Aug. 8.

### RULEMAKING ACTIONS

■ Proposal to amend Sec. 73.262. Commission proposes to amend Sec. 73.262 of its rules to permit longer daily experimental period for FMs to test and maintain apparatus and to permit experimentation under certain conditions, for improvement of FMs technical facilities. Present period for experimental operation is between 1 a.m. and 6 a.m. Proposed period 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 report 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 Educational FM Channel Assignments in Areas Served by TV Channel 6." It contains information developed in part in record of Doc. 14185, in matter of revision of FM broadcast rules, particularly as to allocation and technical standards (educational FM channels). Ann. Aug. 9.

WHBB-AM-FM Selma, Ala.—Denied requests for issuance of notice of proposed rulemaking looking toward amendment of its FM table of assignments by making the following changes: Birmingham, Ala., present 229, 233, 243, 258, 284, 295, 299, proposed 229, 233, 243, 258, 284, 295; Selma, Ala., present 261A, 265A, proposed 261A, 265A, 299. Action July 26. Ann. Aug. 8.

Front Royal, Va. Arthur Kellar—Denied request for issuance of a notice of proposed rulemaking looking toward deletion of ch. 280A from Front Royal, Va., and the addition of ch. 288A to Front Royal as a substitute frequency. Action July 26. Ann. Aug. 8.

WMIR Lake Geneva, Wis.—Denied request for institution of rulemaking pro-

ceeding to allocate ch. 269A at Lake Geneva, Wis., either by waiving minimum mileage separations requirements or in lieu thereof, by allocating channel with HAAT restrictions. Action July 26. Ann. Aug. 8.

### CALL LETTER APPLICATIONS

■ Greater Washington Educational TV Association, Washington. Requests WETA-FM.

■ Maurer Broadcasting Corp., Rome, N. Y. Requests WKAL-FM.

■ LeFlore Broadcasting Co., Poteau, Okla. Requests KLCO-FM.

### CALL LETTER ACTIONS

■ Camden Radio Inc., Camden, Ark. Granted KWEH(FM).

■ North Central Iowa Broadcasting Co., Mason City, Iowa. Granted KLSS(FM).

■ Shepherd of the Hills Broadcasting Co., Bolivar, Mo. Granted KLTB(FM).

### DESIGNATED FOR HEARING

■ FCC by order designated K.C.O.D. Broadcasting Corp., Baptist Bible College, Springfield, Mo., applications for new class C FMs for hearing. Request ch. 247 (97.3 mc); K.C.O.D. with ERP of 49.4 kw, ant. height of 190 ft. and Baptist with ERP of 100 kw, ant. height of 481.25 ft. Action Aug. 2.

### Existing FM stations

#### FINAL ACTIONS

KTBT(FM) Garden Grove, Calif.—Broadcast Bureau granted CP to install new type dual polarized ant., decrease ant. height to 215 ft., increase ERP. Action Aug. 3.

KRON-FM San Francisco—Broadcast Bureau granted CP to replace expired permit to change ant.-trans. location, change type trans., install dual polarized ant. change ERP and ant. height. Action Aug. 3.

KUFY(FM) San Mateo, Calif.—Broadcast Bureau granted CP to install new trans., new vertical polarized ant. Action Aug. 7.

KFM(FM) Fort Collins, Colo.—Broadcast Bureau granted CP to replace expired permit to change ant.-trans. location, decrease ERP and increase ant. height. Action Aug. 3.

WPRS-FM Paris, Ill.—Broadcast Bureau granted mod. of CP to change type dual

polarized ant., increase ant. height to 255 ft. Action Aug. 3.

WGEM-FM Quincy, Ill.—Broadcast Bureau granted CP to install dual polarized ant. Action Aug. 3.

WMUN(FM) Muncie, Ind.—Broadcast Bureau granted CP to install new trans., new ant., ERP 9.3 kw, decrease ant. height to 235 ft.; condition. Action Aug. 7.

KBUR-FM Burlington, Iowa — Broadcast Bureau granted mod. of CP to add vertical polarized ant., decrease ERP to 53 kw; condition. Action Aug. 3.

WKRX(FM) Louisville, Ky. — Broadcast Bureau granted license covering new FM, specify type trans., specify studio location same as trans. Action Aug. 4.

\*WSCC(FM) Somerset, Ky. — Broadcast Bureau granted license covering new non-commercial educational station. Action Aug. 4.

WDAF-FM Kansas City, Mo.—Broadcast Bureau granted CP to install dual polarized ant., decrease ERP to 31 kw, increase ant. height to 950 ft. Action Aug. 3.

KOB-FM Albuquerque, N. M.—Broadcast Bureau granted mod. of CP to change studio location to Sandia Crest, near Albuquerque, and change type dual polarized ant. Action Aug. 3.

KOTO(FM) Alamogordo, N. M.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Aug. 3.

WNYC-FM New York—Broadcast Bureau granted CP to install new alternate main trans. at main ant.-trans. location. Action Aug. 3.

WFTC-FM Kinston, N. C.—Broadcast Bureau granted mod. of CP to change trans. location to RFD 2, 4 miles west of Kinston, change type trans., ant. height 286 ft.; condition. Action Aug. 3.

WAEF(FM) Cincinnati—Broadcast Bureau granted CP to install new trans., ERP 50 kw, condition. Action Aug. 7.

WDBN(FM) Medina, Ohio—Broadcast Bureau granted CP to install new type dual polarized ant. Action Aug. 3.

WEJL-FM Scranton, Pa.—Broadcast Bureau granted mod. of CP to change type ant. Action Aug. 3.

WDDL-FM Scranton, Pa.—Broadcast Bureau granted CP to change trans. location to Dewey mountain approximately 3.8 miles northwest of center of Scranton, install new ant., increase ERP to 145 w, ant. height 1,090 ft. Action Aug. 3.

WYFY-FM Columbia, Tenn. — Broadcast Bureau granted license covering new FM, specify type trans., type ant. Action Aug. 4.

WREC-FM Memphis — Broadcast Bureau granted license covering new FM. 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., type dual polarized ant., decrease ant. height to minus 50 ft.; condition. Action Aug. 3.

WDEH-FM Sweetwater, Tenn.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Aug. 3.

KACA(FM) Prosser, Wash.—Broadcast Bureau granted CP to make changes in ant. system, decrease ant. height to minus 285 ft. Action Aug. 7.

■ Broadcast Bureau granted licenses covering following FM's: WIF(FM), C. P. Broadcasters Inc., Auburn, Ind.; WADM-FM, Airon Inc., Decatur, Ind.; WNON(FM), Banks and Freeland Broadcasters, Lebanon, Ind.; WVTL(FM), Fidelity Broadcasting Inc., Monticello, Ind.; WSLM(FM), Don H. Martin, Salem, Ind.; WMPI(FM), Montgomery-Phillips Partnership, Scottsburg, Ind.; WWVR(FM), United Broadcasting Inc., West Terre Haute, Ind.; WTUC(FM), Ind-Lo Radio Inc., Winchester, Ind.; WCTT-FM, Corbin Times-Tribune, Corbin, Ky.; WGOH-FM, Carter County Broadcasting Inc., Grayson, Ky.; WKYV(FM), Capital Broadcasting Corp., Frankfort, Ky.; WMSK-FM, Union County Broadcasting Inc., Morganfield, Ky.; WPRT-FM, Stephens Industries Inc., Prestonsburg, Ky.; WSTM(FM), J. W. Dunavent, St. Matthews, Ky.; WEZK(FM), South Central Broadcasting Corp.; WLIV-FM, WLIV Inc., Livingston, Tenn. Action Aug. 4.

### OTHER ACTIONS

■ FCC by order amended Sec. 73.311 dealing with field strength contours for FM's. Amendment will eliminate reference to 50 uv/m contour. Commission requires showing of three field strength contours—70 dbu (3.16 mv/m) or signal required over principal community, the 60 dbu (1 mv/m) contour approximately "protected" by minimum separations and the maximum authorized facilities, and 50 uv/m contour. 50 uv/m is subject to interference and represents signal which is satisfactory only in rural areas with little radio noise and where there is no interference. At same time, the Commission stated that FCC form 301 (application for CP) is being revised and that until form is issued, applicants using it for

FM facilities need not submit data now required in FM engineering portion (Sec. V-B, p. 2, questions 15 and 17) for any contour outside of 1 mv/m contour. Form presently requires showing as to the 50 uv/m contour and "interference-free" contour if there is interference within 50 uv/m contour. Action Aug. 2.

■ FCC by letter granted WFHR-FM Wisconsin Rapids, Wis. William F. Huffman Radio Inc. licensee. Application for change in facilities. Sec. 73.240 of rules governing overlap of 1 mv/m contours of stations under common ownership or control was waived. Action Aug. 2.

#### FINES

■ Broadcast Bureau by letter of Aug. 3, notified Seneca Radio Corp., WFOB-FM Fostoria, Ohio, that it has incurred apparent forfeiture liability of \$250 for violations of rules, including Sec. 73.267(b)(1) operating power exceeded limit of 105% of licensed power as determined by indirect method; the operating power was 108.5% of authorized 250 w. Licensee has 30 days to pay or contest forfeiture. Action Aug. 3.

#### CALL LETTER APPLICATIONS

■ KUFY(FM), Intercontinental Radio Inc., San Mateo, Calif. Requests KVEZ(FM).  
■ KATN-FM, Treasure Valley Broadcasting Co., Boise, Idaho. Requests KBCI-FM.  
■ WVQM(FM), Connie B. Gay Broadcasting Corp., Huntington, W. Va. Requests WTCG(FM).

#### CALL LETTER ACTION

■ WAIR-FM, Holiday Broadcasting Corp., Winston-Salem, N. C. Granted WGPL(FM).

#### Translators

##### ACTIONS

■ South Lake Property Owners Association, applicants for VHF Translators. Commission, on its own motion, waived Sec. 74.732(d) of rules and granted applications of South Lake for construction permits for new VHF translators to serve Lake Isabella area, Calif., by rebroadcasting programs of KERO-TV, ch. 23 and KBKAK-TV, ch. 29, Bakersfield. The two VHF translators would be within principal city contours of these stations, but they have given rebroadcast consent. No other TV signals reach the area. Sec. 74.732(d) specifies that VHF translator will not be authorized to serve an area which is receiving satisfactory service from one or more UHF TV stations or UHF translators unless upon consideration of all applicable public interest factors, it is determined that such interference of VHF and UHF service is justified. Commissioner Bartley dissenting. Action Aug. 9.

■ San Bernardino, Calif. San Bernardino County Superintendent of Schools—Broadcast Bureau granted CP for new UHF TV translator to serve Upland, Ontario, Montclair and Chino, operating on ch. 74, by rebroadcasting programs of KVCR-TV, ch. 24. San Bernardino. Action Aug. 2.

■ Tri-State Television Translators Inc., Cumberland, Md., and Wellersburg TV Inc., Wellersburg, Pa. Directed Tri-State and Wellersburg to show cause why they should not modify their VHF translators to operate on UHF frequencies. Operations of VHF translators in Cumberland, Md. and Wellersburg, Pa., have been held responsible for interference caused to signals from Washington, Baltimore and Pittsburgh. Respondents have 30 days within which to request public hearing if desired. (By memorandum opinion and order.) Action Aug. 9.

■ Amsterdam, N. Y. Enlarged City School District of the City of Amsterdam—Broadcast Bureau granted CP for new VHF TV translator to serve Amsterdam, operating on ch. 4, by rebroadcasting programs of WMHT (TV), ch. 17, Schenectady. Action Aug. 2.

■ W78AF North Warren, Pa.—Broadcast Bureau granted CP for UHF translator to use WPSX-TV, ch. 3, Clearfield, as an alternate primary TV station. Action Aug. 1.

■ FCC by letter denied request of Spokane Television Inc. (KXLY-TV) Spokane, Wash. for waiver of Sec. 74.735(a) of commission's rules to increase power of VHF translator K13HE (Spokane, Wash., area) from 1 w to 5 w. Application is being held in tendered status until final decision is made in commission's translator rulemaking proceeding in Doc. 15971. Sec. 74.735(a) provides that power output of final radio frequency amplifier of VHF translator (except as provided for in (d) of section) shall not exceed 1 w peak vis. power. Action Aug. 2.

■ Broadcast Bureau granted licenses covering following UHF TV translators: K76CB, Navajo Tribal Council, Indian Village and Fort Wingate, N. M.; K74CY, WGAL Television Inc., Horse Springs, N. M.; K72CN, Navajo Tribal Council, Indian Village and Fort Wingate, N. M. Action Aug. 4.

■ Broadcast Bureau granted licenses covering following new VHF TV translators:

K08FR, Aztec Nonprofit TV Association Inc., Aztec, N. M.; K11HB, Hillsboro TV Association, Hillsboro, N. M.; K06EF, Organ Television Association, Organ, N. M.; K02EP, K06EL, K11HQ, Reserve Community TV Service, Reserve, N. M. Action Aug. 4.

■ Broadcast Bureau granted licenses covering following new VHF TV translators: K04CK and K05AX, Kanab Lions T. V., Kanab, Utah. Action Aug. 7.

#### CATV

##### APPLICATIONS

United Transmission, Inc.—Requests distant signals from WOI-TV Ames; KRNT-TV and WHO-TV Des Moines, all Iowa; and KYNE-TV Omaha to Harlan, Iowa (Omaha—ARB 59). Ann. Aug. 4.

Greater Television—Requests distant signals from WCBS-TV; WNEW-TV; WOR-TV and WPIX, all New York to Borough of Macungie, Pa. (Philadelphia, Pa.—ARB 4). Ann. Aug. 4.

Hamilton County CATV Inc.—Requests distant signals from WLBC-TV Muncie; WFAM-TV Lafayette; WTU Bloomington and WFAT Marion, all Indiana; WGN-TV and WFLD, both Chicago and MPAT, Educ. Television (KS2XGD and KS2XGA) Montpelier, Ind. to Carmel, Ind. (Indianapolis, ARB 18). Ann. Aug. 4.

GT&E Communications Inc.—Requests distant signals from WITI-TV and WTMJ-TV Milwaukee; WBAY-TV and WFRV-TV Green Bay and WAOW-TV and WSAU-TV Wausau, all Wisconsin to Portage, Wisconsin (Madison, Wis.—ARB 80) Ann. Aug. 4.

##### OTHER ACTIONS

■ FCC by memorandum opinion and order denied a petition in Rockford, Ill. et al. CATV proceeding of CATV of Rockford Inc., Rockford, Ill., for reconsideration of commission's memorandum opinion and order of March 15, denying its petition for waiver of Sec. 74.1107 of rules; (2) denied petition of Total TV Inc., Janesville, Wis., for severance from consolidated hearing, for reconsideration of memorandum opinion and order denying its petition for waiver of Sec. 74.1107 of rules and for alternative temporary authority to carry distant signals; and (3) denied petition of Rock River Television Corp., licensee of WCEE-TV Freeport, Ill., for reconsideration of same memorandum opinion and order granting Whitewater, Wis., CATV systems waivers of Sec. 74.1107 of rules and to require these Whitewater systems to prove that noncarriage of WCEE-TV is in public interest (Docs. 17234 et al.). Action Aug. 2.

■ Rockford, Ill. CATV proceeding Docs. 17234-41 dismissed motion for enlargement of issues filed June 5 by Winnebago Television Corp. (WTV) and Forward Television Inc. (WMTV). Board members Berke-meyer and Kessler absent. Action Aug. 8.

■ Lewiston-Auburn, Me. CATV proceeding Doc. 17378 denied motion to enlarge and/or modify issues filed May 17 by Cable Vision Inc. and Racom Inc. Board members Berke-meyer and Kessler absent. Action Aug. 8.

■ Cable Vision Inc., Lewiston and Auburn, Me., Fletcher's TV Service Inc., Rumford, Me., and Racom Inc., CATV and point-to-point microwave radio station proceeding. Commission has denied a petition by Cable Vision, Inc. and Racom Inc., for reconsideration of its action of April 19, which had designated for hearing their proposal to carry (via Racom, Inc. microwave facilities, separately applied for), distant signals of Boston Independent UHF station (WSBK), and two Canadian stations CHLT, Sherbrooke and CPTM, Montreal, on its existing Lewiston and planned Auburn, Me., CATV systems. Petitioners filed for reconsideration of hearing requirements and grant of their original request or, alternately, authorization of carriage of only two Canadian distant signals. Action by commission, August 9, by memorandum opinion and order, Doc. 17378: Commissioners Hyde (chairman), Bartley, Lee and Cox. Commissioner Bartley dissenting and issuing statement.

■ United Transmission Inc. application to operate CATV systems in Galax, Va., granted in part and denied in part. Commission has waived hearing provision of Sec. 74.1107 of its rules to permit CATV system of United to import distant signal of ch. 8, High Point, N. C., so as to provide full network service to the subscribers. Galax is located in two of top-100 TV markets—Greensboro-High Point-Winston-Salem, N. C. (47th market) and Roanoke, Va. (64th market). United's request to import distant signals of ch. 2, Greensboro, N. C., chs. 3 and 9, both Charlotte, N. C., ch. 4, Oak Hill, W. Va., and ch. 11, Johnson City, Tenn., was denied and set for hearing. Following were made parties to proceeding: United Transmission Inc., Triangle Broadcasting Corp. (WSJS-TV), Winston-Salem, N. C., Appalachian Broadcasting Corp. (WCYB-TV), Bristol, Va. and Dally Telegraph

Printing Co. (WHIS-TV), Bluefield, W. Va. By memorandum opinion and order, Commissioner Bartley dissenting in part and concurring in part and issuing statement.) Action Aug. 9.

■ FCC by memorandum, opinion and order denied petition by Durfee's TV Cable Co., Parkersburg, W. Va., for reconsideration and request for ruling and expedited consideration. Durfee operator of CATV system at Parkersburg, requested reconsideration of commission's action of Nov. 16, 1966, denying its petition for partial waiver of nonduplication provision which would have relieved it of obligation to provide program exclusivity for WCHS-TV Charleston, W. Va. Action Aug. 2.

■ Laramie Community TV Co., Laramie, Wyo. Denied request for temporary waiver of program exclusivity requirement of Sec. 74.1103(e) of commission's rules. Laramie Community, operator of CATV system at Laramie, Wyo., had requested waiver which would have relieved it of obligation to provide program exclusivity for KFBC-TV Cheyenne, Wyo. Frontier Broadcasting Co., licensee of KFBC-TV, opposed request for waiver. (By memorandum opinion and order.) Action Aug. 9.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Owensboro, Ky. (Top Vision Cable Co.) CATV proceeding closed record and certified to commission proceeding (Doc. 17535). Action Aug. 1.

■ Hearing Examiner Isadore A. Honig in Somerset, Punxsutawney and Brockport, Pa. (Laurel Cablevision Co. et al.) CATV and point-to-point microwave proceeding continued without date hearing scheduled for Sept. 14, pending commission action on petitions for reconsideration; scheduled further prehearing conference for Sept. 14 (Docs. 17538-40). Action Aug. 2.

#### Ownership changes

##### APPLICATIONS

KUTY Palmdale, Calif.—Seeks assignment of license from Sherwood J. Tarlow to Mende Inc. for \$220,000. Principals: William and Katherine Mende (each 50%). Mr. W. Mende owns KAPR Douglas, Ariz. His wife is co-owner. Ann. Aug. 9.

KSAN-TV San Francisco—Seeks assignment of license from S. H. Patterson to Metromedia Inc. for approximately \$1 million. Principals: Metromedia is licensee of WNEW-AM-FM-TV New York, WHK-AM-FM Cleveland, WIP, WMMR(FM) Philadelphia, KLAC, KMET(FM) Los Angeles, WCBM-AM-FM Baltimore, KNEW, KSRF(FM) Oakland-San Francisco, WTTG(TV) Washington, KTTV(TV) Los Angeles and KMBC-TV Kansas City, Mo. (See BROADCASTING, August 7). Ann. Aug. 4.

WRLJ(FM) Jacksonville, Fla.—Seeks assignment of license from Fine Music Broadcast Inc. to Belk Broadcasting Co. of Florida Inc. for \$38,500. Principal: Henderson Belk, president. Applicant is licensee of WPDQ Jacksonville. Ann. Aug. 8.

WCWR Tarpon Springs, Fla.—Seeks assignment of license from Cyril W. Reddoch, C. Winsett Reddoch and John B. McCrary d/b as Pinellas Broadcasters to J. Shea Peoples d/b as Peoples Broadcasters for \$150,000. Principals: Mr. Peoples is proposed assignee of WELE Daytona Beach, Fla. He also is part owner of General Nuclear Inc. Ann. Aug. 4.

KVSI Montpelier, Idaho—Seeks assignment of license from Glacus G. Merrill to Tri-State Broadcasting Inc. Corporate company will consist of Mr. Merrill, wife Marie, son Glacus Gregory Merrill and daughter Daria Dean Merrill. Ann. Aug. 9.

WCLR Crystal Lake, Ill.—Seeks transfer of control from George L. and Dorothy B. DeBeer, joint tenants, to Dorothy B. DeBeer. Mr. DeBeer is deceased. Mrs. DeBeer will have 59.17% interest along with Lynn W. Renne, president. Ann. Aug. 4.

WHMP Northampton, Mass.—Seeks transfer of control from Dr. Nathan W. Williams to Charles N., Charles W. and Peter L. De Rose (each 22.22%). Principals: Mr. Charles N. De Rose is officer and stockholder in H. S. Gere & Son Inc. newspaper publishing company, has CATV system in Greenfield, Mass., and is director of bank, electric company and gas light firm. Mr. Charles W. De Rose is employed by Burlington Free Press as classified advertising manager, and is officer and stockholder in newspaper publishing company. Mr. Peter L. De Rose is officer and stockholder of newspaper publishing company. No consideration. Ann. Aug. 4.

WFDF Flint, Mich.—Seeks transfer of control from Howard Mack to Irving Halevy and Peter Mack, executors of estate of Howard Mack. Ann. Aug. 4.

KGMT Fairbury, Neb.—Seeks transfer of

*Continued on page 93*

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- 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 number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

### RADIO

#### Help Wanted—Management

Office manager, college graduate, mature, intimate knowledge all phases operations. Small market northeast. Extremely attractive salary. Box G-402, BROADCASTING.

Manager, Regional AM-FM, Midwest major market. Profitable, \$500,000 gross. Complete information and requirements first letter. Box H-12, BROADCASTING.

Solid position—Experienced AM and FM administrator-salesman. Position and salary flexible for the right man. Good job. Good station. Good place to live. Box H-37, BROADCASTING.

Manager for new AM-Growing small town in growing area near metro market. On air in 2-3 months. Market is here for profitable operation. Write fully including references to Box H-98, 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, local sales, and play-by-play sports. Best of references required, Box H-155, BROADCASTING.

Branch studio manager—well-established Indiana. Sales, announcing, etc. Expanding organization. Box H-171, BROADCASTING.

Experienced FM salesmen for sales management position with new, high-powered, small market FM in upper midwest. Good draw, excellent potential, many company benefits. Here's your chance to build your own future from the ground up. Box H-180, BROADCASTING.

Listener-supported community station seeks mature idealist. Send resume to Pacifica Manager, KPFF-FM, Los Angeles, 90028.

Station manager for 5,000 watt fulltime station in medium size New England market. Strong leader, top personal salesman preferably in New England now. Write Knight Quality Stations, Room 350, 400 Commonwealth Avenue, Boston, Mass. 02215, or phone 617-262-1950.

New AM station needs manager to go on air. Western Oregon single station market. Top salary, profit sharing for right man. Send resume, photo, salary requirements to: Jerden Music, 971 Thomas St., Seattle, Washington 98109.

### Sales

Experienced salesman can make a bundle in our market with our station. Iowa metro market AM FM looking for two hard working salesmen to add to our sales staff. Excellent compensation. Rush resume, Box G-261, BROADCASTING.

Upper midwest sales opportunity—Only AM in county. Orphan account list. Good draw. Paid insurance. Excellent working conditions. Company car. Write sales manager Box G-283, BROADCASTING.

Georgia station in medium market has outstanding opportunity for aggressive salesman to make \$10,000.00 plus. Will pay expenses for interview treated confidentially. Box H-68, BROADCASTING.

RAB, trained sales manager who can sell and direct sales staff. Excellent salary, override, bonuses. MOR California daytimer. Box H-116, BROADCASTING.

### SALES—Continued

Experienced salesman needed for Mid-Atlantic fulltime network station. Medium market. Third class endorsed ticket, desirable but not essential. Fine future for right man. Box H-138, BROADCASTING.

Branch studio manager. Well-established Indiana. Sales, announcing, etc. Expanding organization. Box H-172, BROADCASTING.

Wanted—Young, ambitious limited experience man who can announce, wants to sell, and someday wants to manage—to learn radio from the ground up. Your most valuable assets will be desire, loyalty, and sweat. Send complete details to Box H-181, BROADCASTING.

100,000 watt stereo FM wants salesman with appreciation of good music and hunger for good income. Box H-195, BROADCASTING.

Have immediate opening for sales manager or manager. Salary open. Coy Palmer, KBMF, Spearman, Texas 659-2935.

KEZY—5 kw AM Disneyland Hotel, Anaheim, California (92802). Two experienced young 25-35 aggressive radio account executives. Orange County—one of the fastest growing areas in America offers great salesmen unparalleled opportunity. Account books constantly growing. Hundreds of businesses never before called on. Car expenses, draw, commission, bonus plan, insurance. Write or call General Manager, Daniel P. Mitchell. 714-776-1190.

Tacoma—Professional radio salesman proven track record—management capability—high income bracket—rush resume to—KMO—Tacoma, Washington.

Opening for well experienced, active salesman, with sales ideas. Unusually good working conditions. Excellent income and opportunity at only AM station in county. Major hospitalization and medical full paid. Company car. Resume, references to WABJ, Adrian, Michigan.

Chicago suburban. Permanent. Top earnings. Opening for experienced man plus trainee. Stable profitable operation, same management ownership 21 years. Complete details WEAU, Evanston, Illinois.

Experienced time salesman for prime North-Central New Jersey one station market. Salary, commissions commensurate with experience. Send resume to Joseph A. Reilly, Commercial Manager, WERA, Plainfield, New Jersey.

Wanted: Sales manager for small market station in Virginia. Must be aggressive and willing to work. Salary plus per cent and car expense. A good opportunity. Send information to Bill Walls, General Manager, WHEO, Stuart, Virginia.

Good account list waiting for salesman wanting to move into larger market seven station group. Opportunity to work into management and purchase stock. Guarantee plus commissions, fringe benefits. Send resume to manager, WITL, Lansing, Michigan.

Established chain operation needs two more salesmen for Cincinnati station. Sell a strong promotional sound with contemporary music and personality plus. Good draw . . . good benefits . . . great potential for imaginative salesman. Join one of the leading chains in the industry. Contact Ron Kempff, WUBE Radio, 110 Government Place, Cincinnati, Ohio 45202. AC 513-621-6960.

Salesman—Immediately to take over top account list in growing Beacon-Newburgh market 60 miles from New York City. Salary, plus commission, plus bonus. Call 914-831-1260. No collect calls.

### Sales—(Cont'd)

Wanted experienced salesman for radio, television, and FM station. Send resume and experience to Jack Craig, Tri-City Radio Corp., 820 East 29th Street, Muncie, Ind. 47302.

### Announcers

Announcer with first class ticket for Eastern AM-FM small market. No rock, No roll. Send 7½ tape and experience with your reply. Box G-231, BROADCASTING.

Iowa metro market AM FM C & W needs experienced announcer and announcer-salesman. Excellent opportunity with growing organization. Send tape and resume. Box G-285, BROADCASTING.

Announcers-major market stereo FM station. Must have 3rd endorsed, mature, authoritative news delivery. Will consider talented beginners. No strong personalities please. Send tape and resume to Box H-39, BROADCASTING.

Good music MOR FM/Stereo station in nation's fourth largest market making addition to small staff. Need an announcer who sounds mature reading commercial copy and news. Previous broadcast experience is required. About \$100 per week to start, depending on qualifications. Send resume and tape containing only copy and news to Box H-41, BROADCASTING.

Mature announcer for MOR in northern lower Michigan. Salary open. Send photo, tape and resume. Box H-54, BROADCASTING.

Nebraska daytimer needs first phone announcer. Small market close to metro area. Send tape and resume to Box H-55, BROADCASTING.

Deep south medium market needs announcer. Also announcer with first ticket. No maintenance. Replies treated confidentially. Box H-69, BROADCASTING.

Needed: announcer with 1st class ticket for midwest. Light maintenance. Please send tape and resume to Box H-124, BROADCASTING.

First Ticket Announcers (2). No maintenance. Reorganizing M.O.R. 5 kw NBC affiliate. In the best small market in New England. \$130.00 to start. Write full details and send air check. Box H-126, BROADCASTING.

New Hampshire Radio Station looking for announcer-salesman two years in announcing, experience in radio News and Sales essential! Excellent salary, fringe benefits with progressive company. Opening available mid-September. Send resume to: Box H-127, BROADCASTING.

Immediate opening. Announcer for midwest daytimer with FM. Third endorsed. Also need copy writer. Box H-130, BROADCASTING.

Come grow with us! Southeast Texas daytime—MOR—has opening for a well-rounded man who can announce, sell and work well with others. Would prefer FCC 1st, but will consider others. Resume, tape and references please with your reply. Box H-140, BROADCASTING.

North Carolina mountain area daytimer has opening for announcer interested in learning sales. Starting salary range \$75-100, plus insurance and other benefits. Write Box H-152, BROADCASTING.

Bright MOR jocks for Southern California medium market, daytimer. Good salary and benefits. Rush tape, resume and references. Box H-154, BROADCASTING.

## Announcers—(cont'd)

Suburban New York City AM, ready for top personality morning man/PD. Five figure salary for the "pro" with proved audience in your present area. Exceptional station with outstanding growth. Resume, photo and tape, Box H-156, BROADCASTING.

Announcer with successful experience including sales and production. No tapes or photo at this time—just write in full, completely confidential. Box H-161, BROADCASTING.

Man capable of handling telephone talk show, pleasant personality, willing to assume responsibilities, must do good production. Box H-175, BROADCASTING.

Join the innovators. Midwest station group is looking for creative modern format personalities and dedicated newsmen. If you like challenge, send tape and resume to: Box H-184, BROADCASTING.

Two top 40 DJ's needed immediately for top rated northern New York station. Market of 75,000 population—\$100 to start. Reply to Box H-193, 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. For details write—KOJM, Havre, Montana—Phone 406-265-7841.

Central valley town in California near national parks, peaceful, delightful community to raise family. Experienced, MOR, with ability to write copy and do production. Permanent. Immediate opening. Send air-check, resume. KONG, Visalia, California.

Third class phone broadcast endorsement announcer with good news and commercial delivery. Sports play-by-play desirable but not necessary. Automatic equipment in use. KVVM AM/FM., Show Low, Arizona.

Immediate opening for announcer. Send photo and resume. WAMD, Aberdeen, Maryland.

Experienced announcer with endorsed 3rd . . . beginning by Sept. 1st. Could expand into sales so send photo audition and resume. . . . Contact Tom Miniard, Phone 368-2128, Atmore, Alabama. WATM Radio.

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. Top salary and working conditions. 219-347-2400. Mr. King or Manahan.

Immediately—Young fulltime announcer—top 40 daytimer. Growing No. 1 in market. Send tape, resume: WERK—Muncie, Indiana.

Immediate opening. 1st phone DJ, Send resume and tape to WFFG, Marathon, Fla. or call 305-743-5563.

First phone — modern — country music air salesman. No dialect, bright delivery, production minded. In return, salary commensurate with experience, insurance plan, and retirement program. Opportunity to join seven station group operation. Send tape, resume and photo to Bob Todd, WGEE, Indianapolis. Personal interview mandatory.

24 hour 5 kw Florida Gold Coast market leader needs solid Top Forty 6-12 M personality. 1st phone. No maintenance. Send tape and resume, WIRK, West Palm Beach, Florida.

Experienced combo — heavy news/sports MOR. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Immediate opening for experienced, mature voice, MOR station. Reply to WHUC, Hudson, N. Y.

Immediate opening for experienced announcer with 3rd, 5,000 watt AM-FM in south central Virginia. Afternoon or night Top 40. No screamers. Salary no problem. Write A. W. Walthall, WJWS, South Hill, Virginia or call (703) 447-4007.

## Announcers—(cont'd)

Top pay offered for bright experienced announcer by established full-time kilowatt in pleasant, prosperous city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, sparkling up-beat programming, many fringe benefits. Brand new modern building, exceptionally well equipped. Write WKAN, Kankakee, Illinois with details of experience, references, tape.

Outstanding opportunity for a professional sounding announcer, seeking permanent position with one of the nation's finest radio stations. WKZO Radio-TV, pioneer of the Fetzer stations, now has an opening necessitated by one of our staff entering the service. Our working conditions, fringe benefits, and advancement possibilities are top in outstanding community. Send tape and resume to WKZO Radio, Kalamazoo Michigan 49001.

Wanted: Audience-building sign-on announcer seeking permanent job in one of fastest growing smaller markets in USA. The man we want seeks an enjoyable place to live, an opportunity to grow with publicly owned chain, security, modern equipped station with big attractive studios. Should be family man 30-45 years, and enjoy combination top pop and C&W format. Send resume and tape: Jerdan Bullard, WKUL, Cullman, Ala., an Airmedia station.

Staffing new station! Wanted: three announcers, one announcer-salesman. Experienced with good record. Good pay, free hospitalization . . . friendly, progressive town of 15,000. Good schools, including branch of University of South Carolina. Beautiful facilities. Send tape and resume to Barry Medlin . . . WLCM . . . Lancaster, S. C. 803-283-2051.

Top pop & C&W Dj wanted right away. Sales and news possible. Good pay, lots of opportunity, fine community. Send tape and resume immediately. WMST, Box 381, Mt. Sterling, Ky. 40353 . . . 498-1150.

Announcer with first ticket. MOR daytimer. Experience desired but will train beginner. No maintenance. Tape, resume to Gen. Mgr. WRHL, Rochelle, Ill.

Immediate opening for mature voiced, mature thinking, announcer. Good board operator. MOR station, no rockers need apply. Five day week, vacation, hospitalization, retirement benefits. Old station multiple ownership. Fine community. Give all facts of age, marital and draft status. Also experience and send recent tape plus complete resume of experience and references. Address Hal Barton, Program Director, WTAD Radio, Quincy, Illinois.

Experienced announcer needed immediately at established "middle-of-road," ABC, Virginia station. Better than average pay with salary open depending on ability. Send tape and resume to WTON, Staunton.

Announcer 1st class ticket. Baltimore area. Need capable industrious broadcast man. Send picture with resume. WTOW, Hart Road, Towson, Maryland.

Good voice for MOR morning trick. Must have endorsed third license, premium for first. Profit sharing, quiet Michigan community, excellent vacation area, convenient to cities. 50 kw FM, 5 kw AM, both fulltime stations. WTVE, Box 32, Coldwater, Michigan.

Your mother thinks you're great. Your wife thinks you're wonderful. But if you'd like an impersonal, impartial, professional evaluation of your air work, send your tape and \$8.25 to Professional Critique, 59 Finney Blvd., Malone, New York. It's the soundest investment you can make.

Immediate opening. First phone all night personality. MOR Rock format. Regional clear channel station. 43 hours a week. Opportunity for advancement in chain operation. Many fringe benefits. Salary open. Call 217-446-1314.

Connecticut, MOR, MBS affiliate seeking experienced 1st phone announcer with excellent news and commercial delivery. Pay \$150, 48 hours (45 on board). \$5 raise every 6 months. Car necessary. Call Mr. Eyre, 203-489-4181.

Announcer-salesman for medium market Wisconsin station. Salary, 20% commission, other benefits. Call manager, 715-832-1629.

## Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Engineer needed. Salary \$150 weekly. No announcing desired. Send brief resume. Box G-346, 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 clean shop 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 automation and directional antennas etc. All fringe benefits. Excellent salary. Send complete resume to Box H-147, BROADCASTING.

Engineer needed for Carolina daytimer. \$100 starting salary. Must handle some announcing or sales. Write H-153, BROADCASTING.

First ticket—maintenance. Announcing-sales helpful. \$500 mo. KHIL, Wilcox, Arizona.

AM FM Operator 3rd class with endorsement No announcing, 40 hour week, contact Wes Thompson WBCM-FM, Bay City, Michigan. TW-3-0261.

Young, fresh, 1st phone engineer needed by seven station group to get started. Opportunity to work into management. Send photo and resume to Manager, WITL, Lansing, Michigan.

Immediate opening for Chief Engineer. Experienced only. Salary open. Many fringe benefits. Call or write. Manager, WITY, Danville, Illinois.

First phone, 1 kw Directional Daytimer. Contact Fran Cady, C. E. WIZR, Johnstown, New York.

Chief engineer with ability to conduct MOR board shift AM-FM operation in single station market of 25,000. Equipment in good shape. Salary negotiable. W. H. Olson, Gen'l Mgr. WLOI, P. O. Box 388, La Porte, Indiana.

Immediate opening for first phone engineer, 5,000 Watt AM in midwest—no announcing. Contact: Gordon Trout, Chief Engineer, 317-635-1541.

## NEWS

Director of News and Public Affairs. Major Midwest university educational radio station and network. On-air, writing, reporting. Masters degree preferred, bachelors degree required. Salary open, month vacation. Send resume with inquiry. Write Box H-73, BROADCASTING.

Newsman, 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 and color? Can you dig for the news? Any administrative ability? Are you a take-charge guy? Then you're the one. Send tape, written copy, editorial comment, resume, news philosophy. Two openings right away. Box H-103, BROADCASTING.

News Director. . . . Leading medium market station, upstate New York. Pleasant area. . . . Must be strong on gathering local news. . . . start \$115/week. Box H-160, BROADCASTING.

## NEWS—(Cont'd)

Literate, aggressive news director needed to head up award winning news department. We'll provide anything you need to get the job done. Everyone send 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 director's job in California's famous Napa Valley. Exceptional opportunity. Good pay, regular increases. Send resume, tape, photo, writing samples. KVVN, Napa, California.

Immediate opening for mature, articulate, experienced News Director for southeastern Michigan ABC affiliate. Top salary, group hospital and major medical, company car. Send resume and tape to WABJ Radio, Adrian, Michigan.

1... possibly 2 newsmen for WHWH and WTOA, Princeton-Trenton. Must have some experience. Consider recent journalism grads 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 town 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.

Newsman, able to gather, write, and broadcast local news. Modern, well-equipped station, suburban New York. Excellent working conditions, challenging job. Send tape and resume. WLNA-AM-FM, Peekskill, New York.

Northeast radio network needs two newsmen, two airmen immediately. Good pay. Excellent benefits. Rush air tape, production tape, resume picture to Roy Sova, Drawer G., Ithaca, New York, or call him at Ithaca 607-272-8141.

## Production—Programming, Others

Maryland station. Man with program and sales experience, some play-by-play. Box G-343, BROADCASTING.

Creative copy chief: straight, production, hard-sell, humorous, MOR California day-timer. 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 resume, references and recent picture. Box H-188, BROADCASTING.

Creative radio writer producer and station promotion director all in one man is wanted by a stalwart of the industry. No hurry. Send complete details to: KWKH, Shreveport.

Copywriter . . . Experienced in Radio production! Great opportunity for man with creative ideas. Top rated station with expanding future. Send complete resume and sample copy or tapes to WNYR, Rochester, New York. 14605.

Continuity-production-announcer opening. \$550 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 creativity. Send resume, tape, references, salary requirements. Box 207, Kalamazoo, Michigan 49005.

## RADIO

### Situations Wanted Management

Southeast Sales manager announcer seeking management, investment opportunity. Box G-375, BROADCASTING.

General Manager: currently general sales manager excellent property one of the top three markets. Desire General Management (full responsibility) large market. Aggressive, responsible creative & top salesman. Organizer. 40, with family, A-1 character. 18 years radio. Rounded background. Box H-18, BROADCASTING.

## Management—(cont'd)

Director of operations, currently employed in top ten market, seeks position as general manager or program director with advancement opportunity. Fifteen years experience in all phases of management, including sales—programming—production—news—engineering, 1st telephone. Box H-80, BROADCASTING.

Ten years experience radio, newspaper, veteran family. Box H-111, BROADCASTING.

Sales manager, potential manager. Southeast only. Virginia preferred. Box H-119, BROADCASTING.

Hardworking mature salesman making top dollar in million plus metro market. No future. Seek management position. Background includes programming news, announcing. College, family. Require contract. Box H-120, BROADCASTING.

Manager—20 years general management experience. If you need aggressive sales, promotion minded man, good organizer, I'm your man. So. Calif., area preferred. Box H-132, BROADCASTING.

Now station-sales manager. Successful background. Sales programming promotion, community involvement. Looking. Box H-142, BROADCASTING.

Groceries Cost Money: Exchange dollars Not "potential" for proven ability. Presently major market. Degree, 30, married. A profitable investment. Box H-149, BROADCASTING.

Seasoned employed G. M. . . . Creative sales and programming . . . top community-relations, man with 18 years of radio-TV-Ad agency know-how. College graduate, family, man-organizer. Box H-150, BROADCASTING.

Can't find your man? Hard-working responsible manager who understands sales motivation, programming, engineering? Believes firmly in station involvement with community as base for growth and profit? That's me. Write today. Box H-165, BROADCASTING.

Manager available. Believes in PPPS. Interested? Write Box H-167, BROADCASTING.

Attention Missouri-Arkansas. It's time to come home. Manager with excellent qualifications, references. Box H-173, BROADCASTING.

Experienced. Successful. General or sales manager. Not Ivy League type. Demanding but fair. Superb salesman, trainer, executive, have proof, \$20,000. Box H-190, BROADCASTING.

## Sales

All round experienced radio man . . . sales and sales service, announcer, sports, copy . . . operate board, good programming. Would prefer Va., N. C. area. 3rd end ticket. Available now. Sid Tear, 703-343-6239, Roanoke, Virginia.

Looking for an account executive, 30, with 10 years in the business, and top salesman at present position? If you're in the Los Angeles area and reward success with promotions, write for resume, sales records, references. Box H-131, BROADCASTING.

## Announcers

Female Broadcaster, young Gal Friday. Experienced, single, personable, sales minded, willing to relocate, responsible. Box H-36, BROADCASTING.

Announcer newscaster exp. Authoritative crisp delivery. Not a prima donna or a floater. Married, will settle, personable. Box H-105, BROADCASTING.

Beginner announcer. Young aggressive, 1st phone. 1 year college, draft exempt. Broadcast school grad. Top 40, anywhere. Box H-107, BROADCASTING.

Mature 3rd MOR announcer in twenties over two years experience, fine voice reputable character; desires relocation, in metropolitan area. Box H-110, BROADCASTING.

Prima donna university, AFN trained, deep resonant voice evokes credibility confidence. Wants night jazz, classical, California, NY soft sell. Box H-117, BROADCASTING.

## Announcers—(cont'd)

Attractive female with broadcasting experience, interested in Radio/Television commercials. New England area preferred. Box H-129, BROADCASTING.

New England. DeeJay—wants something big. H-ave experience, E-xceptional wit. Lots of talent, P-ersonality. Box H-133, BROADCASTING.

Sportscaster. 5 years experience. Some TV. Excellent background. College graduate. First phone. Box H-141, BROADCASTING.

First phone! Beautiful-music host-announcer. Non-personality. Nights. No maintenance. Interview and audition needed. Experience. 201-227-1103. Box H-144, BROADCASTING.

A well trained announcer seeking position in radio or nightclub MC. NY or Conn. area. Box H-148, BROADCASTING.

Versatile, polished professional, 15 yrs. exp., seeks progressive professional station. Adaptable personality to any format. highly successful work record, now employed in major market. No floater, want permanency. Box H-157, BROADCASTING.

Major market Calibre—Contemporary, bright MOR, young aggressive, excellent production ability, Sales & Programming. Family, draft exempt. Tape & Resume. Now. Write Box H-158, BROADCASTING.

I'm tired of working evenings, want larger market and greater opportunities. 3 1/2 years experience all phases of announcing. 1 year production manager, 8 months sports director. Working on 1st phone. Dependable, mature, married, 25 years old. Box H-163, BROADCASTING.

Soul swinger, broadcasting graduate. Draft deferred. Will relocate. anywhere. Box H-169, BROADCASTING.

Is there a station within 50 miles of Chicago needing an announcer who really knows sports? Box H-177, BROADCASTING.

First phone looking for more experience in northern California, Oregon, or Washington. Rock or MOR. Married, no drifter. Box H-178, BROADCASTING.

DJ announcer—Temple University graduate (radio-TV). 3rd phone, endorsement. AFRTS. TV production. Experienced. Box H-192, BROADCASTING.

Jazz specialist, college and broadcast school graduate, 3rd endorsed. Unequaled knowledge of music especially jazz, highly creative, witty, articulate, good announcer, well read and intelligent, beginner. V. C. Blanding, 10 Lynacres, Fayetteville, N. Y.

First-phone, dj, announcer, farm director. Top audience rating and response. Sober. C&W. MOR, top-40. Urban or rural. Phone 317-362-8568 after 3:00 PM CDT. Write P. O. Box 469, Crawfordsville, Indiana 47933.

23—EE grad. Student, 2 yrs. college station. Name it, I've done it—news, sports, top 40, folk, jazz. 3rd endorsed. Nites during school year, anytime summer—Boston area please. R. J. Ross, 80 Litchfield St., Brighton, Mass. Tape, etc. on request.

Fast pace disc jockey all around. Write—Chuck McAdoo, 765 Marcy Ave., Brooklyn, N.Y.

Young man draft exempt. First phone Midwest preferred. Experienced. Write to 740 Brighton, Toledo, Ohio 43609.

## Technical

Experienced administrator, engineer, consultant interested in group directorship or challenging single market operation. Proven background and experience. Box H-80, BROADCASTING.

Chief engineer: Experienced all phases of radio. Familiar with high budget operations. Reply to Box H-91, BROADCASTING.

Capable first. 28, married. Box H-185, BROADCASTING.

## NEWS

News Director-California only. Nine years Broadcast and newspaper experience. Worked for major chain in Vietnam. Presently with chain station in California. Box H-50, BROADCASTING.

## NEWS—(Cont'd)

Talker/Newsman, Radio/TV. Veteran all phases. Back from Vietnam tour. Major markets only. Top credits. Box H-57, BROADCASTING.

Award winning major market public affairs director seeking good position east or west coast. Experience: documentary production, on air interviewer, editorial writing and presentation, news management. First attempt at relocation in five years. Box H-109, BROADCASTING.

All-news producer-airman, top five, prefers return to conventional operation as newsman, top markets; news director smaller markets. Degree, TV-newspaper experience. \$11,500 minimum. Box H-164, BROADCASTING.

Newsman—three years radio-TV experience —7 years in broadcasting. Available 1 September. For resume, air check, write Don Breitkreutz, 16 Talcott Notch Road, Avon, Connecticut 06001.

Graduate Leland Powers Communication College, Boston, holder first class FCC license. Limited news experience. Desires position where news training available. Salary open. Parker Snow, 3224 Hillside Dr., Columbus, Georgia. Telephone 327-9571.

### Production—Programing, Others

First phone top-40 program Director. Now! Box H-102, BROADCASTING.

Experienced traffic/bookkeeper/receptionist—some copy, news and walk in sales—Have excellent references and business background —Wish to change from present position immediately. Box H-168, BROADCASTING.

Traffic watch: commercial pilot, extensive air traffic control background, Dick Doyle, 612-429-7653, 1708 Hinckley, White Bear, Minn. 55110

## TELEVISION—Help Wanted

### Management

Expanding group operation seeking experienced man for local sales manager. Take charge of 5 man record-breaking sales staff. College graduate, strong in all phases of sales and promotion, with reliable background that will sustain full checking. Midwest market, top fifty. Replies in confidence. Box H-70, BROADCASTING.

Advertising/Promotion manager: Leading network affiliated VHF television station in eastern major market has immediate opening for experienced, talented, capable manager to assume responsibility for all advertising, audience and sales promotion activity. Familiarity with all aspects of promotion, including graphics, essential. Broadcast promotional experience desirable, but will consider related experience with ad agency, other media, or advertising department of major consumer product or service company. Excellent salary for right individual. Send resume in confidence to Box H-182, BROADCASTING.

TV Sales Manager. Top midwest market. \$18,000 to \$25,000.00 Salary plus terrific bonus arrangement. Call Ron Curtis-312-337-5318.

### Sales

Expanding our sales force. Southeastern ABC affiliate has opening for two experienced television salesmen. Base salary, commissions, car furnished. Excellent opportunity for the right men. Send all details first letter. All replies held in strict confidence. Box H-137, BROADCASTING.

### Announcers

Announcer-sports. Mid-Atlantic net V needs versatile pro to handle sports reporting, weather, booth, some commercial. Reply in first letter with resume, photo, salary, availability and SOF or VTR. Box H-95, BROADCASTING.

Southeast ABC TV Station wants experienced news and sports announcer. Excellent working conditions. Immediate opening. Send complete resume, picture and tape. Box H-136, BROADCASTING.

New CBS affiliate soon to hit the air, needs two announcers. One announcer will do station's sports reporting. Contact Mark Ahmann, KMEG, Box 657, Sioux City, Iowa 51102.

TV utility announcer/copywriter. Day shift. Ken Karr, KTVC, Dodge City, Kansas.

## Technical

Rocky mountain area ETV operation seeks experienced first-phone who is ready for assistant chief position. Send complete resume to Box G-385, BROADCASTING.

First phone engineer for television station. No announcing location-Northern Lower Michigan. Box H-52, BROADCASTING.

Southeast ABC Television station needs three first phone engineers. 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. Send resume to: Box H-151, BROADCASTING.

Wanted engineering department head-group ownership, attractive fringe benefits, VHF, AM & FM stations. Beautiful, mid west location. Box H-187, BROADCASTING.

KAUS-TV, Austin, Minnesota, is currently constructing a 1000 foot tower at a new transmitter site. Both FM and TV broadcasting will be done from this site by early fall. Due to this expansion we have openings for both a studio and transmitter 1st class engineer. Experience desirable, but not necessary. Contact Tony Mulder, Chief Engineer.

If you like electronics, have a first phone, are proud of your abilities and have a positive attitude, we have an opening in studio operations. Send resume to Wes Haugen, Station Manager, KFYR-TV, Bismarck, North Dakota.

Engineer 1st class. Will train beginner. Ken Karr, KTVC, Dodge City, Kansas.

TV-Engineer-Sportsman. Sick of city smog? Trade for "Big Sky Country" hunting and fishing! Group Station needs mature, experienced transmitter/maintenance engineer. Salary open, commensurate with experience. Contact chief engineer KULR-TV, Box 2512, Billings, Montana.

Senior citizen engineer—If you have been forced into retirement, our company employs through age 70. Live in sunny healthful Arizona, work full or part time. Need experienced maintenance technicians for all phases of TV. No production or programming. 1st ticket required. Send resume to KVOA-TV, Box 5188, Tucson, Arizona.

Southwest. WHNT-TV, Channel 19, Huntsville, Alabama. Television engineer 1st. Contact Victor Bankowski, C. E.

Need technicians with 1st class license for operation, maintenance, construction work. UHF-TV, AM Radio, FM going stereo. These are permanent positions. Industrial community plus state university nearby. Airmail details to: Pat Finnegan, C. E., WLBC-TV, Muncie, Indiana, 47302. All replies answered and held confidential.

TV Engineer—Immediate opening for young man first phone license. Some experience preferred but could consider man with fundamental knowledge and capability to learn quickly under chief engineer. WSAV-TV, Savannah, Georgia.

All-around newsman? Expanding news department of a major-market VHF independent station has immediate opening for experienced writer-reporter-photographer with authoritative on-air personality. Contact Daniel Rose, WTTV, Indianapolis, Indiana.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

VTR Technician—Rapidly expanding CCTV campus network needs technician to design, install, and maintain campus wide television installation. Applicants must be experienced in maintenance of RCA and GE vidicon camera chains, and RCA and Ampex VTRs. Excellent pay and benefits. Work with a major state university located near the Great Smoky Mountains and TVA lakes. Contact Mr. Frank Lester, department of Television Services, The University of Tennessee, Knoxville, Tennessee 37916. An equal opportunity employer.

## Technical—(Cont'd)

Broadcasting engineer needed for educational TV and AM stations. Emphasis on TV including VHF transmitter. Must have first phone. Immediate opening, excellent fringe benefits including one month's vacation. Ideal community for family. Write Office of Staff Personnel, Washington State University, Pullman, Washington. An Equal Opportunity Employer.

## NEWS

Newsman Midwest radio-TV operation in medium market. Join 8-man staff as reporter-writer. Some air work; excellent community; university near. Journalism background or some experience preferred. Send complete resume, writing samples and tape. Box H-85, BROADCASTING.

### Production—Programing, Others

Producer/director midwest UHF station. With group operation. Heavy local sports remotes, and all phases of studio production. Producer/director who can take charge and supervise crew. Good advancement possibilities. Also, positions opening soon for beginners in studio and control production. Send picture and resume to Box G-403, BROADCASTING.

Art Director—station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a man from a smaller market or a No. 2 man ready to move up. You will enjoy the creative challenge offered by this position. Send sample of work and resume to Box G-416, BROADCASTING.

Our company is seeking a bright, aggressive Promotion Director for one of our stations. Our man will have knowledge of print and layout, writing ability and a dedication to quality. He will have sufficient experience in broadcasting or related fields to demonstrate his talents. We are a young (in attitude), growing group with an excellent reputation. If you are interested in challenge—with opportunity to advance—send resume to Box H-108, BROADCASTING.

Experienced program director for Southeast ABC TV station. Must know film buying and booking. Excellent opportunity for right man who is not afraid of work. Send all details first letter. Immediate opening. Box H-135, BROADCASTING.

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Artist for major Eastern ETV station. Must have two to three years working experience in TV or commercial art field. Box H-145, BROADCASTING.

Promotion Director. Aggressive, enthusiastic idea-man who can get a job done is needed at once to head up department in Top 10 market station. Must be able to write, handle on-air promotion, design ads, coordinate special merchandising and promote station. Excellent opportunity for an eager hard worker with good experience. Please send complete resume of background and samples of work to Box H-189, BROADCASTING.

TV instructor Boston, all phases of production including film and performance. Full-time, begin September. Minimum requirements Bachelor's degree and professional experience. Send resume and salary requirements. Box H-196, BROADCASTING.

## TELEVISION

### Situations Wanted

#### Announcers

Announcer, newscaster, exp. authoritative crisp delivery. Not a prima donna or a floater. Married, will settle. Personable. Box H-104, BROADCASTING.

#### Technical

Dynamic cameraman, experienced in studio operation, presently studying for 1st class ticket, seeks top position with fast growing organization. Box G-361, BROADCASTING.

## Technical—(Cont'd)

Cameraman, etc., first ticket; limited maintenance experience, but happy to learn anything (and work); particularly like affiliation with university or similar station where degree program can be completed. Now employed. Box H-15, BROADCASTING.

Tape expert, VR-2000, VR-1200, Ex-Ampex service engineer, desire position as assistant Chief or Tape Supervisor. Twelve year background in broadcasting. Box H-123, BROADCASTING.

1st phone, 13 years FM educational radio; 5 years CCTV and 2500 MHZ. Experienced distribution systems, studio maintenance and operation including switching, shading, audio, Ampex 660B VTR film chain, etc. Available September. Please state salary range. William Riefel, 1114 Jericho Turnpike, New Hyde Park, L.I., N. Y. 11040.

## NEWS

News Director—California only. Nine years broadcast and newspaper experience. Worked for major chain in Vietnam. Presently with chain station in California. Box H-49, BROADCASTING.

Twenty-one years Television and Radio news and announcing. Special events; documentaries; network and overseas experience. Highest quality writing. Box H-100, BROADCASTING.

Anchor man for 6 and 11 p.m. News-Medium Market—Looking up! Need not have major newscast if station is right. Excellent writer, thorough knowledge of film; network film stringer; 8 years broadcasting experience; college; youthful. Box H-121, BROADCASTING.

College grad . . . M.A. in R-TV, 26, professional experience want net O&O . . . or top station. Will consider college position. Box H-146, BROADCASTING.

Fresh ideas, degree, 15 years radio/TV news capitals. Box H-174, BROADCASTING.

## Production—Programing, Others

Producer director with 9 years commercial TV experience desires to relocate. Strong color production background. Box H-45, BROADCASTING.

Television Producer-Director. Seven years combined ETV-commercial television experience. Bachelor's degree . . . service completed. Available September 1st. Box H-118, BROADCASTING.

Production administrator, network TV and film experience, desires similar position. College degree and teaching background, veteran, married, dependable. Box H-143, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted good used AM type approved one kilowatt transmitter for stand by use. Please quote all information together with lowest price. Box G-263, BROADCASTING.

One KW GE or RCA UHF transmitter. 500 foot tower. Channel 19 filterplexer or diplexer or Harmonic filter. UHF transmission line. Contact KIII-TV, Corpus Christi, Texas.

Need all studio and transmitting equipment for low channel VHF, 100 W-120 W, Box H-28, BROADCASTING.

Brand new 100 W AM needs all studio and transmitting equipment. Box H-29, BROADCASTING.

Wanted immediately one 350' or taller self supporting tower to mount GE TY-106-13 UHF antenna. Reply Box H-125, BROADCASTING.

Wanted immediately—A used four or six foot plane polarized shrouded 7 GHZ microwave antenna. Phone collect Jim Garner. KORK-TV, Las Vegas, Nevada 702-737-3916.

## WANTED TO BUY—Equipment

### continued

TK 42 camera: One; please give price, condition and serial. Box H-179, BROADCASTING.

Wanted. Harmony Isle 15 minute transcriptions. (Macgregor?) 2889 21st Street, San Pablo, California 94806.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Tower lighting control unit—H & P LC-2085 contains flasher, alarm and control units, circuit breakers, auto transformer, ice detector and telephone circuits. New \$100.00 each. Sierra-Western Electric Cable Co. Willow and 24th Streets, Oakland, California. Phone 415 832-3527.

450 ft. Radio-TV tower. Make offer. Call Collect. Robert Holden (202) AD 4-7233.

Ampex VR-1000A with two heads, \$6,500.00. Norman Hall, KERO-TV, Box 2367, Bakersfield, California.

Power increase makes available approximately September 1, 1 KW FM transmitter, stereo generator, rack co-axial cable. Housed in refrigerated room. Like new. KONG, Visalia, California.

General Electric BA 5 A limiting amplifier, good condition. Two Ampex 601's, recently overhauled, & one Ampex 820 amplifier (companion to 601) Ike Lee, Chief Engineer, WAPE, Jacksonville, Fla.

Schafer stereo automation 1200 includes brain, make-up unit, 3 playbacks, all Ampex in excellent condition—\$8000. Also available Schafer spot locator nearly new. WBUD, Trenton, New Jersey.

2 RCA TK-60A Camera Chains with TD 3B pedestals. Also, includes TM Master Monitors and console housings, remote iris controls, camera cables, cradle heads, processing amplifier and complete lens complement for each camera. Also, have available 8" lens. We have completely colorized and have a great deal other equipment also available. Inquiries should be addressed to Cecil Suitt, Chief Engineer, KTHV, Little Rock, Arkansas. Ideal for church remotes, education station, etc. for those who have gone color. Otherwise, top cameras for studio use.

For Sale: three GE 4PE4C1-3" IO portable camera chains; new IO tubes under 30 hours each, various lenses, if desired. \$5,000 each including monitoring and cable. Contact William Woods, Director-Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, Ill. PH: 312/583-5000.

1 TK-41C color studio camera chain, used six months. George Wetmore, Post-Newsweek Stations, Broadcast House, Washington, D.C. 20018. (202) 244-5678.

4 RCA TR-22 TV tape recorders with monochrome ATC, color ATC and non-phase color. Three also include line lock and modified head cover. One (with all modifications) available now, others this fall. George Wetmore, Post-Newsweek Stations, Broadcast House, Washington, D. C. 20018. (202) 244-5678.

Towers, new and used, erecting. Bill Angle—P. O. Box 55, Greenville, N. C. Telephone, 919-752-3040.

For Sale: TV Sync generator, fully transistorized, Northern Electric, R20861A, original cost \$3,600. Perfect for fraction of cost. T. Dames Co., 308 Hickory Street, Arlington, New Jersey, (201)998-4246.

5 kw FM transmitter—Collins \$3,750, with SCA and exciter, \$4,500, 10 kilowatt G-E, FM amplifier. Carol Music, Inc., 5437 West Division St., Chicago 51. Phone 312-378-7461.

Self supporting tower, 150-200 feet, 10 kw or larger FM transmitter, 97.3 MC; tape decks, consoles and remote gear. Box H-176, BROADCASTING.

## FOR SALE—Equipment—(Cont'd)

FM Equipment—3 kw RCA BTF-3B 10 kw R.E.L. amplifier with P.S.; 10 kw G.E. amplifier with P.S.; 4 and 8 bay Collins antenna. All equipment in good operating order. No reasonable offer refused. Box H-191, BROADCASTING.

5820A I.O.'s for lease or sale. First quality 5820A at \$80.00/month lease; \$475.00 with 750 hour warranty sale. For further information call or write, Baker Miller Taylor Co., 7 Bala Avenue, Bala Cynwyd, Pa. 19004—215-664-6672.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Call letter auto plates, studio banners, bumper 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 3736 Merchandise Mart Stn., Chicago, 60654.

Increase sales! Over 40 proven radio and TV sales promotions. Seasonal and year round. For all markets. Fully detailed \$4. Broadcast Service Enterprises, Box 9274, Denver, Colorado, 80209.

It's here! "Ideas Unlimited," 250 prime story suggestions for local and regional coverage! Features, investigative, business, and editorial, 25 pages, \$3. Newsfeatures, P. O. Box 14183, St. Louis, Mo.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

Market brochures, coverage maps, custom broadcast sales aids, designed and created by the leader in the field. Noyes, Moran & Company, Inc., Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

All new ad-libs' written for DJs. Exciting! Different! \$4.95. Send check to VinCon Enterprises, P. O. Box 26003, Denver, Colorado 80226.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training, Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEER. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

## INSTRUCTIONS—(Cont'd)

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue. New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for October 4, January 10. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin Sept. 5—Oct. 9—Nov. ?? Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newcasters production personnel. Announcer Training Studios, 25 W. 43 St., New York, 10036. Veteran approved. Licensed by N.Y. State. Phone OX 5-9245.

N.Y. City's most famous Broadcast School—NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . Famous for good announcers. . . Famous for best deejays. . . Approved for veteran training. Licensed by State of New York. N. Y. School of Announcing and Speech, 165 West 46th Street, NYC. (212) LT 1-3471.

We train broadcasters . . . The Don Martin School (America's foremost School of Broadcasting. Established in 1937) offers training in FCC 1st Class License preparation. Radio & TV announcing covering news, sports commercials, narrative & descriptive reading and languages. Radio production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & commercial writing and producing. Sales & Station Management. Television production including camera operation, floor management, Production & Tech. Directing, 16MM filming, video taping, audio, lighting, and makeup. All courses are approved for Veteran Training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Hollywood, Memphis or Seattle. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 10800 Duncan Place, Manhattan Beach, Calif. 90286.

## Management

### IMMEDIATE OPENING— STATION MANAGEMENT

We desire the services of a fine young man age 25-40 experienced in programming, sales and sales management or present station management. We are in a 350,000 Market—Pulse Rate #1 on a MOR Format. Lucrative salary commensurate with your qualifications to produce. Location Mid-West. If you wish to make a change or you are ready to move up, this is a very excellent position. Write giving full particulars, enclosing photograph with application. Here is your opportunity of a life time.

**Box H-75, Broadcasting.**

## RADIO—Help Wanted

### Sales

#### SALESMAN WANTED

##### Unusual Opportunity KXRO

Grow with top management. Experienced competent man can grow with us. Dominant NBC station with adult appeal. Send complete resume to:

Joe Kendall, Gen. Mgr. Box 47,  
Aberdeen, Washington 98520

### 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 \$250.00 per week, please call Don Kelly -312-337-5318.

#### 1st PHONE

Immediate openings for 1st phone announcers in small markets. \$90.00 to \$125.00 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.**

## Management—(Cont'd)

### LOCAL SALESMANAGER

Wanted . . . Working retail Sales Manager for top hundred market station 60 minutes from New York City. Excellent salary plus percentage if you can qualify.

**Box H-166, Broadcasting.**

### Production—Programing, Others

#### RADIO PROGRAM MANAGER

Outstanding opening for an imaginative, experienced Top forty oriented program executive in major market, East Coast area. RGB formula, with creative public affairs ability. Mature leadership and initiative necessary. Preferred age . . . 30 or over.

**Box G-363, Broadcasting.**

#### PD MORNING MAN

N.Y. Metro Area top-rated contemporary station in expanding chain—complete responsibility for operations. Ingenuity and efficiency a must. Send complete details, photo, tape, salary and references 1st letter to:

**Box H-27, Broadcasting.**

### SITUATIONS WANTED

#### Management

#### Experienced owner-manager

Current president of state Broadcast Association, recently sold own station. Seeking new position. Extremely good sales and management record. Can handle anything including announcing, play-by-play, sports. Prefer Western states. I'm not cheap and I'm worth it.

**Box H-47, Broadcasting.**

### TELEVISION—Help Wanted

#### NEWS

#### TV NEWSMAN

Midwest, capital city, regional network affiliate needs top reporter and on-the-air man thoroughly familiar with all gathering and air functions. Must be able to shoot own film. Top opportunity for right man. Call Jack Hoskins, 217-528-0465.

#### TV NEWSMAN

Major market, East Coast, seeking proven newscaster who is an on-the-street newsman as well as a skilled air man. The man we want to handle our early and late news programs is probably now somewhere in the top 30 markets, has had the top-rated news shows in his market for the past 18 months, and is ready for a bigger challenge. He's the kind of man who takes pride in his success as a newsman and still gets a thrill out of beating the competition. Complete resume and references to:

**Box H-183, Broadcasting.**

### Director-Cameraman Editor

For small film production unit for television station in top 40 market. Some writing required, Creative position. An exciting opportunity for a competent, aggressive individual. Salary open. Mail replies to:

Alan Wilson  
Personnel Dept.  
WHAS-TV  
525 W. Broadway  
Louisville, Kentucky 40202

### TELEVISION

#### Help Wanted

# television systems executive engineer

Here's a top level opportunity with a major manufacturer of television broadcast equipment.

This position involves directing layout, design, and cost estimating of television systems for commercial broadcast stations, including occasional field trips with regional managers. Requires a man—part salesman, part engineer — who enjoys customer contact and has a thorough knowledge and understanding of television systems and the problems of commercial broadcasters.

Salary: commensurate with experience and abilities. Reply in complete confidence to:

Box H-1. Broadcasting.

## 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** for 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**

### TELEVISION

#### Situations Wanted—Announcers

### BUSINESS OPPORTUNITY

#### Continued

### RADIO-TV SPORTSCASTER

17 years experience doing play-by-play for football, basketball and baseball games. Coverage from high school and college to Pro. Looking for metropolitan market. Currently making \$15,000 a year in medium market. Cooperative, aggressive and family man with excellent references.

**Box G-360, Broadcasting.**

### HAVE YOUR CAKE AND EAT IT TOO!

America's oldest Country Music broadcasting organization is expanding. We've got over 20 years experience, proven track record, top management personnel in all departments plus one of the nation's hottest, swinging C&W AM/FM facilities.

Whether you have AM, FM, TV or CATV PROPERTY . . . Whether you want to liquidate with maximum tax advantages, grow despite a lack of ready cash or strengthen your present operation while, at the same time, diversifying your holdings . . . We welcome your invitation to discuss a stock merger with us. Confidentially, of course.

**Box G-401, Broadcasting.**

### BUSINESS OPPORTUNITY

### WANTED TO BUY—Stations

### CASH AVAILABLE

To radio stations in return for local time. Principals only. East coast or New England only. Call Mr. Holmes, (413) 534-0830.

### WANTED TO BUY

Radio station in small or small/medium market in Southeast. . . Priced \$85,000 or below. Qualified buyers invite immediate response. Will also consider purchase of major percentage of high priced property. . . .

**Box H-159, 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-194, Broadcasting.**

**FOR SALE—Stations**

**CALIFORNIA**

KHUM in Santa Rosa, 500 W non-directional 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.**

**IND. TV STATION**

For lease (with option)

All equipment necessary for immediate operation. Deal must be consummated by 9/1 subject to FCC approval. Phone Mr. King (209) 439-2955 or write PO Box 4364, Fresno, Calif.

**Confidential Listings  
RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.**

**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
**BROKERS—CONSULTANTS**

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

|       |          |          |        |       |
|-------|----------|----------|--------|-------|
| West  | small    | fulltime | \$ 90M | terms |
| Fla.  | metro    | daytime  | 225M   | cash  |
| South | suburban | daytime  | 100M   | 29%   |
| N.E.  | suburban | daytime  | 150M   | terms |
| South | chain    | CATV     | 1.5MM  | cash  |

**CHAPMAN ASSOCIATES**  
2045 PEACHTREE, ATLANTA, GA. 30309

Continued from page 84

control from William C. Nuckolls, Earl Elgert and Harold L. Nuckolls to George Edward Powers (100%). Principals: Mr. Powers owns 45 shares of Great Plains Broadcasting Inc., licensee corporation. Consideration \$48,125. Ann. Aug. 4.

WGLI Babylon, N. Y.—Seeks transfer of control from WGLI Inc. to Martin Beck, president and director, George Ross secretary, treasurer and director, David Chasen, director and Dr. Leonard Roberts, Conrad Roth, James Greenwald, Gerald Matlick, Michael Belkoff, Herbert A. Goff, Harold A. Segal, Phil Gilbert Jr., Robert Young, Philip Reichers and Harvey Dunier. Messrs. Beck and Ross each owned 50% before transfer. Ann. Aug. 4.

WAGY-AM-FM Forest City, N. C.—Seeks assignment of license from Tri-City Broadcasting Co. to Tri-City Broadcasting Inc. Principals: Gerard T. Becknell and A. Hoyle Lovelace (each 50%). Ann. Aug. 9.

WFVG Fuquay Springs, N. C.—Seeks assignment of license from WFVG Broadcasting Co. to Wake County Broadcasting Inc. for \$60,000. Principals: Gray Broadcasting Corp. (100%). Theodore J. Gray Jr., president and treasurer. Mr. Gray is 55% owner of WKDE Altavista, and 62% owner of WHEO Stuart, both Virginia. Ann. Aug. 8.

WECT(TV) Wilmington, N. C.—Seeks transfer of control from Atlantic Telecasting Corp. to J. S. Brody, holding legal title to shares. Principals: J. S. Brody, 6.165; Leo Brody, 3,420; MacMillan & Cameron Co., 12,285; Marilyn J. Baydush, 900; Marsha F. Shiff, 900, and Hynda Jean Brody, 900. Request for authority to commence construction under conditional CP and for approval of related application for transfer of control filed simultaneously. Ann. Aug. 9.

WIFI(FM) Philadelphia—Seeks assignment of license from High Fidelity Broadcasting Corp. to The McLendon Corp. for \$428,000. Principals: Gordon B. McLendon, president. Assignee is licensee of KLIF. KNUS(FM) Dallas, KILT, KOST(FM) Houston, WYSL-AM-FM Buffalo, N. Y., WWWW(FM) Detroit, KABL-AM-FM Oakland-San Francisco, WNUS-AM-FM Chicago, KADS(FM) Los Angeles and KCND-TV Pembina, N. D. KNUS(FM) Dallas will be sold, application will be filed. Ann. Aug. 9.

WCLG Morgantown, W. Va.—Seeks assignment of license from William S. Freed to Freed Broadcasting Corp. Principals: Mr. Freed (99%) and Mrs. Eleanor I. Freed (1%). Ann. Aug. 4.

WFON-FM Fond du Lac, Wis.—Seeks assignment of CP from Samuel G. Costas, deceased, to Loula M. Beckman, executrix. Ann. Aug. 4.

**ACTIONS**

KNAC(FM) Long Beach, Calif.—Broadcast Bureau granted assignment of license from McCray Broadcasting Co. to International Broadcasting Corp. Principals: Donald G. Gill, (5%) president, W. Ralph Oliver (10%) vice president, Samuel M. Roberts (5.5%) secretary, Jess W. Grundy (7.5%) treasurer, et al. Mr. Gill is self-employed in fields of loans, investments, and economic research, and is partner in Magnolia Joint Venture (25%), Orange County Enterprises (33.3%), and Ladoro Associates (33.3%), all rental agencies. Mr. Oliver is consultant with Commercial Business Service. Mr. Roberts is self-employed as management consultant. Mr. Grundy is vice president and director of Bateman, Eichler, Hill, Richards stockbrokers. Consideration: \$13,500. Action July 31.

WDEE Hamden, Conn.—Broadcast Bureau granted transfer of control from Stuart M. Cadan and Richard S. Greene to Hamden Broadcasting Corp. Principals: H. Theodore Quale, president, Noel Cote, first vice president and secretary, Frank Delfino, second vice president and treasurer (each 15%) et al. Mr. Cote is account executive of WICC Bridgeport, Conn. Mr. Delfino is program director of WICC. Mr. Quale is general sales manager of WICC. Consideration \$255,000. Action July 31.

WSBR Boca Raton, Fla.—Broadcast Bureau granted assignment of license from BOCA Broadcasters Inc. (Dr. Fred S. Greenwald, president) to Burbach Radio Inc. for \$100,000 plus \$5,000 brokerage fee. Principals: John L. Laubach, president, D. Larry Deitch, vice president and Robert H. Burstein, treasurer (each 33 1/3%). Mr. Laubach owns WESA Charleroi, Pa. and is attorney, president of leasing equipment company and partner in investment company. Mr. Deitch is officer of two scrap metal processing companies. Mr. Burstein is president and 100% stockholder in metal brokers and partner in two investment firms. With this application is petition for waiver of Sec. 1.597 of rules. Buyers recently purchased WVGQ Erie, Pa. for \$200,000 which is waiting FCC approval. Ann. Aug. 2.

WARN-AM-FM Fort Pierce, Fla.—Broad-

cast Bureau granted assignment of license from Walker Broadcasting Corp. to Fort Pierce Broadcasting Co. for \$220,000. Principals: Drew J. T. O'Keefe (100%). Philip G. Adams, president, et al. Mr. O'Keefe is U. S. attorney, 100% stockholder and director of O'Keefe Broadcasting Co., licensee of WBCB Levittown-Fairless Hills, Pa.; 65% stockholder in Capital Broadcasting Corp., licensee of WKEN Dover, Del.; 75% stockholder in apartment house; 50% partner in realty company, and 50% stockholder in pier operation. Mr. Adams is manager of WBCB and vice president and general manager of WKEN. Action July 31.

KANS-AM-FM Larned, Kan.—Broadcast Bureau granted assignment of license from Don H. Hoagland c/o KANS Radio to Hillis F. Bell Jr. for \$150,000. Principal: Mr. Bell is sales manager of KANS-AM-FM. Action July 31.

KSMB(FM) Lafayette, La.—Broadcast Bureau granted transfer of control from Jules M. Arceneaux et al to Sugarland Broadcasting Inc. Principals: Rudolph A. Barras, president and James L. Gray, secretary-treasurer (each 10%), Floyd Bernard, Paul M. Cochran and John R. McHugh, all vice presidents (each 20%) and John H. Coco, executive vice president (20%). Mr. Coco is 50% partner in new AM in New Iberia, La. Mr. Bernard is 50% partner in new AM in New Iberia, La. and is also chief engineer at WRJW Picayune, Miss. Mr. McHugh is stockholder in KATC(TV) Lafayette, La. Mr. Cochran has no present interests available. Mr. Barras is secretary-treasurer and one-third owner of two boat rental concerns. Mr. Gray is office manager of boat rental concern and president and 50% owner of home insulation company. Consideration \$41,290.90 plus liabilities. Action July 31.

WJOR South Haven, Mich.—Broadcast Bureau granted assignment of license from WJOR Radio to Van Buren County Broadcasting Inc. for \$135,000. Principals: Dee O. Coe, president, J. M. Coe, vice president and Jeane F. Coe (each 30%) and Victor H. Voss secretary-treasurer (10%). Mr. Dee O. Coe is president and 42.35% owner-director of Lake Broadcasting Inc., licensee of WWCA Gary, Ind. Mr. J. M. Coe is vice president of Best Foods Division of Corn Products Co. (food processors) New York. Jeane F. Coe is housewife. Mr. Voss is director and secretary-treasurer of Lake Broadcasting Inc., director and secretary-treasurer of La Porte County Broadcasting Inc., licensee of WLOI-AM-FM La Porte, Ind. and is technical director of WWCA and WLOI. Action July 31.

WRCR Maplewood, Minn.—Broadcast Bureau granted assignment of license from WRCR Broadcasting Corp. to B & C Broadcasting Inc. for \$102,500. Principals: Armand J. Belli, president-secretary (49%), et al. Mr. Belli is self-employed investor. Action July 31.

KSWS-AM-TV Roswell, N. M.—Broadcast Bureau granted assignment of license from Frances Maye Barnett, Paul B. McEvoy and Raymond E. Williams, special administrators of estate of John A. Barnett, deceased, to Mrs. Barnett, Mr. McEvoy and Mr. John A. Barnett Jr., executors of estate. Action July 31.

WTTO Toledo, Ohio—Granted transfer of control from Darwin F. Doubrava to Patrick Cudahy Inc. Principals: M. F. Cudahy, chairman, Richard D. Cudahy, president, et al. Consideration \$150,000. Action July 31.

KTIX Pendleton, Ore.—Broadcast Bureau granted transfer of control from Robert W. and Donna R. Roderick to Eastern Oregon Broadcasters Inc. Principals: Juniper Broadcasting Inc. (100%), licensee of KGRL Bend, and 80% stockholder and licensee of KACI The Dalles, both Oregon. Gary L. Capps, president, Robert W. Chandler, vice president, et al. Mr. Capps is president and 12 1/2% stockholder in KGRL and is president of KACI. Mr. Chandler is vice president and 12 1/2% stockholder in KGRL and vice president of KACI, owner and editor of The Bend Bulletin; 25% interest in LaGrande Observer (LaGrande, Ore.); 20% interest in commercial printing concern, and 20% interest with wife in Star Publishing Co., licensee of KATL Miles City, Mont. Consideration \$135,000. Action July 31.

WWGO Erie, Pa.—Broadcast Bureau granted assignment of license from Radio Station WESB to Burbach Broadcasting Co. for \$200,000. Principals: John L. Laubach Jr., president (49 1/3%), Robert H. Burstein, treasurer (50 1/3%) et al. Mr. Laubach is president, director and stockholder in WESA Charleroi, Pa.; attorney, president and director of equipment leasing firm, and partner in investment concern. Mr. Burstein is owner of metal brokers concern and is partner in two investment companies. Action July 31.

WIST Charlotte, N. C. and WQXL Columbia, S. C.—Broadcast Bureau granted assignment of license from WIST Inc. to Statesville Broadcasting Co. for \$200,000 and \$175,000 respectively. Principals: Statesville is licensee of WCBT and WFMX(FM), both

Statesville, N. C., and is sole stockholder of Rockingham Broadcasting Inc., licensee of WFRC Reidsville, N. C. and Halifax Broadcasting Inc., licensee of WCBT Roanoke Rapids, N. C. A. Fuller Sams Jr. is president and owns Statesville Theatre Corp. Licensee's principal stockholder and its officers and directors will retain their interests in WIST-FM and WPDQ Jacksonville, Fla. Action Aug. 4.

WBFJ Woodbury, Tenn.—Broadcast Bureau granted transfer of control from J. H. and Iris Larimer to Austin and Carmine Jennings. Principals: Mr. and Mrs. Jennings own retail jewelry business, 50% owners of Enterprise Printing Inc. and Fentress County Publishing Inc. and they own 67½ shares of stock in Cannon Broadcasting Inc., licensee of WBFJ. Consideration \$21,500. Ac-

tion Aug. 4.

KFMK(FM) Houston—Broadcast Bureau granted transfer of control from J. G. Bertman Jr., R. A. Buchanan, Joe D. Harris III and C. O. Roberts to Liberty Communications Corp. Principals: James A. Lammers, Vincent C. Bash Jr., E. Edward Reitman, Mark Love III, M. L. Herskowitz, W. Floyd Clark, Harold A. Clark, R. C. Plemons, Jack R. Terrel and Charles E. McGuckin (each 10%). Mr. Lammers is executive vice president of savings and loan association and owns insurance agency. Dr. Bash is in private medical practice, owns laboratory and is in real estate and security holdings. Mr. Reitman is owner of hospital and is clinical psychologist. Mr. Love is president and 50% owner of Holt and Love Advertising, Houston. Mr. Herskowitz is sports an-

nouncer for KPRC-AM-TV Houston. Messrs. W. Floyd and Harold A. Clark are partners in development company. Mr. Plemons is vice president of Texas Pig Stands Inc. Houston. Mr. Terrel is controller and assistant vice president of savings and loan association. Mr. McGuckin is self-employed certified public accountant. Consideration \$110,000. Action July 31.

WRVC(FM) Norfolk, Va.—Broadcast Bureau granted transfer of control from Harrison W. Moore Jr., Charles G. Messie Jr., Forrest P. Clay Jr. and Mason C. Andrews to Virginia Good Music Corp. Principals: Leroy T. Canoles Jr., M. Lee Payne and William C. Worthington. Messrs. Worthington and Canoles are attorneys. Mr. Payne is executive vice president of bank. Voting trust, no consideration. Action July 31.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 9. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

\*Indicates franchise has been granted.

Fort Morgan, Colo.—Community Television Inc., Denver, has applied for a franchise. Installation and monthly service charge would be \$10 and \$5 respectively.

\* Golden, Colo.—Mountain States Video Inc. (multiple CATV owner), headed by Bill Daniels, has been granted a 15-year franchise.

\* Weld county, Colo.—Greeley Video Inc. has been granted a revocable permit. Greeley Cablevision Corp., subsidiary of Time-Life Inc. (multiple CATV owner) and KFKA Greeley, had also applied.

\* Hamilton, Ill.—Quincy Cablevision Inc. has been granted a franchise. Installation and monthly service charge will be \$20 and

\$4.50 to \$5.50 respectively. City will receive \$250 annually.

\* Princeton, Ill.—Princeton Perfect Picture TV, subsidiary of J.F.D. Electronics Corp. (multiple CATV owner), has been granted a franchise. Installation and monthly rates will be \$19.95 and \$4.95, respectively.

Arkansas City, Kan.—Ark City Cable TV Inc. has applied for a franchise. For \$5.75 a month, subscribers would receive 12 TV channels, eight FM stations, a 24-hour weather channel and an ETV channel. The city would be guaranteed 2½% of gross receipts. Initial cost of system would be \$250,000.

\* Fitchburg, Mass.—Montachusett Cable Television Inc. has been granted a franchise. For \$5 a month, subscribers will receive eight VHF and four UHF TV channels.

Gloucester, Mass.—Cablevision Corp. of America has applied for a franchise. Installation and monthly service charge would be \$10.95 and \$4.95, respectively.

Haverhill, Mass.—National Cablevision Inc., Boston (multiple CATV owner), has applied for a franchise.

Stoughton, Mass.—National Cablevision Inc. has applied for a franchise. Installation and monthly service charge would be \$15 and \$5, respectively.

\* Westfield, Mass.—Pioneer Valley Cable-

vision Inc., Greenfield (multiple CATV owner), has been granted a franchise.

Hudson, N. H.—Merrimack Valley CATV has applied for a franchise.

Byram, N. J.—Garden State CATV has applied for a franchise. Installation and monthly service charge would be \$10 and \$4.65, respectively. Township would receive 3% of annual gross revenue.

\* Cortlandt, N. Y.—Continental CATV Corp. (multiple CATV owner) has been granted a franchise.

Potsdam, N. Y.—Antenna Systems Corp. has rejected a franchise granted by the village board. Terms of franchise included a monthly rate of \$4.95 plus \$1 for each additional set. Antenna Systems Corp. had proposed to charge \$1.50 monthly for each additional hook-up.

Zanesville, Ohio—Vikoa Inc. (multiple CATV owner) has announced beginning of construction on its nine-channel system. Vikoa Turnkey Division has the contract for the 116-mile system that will bypass 12,500 homes. Target date is set for December 1967.

Rochester, Pa.—Vikoa Inc. (multiple CATV owner) has announced beginning of construction on its 12-channel system. Vikoa Turnkey Division has the contract for construction of the 88-mile system that has 10,000 potential subscribers.

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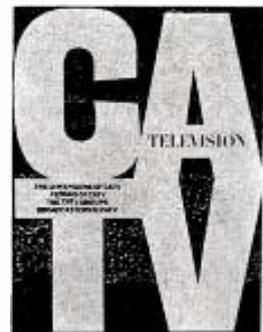
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THE industrialists at the turn of the century must have had their share of problems with Samuel Gompers and his confreres. But in that relatively simple and unorganized society, they were not obliged to cope with the multiplicity and complexity of 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: 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 he 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 levels. His department has grown 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 in negotiations.

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 employes 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



William Cochrane Fitts Jr.—VP, employe relations, CBS Inc.; b., Mobile, Ala., March 7, 1905; A.B. Princeton University, 1927, L.L.B., Yale Law School, 1929; partner, Fitts & Fitts, Birmingham, Ala., 1929-34; with Tennessee Valley Authority, Knoxville, 1934-44, as assistant solicitor, assistant general counsel, solicitor and general counsel; partner Cates, Smith, Long & Fitts, Knoxville, Tenn., 1944-45; partner, Fly, Fitts & Shuebruk, New York, 1945-50; assistant general attorney, CBS, 1950-52; director of labor relations, CBS, 1952-65; elected VP 1954; VP, employe relations, CBS, 1965; m. Eleanor Langley Hyde, 1930; children—William C. III, Holland, Harriet, Miriam, Robert, Marjorie; hobbies—fishing and reading history and biography.

### No deed in perpetuity

**A**S 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 be.

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

**T**HE Washington *Evening Star* in an editorial last week identified television as the "principal 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

**T**HE 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?

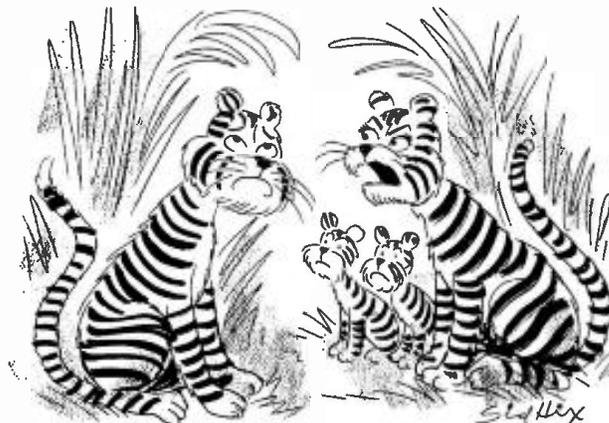
The figures should be read in the context of the times, however, and the times are tight for virtually all media. Some experts are predicting less than 2% growth in total advertising expenditures this year. The outlook for radio seems to be a good deal better than that. It should also be remembered, 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

**B**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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