spot radio

reminds them
buy your product

They know what they like and they buy what they hear—on Spot Radio!

RADIO DIVISION
EDWARD PETRY & CO., INC.
THE ORIGINAL STATION REPRESENTATIVE
NEW YORK • CHICAGO • ATLANTA • BOSTON
DALLAS • DETROIT • LOS ANGELES
PHILADELPHIA • SAN FRANCISCO • ST. LOUIS

COMPLETE INDEX PAGE 7
These easy to use cuts make production of Selling Radio Spots a pleasure. And your salesman will make you and the used car dealer happier with increased business for both of you.

Call collect or write CRC, Box 19726, or World Broadcasting System, Box 19246, Dallas, Texas. Phone (214) 748-8004.

CRC Money Maker and New World Production Libraries
The Ohio State Awards is changing its annual deadline to September 15th. This year only, entries must have been broadcast during the period, January 1, 1967–August 31, 1967. This 32nd American Exhibition of Educational Radio and Television Programs is open to all radio and television broadcasters producing programs whose primary intent is to educate or inform rather than to entertain.

For Information and Entry Materials, Write: INSTITUTE FOR EDUCATION BY RADIO-TELEVISION 2470 NORTH STAR ROAD, COLUMBUS, OHIO 43221 (614-293-6641)

DEADLINE FOR ENTRIES SEPTEMBER 15, 1967
SPEAKING OF COVERAGE...

LANCASTER-HARRISBURG-YORK-LEBANON IS ONE TV MARKET WITH WLGAL-TV CHANNEL 8

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

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

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

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

It's now all but certain that attack on constitutionality of FCC's fairness doctrine will be concentrated in seventh-circuit U. S. appellate court in Chicago where Radio-Television News Directors Association and group of licensees filed their appeal few hours ahead of CBS filing in second suit in New York last month (Broadcasting, July 31). CBS lawyers have urged RTNDA lawyers to move their case to New York, but word is that RTNDA and associated appellants will stand pat, as they have power to do because they were in court first.

If CBS's appeal is consolidated with RTNDA's, as expected, CBS may have to think twice before choosing Chicago lawyer. (It's customary to attach local counsel to case of this kind.) For some time Newton Minow, former FCC chairman, now Chicago lawyer, has represented CBS in Midwest. At FCC Mr. Minow thought fairness doctrine was just fine.

Early change

Even before presidential task force named to look into telecommunications policy and spectrum use (see page 25), gets into subject too deeply, one of its members must be replaced. He's J. Herbert Hollomon, acting undersecretary of Commerce, who's leaving Sept. 1 to become president-designate of University of Oklahoma. Speculation on who will succeed him on task force centers on Dr. John F. Kincaid, awaiting Senate confirmation as assistant secretary of commerce for science and technology.

Dr. Kincaid, named by President to post last week, comes from International Minerals and Chemicals Corp., Chicago, where he was vice president for research and development. During World War II he was in charge of explosives research laboratory of Carnegie Institute of Technology. He taught at Princeton University from 1936 to 1938.

Sign of times

Agreement in which Peters, Griffin, Woodward gives its radio station list to McGavren-Guild Co. in exchange for financial interest in parent company (see page 35) reflects fundamental change in rep business, some broadcasters feel. They cite spiralling costs of selling, making radio rep business less profitable for many large TV reps whose radio volume is only marginal. One way to beat increased competition for relatively smaller radio ad dollar is to merge or relinquish radio interests, these sources feel.

Whatever the reasoning behind PGW-McGavren-Guild agreement, many stations involved expressed surprise at manner in which deal was handled. Some stations are not yet sure who reps them. Broadcasters weren't only group surprised by deal: PGW radio division employees say they were notified Monday (Aug. 14) that employment would be terminated on Sept. 1. Five PGW salesmen have been invited to McGavren-Guild: John Butler and Don Garvey of New York, Dennis Israel of Chicago, William Hirsch of Detroit and William Jones of Atlanta.

Help wanted

Bailey K. Howard, president of Field Enterprises, began search last week for replacement for Sterling (Red) Quinlan who resigned as manager of Field's WFLD-TV Chicago in budget dispute (see page 39). Mr. Howard, in personal business office in Van Nuys, Calif., last week, said job was wide open and that he would probably make no decision until mid-September. Mr. Quinlan leaves Oct. 1.

Maneuver room

Here's why FCC Chairman Rosel H. Hyde chose to be named ex officio instead of voting member of President's new task force on communications policy (see page 25): Mr. Hyde felt his responsibilities as head of independent agency precluded full task-force duty. Also, as ex officio member, he can make contributions without committing himself to task force's recommendations.

At FCC there is some speculation that presidential emphasis on need for compatibility between any domestic satellite system and world system might adversely affect chances of Ford Foundation proposal for domestic system dedicated to television use. Ford system would not fit into global scheme as easily as one devoted to more general use, it's believed.

Waiving policy

FCC Commissioner Lee Loewinger may have swing vote in Kaiser Broadcasting Inc.'s proposed purchase of 50% of WATF-TV Cleveland, for which

Frank V. Mavec holds construction permit. Commissioner Loewinger last week appeared to side with Chairman Rosel H. Hyde and Commissioner Robert E. Lee in favoring grant, while commissioners Robert T. Bartley and Kenneth A. Cox opposed it. However, final vote won't be taken until Commissioner Cox prepares opinion opposing sale—and Commissioner Loewinger has said he wants to study statement before "committing" himself.

If commission approves transfer, it would have to waive its yet-to-be-invoked policy designed to slow down expansion of broadcasters into major markets. Policy requires hearings in cases where application would result in broadcaster owning more than three stations, no more than two VHF's, in top-50 markets. With Cleveland acquisition, Kaiser would have six UHF's in top eight markets. Commission staff has opposed transfer, regarding it as sharpest blow yet at top-50 policy, which thus far has been waived four times (including once to permit Kaiser to acquire 50% of WKRC-TV Cambridge-Boston.)

End of the line

Television has come to northernmost town in North America with introduction of CATV system to Point Barrow, Alaska. System, which began two weeks ago, is said to have about 1,800 subscribers. Like some systems in southern Alaska (see page 54), Barrow programing is via tapes of Anchorage stations, some 800 miles away. Barrow system is owned by Hagberg & Hopson Inc. Mr. Hagberg is vice president of Wien Air Alaska and chairman of Alaska 67 centennial celebration. Mr. Hopson is local businessman.

On the House

Word is that Commerce Committee Chairman Harley O. Staggers (D-W.Va.) will approve today (Aug. 21) and transmit to House floor revised committee report on public-broadcasting bill. Though staff strove mightily, report was not completed in time for approval before week's end. Staff members worked late last Thursday night (Aug. 17) on final revisions, but Chairman Staggers was not available Friday to approve finished document. Report suffered many last-minute changes (see page 38).
In Mark Antony's Time
When Imperial Rome Ruled All
This Silver Denarius Was The Dominant Coin

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

KOIN-TV

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

KOIN-TV CHANNEL 6
PORTLAND, OREGON

One Of America's Great Influence Stations
Represented Nationally by Harrington, Righter & Parsons, Inc.
WEEK IN BRIEF

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Broadcasting

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BROADCASTING, August 21, 1967

From Evansville, Indiana, WEHT-TV zooms into the action. With ready camera and live-wire spirit, Evansville's audience-focused station launches six days of intensive race coverage...providing the first same-day color coverage of a sports event in the area...flying videotapes to sister stations of the Gilmore Group...building audience excitement and loyalty by capitalizing on interest in the fastest-growing spectator sport in the nation.

Follow through. WEHT's roundup half-hour color film of the race multiplies its mileage in the weeks that follow, as Evansville area clubs clamor for special showings.

Alert programming, exclusive news breaks, in-depth specials...WEHT-TV leads the way in the Evansville market. Captures the spirit of its ¾-million viewers. Gives your sales message dynamic penetration.
**FCC stays transfer of Oregon City AM**

KIMN Broadcasting Co., which sold KIMN Oregon City, two months ago, has been ordered to resume control of station. FCC announced order Friday (Aug. 18), following court order staying transfer of control to Metropolitan Radio Corp.

Order of U. S. Court of Appeals in Washington followed filing of appeal from commission grant by KXL-AM-FM Portland, Ore. KXL had urged commission to hold hearing in case to determine whether J. Elroy McCaw, largest stockholder in Metropolitan, was guilty of trafficking in broadcast licenses, whether Metropolitan’s operation of KIMN would lend to degradation of service in area, and whether Metropolitan had made legitimate effort to determine needs of area to be served.

Commission approved sale (for $980,000, plus assumption of $830,000 in debts) on July 6 (BROADCASTING, June 12). KXL filed its appeal on July 7. Three days later parties consummated sales contract.

**NABET expects approval on ABC, NBC strike call**

National Association of Broadcast Employees and Technicians (NABET) last week called for vote on whether to strike ABC and NBC. Members were to cast votes on Saturday (Aug. 19) and union sources were confident strike would be approved for Sept. 1, day after present contract expires.

Negotiations between NABET and two networks resumed last week after deadlock over procedural differences (BROADCASTING, Aug. 14), but bargaining hadn’t made substantive progress on key issues by late Friday.

Though new network wage proposals are expected, union sources privately doubted they would be accepted.

**Triangle stations move AM stations back to Blair**

Triangle Stations announced Friday (Aug. 18) that its five AM stations will be represented by Blair Radio New York, effective Sept. 1. Stations are WPHL Philadelphia; WFRG Altoona, Pa.; WNBC Binghamton, N. Y.; KFRJ Fresno, Calif., and WNBG New Haven, Conn.

Move places all Triangle stations (radio and TV) under Blair representation. It also is return of Triangle radio stations to Blair which had repped them until July 1, 1965, when Edward Petry & Co. took over.

Blair-Triangle association goes back more than 10 years, Roger Clipp, vice president and general manager of Triangle stations and Tom Harrison, president, Blair Radio, indicated Friday in announcing their “renewed relationship.”

**PBL has hand in pool plans for convention**

Network news organization representatives are meeting in Miami Beach today (Aug. 21) to inspect site of 1968 Republican national convention and to plan technical aspects of pool coverage (BROADCASTING, Aug. 14).

Pool will have new contingent this year: Public Broadcast Laboratory’s 1968 convention and election unit, organized and coordinated by Richard Kellerman, who was recently appointed PBL director of information services. Other members of pool unit will be producer David Buknsbaum, former operations director on CBS Reports; national affairs editor John Wicklein, former WABC-TV New York news producer; operations director Gerald Slater, former CBS News manager of production services, and George Zavales, former CBS-TV manager of field operations.

**Cigarettes remain burning Hill topic**

In wake of Cigarette Advertising Code letter to congressmen and senators blasting Federal Trade Commission report on cigarette advertising (see page 30), one senator was proceeding with plans to submit bill that would tax cigarettes according to tar and nicotine content and another was firming up witness list for hearing this week on health aspects of smoking.

Senator Robert Kennedy (D-D.C.), co-sponsor with Commerce Committee Chairman Warren Magnuson (D-Wash.) of earlier bill that would require stronger health warning, along with tar and nicotine figures on packs and in all ads, is reported ready to introduce legislation “within month” on graduated excise-tax plan for cigarettes. Tax would go up with higher tar and nicotine levels.

Kennedy tax bill was promised when senators introduced advertising-control measure (BROADCASTING, May 22) if action on that bill was not forthcoming.

In response to Cigarette Advertising Code letter, spokesman for Senator Kennedy said “senator is concerned generally with inadequacy of efforts at self-correction both by tobacco industry and broadcasting industry.”

John Moss (D-Calif.), chairman of House Commerce and Finance Subcommittee and supporter of anticigarette-advertising proposal, felt CAC letter “is exactly what one would expect from

**Music to soothe savage bears, bulls**

FCC has given nod to unusual programing experiment that would permit television station to broadcast visual transmission of stock market ticker tape to accompaniment of background music. One year grant to KLPR-TV (ch. 14) Oklahoma City, would permit that station to broadcast stock market information with audio feed of either mechanical clicking of ticker-tape machine or background music. Station proposes to program in this manner five days a week from 9:45 a.m. to 2:45 p.m.

Ordinarily, commission said, its general policy has been that “the use of background music, not integrated with the visual transmission does not represent a desirable use of a television facility.” However, in calling program proposal “unique,” commission acceded to one-year trial period with provision that station provide reports as to reactions of its viewing public to programs and appropriate financial information on experiment requested by commission.
WEEK'S HEADLINERS

Howard G. Barnes, director of film production for Westinghouse Broadcasting Co., appointed to newly created position of executive VP of Group W Films, which is co-producing feature films in U.S. and overseas for theatrical distribution prior to TV syndication. Mr. Barnes had been VP-network programs at CBS Radio, director of network programs for CBS-TV and general television executive with Ashley Famous Agency, Los Angeles, before joining Westinghouse last year.

William A. Costello, national correspondent for Mutual Broadcasting System, named U.S. ambassador to Trinidad and Tobago. Mr. Costello, 63 and native of Minneapolis, joined WBBM Chicago as news editor in 1941, served as CBS news correspondent at home and abroad until 1955. After two years as public-relations consultant in Washington, he joined MBS in 1958 as Washington correspondent, including White House beat. Early in 1966 he was named national correspondent.

For other personnel changes of the week see FATES & FORTUNES

industry group," aide reported. Letter was shruged off as typical propaganda, containing "no surprises, nothing new."

Hearing Agenda • Meanwhile, Senate Commerce Committee late Friday (Aug. 18) was readying for cigarette hearing scheduled for Aug. 23-25. Panel will probe possibilities that new filter material may increase safety for smokers, or, conversely, create false sense of security. Lead-off witnesses from Roswell Park Institute, Public Health Service and Sloan-Kettering Institute will present medical testimony on Wednesday.

On Thursday, only tobacco-industry figure thus far definitely set for hearing will appear. He is Constantine Stephano, president of Stephano Bros., makers of low-tar-and-nicotine Marvel and Cascade.

Racial issue may be mixed in AFTRA strike

WNJR Newark, N. J., nine-man announcing staff was still on strike Friday (Aug. 18), engineers were still refusing to cross American Federation of Television and Radio Artists' picket lines, and neither side anticipated early settlement.

Announcers went out Aug. 13 after contract negotiations were broken off over issues of prerecording for automated operation and changes in discharge and work rules. Strike issue was further complicated by hints of racial issue between announcers on station, which specializes in Negro programming, and what one of them called "white management" of Rollins group.

Rollins's position as AFTRA officials prepared "for a long strike" was strengthened by fact that WNJR contributes "less than 1% to overall corporate income," according to corporate vice president James C. Roddey. Management personnel were keeping WNJR on air last week, and, despite some advertiser defections, Mr. Roddey reported, "we're not hurting yet."

FM set sales continue upswing; color TV mixed

Distributor sales of FM radios in June zoomed to record for year, almost 60% above May's sales and 43.4% rise over June 1966 sales.

For six months, FM sales increased by 9.1% over same period in 1966. Color TV sales, however, continued mixed patterns in evidence for last few months. June sales were 14.4% below same month last year, but six month sales showed 8.6% boost over same January-June 1966 period.

Actually color TV sales for first three 1967 months were up over same month sales last year, but in April sales slumped by 16%; and in May rose by 5.3%. February sales were highest in units this year, numbering 491,078 sets.

Black-and-white TV sales continued soft, down 29.1% in June from same month last year, and off 29% for half year compared to same period in 1966.

Home radio sales moved upward in June by 4.3% over same month last year, but first six-months figure was still in unfavorable 11.1% slump compared to same period in 1966.

Distributor sales are being reported by Electronic Industries Association's Marketing Services Department today (Aug. 21).

Owensboro CATV told to stop importing TV's

Top Vision Cable Co. of Owensboro, Ky., last week received FCC order to stop carrying distant signals—signals that CATV stopped carrying on July 28. Commission on June 29 had ordered Top Vision to stop carrying signals of WAKY-TV, WHAS-TV and WAVE-TV, all Louisville, Ky., and WPFD-TV, Paducah, Ky. All signals were being carried beyond their grade B contour without commission authority, in violation of FCC rules.

Commission, in announcing its action, Friday (Aug. 18), said cease and desist order should be issued even though "unlawful practices" were stopped last month.

Another Singer special

Singer Co. through J. Walter Thompson, both New York, is planning another one-hour TV special, Singer Presents Hawaii, with Don Ho, for network presentation in late winter or early spring 1968. Show will be filmed on location by year end.

Singer executives will begin meetings next month on plans for show promotion, print advertising support and point-of-purchase and premium tie-ins.

WFMD-AM-FM go for $600,000

Washington radio and TV personality and sports commentator, Jim Gibbons, has purchased WFMD-AM-FM Frederick, Md., from Evelyn C. Leonard for approximately $600,000, subject to FCC approval.

Mr. Gibbons is with WPJX Alexandria, Va., and for years has been TV announcer for Washington Redskins football games.

WFMD is fulltimer on 930 kc with 5 kw days and 1 kw nights. WFMD-FM operates on 99.9 mc with 9 kw.

BROADCASTING, August 21, 1967
WAYS, Charlotte...
the most dominant station
in the South!

(And more dominant than most of
the stations in the North, too.)

Talk about dominance... WAYS reaches 32,000
listeners per average quarter hour, as com-
pared with only 10,000 by the next best
station.* If you want the exciting Carolinas
market, there's only one way to go... WAYS!

Contact your East-Man...
or call WAYS Radio,
704/392-6191 today!

*ARB, April-May 1967 radio market reports based on a compar-
ison of quarter hour listening in the total survey area for the
period Monday-Sunday, 6 a.m.-midnight.
The PE-250 can "fly" for you, too...

Goodyear recently bought the General Electric PE-250 live color camera—on broadcasters' recommendations—for those famed blimp pickups in major network sports and news events.

This application—far more demanding than most studio and remote uses—is further convincing proof that the GE PE-250 is the world's finest all-around live-color camera.

Only the PE-250 met all these must requirements:


*Operation*: Low maintenance cost. Low power demand. Minimum set-up time.


*Acceptance*: By the most critical users.

Prove these points for yourself. Come to Syracuse. Watch the PE-250 being built and tested under GE's advanced Total Quality Control System. See your own personal demonstration of its unexcelled performance.

The PE-250 can "fly"—figuratively—for you too. Its performance, operation, design, and acceptance have made it the world's finest all-around live-color television camera.

Visual Communication Products
Department, Electronics Park, Syracuse, New York 13201.

GE-48.
A calendar of important meetings and events in the field of communications.

**AUGUST**

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 8 million common and 4.5 million class B common. Bank of Delaware Bldg., Wilmington, Del.


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. Greenrider hotel, White Sulphur Springs.


Aug. 28-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 Turnesville, 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, Washingtonian Golf & Country Club, Gaithersburg, Md.


Sept. 15-17 — Meeting of the Michigan As-
Television excellence reflects this land of activity

Active, vigorous, "full of life" people populate the states of Arkansas and Oklahoma. In Oklahoma, their unbounded energy finds outlet in the 72,000 acre state park system, 1,100 square miles of sparkling lakes, and countless other recreational facilities. In Arkansas, more miles of lakes and streams for fishing than any other state, fourteen state parks, and two national forest areas provide for "activity unlimited." "Active" programming is provided by Griffin-Leake Television, Inc. to catch the eyes and ears of this eager, alert viewing audience.

GRIFFIN-LEAKE TV, INC.

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
For years we’ve been offering a 30-day free trial, a full year’s warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven’t tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio “holes”, and bridges through program pauses to eliminate the “swish-up” of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we’re willing to back them up with a 30-day free trial in your own studio. After that, send us $665 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins.

Volumax for AM broadcasters costs the same as Audimax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels. That’s another big claim we’ll back up with a free trial.

We’ve even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs $695.

Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.
Cartoon beguiles pioneer

EDITOR: Having perhaps made some contributions to the development of color-television broadcasting, I was greatly amused by Sid Hix's cartoon in the Aug. 7 issue of Broadcasting. Indeed, this mordant cartoon left me in doubt as to whether I had been a bene-

factor in this field. However, it also gave me the idea of securing the original of this cartoon, if that is at all possible. . . . —Dr. Alfred N. Goldsmith, 597 Fifth Avenue, New York.

(The cartoon has been sent to Dr. Goldsmith, distinguished pioneer in broadcast engineering and onetime director of research, RCA.)

Praise for FM special report

EDITOR: Since I couldn’t buy, beg or steal a copy of your July 31 issue in the Bahamas, I had to wait until Aug. 8 to read your fine special report on FM.

I appreciate the kind things you say about my modest efforts to make National Association of FM Broadcasters an active and powerful advocate of the FM broadcaster, but scores of dedicated and selfless men and women are responsible for the growing and lusty organization that is NAFMB today. . . .

Your FM report is the most factual mirror of our industry I have seen and should be read, word by word, by everyone interested in FM.—Abe J. Voron, president, National Association of FM Broadcasters, New York.

EDITOR: Congratulations for the splendid in-depth article on FM.

Those of us who for these many years have been predicting the future success of FM and have sometimes become impatient can now feel more than a little proud that FM radio has indeed arrived.

Your report brings into clear focus the up-to-date facts on FM and will be of great help to what amounts to a dynamic new industry.—Sherril Taylor, vice president for radio, National Association of Broadcasters, Washington, D.C.

EDITOR: I wish to congratulate you for the outstanding job you did on the FM special report in the July 31 issue. . . . —J. Douglas Bailey, president, Bailey & Mockbee Advertising, Rockville, Md.

Demand for FM special report

EDITOR: Please send us 100 reprints of your Special Report: FM Broadcasting.—George W. Boucher, general manager, KBLE-AM-FM Seattle.

EDITOR: Please send 100 reprints of the FM special report that was released July 31. The study was most interesting and one that obviously took much time and research to compile.—Clotis A. Barker, station manager, KCMO-FM Kansas City, Mo.

(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., 1726 DeSales Street, N. W., Washington, D. C. 20006.)

Limits of O&M's FM study

EDITOR: It is discouraging to find Ogilby & Mather's analysis of FM radio limited to cost-per-thousand gross impressions [Broadcasting, July 31].

It fails to note, for example, referring to the New York figures, the same ARB study showing WPIX-FM's six-hour Saturday noon-5 p.m. cumulative female 18-49 age group audience to be smaller than the average quarter-hour female 18-49 audience—one spot only!—of any of the AM stations cited. The same applies to the male audience figures.—Claire R. Horn, director of research, Radio Advertising Representatives Inc., New York.

Using care with commercials

EDITOR: I would like to remind both national and local spot-television advertisers to be more aware of the content of their commercials and how this content relates to current situations in the markets where the commercials are seen.

Specifically, during the riots in Detroit, a number of commercials were aired that, though ordinarily acceptable, were in extremely bad taste within the context of the prevailing conditions. An example is the Texaco spot which begins with the screaming of a fire-alarm...
As living goes more electric... you can see the future happening.

One thing certain about the better home of tomorrow is that it will be even more electric.

Because electricity is the energy of progress. It has played a big part in turning yesterday into a better today, and you know it will have an even bigger role in turning today into an even better tomorrow.

It's significant that today the U. S. A. is by far the most electric nation in the world—and the best place in the world to live.

And while the price of almost everything else has been going up, our business management has kept the average unit price for residential electricity dropping over the years.

When business management works to give you the best electric service today, it's working at the same time to make your future better, too.

The people at your Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, New York, N. Y. 10020
siren. This commercial was aired directly following a newsreel film showing a large area of Detroit burning to the ground. This frightened and upset many people.

I feel that both agencies and TV stations have an obligation to the public to pull spots like this during a difficult and trying time, such as the one that we in Detroit experienced. I am not singling out Texaco nor its agency, but I am, instead, reminding all agencies of their responsibilities. The various TV stations share this responsibility and, in circumstances such as the one cited, should pull such spots on their own initiative...—Motion L. Jaffe, Robert Solomon & Associates, Detroit.

Opposes TV coverage of courts

EDITOR: Your editorial [BROADCASTING, July 31] suggesting that there should be "television coverage of court proceedings" against rioters is preposterous.

We are glad that commercial television, which has fostered antisocial behavior by emphasizing violence for entertainment, is forbidden to make a mockery of justice.

We uphold the American Bar Association code that bars broadcasters from our courtrooms. Long may this section of the code be enforced.—Mrs. Elizabeth Livingston, corresponding secretary, National Association for Better Broadcasting, Los Angeles.

Tempo times on KHJ-TV

EDITOR: Thank you very much for the fine article on KHJ-TV Los Angeles and its new fall '67-'68 program schedule and format [BROADCASTING, July 31]. However, there were two errors regarding the broadcast times of our Tempo programs: . . . Tempo I is telecast from 7:30-9 a.m. and Tempo III is telecast from 9:30-11 p.m. . . .—Charles P. Dwyer, general sales manager, KHJ-TV Los Angeles.

Color-TV radiation research

EDITOR: I would like to correct an impression in your story on color-TV sets and radiation [BROADCASTING, July 31] that I was the one involved in the controversy over test exposures on rats. Since inquiries are being misdirected to me, I would appreciate a correction.

—Floyd K. Harvey, Bell Telephone Laboratories, Murray Hill, N. J.

(Mr. Harvey is correct; it was Dr. Thomas S. Harvey, Bio-Analytical Laboratory, Freehold, N. J., who presented a paper on "Effects of Daily Exposure to Radiation from Television Sets on White Rats, Bluish-Eyed and Tradescantia" at the spring conference on broadcast and television receivers, Institute of Electrical and Electronic Engineers, June 26-27 in Chicago, which countered an earlier report that radiation from TV sets had adverse effects on rats.)
BEELINE® COUNTRY . . .

AWFULLY BIG IN AGRICULTURE

... and BEELINE RADIO
KBEE is a proven way
to reach an important part
of this market

Modesto people buy big — over $390,967,000 in retail
sales last year in Stanislaus County. This is not unusual
considering Modesto is the center of one of the nation’s
richest agricultural areas . . . the county seat of the
Number One nationally ranked county in peach pro-
duction. To reach the people in this big California
market effectively, put your sales message on Beeline
Radio KBEE. KBEE is just one of four Beeline Sta-
tions and the key to California’s rich Inland Valley.

Data Source:
Sales Management’s 1967 Survey of Buying
Power, 1959 Census of Agriculture

KBEE Modesto
KMJ Fresno
KFBK Sacramento
KOH Reno
Adapting radio and TV to local-level merchandising campaigns

The principals of this agency are frequently asked: "Why do you do it? How can you afford to do it? Where will it lead you?" These queries relate to an abundance of local-TV and radio campaigns, worked over two-, four- and six-week flights. They encompass a preponderance of local-store identification tie-ins, dealer and salesmen loading devices and broadcast merchandising plans, all calculated to stimulate product sales, dealer and salesmen enthusiasm while utilizing limited budgets.

Obviously, we must be making progress by doing what many larger agencies are reluctant to do simply because they find dealer tie-in and cooperative broadcasting too time consuming and unprofitable. But we also believe that this very reluctance to engage in local-broadcast activity in behalf of their clients results in a paucity of knowledge in many large agencies as to how this promotion should be implemented.

It is this specialization that, in part, has seen Kane, Light, Gladney grow in billings in four years from $500,000 to just over $5 million. And in our broadcast operations there's nary a network show or network-spot campaign, and only rarely a sustained regional-spot cycle in excess of 13 weeks.

Fast Action • In our work for McKesson & Robbins's Axon Division of cough and cold remedies, it's incumbent upon McKesson to "establish character" with more than 4,000 drug stores throughout the country in just four action-charged mid-winter weeks. Each one-minute commercial must rotate four different dealers, aside from selling the consumer on the virtues of Axon products and promoting an overseas round-trip contest.

A majority of these stores reside outside the primary-coverage area of preferred big-city stations. Yet, they must be covered. This operation entails a search for affordable station coverage, because obviously you can't buy one station to accommodate one or two dealers. One has to rely on a "weight-of-numbers" media technique to accommodate as many stores in as many related trading areas as possible.

At one point during this massive search for the 325 stations that would ultimately carry Axon store advertising, our conference room resembled a military briefing room, with state, city and county maps bearing some 4,000 pins in red, white and blue to identify primary, secondary and tertiary coverage—all this for just four weeks of local-spot saturation broadcasting.

Another McKesson division that relies heavily on local-TV efforts is health beauty centers. This cooperative effort involves pharmacies making up a self-contained department of McKesson health and beauty aids. Not only must the centers be identified in TV spots, but each must reside in a noncompeting trading area. Months before the year-round telecasting starts, a McKesson task force moves into a specific target city to presell stores on the concept of a complete department and of the advantages of identifying stores in year-round spot advertising. A 12-month TV film program is then prepared and scheduled in which the commercial changes each month to allow for four different McKesson health and beauty products, and these must be meticulously synchronized with the McKesson store buy-in and sell-through program.

New Markets • Manischewitz is another case of market-by-market store promotion via broadcasting with an ambitious schedule of dealer end-tagging that helps expedite the sale. The Jewish gourmet-food producer is now adding the nonethnic market to its already healthy slice of the Jewish market. The TV and radio campaigns are not as complicated as McKesson's because the food effort is ostensibly key city. But local commercial tie-ins have proven effective, particularly in the case of the "Jewish-cowboy" campaign that saw better than a 40,000 mail response coming in over a two-week period in New York alone.

Manischewitz has been active in radio in New York, Philadelphia, Chicago and Los Angeles. With the introduction of year-round foods the company looks forward to increased activity in the top-15 markets. As before, 10 seconds of the one-minute commercial will be allocated to localize the point of sale. In the coming campaigns we plan to carry end-tagging one step further: We will record the voices of store managers and affix the clips to the commercials.

There are over 250 Arthur Murray Dance Studios both in the U. S. and Europe. Each has different local problems: price cutting, go-go craze, strong competition from other studios, downtown versus suburban locations, etc. Most studios rely on newspaper advertising with radio to help sell the local studio's personality. Of some 250 studios, at least 50 require specialized commercials that must feature strong local-studio identification. These must be changed every four to six weeks to dovetail with the print ads. Here alone we estimate we create something like 800 one-minute spots over the year.

Tough Growth • Admittedly, Kane, Light, Gladney is building its broadcast operations the hard way by short-burst, local campaigns that allocate sufficient time to highlight key outlets in some very inventive commercials. Yet the rewards are there. In four years time broadcast billing has quadrupled, and our accounts are satisfied that they are adding consistently to their dealer following in numbers of accounts and in the size of orders.

Broadcasting at the local level is wonderful merchandising and sales bait for both client and agency. And who knows—the ultimate yield for us might soon be an honest-to-goodness 26- or 39-week institutional TV or radio campaign without dealer mentions, just so we can let our guard down just a bit and take a deep breath prior to the next two-, four- or six-week local-store cooperative effort.

Gerald Light is president and a founding partner of Kane, Light, Gladney, New York advertising agency. Mr. Light's background includes advertising posts with both clients and agencies previous to his becoming a partner in his own agency three years ago. In 1953, Mr. Light was a vice president of marketing with the Schick Razor Co.; a vice president of McCann-Erickson in 1961, and advertising manager of CBS-Columbia in 1957 and of Emerson Radio in 1953.
American International Television, Inc. presents from San Francisco

THE NEW GYPSY ROSE LEE

SHOW IN COLOR already sold coast to coast in such major markets as KGO-TV San Francisco, WABC-TV New York, WBKB-TV Chicago, WWJ-TV Detroit, WJAR-TV Providence, R.I., KGGM-TV Albuquerque, New Mexico, KBIM-TV Roswell, New Mexico, KHBV-TV Las Vegas, KABC-TV Los Angeles, and WHEN TV Syracuse — One-half hour daily, New Season starts Monday, September 11th.

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*PICK A SURVEY --- ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
Long look at the radio spectrum?

Questions on whether natural facilities are being used to the best advantage may be brought to a head by President's just-named task force

Suddenly last week what had been proposed in varying degrees by government officials and industry engineers for the last 15 years came into focus where it counts, the White House. And the future of the radio spectrum, and, it's widely held, of the FCC itself, has been put on the line.

The President issued a wide-ranging statement to Congress on telecommunications policy last Monday (Aug. 14), devoted principally to international and satellite communications but touching significantly on four elements of paramount importance to broadcasters:

* Is the electromagnetic spectrum being used to best advantage?

* Do the Communications Act of 1934 and the Communications Satellite Act of 1962 need revision?

* Is a domestic communications satellite system economically feasible, and should there be one or more than one such systems? And should the system be a single or multi-purpose system?

* Is the present administration and regulation of telecommunications by the national government correct, or should it be revamped?

The first three problems were handed to a special task force of sub-cabinet rank (see below). The fourth item was given to the Bureau of the Budget. The task force was scheduled to organize itself last week, but the visit of West German Chancellor Kurt Georg Kiesinger engaged State Department and other officials to such an extent the meeting was postponed. It is tentatively scheduled to take place this week, it's understood.

At a Crucial Time • The President's move came as a number of government and nongovernment studies of the spectrum were about to be initiated, or were in process.

Item: Being readied for submission to the FCC sometime next month is a proposal for a study of new uses of the spectrum being prepared by Sol Schildhause and his CATV task force.

This draft will be circulated among the commission's bureau chiefs and finally correlated by the commission's Policy Advisory Committee, which is under the direction of Max Paglin, FCC executive director. The document, if supported by the commissioners, will call for an inquiry into the broadband uses of cables and microwaves for the next decade. This is the investigation announced by the commission last month (Broadcasting, July 10).

Item: A joint study by the Office of Telecommunications Management and the Electronic Industries Association, undertaken for the past year, is also on the verge of being consummated. This will result in a report, based on answers to questionnaires, on what devices and plans are being made by government agencies, including the military services, and industry that will require spectrum space. The object is to determine what is on the drawing boards for the next decade. Answers are virtually all in.

Continued

These men make up task force on communications

The task force appointed by President Johnson last week to survey national and international communications policy is headed by an undersecretary of state whose alternate is the President's own adviser on telecommunications. This duo conveys the flavor of the group that is not only charged with recommending policy but also ordered to take a look at how the spectrum is used and whether the Communications Act of 1934 and the Communications Satellite Act of 1962 could be revised.

Chairman Eugene V. Rostow is undersecretary of state for political affairs.

Vice Chairman James D. O'Connell is telecommunications adviser to the President and director of telecommunications management in the Office of Emergency Planning. He was a lieutenant general of the Army and chief signal officer before retiring in 1959.

Other members: James J. Reynolds, undersecretary of labor; Charles Schultze, director, Bureau of the Budget; Gardner Ackley, chairman, Council of Economic Advisers; Leonard Marks, director, U.S. Information
Agency and former Washington communications lawyer; James E. Webb, administrator, National Aeronautics and Space Administration; Donald Hornig, director, Office of Science and Technology; Anthony M. Solomon, assistant secretary of state for economic affairs; Solis Horwitz, assistant secretary of defense (administration); Donald F. Turner, assistant attorney general in charge of the antitrust division of the Department of Justice; Donald Agger, assistant secretary of transportation for international affairs.

Also J. Herbert Holloman, acting under secretary of commerce who previously was assistant secretary of commerce for science and technology, who is resigning as of Sept. 1 to assume the presidency of the University of Oklahoma; Dean W. Coston, deputy under secretary of health, education and welfare who is a one-time radio engineer and supervisor of operations of the University of Michigan's WUOM(FM) in Ann Arbor, and Edward C. Welsh, executive secretary of NASA. Rosel H. Hyde, FCC chairman, is an ex-officio member, a position taken at his own request, because of the executive department affiliation of the other members. The FCC is an independent agency, outside the executive branch.

Mr. Solomon Mr. Horwitz Mr. Turner Mr. Agger Mr. Holloman Mr. Coston Mr. Welsh Mr. Hyde

LONG LOOK AT RADIO SPECTRUM? continued

it's reported, and are being collated for submission to Mr. O'Connell's office next month or early in October.

Item: Early next month, a study of the spectrum will get underway at a two-day seminar in Warrenton, Va., under the auspices of the Brookings Institution and Resources for the Future Inc (BROADCASTING, Aug. 7). A panel of five (four of them academic communications specialists and the fifth a Rand Corp. executive) is preparing position papers bearing such titles as "The Radio Spectrum—Economic-Physical Character and Regulatory Framework," by Professor Harvey J. Levin, Hofstra University; "The Economics of Competition and Regulation in Commercial TV Broadcasting," by Professor John J. McGowan, Yale; "The Public Interest in the Radio Spectrum with Reference to TV Broadcasting," by Professor Sidney S. Alexander, Massachusetts Institute of Technology; "Alternatives in Frequency Management," Dean William H. Meckling, University of Rochester, and "New Technology—Its Effect on Use and Management of the Radio Spectrum," by Dr. Leland J. Johnson, Rand Corp. This meeting is scheduled for Sept. 11-12.

Item: On the launching pad, as soon as the FCC's pending 1968 budget is passed by Congress, is a $300,000 engineering study of the spectrum that will probe, among other aspects, the interference to various services resulting from scatter effects by satellite communications operations, the problem of intermodulation that arises when two adjacent frequencies are used by different services, the feasibility of automatically monitoring channel occupancy and usage, the efficiency of the land-mobile services in the use of the frequencies assigned to them.

Another Study • And already under way and past the preliminary stages is a study on broadcasting and space communications that will occupy a panel of scientists at Woods Hole, Mass., during the summer and early fall. This group, under the chairmanship of Dr. William Pritchard, Comsat Laboratories, is part of a wider study of future uses of space being conducted under the sponsorship of the National Academy of Science and financed by the National Aeronautics and Space Administration.

The broadcast group already has heard from Vincent T. Wasilewski, president of the National Association of Broadcasters; Asher Ende, FCC, and Dr. Martin H. Seiden, Washington economic consultant (BROADCASTING, Aug. 7). Others submitting documents have been Frederick W. Ford, president of the National Community Television Association; Reverend Celestin J. Steiner, S. J., director of the national office of the North American Commission for Mass Media of the Society of Jesus; Dr. Johnson and J. L. Nult, Rand Corp.; Dr. Louis H. Mayo, Advanced Policy Studies, George Washington University. Washington: Dr. Robert K. Tendler, Office of Naval Research. Also submitting documents to Dr. Pritchard and his group were RCA, Raytheon, the Ford Foundation, Philco-Ford Corp., TRW Systems Inc., Lockheed.

The first overall look at the radio spectrum in a third of a century was set in motion by President Johnson last Monday when he sent his telecommunications message to Congress. He did not ask for legislation, but he indicated that some legislation may be required later.

The special task force was given a year to formulate its recommendations, although earlier reports were obviously requested. No date was given to the Budget Bureau for its report on how the federal government should handle telecommunications.

The President's message was largely devoted to a review and affirmation of U. S. policy on international and satellite communications. He affirmed the existing policy of sharing with other countries the ownership of the global satellite communications system, and offered technical and financial assistance to developing countries to help them build ground stations. He also invited the Soviet Union and other Eastern bloc countries to join the present Intelsat consortium (58 nations). The Intelsat agreement is due to be renegotiated in 1969.

The President also raised the question of whether it would be in the country's interest to allow international carriers to merge; whether Comsat should be permitted to deal with users other than the international carriers, and the problem of ownership of ground stations used by the Comsat system. These matters have been in dispute for the last few years.

For an outline of the President's message generally was approving. The references to the Communications Act and the administration of the spectrum had some FCC personnel concerned, but in general the commission was keeping its cool.

FCC Chairman Rosel H. Hyde, who is the sole ex-officio member of the task force, says that the task force's responsibility on the domestic satellite policy "won't displace us—the work is not suspended. This [task force] is a committee of the executive arm; we're
an independent agency.

"In any case," he continued, "we wouldn't take any action incompatible in any way with a global system. In the past, more than anyone, we've promoted the international satellite system. We'll continue our studies."

As for the task force's instructions to study the spectrum, Mr. Hyde feels that this doesn't relieve the demand on the FCC for its proposed studies; in fact, he said, it puts new emphasis on the commission's spectrum study program.

Bernard Strassburg, chief of the commission's Common Carrier Bureau, noted that the commission's present consideration of a domestic satellite system is an inquiry, not a rulemaking that would require a final decision. He also observed that the only hard issue before the commission right now is Comsat's proposal that it initiate and operate a pilot domestic system that would begin operation in 1970 if approval is given this year (BROADCASTING, Aug. 7). Thus, he pointed out, the commission would not be required to make a final judgment on a commercial domestic satellite system for several years, plenty of time to fit it into any policy decision recommended by the task force.

General Approval • The President's message and his appointment of a review group were hailed by communications leaders.

Dr. Frank Stanton, president of CBS Inc., said: "This study should be welcomed by all who are concerned with communications for it is an orderly way of examining a number of the complex problems which face us in the immediate future.

AT&T's statement said that the company "look(s) forward to sharing [its] experience with the President's task force in the interest of advancing the progress of communications on a sound basis."

James R. McNitt, vice president of International Telephone and Telegraph Co., said: "We note and welcome... appointment of a task force to review U. S. communications policy."

James McCormack, chairman of Comsat, said his company will cooperate "to the fullest" in forwarding the President's objectives for global satellite telecommunications throughout the world. He said that Comsat is looking forward to an early meeting with members of the task force and added: "We believe the needs in both international and domestic areas to be urgent and the prospects very bright for benefits to the various categories of users."

Congressional reaction to the President's message on communications was not unanimously favorable, but almost so. Senate Communications Subcommittee Chairman John O. Pas-

tore (D-R. I.) and House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) both rose to praise the President's effort.

But Representative Durward G. Hall (R-Mo.) said he could not help wondering "what kind of programing will go out over the new global communications system...?"

Noting that the President was calling upon the Great Society to provide "not a chicken in every pot, or a car in every garage, but rather a television set in every home from the darkest regions of the Congo to the barren wastes of the Antarctic," Dr. Hall observed that the "Rap Browns and the Stokely Carmichaels have been exposed to millions of TV viewers in our own country."

"Does the President believe it would be a public service to provide them with worldwide facilities?..." he asked. Dr. Hall also termed the President's message "incongruous" in the light of the administration's request for a tax increase.

Representative Dante B. Fascell (D-Fla.), chairman of a foreign-affairs subcommittee, sided with Chairman Staggers in praise of the report. He cited a report of his subcommittee recommending greater effort in improving international communications, and termed the President's message "a welcome step."

In the Senate, Clinton P. Anderson (D-N. M.) called the President's policy "visionary and statesmanlike." Senator Pastore, however, turned at once to practical matters. If it is determined that any legislative action is needed by either the President's task force or the Budget Bureau in order to complete the study, he observed, it would be a good idea to get the legislative process started promptly by submission of appropriate bills.

O'Connell-Holloman Play • It's generally believed that the President's interest in the need for a review of telecommunications policy, as well as the overcrowding in the radio spectrum, was fanned by Messrs. O'Connell and Holloman. Of course, the need to renegotiate the Intelsat agreements two years hence also played a part. Mr. O'Connell has long urged a national, in-depth study of the spectrum and of telecommunications policy. His latest effort was only last month in a statement to a subcommittee of the House Appropriation Committee. But even before this, Mr. O'Connell sought developments affect Comsat and the international communication carriers?

"These are complex questions. Many of them are being presently weighed by the Federal Communications Commission. But a long, hard look must also be taken by all parties with responsibility in this area—for the ultimate decisions will work a revolution in the communications system of our nation.

"This task force will examine our entire international communications posture. It should investigate whether the present division of ownership in our international communications facilities best serves our needs, as well as which technology can meet new communication requirements in the most effective and efficient manner.

"The task force may establish working groups of government and nongovernment experts to study various technical, economic and social questions.

"The task force should also determine if the Communications Act of 1934 and the Communications Satellite Act of 1962 require revision. I am asking the task force to report to me from time to time and to make its final report within one year."

Rules set down for telecommunications study

The guidelines for the task force appointed by the President last week (see page 25) are fairly general, although in keeping with the President's message most of them refer to international telecommunications and satellite communications. But two items are of particular significance to broadcasters: the radio spectrum and the Communications Act of 1934.

Here is the full text of this section of the President's message:

"Task Force on Communication Policy.

"I am appointing a task force of distinguished government officials to make a comprehensive study of communications policy.

"It will examine a number of major questions:

"Are we making the best use of the electro-magnetic frequency spectrum?

"How soon will a domestic satellite system be economically feasible? Should a domestic satellite system be general purpose or specialized, and should there be more than one system?

"How will these and other developments affect Comsat and the international communication carriers?"

"These are complex questions. Many of them are being presently weighed by the Federal Communications Commission. But a long, hard look must also be taken by all parties with responsibility in this area—for the ultimate decisions will work a revolution in the communications system of our nation.

"This task force will examine our entire international communications posture. It should investigate whether the present division of ownership in our international communications facilities best serves our needs, as well as which technology can meet new communication requirements in the most effective and efficient manner.

"The task force may establish working groups of government and nongovernment experts to study various technical, economic and social questions.

"The task force should also determine if the Communications Act of 1934 and the Communications Satellite Act of 1962 require revision. I am asking the task force to report to me from time to time and to make its final report within one year."
to interest Congress into taking a long, hard look at the radio spectrum-in a report to Congress last February on the activities of his telecommunications management office.

Even earlier, however, Mr. Holloman became involved in radio spectrum problems. Last year, a science advisory panel of the Department of Commerce's Advisory Board recommended that a wide-sweeping investigation of the radio spectrum and its myriad telecommunications problems be initiated under Commerce's Djjett, program initiated with an initial budget of $10 million (BROADCASTING, Oct. 24, 1966). At that time, Mr. Holloman was in charge of science and technology at Commerce and this proposal came under his jurisdiction. Since then, it's known, Mr. Holloman has had discussions on the subject, including the controversial suggestions that the Commerce Department's National Bureau of Standards do the job, with Mr. O'Connell, Mr. Hyde and officials of the Department of Defense.

Calls for a new look at the electromagnetic spectrum are not new. Proposals toward this end, as well as for revisions of the administration of the spectrum, go back as far as 1951 when President Truman named Dr. Irvin Stewart, then president of the University of West Virginia and a former FCC founding commissioner, as chair-

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**Johnson & Johnson: LBJ's task force trumps Nick's speech**

FCC Commissioner Nicholas Johnson learned last week of the danger of preparing speeches in advance. In a speech that he sent to newsmen on Monday (Aug. 14), with a bold-for-delivery release, the commissioner expressed concern over what he considers a lack of attention being paid the commission's inquiry into establishment of a domestic-satellite system. Among other things, he said attention must be given to the impact of such a system on the global-satellite system, to which the U. S. is committed.

But a few hours after the advance copies were received in the newsrooms and two days before the commissioner delivered the address, President Johnson announced the establishment of his high-level task force to make a historic review of the nation's foreign and domestic communications policy, specifically including the role of domestic satellites (see page 25).

Commissioner Johnson, who addressed the Synvam Product Inc. and Stanford University School of Law Conference on Peaceful Uses of Space: Satellite Technology and Law, in Palo Alto, Calif., said the commission lacks the information and "articulated national commission's goals necessary" to establish a satellite policy.

**Nation Unconcerned**

Furthermore, he said, the nation doesn't appear particularly concerned-unlike the months preceding congressional enactment of the Communications Satellite Act, in 1962, he said, when Congress and the executive branch, private industry, the press and the public participated in the debate over the policy to be adopted.

The step the President took last week should do much to remedy that situation; as it should remove another area of concern to the commissioner-that the critically important issues involved in the domestic satellite matter are to be adjudicated on the basis of pleadings by interested parties alone.

The commissioner noted that the U. S. has made commitments in connection with the establishment of a global-satellite system that a domestic system would be bound to affect. He noted also that a domestic system would be part of a domestic communications system that ties into the international network and that domestic satellite communications satellites would use international resources-scarce spectrum space for communications to and from the earth, for instance.

**President's Concern**

President Johnson indicated his awareness of the problem in a passage of his message to Congress which stated that "we should take no action in the establishment of a domestic system which is incompatible with our support for a global system."

Commissioner Johnson also appeared to raise some questions as to the need for necessity of a domestic system. He noted that whereas an international system provides capacity for which there may be no economically feasible alternative, domestic satellites are "almost exclusively merely a substitute for existing or feasible service."

This is not to pass judgment on the worth of a domestic system, he added. "The point is simply that domestic satellites must be evaluated on their own, without regard to what we know about 'satellites.' Distances differ. Present quality and needs differ. Alternatives differ. Costs differ. And institutional implications differ."

**Vast Consequences**

Commissioner Johnson noted also that decisions that must be faced in connection with a domestic system would have "vast and interrelated social-legal-economic-political consequences." He said the government's final decision would affect the services of the communications system, the competitive structure of communications industries, the development and use of satellites by other nations and the pricing, variety, quality and amount of communications available to the public.

The commissioner, who directly asked the members of his audience to provide help in formulating the "relevant considerations involved," posed a number of the questions he feels must be faced. Among them:

"Is a domestic system economically warranted (over, for example, expanded microwave capability)? Who is to own and operate a new system? How can the competing interests of various users and suppliers be accommodated? Should there be a single multipurpose system, separate special-purpose satellites, or some combination of types?"

Commissioner Johnson also suggested that the terms in which the problems are "conceptualized" may be misleading. If, as many of those involved in the debate have foreseen, broadcast transmission becomes the main traffic for domestic satellites, "we ought to think about these problems in the context of 'broadcasting' rather than 'satellites,'" he said.

He said that the role of the local station could be affected almost as significantly by direct satellite-to-CATV-system broadcasting as by direct satellite-to-home broadcasting. And with a satellite constantly available, he added, networks might be fed material from anywhere in the U. S. without the need for elaborate ground-line equipment, provided portable earth stations can be developed that would not cause harmful interference.

He said the impact of such a qualitative difference for broadcasting could be revolutionary. "Asserting and representing the public interest during such a time of change will be exceedingly difficult."
Atlanta Believes in Metropolitan Opera.
And WSB-TV.

Opera is very much part of life in Atlanta. Opera Week has been a tradition in the city since 1910. One of the many which go to make Atlanta the cosmopolitan community that it is. In Atlanta WSB-TV is also a tradition. The station is always involved in the community, and the community believes in the station. Like the Metropolitan Opera, WSB-TV wins bravos in Atlanta.

Want to hit a high note in this market? WSB-TV/Ch. 2/Atlanta/NBC/Petry
man of a presidential communications policy board. Dr. Stewart was named by President Kennedy in 1962 to be the first director of the newly organized Office of Telecommunications Management, one of the two offices now held by Mr. O'Connell.

In 1954, President Eisenhower named Arthur S. Flemming, then director of the Office of Defense Mobilization, to head a "cabinet rank" Advisory Committee on Telecommunications Policy and Organization. And in 1957, Mr. Eisenhower appointed Gordon Gray, Winston-Salem, N. C., publisher-broadcaster and former secretary of the army and then director of ODM, to be chairman of a Telecommunications Advisory Board.

Meanwhile, the working electronic engineers were not silent. Twice in a dozen years, the Joint Technical Advisory Committee issued hard-cover, book-type reports on the problems of the radio spectrum and in both instances, once in 1952 and a second time in 1964, called for an examination of the spectrum and its use. JTAC is the creation of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association. The technical advisory group was established in 1948 to aid the FCC with its engineering problems.

Even more recently, however, calls have been heard for a new look at the Communications Act of 1934. As recently as last June, two speakers at the annual convention of the National Community Television Association urged a review of the basic congressional statute in the broadcasting and communications fields. They were Representative Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee of the House Commerce Committee, and Mr. Ford (Broadcasting, July 3).

BROADCAST ADVERTISING

CAC assails FTC's cigarette ad report

Meyner charges FTC's report lacks fair play, abounds with half truths, extractions, omissions

In an unusually hard-hitting attack at a government agency, the Cigarette Advertising Code has ripped into the Federal Trade Commission's June 30 report on cigarette advertising.

The blast from Robert B. Meyner, administrator of the CAC, came in the form of a letter to all members of Congress in which Mr. Meyner charged the FTC's position is "that a cigarette advertisement makes an affirmative health claim if it does not portray smokers as a sickly, miserable lot and if it does not recite that cigarette smoking is unhealthy and a vice."

He called the FTC's report more akin to "partisan pamphleteering than the temperate, reasoned and precise accounting one would expect from a high government agency."

The FTC's report excoriated TV commercials that promote cigarette smoking without indicating its danger to health and said "ultimately" it might be necessary to "terminate" or drastically alter such commercials (Broadcasting, July 3).

Supporting the Meyner letter was Howard Bell, director of the National Association of Broadcasters Code Authority. He said the FTC had asked both the CAC and NAB Code Authority for information for the report, but didn't use that data as part of the record. In effect, he said, all the FTC did "was kiss us off in an oblique manner . . . it didn't even take cognizance of the progress that has been achieved through self-regulation."

Fair Play • Admitting the CAC did not "expect high marks" from the FTC since the government body "seems bent on abolishing cigarette advertising" while the code is meant to regulate it, Mr. Meyner said that CAC did "expect fair play and a professional approach" and got neither. What the FTC did come up with, he charged, was a report that "abounds with part-truths and extractions from context . . . [and] curious omissions."

Mr. Meyner was also curious how the FTC, in taking "a calm, objective look at contemporary cigarette advertising," could fail to spot the "regrettable reappearance of straight-out health claims as with the noncode brands of True, Marvel, Cascade and Venture. The most obvious and unfortunate new development in the field passes without acknowledgement."

He seemed particularly upset with the FTC's seeming lack of reference to the claims of True and Kent, both products of P. Lorillard. Lorillard dropped out of CAC when the FTC said it would allow tar and nicotine claims in 1966 (Broadcasting, April 4, 1966).

In the area of omissions, Mr. Meyner claimed the FTC found "health significance in the mere reference to the presence of a filter or its color. But it makes no reference to the so-called 'air filtration system' pictured with scientific-appearing detail" in the True ads, or to the "famous micronite filter" that has reappeared in Kent advertising."

Out of Context • Maintaining the report contained and interpreted many phrases out of context, Mr. Meyner said "the claim for 'the filter that's in —recessed in for flavor,' is abbreviated in the report to 'the filter that's in' and [is] misrepresented as an appeal to the desire to be fashionable."

An advertising slogan, cited by FTC Commissioner Philip Elman in his concurring report as "the most startling example of an advertisement that does not violate any of the specific prohibitions" of the CAC, was found by Mr. Meyner to be more than three years old. The slogan: "Lucky Strike separates the men from the boys—but not from the girls," was used in the report, he claimed, in a manner to imply its current usage. Actually, the CAC administrator added: "The slogan had its last public exposure early in January 1964, nearly a year before the code became effective and more than three years before the report was issued."

Mr. Meyner also belittled the report's pointing to two TV programs—Beverly Hillbillies and Range—as having code-member sponsors although the shows have large youth audiences. The report neglects to tell Congress," he pointed out, "that the cigarette com-
Peach of a reach? Prove it!

Join the 300 plus stations who have already subscribed to CP'67, first radio circulation study in seven years.

For the past seven years reach has been claimable, but not necessarily provable. Now Pulse is conducting a 50-state circulation study which will determine all listening to all stations in all counties, and report it for persons, by sex, as well as households. The field work has been going on since January 2, 1967, and it will be completed in September, 1967 (however, if necessary, it may be extended until the end of the year)—thus covering just about all of a typical year's ups and downs. CP'67 will be released February-March, 1968, at which time subscribers will know whether that peach of a reach is really a peach . . . or a persimmon. For full information, write, wire or phone in New York: 730 Fifth Avenue, 212-JUdson 6-3316; in Chicago: 435 N. Michigan Avenue, 312-644-7141; in Los Angeles, 6404 Wilshire Boulevard, 213-653-7733.

The Pulse, Inc.
pany sponsor" of the Hillbillies pulled out of the show "pursuant to the youth-appeal guidelines" of the CAC. He added that the withdrawal by R. J. Reynolds "was announced three months ago and was publicized in the trade and secular press.

In the case of Range, he continued, "the report fails to inform Congress" that the cigarette sponsor "exercised a cancellation option when a Nielsen audience-composition report last January showed the program to be at peril point under the code's youth-appeal guidelines."

**Head Count** Continuing in the area of television programming, Mr. Meyner also took issue with the FTC's repeated use of audience size as "viewers" when the figures actually mean "exposures," he said. By the FTC's count, he added, "each 'exposure' of a cigarette commercial is counted... as if it were a separate person. By this loose use of language the commission arrives at fantastic estimates of billions of persons watching cigarette commercials each week."

Mr. Meyner also took issue with the report's contention that there are "125-million viewers of cigarette commercials on sports programs in a single week." What the report neglected to mention, he explained, is that sports programs are second only to news broadcasts in attracting the lowest "percentages of viewers under the age of 21... An advertiser wishing to direct his messages to youngsters is not likely to pick sports programs as his medium."

He concluded that the CAC does not allow "affirmative claims for health, distinction, success and sexual attraction," it has not "descended to the il-

 logical position that the absence of any claim in these areas is automatically a claim that cigarette smoking is safe."

**NAB Code** Questioned last week Mr. Bell recalled the FTC had inquired in March of what it considered to be a hypocrisy between the NAB code and what actually appeared on TV. A March 29 letter from the FTC noted the TV code had been amended so as not to portray cigarette smoking as glamorous and something to be imitated by youth and then added: "There are several current television commercials showing handsome and attractive men and women smoking and enjoying cigarettes. It appears to the commission that presenting commercials in such a manner obviously will 'indicate to youth that the use of cigarettes... is a habit worthy of imitation.'"

In his reply, Mr. Bell noted that the use of adults "in settings associated with adults... is acceptable... It is extremely difficult to develop criteria involving such highly subjective and complex advertising issues as 'attractiveness' and 'enjoyment.'"

In his reply to the FTC's request for a report, prior to publication of the report, Mr. Bell said the code authority believes "substantial changes have taken place to lessen the impact of cigarette advertising on young people and to eliminate direct or implied health claims."

**Agency appointments**

- **Chock Full O' Nuts Corp., New York,** has shifted its $1 million-plus billings from Compton Advertising Inc., to The Gumbinner-North Co., both New York. The account which includes coffee and frozen cake products, uses spot radio-TV.


- **American Tourister Luggage, Warren, R. I.,** has appointed Doyle Dane Bernbach, New York, to handle its estimated $1-million account, formerly with the Bresnick Co., Boston. American Tourister, through its former agency, has purchased scattered minutes in seven NBC-TV shows this fall: I Dream of Jeannie, Tuesday Night Movies, The Virginian, Dregen, Star Trek, Saturday Night Movies, and The Frank McGee Report.

- **Lake Central Airlines, Indianapolis,** has appointed Ruben Advertising Agency for a campaign projected at $400,000.

**Business briefly**

Forrest Brewing Co., division of Rheingold Breweries, New York, has expanded marketing of its Gablinger's Beer, to Rhode Island, Maine and northern Vermont and New Hampshire. The beer, said to contain no available carbohydrates, has been sold in New York, Massachusetts, northern

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**BAR network-TV billing report for week ended Aug. 13**

**BAR network-TV dollar-revenue estimates—week ended Aug. 13, 1967 (net time and talent charges in thousands of dollars)**

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<tbody>
<tr>
<td>Mon.-Fri.</td>
<td>ABC-TV</td>
<td>149.3</td>
<td>3,631.5</td>
<td>12,363.7</td>
<td>Sun.</td>
<td>ABC-TV</td>
<td>87.4</td>
<td>3,688.0</td>
<td>14,725.0</td>
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<td>Sign on 10 a.m.</td>
<td>CBS-TV</td>
<td>266.2</td>
<td>7,872.2</td>
<td>217.5</td>
<td>6,743.1</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>233.8</td>
<td>415.5</td>
<td>12,363.7</td>
<td>158.6</td>
<td>334.3</td>
<td>14,725.0</td>
<td>349.2</td>
<td>384.3</td>
<td>14,725.0</td>
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<tr>
<td>Mon.-Fri.</td>
<td>ABC-TV</td>
<td>1,983.9</td>
<td>42,304.7</td>
<td>31,627.0</td>
<td>Mon.-Sun.</td>
<td>ABC-TV</td>
<td>631.7</td>
<td>14,725.0</td>
<td>3,073.1</td>
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<tr>
<td>10 a.m.-6 p.m.</td>
<td>CBS-TV</td>
<td>4,584.2</td>
<td>99,489.4</td>
<td>7,342.4</td>
<td>Mon.-Sun.</td>
<td>ABC-TV</td>
<td>7,451.1</td>
<td>171,847.0</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5,621.5</td>
<td>10,424.7</td>
<td>153,827.1</td>
<td>11,277.9</td>
<td>Mon.-Sun.</td>
<td>ABC-TV</td>
<td>7,451.1</td>
<td>171,847.0</td>
<td></td>
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<tr>
<td>Sat. Sun.</td>
<td>ABC-TV</td>
<td>1,088.1</td>
<td>24,715.2</td>
<td>11,106.0</td>
<td>Sun.</td>
<td>ABC-TV</td>
<td>143.3</td>
<td>1,451.1</td>
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<td>Sign on 6 p.m.</td>
<td>CBS-TV</td>
<td>730.0</td>
<td>25,077.5</td>
<td>143.3</td>
<td>1,451.1</td>
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<tr>
<td>Total</td>
<td>491.2</td>
<td>962.9</td>
<td>15,878.7</td>
<td>601.9</td>
<td>1,420.0</td>
<td>20,921.0</td>
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<td>Mon.-Sat.</td>
<td>ABC-TV</td>
<td>2,610.4</td>
<td>65,671.7</td>
<td>5,973.5</td>
<td>ABC-TV</td>
<td>10,586.1</td>
<td>236,654.8</td>
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<tr>
<td>5:30 p.m.</td>
<td>CBS-TV</td>
<td>360.2</td>
<td>17,615.8</td>
<td>7,699.9</td>
<td>ABC-TV</td>
<td>13,941.3</td>
<td>326,261.2</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>554.9</td>
<td>1,004.7</td>
<td>18,924.5</td>
<td>6,699.9</td>
<td>12,644.4</td>
<td>281,982.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,092.0</td>
<td>2,030.2</td>
<td>45,498.9</td>
<td>9,183.7</td>
<td>*37,172.2</td>
<td>*$844,898.1</td>
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* Corrected from previous reports.
'Wizard' conjures Armour onto ABC-TV with a magic kit

Armour & Co., Chicago, already was committed to heavy schedules on ABC-TV this fall. Much as it would like, it just couldn't see adding the network's new MGM movie package, Off To See The Wizard, scheduled to debut next month in the Friday 7:30 p.m. spot. Armour's agency, Young & Rubicam, agreed.

But pitches to Armour marketing officials by Jack Childers, an independent premium promotion specialist, have changed all that. Armour liked Mr. Childers's idea of a $3 self-liquidating magic kit for a sweepstake point-of-sale promotion because it would tie in so well with Wizard. Armour gave Mr. Childers the premium order, bought the show for three weeks running in September and allotted $1 million for an all-media sales promotion of meat products that the TV exposure would trigger.

Now that Mr. Childers had generated free business for TV and everybody else, he had a problem. Where would he get the magic kits? His search ended in his own hometown with Jules Traub, onetime vaudeville magician and radio-premier maker who now owns 18 magic manufacturing firms. Mr. Traub, who in the 1930's supplied magic items by the millions for many top radio sponsors, just happened to have the right kit. It was one that CBS-subsidiary Creative Playthings Inc. had been considering but hadn't bought yet. The deal was quickly made.

To Mr. Childers this profitable parlay of circumstantial events, opportunities and problems is his daily meat. For several years he has held special subcontract premium rights to such widely licensed properties as James Bond 007, Batman and Twigg, and to find unique yet unused situations beneficial to all involved, one has to be resourceful.

As Mr. Childers told the Armour people: "All it takes is a bit of magic."

Checking over the magic kit are (l-r) Jack Childers, Sales Merchandising Inc., Elroy Dowling, sales manager, and Peggy McGrath, y&r, Chicago.

New Jersey, southern Vermont and New Hampshire and Connecticut since June. Gablinger's agency, Doyle Dane Bernbach, New York, is using radio and TV spots on local stations in the new marketing areas.

Interstate Bakeries Corp., through Dancer-Fitzgerald-Sample, both Kansas City, Mo., has signed with CBS-TV for full sponsorship of The Emperor's New Clothes, Prince Street Players' production of the Hans Christian Andersen classic. Musical adaptation is scheduled for Sept. 4 (8-9 p.m. EDT).

General Foods' Yuban Electra Matic Coffee, now being introduced in the San Francisco Bay area, metropolitan New York, Nevada and parts of New Jersey, Delaware and Pennsylvania, will be supported by a strong schedule of television commercials. The expanded distribution follows successful introduction in Southern California. Yuban's agency is Grey Advertising, New York.

Philip Morris Inc., New York, and United Air Lines, Chicago, will co-sponsor the Emmy Awards presentation on NBC-TV Sunday, May 26, 1968 (10-11:30 p.m. NYT). Both orders were placed through Leo Burnett, Chicago.

Alitalia Airlines, New York, has budgeted $700,000 over three months in a campaign breaking this week in U.S. cities from which the airline flies abroad; principally from Chicago, New York and Boston. Campaign includes TV for the first time and radio as well as newspapers. Four new one-minute commercials were shot in color in Italy. Gardner Advertising, New York, is Alitalia's agency.

Also in advertising...

Agency professor • Kenyon & Eckhardt's Chicago office begins experiment with Northwestern University there in which Huntley Baldwin of agency's creative staff becomes fulltime professor at the school and consultant to the agency. During summers he resumes fulltime at K&E.

Sneak preview • Wor-TV, RKO General's New York station, has been showing advertising agency representatives a light-hearted film, "Hey, Media Buyer," previewing the station's plans for the new season. The eight-minute movie, produced under the supervision of Kenneth Cowan, Wor-TV's director of information, attracted an overflow crowd of more than 600 in New York.

Smoking-danger spots available to radio-TV

Spot announcements on the hazards of cigarette smoking are being distributed to broadcasters by the National Center for Chronic Disease Control of the U.S. Public Health Service in Arlington, Va.

TV spot consists of a color slide showing a new PHS leaflet entitled "Smoking and Illness," and live announcer copy inviting readers to write the PHS for a copy. The PHS also is sending a series of recorded spots on smoking and emphysema to radio stations.
Classified-ad format flops in L.A.
M'LENDON'S OUTLET LOSES $86,393 IN SIX MONTHS

Gordon McLendon, who has pioneered a number of successful radio programming ideas, has come a cropper with his plan to turn his Los Angeles FM station into a classified-ad page of the air. He is ready to admit that classified advertising is not for radio.

KADS(FM) (Kay-Ads), in a report filed last week with the FCC in connection with an application for renewal of license, was said to have lost $86,393.02 in the six-month period ending June 30. And, Mr. McLendon said, the station is making a survey to determine what new format should be devised to meet community needs.

Mr. McLendon, who acquired the station on July 1, 1966, with the express purpose of turning it into an all-classified-ad station, was directed by the commission to apply for license renewal after a year to permit an early review of the novel—and unique—operation. California stations’ license period ends Dec. 1, 1968.

Mr. McLendon reported that the station spent a considerable amount of money on a variety of approaches to the all-classified-ad concept. But none, he said, has “attracted a sufficiently broad audience to justify a continuation of the existing format.”

The station’s six-month loss was on total expenses of $109,199 and income of $22,807. The station’s best month was March, when it lost $10,212 on expenses of $16,364. The worst month was February—losses of $17,532 on expenses of $22,128.

Slow Start * After what Mr. McLendon says was “many months of intensive preparation,” KADS inaugurated its all-ad format on Nov. 5. Initially, the station followed the newspaper format closely, dividing the broadcast day into 2½-hour cycles in which different kinds of classified ads of up to one-minute in length were broadcast—merchandise, employment, amusement, among them, “with no breaks between the ads. The result, apparently, was boredom and fatigue” on the part of listeners.

So on May 1, the first of several new approaches was taken. The 2½-hour cycle gave way to the 1-hour cycle, which included a 15-minute feature called instant want ads. This was to permit listeners to telephone the station and go on the air immediately with their own ads.

Originally, the listeners were to pay $1 for the instant want ads. Later, they got the time for nothing. One reason was to capitalize on the listener interest of the instant want ads feature was developing. Another was that the station was having a difficult time collecting the $1.

**Instant Ads * The format remained basically the same until June 1, when the free instant want ads practically took over the broadcast day, with regular paid classified ads scheduled only at the rate of 13 per hour, or about one every four minutes. Listener interest zoomed, with the number of calls jumping from 17 between April 1 and April 11 to 2,043 calls from June 1 to June 11.

But expenses rose too, with extra staff required to handle the calls. Special care was needed to guard against hoaxes. And besides, Mr. McLendon said, the calls, “of and by themselves” aren’t enough to demonstrate the kind

little as 51% to a high of 71%.

Shift * But in May, with the change in format, the sales staff began paying more attention to agencies and the business and commercial operations that would use classified-newspaper advertising. The number of contracts has dropped, but the value of the average has gone up. The average total monthly sales per salesman had risen to $1,226 for June.

Rates have undergone several revisions. The rate card has an “open” rate of $3 per insertion for one to six insertions, and an “end” rate of $1 per insertion for 1,000 insertions. A new rate card doubling the rates goes into effect. The rate card has an open rate of $6 per insertion for one to six insertions and an “end” rate of $2 per insertion for 1,000 or more. This is double the rate card figures in effect from May 1 to Aug. 1. But the station expects no trouble in selling to advertisers.

Mr. McLendon is head of the McLendon Corp., which also owns KLIF and KHKS(FM) Dallas and KILT Houston, all Texas; WWW Detroit; KABL Oakland and KABL-FM San Francisco, both California, and KCND-TV Pembina, N. D. The group is preparing to sell the Dallas and Houston stations, and has applied for commission permission to buy WIP(FM) Philadelphia.

But the McLendon organization’s prime occupation currently is devising a new format for KADS. In the past, Mr. McLendon has pioneered with the all-news format, the all-good-music format and the baseball and football game-of-the-day in radio broadcasting.

What’s next?

Commercials in production . . .

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

Lupus Ltd., 3620 South 27th Street, Arlington, Va. 22206.


Braun Baking Co., Pittsburgh (Old Allegheny rye bread); one 60, one 30, one 10 for TV, live on tape, color. Lee Rothberg, director. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Richard Ricci, agency producer.


Continental Baking Co., Rye, N. Y. (Wonder
Agency mediamen asked to NAFMB seminar

Agency media planners and buyers have been invited to attend seminars of the National Association of FM Broadcasters' second New York sales seminar, meeting at the Hilton hotel Thursday (Aug. 24).

William D. Greene, director of CBS/FM and seminar chairman, said last week the agency people could learn "first-hand, basic information about FM as a sales vehicle which advertisers most need" from speeches by Miles David, president of the Radio Advertising Bureau, on FM's marketing future, and Mack Wayman, staff vice president, consumer products division of the Electronic Industries Association, and from a panel discussion by advertising executives at the end of the conference.

Other sessions of the NAFMB sales seminar include panels on sales, sales promotion, national sales representation and a luncheon speech by Maurice Webster, vice president-sales development, CBS Radio.

PGW Radio to merge into McGavren-Guild

NEW REP FIRM FORMED; PGW KEEPS ITS TV STATIONS

One of the largest and oldest station-representative firms on Sept. 1 will transfer its radio stations to a new firm in which it will have financial interest. In the process, it has become part owner of three broadcast properties.

In a joint statement last week, officials of Peters, Griffin, Woodward Inc. and McGavren-Guild Co. announced in New York the formation of McGavren-Guild-PGW Radio Inc., which will represent radio stations exclusively. PGW will continue to represent television stations, officials said, and will continue exclusive use of PGW trademarks.

It was learned Thursday (Aug. 17) that PGW has transferred its list of radio stations to McGavren-Guild. PGW has purchased what were described as "substantial financial interests," i.e., a block of stock, in Atlantic States Industries Inc. Atlantic States is the parent company of McGavren-Guild and three broadcast properties. It will officially become the parent company of McGavren-Guild-PGW Radio Inc. on Sept. 1. Shares in Atlantic States have been publicly traded over-the-counter since June.

The merger of PGW's radio interests with those of McGavren-Guild brings together two sizeable representative firms: PGW, formed in 1932, currently represents 30 radio outlets as well as television stations, while McGavren-Guild, founded 15 years ago, is said to have about 60 radio stations on its roster.

While exact details of the agreement were not revealed, it was announced that PGW will not participate in the day-to-day operation of McGavren-Guild-PGW Radio Inc. Headquarters of the new firm will be at 270 Park Avenue in New York, present site of McGavren-Guild offices. In addition there will be offices in seven other marketing centers throughout the U.S. McGavren-Guild currently has seven offices outside of New York, and PGW has nine.

Officers * President of the new rep firm will be Darren F. McGavren, president of McGavren-Guild, and vice president and national sales manager will be Ralph Guild, who now holds the same titles at McGavren-Guild. John Butler, vice president for radio at PGW, will join the new McGavren-Guild-PGW Radio in a managerial position.

Both PGW and McGavren-Guild officials said last week that some details of the merger have yet to be worked out. Getting top priority is the
Bell freaks out over spots for 'The Trip'

The National Association of Broadcasters Code Authority blew its cool last week over commercials for "The Trip," a movie dealing with a "trip" taken by an LSD user.

In a three-page memo to all radio and TV code subscribers, Howard Bell, director of the code authority, said the commercials for the American International Pictures production imply glamour and excite interest in the use of hallucinogenic drugs and that such an approach is contrary to the code standards as well as to the broadcaster's "responsibility to the public." He stressed that since the film was for theater showing only, the code was not taking any stand on the picture's acceptability for TV.

The memo sent Friday (Aug. 18) came a week after Mr. Bell returned from a trip to Hollywood for talks with film executives, talks that included concern over commercials for films (CLOSED CIRCUIT, Aug. 14). It noted that code offices have been receiving "increasing inquiries and complaints about many movie commercials.

Mr. Bell said AIP had been told the spots were unacceptable under the code and "discussions have been in progress to seek appropriate changes in commercial treatment." It was understood AIP was producing new commercials but they had not yet been submitted to the code.

The code director noted that the TV spots contain two scenes with nudity and have aural phrases such as "blow your mind," "lovely sort of death," "LSD trip" and "freak out." These phrases, "together with various scenes of pleasure and enjoyment," he added, "tend to create an atmosphere" not consistent with code standards.

The radio spots, he continued, combine sound effects, music, "voice intonations and repetition to emphasize the hallucinogenic atmosphere and convey an impression of LSD as an acceptable and exciting means of escape from reality, with no evidence of any danger or possible remorse.

In addition to phrases similar to those used in the TV spots, Mr. Bell said, the radio commercials also contain such phrases as: "I dare you to taste a lovely sort of death"; "When you dare enter the controversial world of LSD you will embark on the most jolting journey of your life. On your trip you will face a lovely sort of death as you experience the ecstacies . . . hear the warmth . . . the texture and the excitement as it grows"; "The wildest of pleasures possess you . . . fingers of fear mercilessly rape you.

Rather than glorify drug use, the code director pointed out, commercials, under the codes, should somehow explain "the hazards and dangers known to exist in the use of these drugs. Treatment should be directed at the mature mind and should not exploit the imagination and inexperience of young people.

He noted that last June amendments to the radio and television codes spelled out that hallucinogenic drugs should not be shown or encouraged as "desirable or socially acceptable.

problem of station conflict in particular markets.

It was also learned Thursday that radio stations represented by PGW or McGavren-Guild in the same markets were notified on Aug. 14 that the agreement between the two rep firms had been signed and that their continued representation was under consideration. Some station managers indicated they have already been told by either PGW or McGavren-Guild that their contracts would not be renewed. Others, on the other hand, have said they have not yet been apprised of their status. Stations in "conflicting markets" indicated they were approached by other rep firms shortly after public announcement of the McGavren-Guild-PGW agreement.

In addition to their rep business, Mr. McGavren and Mr. Guild own 52% of stock in Atlantic States Industries Inc., which operates Wabh Boston and WLOB Portland, Me., and which has received FCC approval for ownership of KMAX Fresno, Calif. Atlantic States is in the process of selling two other broadcast properties: W9VY Pensacola, Fla., and WTSB Brattleboro, Vt. (BROADCASTING, June 19).

Rep appointments . . .

* KCOY-TV Santa Maria, Calif.: National Television Sales, New York.

‘Playhouse’ opener to run without breaks

The first CBS Playhouse drama of the new season will go uninterrupted by commercial messages, it was announced last week.

CBS-TV and the program’s sponsor, General Telephone and Electronics Corporation, said the 90-minute program will be preceded by one four-to-five minute commercial. George P. Norton, GT&E vice president for advertising, said earlier in a "Monday Memo" (BROADCASTING, Aug. 14) that the "story line of this meaningful drama shall not be disturbed" by commercial interruptions.

Michael Dann, senior vice president for programing at CBS-TV, said that to the best of his knowledge, "this will be the longest commercial television production without an advertising break in history. There will not be acts, but simply a few moments of the screen going dark to indicate the passage of time."

Last season, the American Telephone & Telegraph Co. ran its commercials at the end of its one-hour Bell Telephone Hour.

Doyle Dane Bernbach is the GT&E agency.

Intergard moves to New York

Gardner Advertising Co. will transfer the administrative headquarters of its international division. Intergard, from St. Louis to New York Sept. 1. David P. Ferris, managing director, and J. Bruce Swigert, vice president and Latin American director, will transfer to the New York office.

BROADCASTING, August 21, 1967
Attention TV Stations:

We’ve got news for you!

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

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

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

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

**FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM**
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Minority splits on CPB dissent

All Republicans have doubts on subsidized-TV bill
but part ways on whether to support basic legislation

Minority views were promised on the Corp, for Public Broadcasting legislation being reported out of the House Commerce Committee late last week, and minority views there were. But "only a minority of the minority" on the panel decided actually to withhold their approval that the bill be enacted, the minority counsel reported.

All Republican representatives on the committee, however, either turned thumbs down on the measure or had enough reservations about aspects of the bill to add their names to "separate views" to be appended to the majority report. And one, Representative Hastings Keith (R-Mass.), not only vouched for the separate views but added "additional views" of his own.

In his separate statement, Mr. Keith noted that the bill, while considerably improved in his opinion by committee amendments, still needed to provide explicit assurance that Congress might be expected to review the proposed corporation and its activities from time to time. Saying that although the change to prevent more than eight members of the corporation’s 15-man board of directors from having the same party affiliation was a help, "the danger [that the CPB might become ‘a partisan tool’] has not been entirely eliminated."

In the separate views, William L. Springer (R-Ill.), Ancher Nelson (R-Minn.), Mr. Kieth, Glenn Cunningham (R-Neb.), G. Robert Watkins (R-Pa.), Donald G. Brotzman (R-Colo.), Dan Kuykendall (R-Tenn.) and Joe Skubitz (R-Kan.) said the bill "would have been totally unacceptable without bipartisan rule on the board."

**Money Troubles** • Financing proposals for the bill to set up a blue-ribbon corporation to channel federal funds to educational-television-programming enterprises "deserves discussion" the congressmen said, although the lack of such discussion had been "fairly well neutralized" by a committee amendment that will require the CPB to return to the Commerce Committee for another appropriation authorization next year. (The President has said that long-term financing plans will be presented then.)

Despite "remaining weaknesses," say the separate views, "we support the legislation for all it may accomplish."

The other Republicans on the panel were not so charitable. Samuel L. DeVine (R-Ohio), James T. Broyhill (R-N.C.), James Harvey (R-Mich.), Albert W. Watson (R-S.C.), Tim Lee Carter (R-Ky.) and Clarence J. Brown Jr. (R-Ohio) pressed the point in the minority views that careful legislation should await the whole proposal, financing plans included.

"The general desirability of the objective," they noted, "cannot justify what appears to be an attempt to sidestep and put off the most vital question in the entire proposal." ("The bill provides for one year of financing directly from federal funds and then drops the matter like a hot rock," the dissenter explained.)

They also urged a fight to not let the subsidized-broadcasting corporation "emerge as the high mogul of a new nationwide network."

**Majority Views** • A nearly final draft of the majority report gave clarification of an amendment adopted by the committee authorizing the General Accounting Office to audit the CPB’s books. Under the bill as approved by the House panel, the corporation is "required" to submit to an independent audit and the GAO is "authorized" to make its own audits. In the Senate, GAO audits for the CPB were avoided to add insulation from partisan pressures.

The House draft report (which as of last Thursday had not been officially approved and was hence still subject to change) explained that what was to be avoided in the GAO audit procedure was collateral authority usually exercised by GAO in dealing with government agencies to adjust books and settle accounts. This adjusting authority would not be granted in the case of the CPB audits.

The draft report also clarifies (and somewhat defines) an amendment that could have the effect of prohibiting the CPB from providing programs that could be classed as "entertainment.” Education is often entertaining “and should be,” the report notes. Shakespeare or even material by Will Rogers would not be ruled out even though it might entertain. The language added was not intended “to inhibit programs that coat the philosophical pill with innocent merriment,” the draft report explains.

**Network** • Cheaper rates for interconnection of ETV stations may be the result of another section of the draft report. In the bill’s text, the FCC is urged to investigate the possibility of

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**Committee assignments of FCC commissioners**

Here is the lineup of current assignments of FCC commissioners to various committees:

- **FCC defense commissioner:** Lee Loevinger, Nicholas Johnson, first alternate; FCC space commissioner: Rosel H. Hyde, James J. Wadsworth, first alternate; FCC telephone and telegraph committee: Mr. Hyde, chairman, Robert T. Bartley, Kenneth A. Cox; FCC pay-TV committee: Mr. Wadsworth, chairman, Robert E. Lee, Mr. Cox; telecommunications coordinating committee: Mr. Hyde, vice chairman and FCC principal member, Mr. Lee, first alternate, Mr. Wadsworth, second alternate.

- **Intragovernmental committee on national telecommunications:** Mr. Hyde, co-chairman; radio technical committee for marine: Mr. Bartley, chairman; committee for full development of all-channel broadcasting: Mr. Lee, chairman; advisory committee for land mobile radio services: Mr. Cox, chairman; National Association of Railroad and Utilities Commissioners executive committee: Mr. Hyde, FCC member.

- **Interagency civil defense committee,** interagency emergency planning committee and radio technical commission for aeronautics: Mr. Loevinger, FCC member; committee for sale of Alaska communications system: Mr. Wadsworth, FCC member; interdepartmental committee for atmospheric sciences: Mr. Loevinger, FCC representative; advisory committee for horseracing industry: Mr. Lee, FCC member; intradepartmental communications satellite coordinating committee: Mr. Hyde, chairman, and committee for instructional television fixed service: Mr. Lee, chairman.

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BROADCASTING, August 21, 1967
providing for reduced rates for interconnection of educational outlets. In the report the FCC gets a further nudge: "The committee intends that the FCC, the corporation and the common carriers cooperate to free or reduced rates for interconnection. Where free rates are impractical, the committee feels that maximum charges for noncommercial broadcasters should not exceed the incremental cost of providing such service."

Incremental costs—those necessary to add an existing service (in this case a video channel) to already-installed plant capacity—are usually less than equipment costs averaged for the whole facility, added capacity included (the usual method used by carriers in allocating charges for services).

Floor action on the bill, seen as coming before Labor Day, depends on action by the Rules Committee. Some observers, while not predicting any difficulties for the bill in the Rules Committee, do predict a delay that would preclude enactment before the House recesses for a 10-day holiday Sept. 1.

**Nationwide buys Richmond stations**

The sale of WLEE Richmond and WXEX-TV Richmond-Petersburg, Va., to Nationwide Communications Inc. for $7,150,000 was announced last week, subject to FCC approval.

Nationwide Communications, the former Peoples Broadcasting Co., is a wholly-owned subsidiary of Nationwide Insurance Co., Columbus, Ohio. It owns WGAN-AM-FM Cleveland, WRFD and WNCI(FM) Columbus, WATE-AM-TV Knoxville, Tenn., and recently received an FCC grant for channel 47 in Columbus. The company also operates the Green Meadow Country Inn, a resort and restaurant outside Columbus.

Sellers are broadcast pioneers Thomas G. Tinsley, who owns 100% of WLEE, and with Irvin G. Abeloff owns WXEX-TV. Mr. Tinsley sold his WXEX-AM-FM Baltimore in 1962 to Reeves Broadcasting Co. for $642,700.

George W. Campbell, vice president and general manager of Nationwide Communications, said that no change in management of the stations is contemplated. Harvey Hudson is general manager of WLEE; Mr. Abeloff, of WXEX-TV.

The most recent acquisition by Nationwide was in 1965 when it paid $6.5 million for WATE-AM-TV.

WLEE operates fulltime on 1480 kc with 5 kw and is affiliated with MBS. WXEX-TV, on channel 8, is affiliated with ABC. Broker: Edwin Tornberg & Co.

**Quinlan out at WFLD(TV)**

**He quits after**

**Field officials tighten station's budget**

Considerable speculation was raised last week concerning the future direction of WFLD(TV) Chicago following the resignation of Sterling C. (Red) Quinlan as president of Field Communications Corp. and general manager of the station often described as the nation's "model" big city UHF outlet.

Mr. Quinlan, one of TV's more colorful and often controversial executives, had been picked by the late Marshall Field IV to put his company back into broadcasting.

Except for statements in a brief formal announcement, neither Mr. Quinlan nor the available officials of Field would comment on the matter. Mr. Quinlan resigns effective Oct. 1, but will continue as consultant for another year, according to the announcement by Bailey K. Howard, president of parent Field Enterprises Inc. Mr. Howard is on vacation and could not be reached for details.

**Hardening of the Budget** — Those who have closely observed the progress from within WFLD but would not be identified reported that a tightening of the operations budget for the station was opposed by Mr. Quinlan as unrealistic if WFLD's goals are to be achieved. They also said Mr. Quinlan has admitted that losses in getting WFLD off the ground were more than anticipated, but they noted he was confident the station is on the brink of achievement in view of its fall program plans and the quality of staff and technical facilities.

Considerably automated and virtually all solid state, WFLD operates on channel 32 with a full megawatt of power. Its present site is Marina City, but ultimately the antenna is to be relocated atop the 100-story John Hancock Building, now under construction.

"It is with regret that I have accepted Red Quinlan's resignation," Mr. Howard said in the prepared statement. "Red's contributions to Field Communications Corp. have been many. Under his leadership WFLD went on the air right on target in January 1966. Much planning and creative thinking went into this venture and we are happy with the result," he added.

Mr. Quinlan said in the statement that the late Mr. Field "asked me to join Field Enterprises Inc. to survey broadcasting possibilities for the corporation. Launching WFLD was the most exciting result. With the station firmly established, I feel I have fulfilled my commitment and attained the challenging objective Mr. Field and I sought."

**Syndication Ends** — Field Communications will close its program syndication office in Hollywood at the end of this month and sell off most of its film properties. All outstanding contracts will be serviced, however, and the basic rights will be retained for Hawaii Calls, now on the air in 31 markets, and the George Pierrot travel series. The distribution rights to these two series are to be sold to another distribution firm not yet selected.

The cost of getting WFLD on the air has been estimated at some $3 million. The operating costs are not known. The construction costs do not include the $2 million studio center which Marina City has built and leased to WFLD for five years. Completion of this futuristic structure has been delayed repeatedly for various reasons, partly involving external construction problems. WFLD now plans to move into this studio plant Sept. 1.

Field Communications also holds a construction permit for channel 24 in Milwaukee and has an option on the Zenith subscription television system, pending FCC approval. WFLD recently acquired the basic rights in TV for the Chicago White Sox starting next April and plans to package a color network for the team.

WFLD came about through the merger of a number of applicants for channel 32 arranged by Mr. Quinlan. Presently Field is 50% owner and the managing operator. Field also holds an option for June 1969 to purchase for $2.5 million the remaining 50% interest in WFLD spread among six groups.

**Part Owners** — These former applicants include: H&E Television Inc. (Harry and Elmer Balaban), Irwill

'BRed' Quinlan Bulldozed by budget
Need for new facilities develops in smaller markets

KTHI-TV Fargo-Grand Forks, N. D.  WKAL, Rome, N. Y.

The broadcasting boom seems to be reaching right into the grass roots of America. Two stations, neither situated in a sprawling megalopolis, recently planned or opened new studios and facilities.

KTHI-TV Fargo-Grand Forks, N. D., has completed plans for its 3,000-square-foot studio, and construction is now underway. William P. Dix Jr., general manager, has announced that the project, to be located at 314 9th Avenue North, Grand Forks, will represent an investment of over $250,000. Specifications include theater seats.

Inc. (William, Irwin and Rosalind Dubinsky), Schefco Inc. (Herbert Scheftel), Willard Corp. (Cecile E. Burger) and Froelich & Friedland Inc. (Harland Froelich and Milton D. Friedland). Their respective interests are fragmented in or mixed among other established UHF outlets, chiefly in the Midwest. Collectively they put up $250,000 and Field put up $250,000 to launch WFLD.

Field, however, has had full responsibility for building and operating the station, including any losses, up until the time of the option date. If Field should fail to exercise its purchase right in June 1969, the basic agreement provides that management and operating control of WFLD would fall to the Balabans and Mr. Scheftel. Harry Balaban, Thursday, said he fully expects Field to pick another manager and carry on the operation of the station. He doubted if Field is thinking about selling the property.

Before joining Field, Mr. Quinlan had been vice president and general manager of WBBK(TV) Chicago, owned by ABC Inc. Mr. Quinlan once explained that his resignation at WBBK came after a battle with New York officials concerning his creative freedom in programming.

Lee begins third FCC term

Four days after the U. S. Senate confirmed his nomination, Commissioner Robert E. Lee took the oath of office last Tuesday, Aug. 15, to begin his third term as a member of the FCC. Appointed by President Dwight D. Eisenhower in 1953, Commissioner Lee, a Republican, was reappointed for a second seven-year term in 1960. He was subsequently renominated for a third term by President Lyndon B. Johnson on July 17. The commissioner entered federal service in 1938 as a special agent for the Federal Bureau of Investigation and was eventually made administrative assistant to FBI Director J. Edgar Hoover.

NAB meetings draw five commissioners

Five FCC commissioners have agreed to speak at the upcoming regional meetings of the National Association of Broadcasters. The series of eight meetings opens in Atlanta, Oct. 16-17, and closes in Chicago, Nov. 20-21.

Also on the agendas of the day-and-a-half sessions will be an NAB staff report on the fairness doctrine, copyright law and political broadcasting; a presentation on efforts to combat "loudness," and separate radio and television sessions.

Commissioner Lee Loevinger will speak at the Atlanta session. He will be followed by Robert E. Lee in Dallas (Oct. 19-20), James J. Wadsworth in Washington (Oct. 23-24), either Nicholas Johnson or Mr. Lee in Boston (Oct. 30-31), Kenneth A. Cox in Los Angeles (Nov. 16-17) and Mr. Johnson in Chicago. Commissioners for the Kansas City (Nov. 9-10) and Denver (Nov. 13-14) meetings are not set.

The TV session will include a "future of television" panel; a presentation by the National Association of Program Television Executives; a report on TV-code time standards, and a look at UHF.

The radio-session agenda will feature a speaker from the past spring's radio-program clinics; a radio-code presentation, and a presentation on "how to get the most from your NAB membership."

Staff members taking part in the clinics will include: Vincent Wasilewski, president; Douglas Anello, general counsel; George Bartlett, vice president-engineering; Howard Bell, director of NAB Code Authority; William Carlisle, vice president-television; John Couric, vice president-public relations; Holli Seavey, government relations; Charles Stone, vice president-station services; Sherrill Taylor, vice president-radio; Thom Winkler, manager-radio code.

Others taking part will be: Roy Danish, director of the Television Information Office, and members of the NAB executive and Future of Broadcasting committees.

ETV to get KDAL-TV studio

KDAL-TV Duluth, Minn., announced last week it will donate its present television studio to noncommercial educational WDSF(TV) there, upon completion of new studios. WOSF will acquire the facilities worth some $250,000 in about five months, it was indicated. KDAL-TV's new $1 million broadcast center is to be completed about Jan. 1, 1968.
To the Boy Scouts at Camp Lewis
Humble is Operation Water Mountain.

Their water system damaged by a summer storm, the Scouts at Camp Lewis, New Jersey, were stuck without fresh water — to drink or use for cooking. And no showers! A group of fellows from Humble's Bayonne, N.J., Refinery moved quickly to remedy the problem. On a Saturday, some 50 Humble men met at the camp to begin Operation Water Mountain. They buried a 10,000-gallon tank in a mountaintop overlooking the camp. Then they painstakingly laid 1200 feet of pipeline and completed connections to the camp's well below. It was no picnic. But sometimes it feels good to have sore muscles. Today, a gravity-feed system supplies the Scout campsite with plenty of clean, fresh water. To these young boys Humble probably isn't America's Leading Energy Company. To them Humble is Operation Water Mountain. This is not the first — or the last —

community service to be rendered by our men at Bayonne. Their spirit reflects a genuine attitude at Humble: that we must constantly respond to the needs of America's most important resource — its people.

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THE TK-43 DELUXE STUDIO CAMERA (with external zoom) offers all the fine features of the TK-42 with the flexibility of a 10-to-1 lens system. Permits the use of range extenders to triple focal length—from 1.6 inches to 4.8 inches, or from 16 inches to 48 inches. Can also be used with standard fixed focal length lens. Makes one of the most versatile color cameras available. The 1967 models of the TK-42 and TK-43 incorporate many new developments providing improved color tracking, reduced noise level and lower operating cost—part of RCA's continuing product improvement program. Available in 1968—adaptor kits for use of lead-oxide tubes in chrominance channels.
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UHF-CATV balance sought in San Diego

BUREAU RECOMMENDS BAN ON ORIGINATION, IMPORTATION

The FCC's Broadcast Bureau has proposed a rough compromise as a resolution of the first commission hearing on the likely effect of CATV importation of distant signals into a major market.

The bureau, in a case growing out of KFMB-TV San Diego's effort to block the expansion of CATV activity in that city, would bar CATV from importing the signals of independent Los Angeles stations, and would prohibit cable systems from originating programming.

But, if those limitations are imposed, the bureau would not restrict the growth of CATV in the market.

The bureau, in proposed findings and conclusions submitted to Hearing Examiner Chester F. Naumowicz Jr., said completely unfettered operations by CATV would sound the death knell of CATV in San Diego, KAAR(TV), and would bar the introduction of new UHF service.

KFMB-TV, warning that two UHF stations could not survive competition of unrestricted CATV activity and that one UHF could last only if it curtailed its operations, said the six systems in San Diego should be barred from extending their carriage of all eight Los Angeles signals generally beyond the areas now served.

Systems' Views - The CATV systems, for their part, rapped KFMB-TV as having ignored interests of San Diego viewers "in its attempts to limit CATV operations in its search for greater profits through monopoly." In any case, the systems said, there is no evidence the operations have hurt San Diego UHF or would, even if permitted to grow without restraints.

KFMB-TV filed its petition for relief on March 17, 1966, the first day the commission's new CATV rules became effective, asserting that it and the two other San Diego television stations had been adversely affected by the CATV operations and that the CATV systems were rapidly expanding their operations.

KFMB-TV (ch. 8) is a CBS affiliate, and KAAR (ch. 39) is an independent. The third operating station is KGOG(TV) (ch. 10), an NBC affiliate. In addition, KJOG-TV has received a construction permit for channel 51. Two other nearby stations are XETV(TV) (ch. 6), an ABC affiliate, and XEWT(TV) (ch. 12), an independent Spanish-language station, both in Tijuana, Mexico.

The CATV systems involved are Mission Cable TV Inc., Southwestern Cable Co., Pacific Video Cable Inc., Trans Video Corp., Rancho Bernardo Antenna System and Escondido Community Cable Inc. All told, they were serving a total of 26,633 subscribers, or some 7% of the county's 388,024 housing units on Aug. 23, 1966. The bureau forecast that the systems, if unrestricted, would serve between 37% and 60% of all San Diego homes by 1975. KFMB-TV predicts a saturation of 63%, while the systems say their penetration of San Diego homes would be less than one-third of the total.

Tough Combination - The bureau noted that Mission and Southwestern intend to originate programming—and this, coupled with the fact that four of the Los Angeles stations the systems carry are independents— influenced the bureau's decision.

The bureau said program origination—movies, in the case of Mission—would have an adverse effect on all San Diego stations, but particularly on the UHF, since that is "the kind of programming KAAR relies on to attract audience from the network stations."

The CATV systems' carriage of the four Los Angeles independents compounds the problem, in the bureau's view, since they, like the local UHF station, attempt to "counterprogram" the network stations.

"We have concluded," the bureau said, "that unlimited CATV expansion would result in serious impact on the San Diego UHF station. There is a likelihood that it would result in no independent stations at all in San Diego. This would mean that most of the homes not willing or able to subscribe to CATV would be able to receive only three network affiliates and a Tijuana Spanish-speaking station.

VHF Can Survive - The bureau said that although the VHF stations in San Diego might suffer loss of audience and be required to lower their rates, it is more difficult to predict the extent to which they would be affected. But the bureau noted that the exclusivity of network programming provided by the rules would afford some protection.

Accordingly, the bureau said it would remove all restrictions on CATV expansion in the San Diego area, provided none of the systems there carry the distant signal of Los Angeles independent stations or originate programming (programs produced by a CATV system as well as feature films, sports events, or syndicated programs acquired by the system).

KFMB-TV, in its proposed conclu-
Composite week for '68


sions, said it is not yet too late for the commission to halt the expansion of CATV in San Diego—less than 10% of the homes are subscribers. "But the time to stop the spread of distant signals in the market is now, for any further expansion would make it significantly more difficult for UHF stations to survive," the station said.

The systems, however, said that the economic viability of San Diego UHF independent stations is, at best, a matter of extreme conjecture, and there is no proof that CATV is a material factor in increasing the hazards faced by UHF." The systems conceded that CATV exposes the UHF's to more competition—but it also "opens up otherwise unavailable homes and guarantees that UHF stations can compete more effectively with VHF stations."

In arguing they would have no adverse impact on UHF development, the systems relied largely on their forecast that their penetration of the market would not exceed one-third of the homes—the bureau's view notwithstanding. The systems said growth would be limited by natural business factors, such a density of population, the availability of off-the-air signals and customer acceptance.

Changing hands...

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

* WLEE Richmond and WXEX-TV Richmond-Petersburg, Va.: Sold by Thomas G. Tinsley and Irvin G. Abeloff and others to Nationwide Communications Inc. for $7,150,000 (see page 39).

* KPKN Grand Prairie and KNUS(FM) Dallas, Texas: Sold by Giles Miller Sr. to Robert D. Hanna, president of KPKN, T. A. Rippey, vice president, and Dallas insurance executive Charles Betzel. Price was reported in excess of $1.4 million. Contract for KNUS, recently sold by the McLendon Corp. to KPKN for $176,000, is also being acquired by the Hanna group. KPKN is daytimer on 730 kc with 500 w. KNUS is on 98.7 mc with 17 kw.

* WTAP-AM-FM-TV Parkersburg, W. Va. Sold by T/R Inc. (Clay Littick) to Broadcasting Services Inc. (C. Thomas Garten and R. L. Drake) for $579,000. Mr. Garten was formerly associated with WSAS-AM-TV Huntington, W. Va., and WCYP Bristol, Va. Mr. Drake is president of R. L. Drake Co. of Miamisburg, Ohio, which manufactures radio communication equipment. T/R Inc., owned by principals of Times-Recorder of Zanesville, Ohio, also owns WOMP-AM-FM Bellaire, WZIP-AM-FM Cincinnati, WNXT-AM-FM Portsmouth and WHIZ-AM-FM-TV Zanesville, all Ohio. WTAP is on 1230 kc with 1 kw day, 250 w night. WTAP-AM operates on 103.1 mc with 660 w. WTAP-TV (ch. 15) operates with an ERP of 19.5 kw visual and 3.9 kw aural.

Broker: Chapman Co.

* WICI Erie, Pa.: Sold by Edward Lamb to J. Harry Dornheggen for $275,000. Mr. Dornheggen has interest in KREK-AM-FM-TV Grand Junction, KREY-TV Monrose and KREZ-TV Durango, all Colorado. He also has interest in Monrose Telecable Inc. WICI operates fulltime on 1330 kc with 5 kw.

* KOOL The Dalles, Ore.: Sold by V. B. Kenworthy to Frederic A. Danz for $125,000. Mr. Danz owns, operates leases and has interests in theaters in Seattle. KOOL operates fulltime on 1440 kc with 1 kw.

* WBLC Lenoir City, Tenn.: Sold by A. B. Corum Jr. to William R. Livesay of Johnson City, Tenn., for $50,000 cash or $60,000 on terms, at buyer's option. Mr. Livesay presently controls WAKI-McMinnville, Tenn., which has been sold to Aaron L. and Harold L. Durham for $135,000. WBLC is daytimer on 1360 kc with 1 kw. Broker: Chapman Co.

* WJIC Lenoir City, Tenn.: Sold by WBCF-TV Inc. (R. H. Armstrong and associates) to Conrad G. Sprenger and Arthur A. Warren for $200,500. Mr. Sprenger is president and 52% stockholder of buying company Pacific Coast Broadcasting Corp. and chief engineer of KPOM-AM-FM Los Angeles. Mr. Warren is vice president, secretary and 48% stockholder of Pacific Coast and is businessman. WJIC is fulltimer on 1510 kc with 1 kw. WAKI(FM) on 93.5 mc with 1 kw.

* WTXL West Springfield, Mass.: Sold...
by Telecolor Corp. (Lawrence A. Reilly) to Communications Industries Inc. (Zachary W. Oslander and others) for $200,000. Mr. Oslander is assistant general manager and general sales manager of WPNV-AM-FM-TV Springfield, Mass., but is resigning. WXTL is on 1490 kc with 1 kw, day and 250 w night.

- WMMA-AM-FM Marietta, Ohio: Sold by William G. Wells and R. Sanford Guyer to W. Ernst Minor for $190,000. Mr. Minor recently sold KKIS Pittsburgh, Calif. WMMA is fulltime on 1490 kc with 1 kw day and 250 w night. WMMA-FM operates on 94.3 mc with 3 kw.

- KONE Reno: Sold by Dr. Leland J. Fuller to Lotus Radio, subsidiary of Lotus Theatre Corp., for $127,500. Lotus Theatre Corp. is applicant for new TV (ch. 13) in Las Vegas, and also owns KWWK Pasadena, Calif. and KENO Las Vegas. Howard Kalmenson is president and director. KONE is fulltime on 1450 kc with 250 w.

Community Television
- Panama City, Fla.: 80% interest in Florida Antennavision Inc. sold by Bruce Merrill to Westinghouse Broadcasting Co. Both are multiple CATV owners. Price was not disclosed. W. Lewis Gay holds the remaining 20%. Panama City cable company serves 2,600 subscribers on 110 miles of plant, with TV signals from Panama City, Tallahassee and Pensacola, Florida, and Dothan and Mobile, Alabama. The system's potential is 6,000. Westinghouse owns a group of CATV systems in Georgia and Florida. Acquisition of the Panama City CATV brings to 12,000 the total number of subscribers under the Westinghouse CATV banner. It recently bought 49% of CATV Enterprises Inc., which holds a cable franchise for the Riverdale section of New York (Broadcasting, July 31).

NEW TV STATIONS
WCIX-TV (ch. 6) Miami, is to begin telecasting Sept. 18 with an ERP of 87.3 visual and 50 kw aural from an antenna height of 1,036 feet above ground and 994 feet above average terrain. Joseph M. Higgins is executive and general manager. Licensee is Coral TV Corp.

WFQI(TV) Florence, Ala. (ch. 36), was to begin telecasting Wednesday, Aug. 16 with an ERP of 589 kw visual and 58.9 kw aural from an antenna height of 538 feet above ground and 767 feet above average terrain. This is the seventh station in the Alabama Educational Television Network. The channel will serve Lauderdale, Colbert, Lawrence, Franklin, Marion and Winston counties. All seven ETV stations will sign on at 8 a.m., Sept. 11. During the school year the in-school hours are devoted to classroom programs. The network signs on at 3:15 p.m. during the summer months. Other stations are WFGQ(TV) Montgomery, WNBQ(TV) Birmingham, WGIQ(TV) Cheaha Park, WAQI(TV) Dozier, WGBQ(TV) Mobile and WBOQ(TV) Huntsville.

Colorado Springs picks Vumore Video

Two new CATV franchises were granted last week and one of them foreshadows the possible wave of the future.

In Colorado Springs, the city council awarded its first cable franchise on a bid award to Vumore Video Corp. of Colorado Inc.

The award to Vumore was won with its offer of a graduated payment to the city on gross receipts that averaged 13.5%, although it went up to 35% in one instance. Vumore is 51% owned by Vumore Co., Oklahoma City (multiple CATV owner), which is owned by group broadcaster RKO General Inc.; 33% by Daniels and Associates, Denver, and 16% by a group of local businessmen.

The unsuccessful bidders were Rocky Mountain Cablevision Inc., owned 80% by Foote, Cone and Belding, national advertising agency, and 20% by local businessmen; and Colorado Cablevision Inc., equally owned by KETV(TV) Colorado Springs, group-broadcaster and multiple - CATV - owners, Time-Life Broadcast Inc., Westland Theaters and Televest Inc., Denver.

The winning applicant announced last week that it would commence con-

NAB moves in September

The weekend of Sept. 15-17 has been set as moving time for the National Association of Broadcasters into its temporary quarters at 1812 K Street N.W., Washington 20006. NAB will be at that address for about 18 months while a new $2-million headquarters building is erected on its present site. NAB's phone number, effective Sept. 18, will be 223-1400.

**EXCLUSIVE LISTINGS!**

**CENTRAL TEXAS**

Tired of working for the other fellow? Well, here's your chance to do something about it. Single station market, daytimer, doing annual gross of $50,000. **Price at $65,000, less than 1½ gross billings. For details, contact George W. Moore in our Dallas office.**

**MIDWEST**

Ideal Midwestern AM-FM combination in a market of some 48,000—On an absentee basis in 1966, the station had a cash flow of approximately $30,000. All new FM equipment. The station is priced at $215,000 with a down payment of $45,000, balance over eight years. **Contact Richard A. Shaheen in our Chicago office.**
Ambassador Hayes is cited by AMST

It took more than nine months, but finally the Association of Maximum Service Telecasters was able to present Ambassador John S. Hayes with a certificate of appreciation for his contributions to broadcasting and AMST. The certificate was made out Oct. 20, 1966, but was not presented until Aug. 11 since he had been overseas in his post as U. S. ambassador to Switzerland. Ambassador Hayes (center) was president of the Post-Newsweek Stations before being named to the diplomatic post. Making the presentation were Jack Harris (l), WPCR-TV Houston, AMST president, and Lester W. Lindsey (r), AMST executive director. The certificate notes the ambassador's participation in founding AMST and his service on its board of directors and executive committee.

Fremont Cable In a second noteworthy CATV grant last week, the city council of bay-area Fremont, Calif., awarded a franchise to Fremont Cable TV Inc., owned by broadcaster-publisher Morgan Murphy, who already owns CATV systems in Pacifica and Half-Moon Bay, both California.

Unsuccessful applicants were General Electric Cablevision Corp., (multiple CATV owner); Mass Communications Systems Inc., Fremont; Blonder-Tongue Laboratories Inc., Newark, N. J.; Cable Television, and National Wide Cablevision Inc. Except for Fremont Cable, GE and Blonder-Tongue, other principals were all local businessmen.

Mr. Murphy is the owner of KXLY-TV Spokane, Wash., and WISC-TV Madison, Wis.; he is the publisher of the Superior (Wis.) Evening Telegram, and of other newspapers in Wisconsin and Minnesota.

Fremont Cable proposes to provide the city with 12 channels at a basic monthly rate of $4.70. The company will pay the city 4% of its gross annual receipts for the first five years; 5%, or $1,200 annually, thereafter, whichever is greater. It will also reserve one channel for civic-educational use, and will donate $10,000 to the city for the use of the reserved channel. It will bring to its customers TV programs from stations in San Francisco, Sacramento, San Jose, San Mateo, all California. Henry Gastman is vice president and director of operations of Mr. Murphy's CATV holdings.

Group owner wins bout with local CATV systems

Group-owner Springfield Television Broadcasting Co., no stranger to FCC processes when they involve settling disputes between the broadcaster's outlets and local CATV systems, won a round last week with the commission. The commission dismissed or denied the petitions for waiver of carriage and program-exclusivity requirements requested by seven New England cable systems for two Springfield stations—WRLP-TV Greenfield and WWLP-TV Springfield, both Massachusetts.

At issue in the commission decision is the question of whether the predicted signal of WRLP (the object of most of the requests) "is actually present in the CATV communities." The commission noted that waiver requests were based on WRLP operations which were interrupted in August 1966 as a result of damage to that station's tower by an airplane. The station returned to the air in March with new and improved facilities. Accordingly, the commission said, these new facilities should now be considered in determining requests for carriage and program exclusivity waivers.


Carriage requirement waivers for WWLP were requested by Pittsfield-Dalton and Berkshire. Both systems were directed to comply with the rules regarding the carriage of WWLP within 30 days.

Concurrentlly, Springfield has asked the U.S. District Court in Boston to issue a writ of mandamus ordering the commission to take action in a three-year-old case involving its stations and Pioneer Valley Cablevision Inc. (Broadcasting, Aug. 14). Duplication-protection issues involving Springfield's WRLP are at stake in that dispute.

Wrather group applies for UHF in Anaheim

Veteran broadcaster-syndicator-film producer J. D. Wrather Jr., with four other business associates, has filed an application for channel 56, Anaheim, Calif. The corporate applicant, Orange County Broadcasting Inc., is owned by Mr. Wrather, 82%; Monte E. Livingston, 10%; Edward R. Tisch, Frank L. Bret and Thomas Walker, each 2%.

Besides other holdings in real estate and oil, Mr. Wrather is director and 9% stockholder in multiple-CATV-owners Teleprompter Corp.; president and director of Wrather Corp., which
owns and syndicates Lassie, Lone Ranger, and Sergeant Preston of the Yukon, and president and director of Wrather Hotels Inc., owner and operator of Disneyland hotel. Messrs. Livingston, Tisch and Bret hold various positions in several Wrather corporations. Mr. Walker is a director of entertainment at Disneyland Amusement Park and is a producer of live entertainment shows through his wholly-owned Entertainment Attractions.

Estimated costs of constructing the new station are over $1 million with first-year operating cost estimates of $800,000 and revenues of $400,000.

Former KARA manager files damage suit

Charles Gerber, for three years manager of KARA Albuquerque, N. M., has filed a damage suit against the station and certain of its principals, charging failure to fulfill financial provisions of a March 1966 contract that terminated his management contract and stock interest.

Filed in the second district state court there, the complaint also asks that KARA be put into receivership to conserve assets that Mr. Gerber alleges are being dissipated improperly. Mr. Gerber contends KARA still owes him $45,500. He also seeks $50,000 damages. Mr. Gerber further asks that the termination agreement be rescinded, that he be reinstated as manager and that his stock be restored.

Defendants named in the suit, besides KARA Inc., include John P. Galagher, whom Mr. Gerber says is majority owner of the station; Joseph Springer, KARA manager; Charles Springer, Charles Rich and S. L. Goodman. Joseph Springer said last week the station had not been served a copy of the complaint but he denied the allegations and said Mr. Gerber "apparently hasn't read his termination agreement."

Mid-decade census bill passes in the House

A bill that could be a boon to demographers and marketers in general gained House approval last week and was sent to the Senate. The measure would provide for a mid-decade census to augment the every-10-years head-count specified by the Constitution.

Basic data on American population enumerated in 1960 is now nearly eight years out of date, advocates of the bill hold, although the Census Bureau updates its figures periodically by means of sample checks. The bill would permit a whole-population recheck of the figures from the 1970 census in 1975, and five years after each regular census thereafter.

One-paper rule urged by New England publisher

The Senate Judiciary Subcommittee on Antitrust wound up the latest round in its investigation of newspaper economics, last week, by hearing the publisher of newspapers in New Hampshire, Vermont and Connecticut urge that no person be allowed to own more than one newspaper. Furthermore, he observed, "no newspaper should ever be granted a radio or a TV franchise in any city."

William Loeb, publisher of Manchester (N.H.) Union Leader, added that in his opinion all newspapers now owning radio and television stations should be forced to sell them.

Throughout the hearing, Subcommittee Chairman Philip A. Hart (D-Mich.) has been asking witnesses what they thought of newspaper ownership of broadcast media, but most have been favorable or noncommittal. The hear-
ing was inaugurated in response to legislation submitted that would permit mergers and joint operating and business arrangements between newspapers when one of the parties has been judged a “failing newspaper.”

The newspaper industry appears to be badly split on the measure (S.1312), introduced by Senator Carl Hayden (D-Ariz.) and cosponsored by 14 other senators (Broadcasting, July 17, et. seq.). Generally, central-city dailies favor the bill while suburban and weekly newspapers oppose it. Senator Hart has noted that although he was sympathetic to the proposal at the start of the hearing, he has, since hearing testimony, had considerable misgivings.

Mr. Loeb provided one of the final blasts to be heard at last week's session of the hearing: “When the U. S. newspaper industry is accused of monopolization it raises the hypocritical cry that freedom of the press is being attacked, and it attempts to wrap itself in the First Amendment of the U. S. Constitution with all the effrontery and sham of a harlot trying to hide behind a wedding gown.”

FCC sticks with its Baltimore decision

The FCC last week upheld the grant of channel 45 in Baltimore to Chesapeake Placement Service Inc. The commission acted on a petition by Erway Television Corp. for review of a renewal board decision affirming the grant. The commission said it would permit the review in part, but, in upholding its grant, maintained that the review would still fail to give Erway preference for the facility over Chesapeake.

The Erway review request came about when the board refused to grant the company a preference for integration of ownership (Guy S. Erway is the sole stockholder of the company; Chesapeake is owned by eight principals). The board found that Mr. Erway's subsequent interests in two other broadcast properties through a corporation in which he is 98% owner detracted from the integration preference; Erway alleged that it should be given an opportunity to prove otherwise.

The commission agreed with the Erway contention, but said no purpose would be served by holding a further hearing since Chesapeake's superior programming proposals would outweigh Erway's ownership integration.

Noncommercial TV's join the march to color

The last 18 months have seen a rush into color by noncommercial TV stations across the country, National Educational Television said last week.

Presently, 55 of the 117 NET affiliates can transmit network color, 17 can carry color film, 15 both film and tape, and three stations can originate local, live color. An additional three stations are expected on the air by year's end with full color capability.

Increased color production by NET—80% of the weekly half-hour science series Spectrum will be in color this year, and about 25% of the total NET product—and the prospect of the Public Broadcast Laboratory's two-hour weekly color show starting Oct. 29 have spurred station plans for colorization.

Dingell enters bill to prohibit pay TV

The House Communications Subcommittee, bent on investigating pay-TV prospects (Broadcasting, Aug. 14), will have an anti-pay-TV bill on the agenda. Last Thursday, John Dingell (D-Mich.) introduced legislation that would flatly prohibit the FCC to license any station offering pay-TV fare.

In submitting the bill he referred to the FCC's pay-TV committee report recommending that a supplemental pay-TV system be established (Broadcasting, July 17). He said subscription television would operate to limit choice of programs and undercut regular commercial broadcasting.

Freedom of action for the House Commerce subcommittees meanwhile remained a victim of air pollution. Prohibited from meeting while the parent body is active, the subcommittees have been waiting in the wings since early spring while the full committee has been in a variety of undertakings, among them a major educational-televison bill (see page 38).

Latest on the full-committee agenda has been an air-pollution hearing, continued through this week. Chairman Harley Staggers (D-W.Va.) has promised to make way for the subcommittees at the conclusion of the pollution action.

Last Thursday (Aug. 17), however, the chairman gave notice that he intends to continue a suspended series of hearings on aviation safety. If this proves to be a full-committee venture it will mean more delay for the subcommittees. Staff members indicated that the air-safety matter could possibly be handled by one of the subcommittees though, freeing the other panels for pending assignments.

Wheeling CATV contests 24-hour protection rule

A CATV company in the mountainous regions of West Virginia is battling hard to keep from having to black out one-third of the nine stations it is providing to its customers.

At issue is the FCC regulation that requires CATV systems to afford 24-hour protection to local stations against duplication of programs from “distant” TV stations.

Wheeling Antenna Co., serving that West Virginia city, brings nine signals to its subscribers; from TV stations in Wheeling; Steubenville, Ohio; Youngstown, Ohio, and Pittsburgh. But seven
of the nine stations duplicate each other's network programs, and five of the seven put a grade A or better signal over Wheeling, making them, technically, all local stations.

Two of the local stations have asked for the duplication protection—WTRF-TV in Wheeling, affiliated with NBC, and WSV-TV Steubenville, affiliated primarily with CBS but which also carries some ABC programing. NBC programs are also carried by wtcv(Pittsburgh), and CBS by both kkaa-TV Pittsburgh and WKNB-TV Youngstown. The last, however, does not put a grade B signal over Wheeling and the CATV company agrees that it is a distant station.

In both the NBC and CBS instances, Wheeling Antenna has asked the FCC to waive the duplication protection requirements. It contends that neither of the local stations place a full, clear signal over all of Wheeling because of that city's hilly terrain.

Last June, the FCC denied the waiver request as it applies to WTRF-TV. The commission is still considering the petition from the cable company as it applies to WSV-TV.

Two weeks ago, Wheeling Antenna filed an appeal in the U. S. Court of Appeals for the Fourth Circuit in Richmond, Va., against the FCC's action in the WTRF-TV case. The cable company contends that the FCC has no right to deny its request without a hearing.

11.3-million households have color-TV sets

The number of color-television households increased 44% from 6.78 million to 11.27 million between July 1966 and July 1967, according to a NBC announcement made last week. NBC puts "color penetration of TV households" at 20.2%, up from 12.3% as of July 1, 1966.

Media reports...

Broadcasting to books = NBC News will publish the "NBC News Picture Book of the Year: 1967" Sept. 6 through Crown Publishers Inc. under agreement with NBC Enterprises. NBC's first published annual review of world events is edited by Ben Grauer, and features articles by Chet Huntley, Ron Nessen, Welles Hangan, Pauline Frederick, Sandy Koufax and others.

Expansion in K.C. = KCKN-AM-FM Kansas City, Kan., has occupied an additional 1,000 square feet of renovated studio and office space in its three-story building. The $25,000 project included new, separate AM and FM control room facilities, newsroom, and all new solid-state audio equipment. Station manager Glen George is planning additional FM facility expansion for 1968.

Answers are filed to CATV charges

Charges registered with the FCC by one Charlotte, N. C., CATV competitor against another were answered last week.

Jefferson-Carolina Corp., a CATV company owned jointly by group-owner Jefferson Standard Broadcasting Co. and the Carolina Telephone and Telegraph Co., owned in part by Southern Bell, an AT&T affiliate, refuted the claims of Cox-Cosmos Inc., jointly owned by group-broadcasters Cox Broadcasting Corp. and Cosmos Broadcasting Corp.

Cox-Cosmos alleged that Jefferson-Carolina was proceeding with expedited construction of its CATV system while Cox-Cosmos was suffering alleged delay in obtaining lease-back arrangements from the telephone company (Broadcasting, Aug. 7). Both Cox and Jefferson own TV stations in Charlotte, WSOC-TV and WBTX(TV) respectively.

Jefferson-Carolina asked the commission to dismiss the charges on the grounds that Cos-Cosmos failed to state a cause for action against it under the common-carrier provisions of the Communications Act and failed to allege any matter that would pertain to the CATV rules. Jefferson-Carolina claimed that if it were the "supposed beneficiary of the alleged discrimination," the Cox-Cosmos petition should be dismissed because "nowhere under Title II of the Communications Act is the commission given jurisdiction over beneficiaries of alleged discriminatory practices. Jefferson-Carolina, while a customer of a common carrier, is not itself a common carrier."

Under the CATV rules the company maintained that Cox-Cosmos failed to allege that its proposed service would "adversely affect" the public interest; that Cox-Cosmos seeks commission intervention in a matter unrelated to the rules and "involving a parochial dispute between competitors, and that the rules should not be applied in this matter since the commission's CATV regulatory authority has been upheld in the courts only because CATV's possible impact on broadcasting made it a "fit subject for federal regulation." It would appear, the company said, that there is no basis for a lawful application of the CATV rules "to matters unrelated to the concerns which prompted the commission's exercise of jurisdiction in this area."
ABC leaps into motion pictures

Will finance production of feature films to be distributed by subsidiary of Cinerama

ABC Inc. last week disclosed the extent of its moves into motion-picture production and distribution.

At a news conference in New York, ABC officials said the company will budget up to $30 million to produce from 10 to 12 feature films before 1969, and in association with a newly formed, wholly owned, but as yet unnamed subsidiary of Cinerama Inc., Los Angeles, distribute them worldwide, first to theaters and subsequently to TV.

ABC spokesmen also said the company has acquired 50% interest in two projected films, using the Cinerama (wide screen) three-camera technique, which Cinerama estimates will cost in excess of $10 million. The pictures, "Custer of the West" and "East of Java", will also eventually be adapted or "reduced" in size for TV release.

Leonard H. Goldenson, ABC president, said his company regards theatrical distribution as "an economically sound" field—one that ABC will regard as "a separate business," with interest in TV only as a secondary consideration. It is hoped, he said, that the new subsidiary of Cinerama will emerge as the "eighth major film distribution company in this country." Currently, he indicated, seven companies lead the field: Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, United Artists, Universal and Warner Bros.-Seven Arts.

CBS within the last year announced its organization of CBS Theatrical Films Division to produce "about 10 theatrical motion pictures a year."

William R. Forman, Cinerama's retiring president and now chairman of the board, announced at the news meeting the election of a new president, Seymour Poe, former executive vice president and a member of the board of directors of 20th Century-Fox Film Corp.

Mr. Poe said that once the ABC-Cinerama project gets underway, its yearly distribution will include two Cinerama pictures and 14-16 additional films. He said Cinerama expects to establish 10 offices in the U. S. The company will also operate an international subsidiary through its offices in London, Paris, Tokyo and Rio de Janeiro.

This fall, ABC said, it will start to "produce and/or finance" the feature films either through its subsidiaries, Selmur Productions in California and Palomar Pictures International in New York, or through independent producers.

ABC's Selmur, organized four years ago, filmed ABC-TV's Combat series plus several daytime TV shows. Last year Selmur began filming "Alexander the Great" for theatrical release but the film was first shown on the network. The Palomar Pictures subsidiary began operations about six months ago.

Asked how ABC will manage financing while its merger with International Telephone & Telegraph continues in doubt, Mr. Goldenson said arrangements will be made for "interim financing" until a court decision is rendered, at which time permanent financing would be negotiated. Mr. Goldenson indicated he could not say what type of financing would be arranged if the merger with ITT is rejected.

Samuel H. Clark, ABC group vice president for nonbroadcast operations, said ABC's budget of $30 million is a "projected figure," and that the company will be able to use income from its present film commitments "to help meet and possibly exceed that budget."

Mr. Clark was selected early this year to head ABC's theatrical operations.

At an ABC stockholders meeting earlier this month, Mr. Goldenson said his company had begun "broadening its activities" in motion-picture production for theater distribution and later for TV network and syndication use. He stated that Selmur Productions plans to film "Charly" (with Cliff Robertson and Ann Heyward), "Shalako" (Sean Connery and Robert Stack), "The Rover" (Anthony Quinn), a film by producer Saul David, and director Carlo Ponti's "Smashing Time" (Lynn Redgrave and Rita Tushingham). Both "Charly" and "Shalako" as well as another Selmur production, "Hell in the Pacific" (Lee Marvin and Tosharo Mifuni), have been earmarked for release through Cinerama.

Mr. Goldenson said Palomar Pictures has scheduled production work on "For Love of Ivy" (Sidney Poitier), "Nobody Loved a Drunken Indian" (based...
Copyright talks aim at CATV settlement

The Copyright Office of the Library of Congress, having managed to get the major disputants to its stalled attempt at copyright-law revision to three separate meetings, now hopes to get all three delegations in the same room at the same time.

Tentatively scheduled this week, but still far from firm, the office said, is a day-long meeting Thursday (Aug. 24) that will bring representatives of the CATV industry, broadcasters and copyright proprietors face to face. The cable men met first on Aug. 10 (Broadcasting, Aug. 14); broadcasters met separately last Tuesday (Aug. 15), and copyright holders huddled with Capitol Hill and Copyright Office staff members Thursday (Aug. 17).

Register of Copyrights Abraham L. Kaminstein has been calling the meetings to explore attitudes and positions on CATV liability under the revised law and on the possibility, advanced by CATV groups, that interim legislation be passed to freeze enforcement suits by copyright holders against CATV's liability under present law until the still-to-be-determined terms of the new law can be enacted. Under a federal court decision, upheld by the law, still in effect, a broadcaster may freeze a copyright claim on broadcast program material carried. Petition for Supreme Court review is under consideration.

As passed by the House, the revised copyright law would hold all CATV systems liable. A modifying section that would have provided degrees of CATV exemption was struck from the bill during floor action, pending resolution of a committee-jurisdiction dispute. Since then, no progress has been reported by either committee—Commerce or Judiciary—in finding a solution to the difficulty.

At Meeting • Attending last Tuesday's meeting were Robert Evans and Richard Jencks of CBS; Harry Olsson, ABC; Myron Roth, NBC; Douglas Anello and Paul Comstock, National Association of Broadcasters; Charles Miller and William Malone, attorneys representing the Association of Maximum Service Telecasters; Martin Firestone, attorney representing the All Channel Television Society; Herbert Fuchs, House Judiciary Committee staff; Thomas Brennan, Senate Judiciary staff, and three members of the Copyright Office.

In the meetings with broadcasters and copyright owners, a Copyright Office observer reported, an interest was shown by the groups in working to resolve substantive issues to be settled by copyright-law revision; opposition or less interest was shown in the interim moratorium on infringement suits. Issues raised were considered worth discussing in further meetings, it was noted.

A broadcaster present at the Tuesday meeting reported that "all of the broad- cast representatives were in opposition to the moratorium on judicial remedies for infringement. While no broadcaster or lawyer objected to a possible meeting with CATV and copyright representatives, under Mr. Kaminstein's auspices all agreed the purpose of any such meeting would be to hear what reasons the CATV interests advanced for such a proposal."

"The purpose would not be merely to discuss the form of a moratorium," it was added.

Among copyright proprietors attending the Thursday meeting were Herman Finkelstein, American Society of Composers, Authors and Publishers; Leon Kellman, American Guild of Authors and Composers; Willis F. Myers, SESAC; Evelyn Burkey, Screen Writers Guild, and Sidney Schreiber, representing the Motion Picture Association of America.

Committee delays 315 bills

Senate Commerce Committee action, expected last week on a series of bills affecting political broadcasting, was postponed until Wednesday of this week (Aug. 23), because of the press of other committee business, a spokes-

Radio-TV coverage of House hearings urged

A House hearing on ethical standards provided a forum for a Washington newspaper reporter to urge that House hearings be open to the public— with radio and television coverage. Clark Mollenhoff, Cowles Publications, also asked for full disclosure of financial interests of senators and representatives.

Mr. Mollenhoff, speaking as chairman of the freedom-of-information committee of Sigma Delta Chi, professional journalistic society, said hearings should be open unless national security is involved, or unless allegations are being explored to determine if serious charges can be corroborated.

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KANO Anoka, Minn., sold it to an insurance company to run twice each day.

KNDX (FM) Yakima, Wash., sold it to run twice each day.

WZOK 5,000 watts Jacksonville, Fla., sold it three times each day.

WTTR Westminster, Md., sold it to a bank.

WSLI 5,000 watts Jackson, Miss., purchased it to run 8:00 a.m. Mon. thru Fri.; also—WAVI Dayton, Ohio; KLMN Longmont, Col.; WCNA Scottsboro, Ala.; KXFX Santa Maria, Calif.—and many others.

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Disney sues Alaskan CATV's over copyright
SYSTEMS REPLAY TAPES FROM TV STATIONS IN SEATTLE

Walt Disney Productions, Burbank, Calif., has gone to a federal court in Seattle in an attempt to stop a group of CATV systems in Alaska from carrying any more Disney programs without copyright payment. The suit also seeks damages of up to $250 for each copyright infringement.

The suit filed in the U.S. District Court alleges that Alaska Television Network Inc., Anchorage, its subsidiary CATV systems, and Video Tape West Inc., Seattle, have taped programs of Seattle-area TV stations and replayed them on the Alaskan cable systems.

Disney seeks an injunction to stop the firms from taping and replaying the Wonderful World of Color, which is on ABC-TV, and the syndicated Zorro series. It alleges that since September 1965, Video Tape West has been taping programs of KING-TV, KIRO-TV, KOMO-TV, KXTN-TV and KCTS-TV (noncommercial) and replaying it on systems in Skagway, Cordova, Petersburg, Wrangell and Kodiak, all Alaska.

James C. Stevens, 28-year-old majority owner of ATN and Video Tape West, said he has "no bones to pick with Walt Disney" and "wouldn't mind paying a reasonable licensing fee, but there has never been a central organization to pay it through." He added that the ATN systems have not been carrying the Disney programs "for some time."

He said that when the Petersburg and Wrangell systems were started in June 1964 the closest stations, by air, getting live network feeds were in Seattle so they were taped. The Anchorage stations, he added, were just as far away and received programs on a delayed basis.

Because of the mountainous terrain and the inaccessibility of the areas, microwave pickup was out of the question, so tape feeds seemed the "only method."

Few Subscribers - He pointed out that each of the towns has less than 1,800 population. ATN has 390 subscribers in Petersburg, 325 in Wrangell, 125 in Cordova and 107 in Skagway.

The Kodiak system, which ATN sold in June to a group of local businessmen, has 200-300 subscribers. He said the charge to the Petersburg and Wrangell subscribers is $15 per month and to the Skagway and Cordova subscribers $17 per month.

Mr. Stevens said the programs are seen on a delay of one to three weeks since the tapes are bicycled to the systems. The only exception are newscasts, which are seen on a 24-hour delay.

On ATN's four systems only one channel is used for television programming, he said. Another channel is used

Chevron gives advice on riot coverage

Here, in slightly condensed form, is a letter written by Dick Chevron, news director of WOOD-AM-FM-TV Grand Rapids, Mich., and former president of the Radio-Television News Directors Association, to the news directors of other Time-Life Broadcast stations, following riots in his city:

First—any plans you make will need last-minute adjustments because of the mercurial nature of the riots. Plan for flexibility.

Here is what we had:

1. Four two-man cars. Two men for mutual protection. One shoots [film], the other reports and makes feeds. Pile in the equipment with spares for sun guns, tapes, etc. It may be a while before the crews return. Important: Use unmarked cars. Rioters, regardless of what our newspaper competitors say, don't relish the sight of TV newsmen. Your men should wear dark clothing; helmets are vital and they should be painted black. Don't allow newsmen to carry sidearms; you could be blamed for a shooting. Tie a rag to the car antenna and notify police so imported officers will spot you. Be prepared to shoot without sun guns, but carry spare batteries, or power packs. Lights rile everyone.

2. One man handling all two-way and police traffic. Keep a record of all transmissions and use him for all station-to-car traffic. This man tells crews about all police calls, directs them to hot spots and (we have a two-way intercom with engineering) handles information to engineering regarding feeds.

3. One man assigned to writing for radio . . . leads, bulletin info; he also double checks on all police calls. Our rioters were cute. They telephoned with constant false alarms which are relayed to police units. Airing without checking validity is dangerous. This guy should bury himself in the copy.

4. TV desk man who prepares the newscasts and prepares bulletins for TV. Riots, we found here, are mainly a radio story, but we tend to overlook the rest of the world and you'll need someone removed from the excitement to prepare TV.

5. One man in engineering keeping track of tapes, editing when necessary and alerting the desk that they were OK and ready to go. This guy is important because the crews tend to get emotional after several hours of tension; they sometimes say damaging or even false things; their quality may be bad; their information may be outdated or needs revision. Putting all feeds on without double checking we found can be dangerous. This man should be a cool cat away from the excitement of the newsroom for this reason. Don't expect to get rational treatment or statements from Negroes you've known for years . . . or even from police officials. Most statements will be lousy one-sided, and you must watch for statements that are inflammatory and will incite further disorders. This staff must listen for nuances and be alert for what's not being said, as well as sifting our stuff that may damage the station.

I aired all bulletin material on radio and we attempted to program segments. Instead of simply airing bulletins, which also tend to increase the tension and excitement, we brought events up to date with some introductory stuff, then brought in the various crews for feeds. We were also throwing in information about Detroit and other Michigan cities. We didn't embroider or get excited . . . we just held off whenever feasible. The feeds were made at about 10-minute frequencies. You'll be accused of sensationalism, but that's expected.

One man was stationed at the police communications center. He fed official information during feed periods. Police info, statements from the city manager and mayor, and he gives you a back-up capability.
to bring in radio signals from Juneau, Alaska.

Mr. Stevens, who is also majority owner of Video Tape North, Anchorage, the Alaska distributor for Ampex tape equipment, said ATN had the first video-tape gear in Alaska and also fed the first ETV programming in the state when it began carrying programs from KCTS-TV three years ago.

He said Video Tape West has eight Ampexes at its Seattle taping center; two Ampexes at the systems in Petersburg and Wrangell, and one Ampex each at the Cordova and Skagway systems. The Kodiak system, which sometimes feeds two channels of programming, has four Ampexes.

Mr. Stevens started in broadcasting with KRNT Des Moines, Iowa, and had been chief engineer of KXVA(TV) Anchorage and an RCA sales representative in Alaska before forming ATN in 1964 with his now 25-year-old partner, Gary Egoard of Seattle.

He added that ATN had never filed the FCC's ownership report of CATV's because the FCC definition of CATV "was instantaneous relay and we didn't fall under it."

### National General buys Banner companies

National General Corp. last week took what its president, Eugene V. Klein, described as "a step toward our goal of becoming a complete entertainment complex" with its acquisition of Banner Productions, Banner Films and affiliated companies from Sy Weintraub of Los Angeles.

National General thus added television production and distribution to its movie production, distribution and exhibition and music-publishing operations.

Banner Productions' first TV series, Tarzan, is on NBC, and another "is under negotiation with a network," according to Mr. Weintraub. Banner Films, in addition to the international distribution of and eventual off-network syndication rights to Tarzan, holds rights to all but two of the 30 "Tarzan" feature films, several other features and numerous cartoons.

The Banner companies will be reorganized as National General Television Corp., a wholly owned subsidiary, with Mr. Weintraub as president and also as vice president for television operations of the parent company. The new subsidiary will develop TV series from both new projects and National General movies, and will distribute both series and NGC movies to television.

Mr. Weintraub received in the transaction $5 million in convertible preferred stock and additional compensation in the form of nonconvertible preferred stock, dependent on the subsidiary's future performance. As a major stockholder, Mr. Weintraub is likely to be elected a director of National General, Mr. Klein said.

Mr. Klein also said he expects the acquisition "to add more than $10 mil-

---

**Dick Cheverton**

The bastards are shooting

Don't be lulled by the idea you've been calling a desk man or a dispatcher for years. He won't bother with you during a riot.

Throw away any conceptions you have about actions of people, particularly the Negroes. These race riots (our guys also covered Detroit) are frightening experiences of mass mayhem, murder, sniping and terror.

Above all don't get into a jam and expect to get out by being rational or klx or anything else. When the riots start, there is a kind of mass madness that completely wipes out the civilized rules.

We are concerned here about the subtleties of radio coverage ... the inescapable bulletin approach that makes the whole affair a sort of cliff-hanging series which generates excitement and resistance. I don't know how you avoid it, and I wouldn't be too concerned with it, although a better approach is suggested.

The danger your station will have is that you may report one-sided (it's pretty hard to be sympathetic with some bastard that's shooting at you) and it may lapse into sensational type reports. Rest assured you'll hear the criticisms no matter how rational you've been.

Don't give a guy more than he can handle or the misinformation creeps in—and in riot situations this can be very dangerous.

I didn't mention photographers doing film editing. I don't know your situation, but we called in photographers to edit film and replaced the man with a reporter equipped with silent camera. Incidentally, take tape recorders for wild sound. Portable sound rigs aren't much good without a lot of police protection. You have to move fast, dodge fast, when rocks and bricks are flying. . . .

---

*BROADCASTING, August 21, 1967*
Dissidents pressure advertisers to silence talk radio

There's trouble in the talk-radio field. The trouble involves the cancelation of contracts by advertisers or the outright refusal of many of them to buy. While apparently only a single station is bearing the brunt of this trouble so far, there are implications in it for every talk radio station in the country.

Some 18 months ago, KLAC Los Angeles, a relative nonentity among the more than 35 radio signals in its market, switched to an all-telephone-talk format. Audience reaction was immediate and overwhelming. Ratings increased spectacularly and the Metromedia-owned station became a leader in Los Angeles.

But the new KLAC format did not attract a passive audience. The station has been controversial. It even works at being controversial. As a result it began receiving threatening telephone calls and letters, many of them anonymous or with false names and addresses. Some letters demanded that the station fire its conservative commentators like Joe Pyne, while others were equally insistent that liberally oriented people such as Mort Sahil be discharged. When the station did not accede to their demands, many of these same people reportedly started writing the FCC, congressmen and senators.

Apparently these letters also did not bring the desired results and so the letter writers took their most recent and seemingly most effective, approach. They have been writing and calling advertisers threatening to boycott stores and discontinue use of products.

"You can imagine the terror this strikes in the heart of a businessman," comments Jack G. Thayer, vice president and general manager of KLAC. "Most businessmen are not equipped to investigate threats, check statements taken out of context, investigate the validity of names and addresses. Complaints cause panic."

Closed Minds - This panic has resulted in a decided slump in sales at KLAC Los Angeles, which broadcast the classic lion to NGC gross income and make a significant contribution to earnings on a pooling-of-interest basis."

TV series sales . . .

The Joe Pyne Show (Hartwest Television Inc.): KTVU(TV) Oakland-San Francisco; WFIL-TV Chicago; KHON-TV Honolulu; WAIW-Atlanta; KWWL-TV Cedar Rapids-Waterloo, Iowa; KOLO-TV Reno, and KGUN-TV Tucson, Ariz.

Gypsy Rose Lee Show (American International Television Inc.): KBTU-TV Denver; K MSP-TV Minneapolis-St. Paul; KPLR-TV St. Louis; KZA(TV) Nogales-Tucson, Ariz.; WICA-TV Ashbula and WSWO-TV Springfield, both Ohio; KGSC-TV San Jose and KVIO-TV Eureka, both California; WLBW-TV Miami; KGU-TV San Francisco; WABC-TV New York; KABC-TV Los Angeles; WBBK-TV Chicago; WWJ-TV Detroit; WHEN-TV Syracuse, N. Y.; WJAR-TV Providence, R. I.; KGGM-TV Albuquerque and KBM-TV Roswell, both New Mexico, and KHBB-TV Las Vegas.


Bold Journey (Banner Films): KHQ-TV Spokane and KOMO-TV Seattle, both Washington.

Tarzan Features (Banner Films): WUSB-TV Atlanta.

America! (Sandy Frank Program Sales Inc.): WPLA-TV Tampa, Fla.

The American West (Sandy Frank Program Sales Inc.): WROC-TV Rochester, N. Y.

High and Wild (Sandy Frank Program Sales Inc.): KNBC(TV) Los Angeles.

The Traveler (Sandy Frank Program Sales Inc.): KGUN-TV Tucson, Ariz.

Mr. Ed (MCA TV): WROC-TV Rochester, N. Y.; WHNT-TV Huntsville, Ala.; WABC-TV Chattanooga; WSB-TV Atlanta and, WFRV-TV Green Bay, Wis.


ABC Films offers 'It's Your Move' . . .

ABC Films will syndicate It's Your Move, a half-hour game show taped in color. The series, which goes into production Aug. 18, will be shown weekly on WABC-TV New York, starting Sept. 18. Originally a Canadian show, It's Your Move is in its fourth year on the Canadian Television Network, where it is seen Thursdays, (8:30-9 p.m.) and as a daily daytime show. The U. S. program will be a new production. ABC Films said, with Jim Perry as host. Executive producers are Art Baer and Ben Joelson, and Howard Felcher is producer. Move will be taped in New York.

The new syndicated show joins ABC Film's syndicated color-taped shows,
found that the writer had opened an account the same day with $3.

Jack Thayer has a file on one man who has written more than 150 letters to advertisers. The station hasn't been able to trace him because he uses fictitious names.

As a counter-measure to this pressure campaign, Mr. Thayer has written a long and straightforward letter detailing the station's problem and is sending it to community leaders and advertisers in the Los Angeles area.

In the letter, Mr. Thayer asks for suggestions in solving the problem and for an opportunity to tell KLAC's and telephone-talk radio's side of the story.

Virginia Graham's Girl Talk, Hurdy Gurdy and Hayride. Girl Talk is available for daily programing, the other two on a weekly basis. Hayride is offered as a half-hour or as a one-hour show. ABC Films said this series will also soon be available as a daily program.

Syndication program offered by Screen Gems

Screen Gems last week announced its entry in the syndication of game shows. Its first is The Perfect Match, a half-hour taped program in color which has already been sold to WABC-TV New York and KTLA-TV Los Angeles for daytime showing next month.

According to Dan Goodman, Screen Gems vice president in charge of syndication sales, the company is preparing a number of other game and panel shows for both network sale and for syndication, all under the aegis of Harry Koplan, Screen Gems production executive who is in charge of daytime programing. The new series uses a computer to bring together the contestants. It'll be taped in color by Bill Derman Productions at KTLA's studios.

60 color telecasts

Avco fair coverage

Avco Broadcasting Corp., Cincinnati-based group broadcaster, will stage what it calls the biggest state fair television coverage effort ever attempted starting Aug. 24, when it will present, directly from the Ohio State Fairgrounds, nearly 60 color telecasts amounting to approximately $250,000 to WLW-T Cincinnati; WLW-D Dayton and WLW-C Columbus, all Ohio and WLI-W Indianapolis.

Avco, whose record-setting state fair television coverage last year helped push Ohio State Fair attendance over the 1.5 million mark, will present numerous specials over the 11-day telecasting period ranging from a musical special to three half-hour programs aimed at promoting fair attendance.

Entertainers signed up to appear on the shows include Bob Hope; Herb Alpert and the Tijuana Brass; Sonny and Cher; Andy Williams; the Supremes; Herman's Hermits; Pat Boone and Tennessee Ernie Ford. Messrs. Boone and Ford have been signed to narrate the second and third of the promotional series, respectively, which will be telecast on stations throughout Ohio in prime-time under the sponsorship of the Ohio Bell Telephone and the Cincinnati and Suburban Bell Telephone companies.

Program notes . . .

The rubber match - The title bout in New York City between lightweight champion Carlos Ortiz and challenger Ismael Laguna will be telecast live and in color over stations from coast-to-coast by Sports Network Inc. in conjunction with Madison Square Garden.

SNL currently is lining up stations. The boxers have fought twice, each having won a decision.

Capital service - WJBK-TV Detroit is establishing a fulltime Lansing, Mich.-based news bureau.

New broadcast center - WLCY-AM-TV, Tampa-St. Petersburg, Fla., has begun building a $1,500,000 broadcast center that will house a color television production facility and its 24-hour-a-day radio operation.

Sports expansion - Olympus Televison, Sherman Oaks, Calif., which now has Boxing at the Olympic signed to its 40th station, has acquired and is now distributing Roller Game of the Week, two-hour roller derby series in color. According to Stephen G. Mitchell, Olympus general manager, the new series is already sold in five markets for a Fall premiere.

SESAC entry - SESAC, New York, recorded program service, is offering Big Bands . . . One More Time to radio stations. Package contains 10 LP's presenting excerpts from the "era of the big band sound." Package, which already is receiving response from stations, is priced at $19.95.

New identity - Listeners in Winston-Salem, N. C., are being served by a new gospel music station, WGPL-FM. Those are the new call letters of Wair-FM Winston-Salem, previous proponent of a middle-of-the-road format. Bernard Mann, station vice president, says the change is intended to meet the needs of the Winston-Salem-Greensboro-High Point market in which there
Expanded experiment - NBC-TV Experiment in Television will be expanded to 10 shows next season, from nine last year. British writer John Lord has been signed to write one of the shows, a documentary-drama to be produced in England, dealing with a boy's interviews with Englishmen who knew his father there before his death in the Normandy invasion.

Radio series sales...


Christmas Kaleidoscope (Hartwest Productions Inc.): KOLT Scottsbluff, Neb.; WELK Charlotteville, Va.; WNBH New Bedford, Mass.; WTTW Port Huron, Mich.; WTM Taylorville, Ill.; WDOM Athens, Ga.; WJBC-AM- FM Canton, Ohio, and WQAI Elizabeth City, N. C.

FINANCIAL REPORTS

Four Star goes to syndicate

Powell estate, Boyer and Niven sell to group headed by Charnay for $1 million

Control of Four Star Television Inc., Los Angeles, last week passed from the hands of two actors and the estate of a third to an investment syndicate which plans to expand the TV production company's activities into feature films.

Thomas McDermott, president of Four Star, revealed that 346,205 shares of the company's common stock have been sold by actors Charles Boyer and David Niven and the estate of the late Dick Powell to a syndicate headed by David B. Charnay, chairman of Continental General Inc., New York. Amount involved in the transaction was undisclosed, but sources indicated the stock was sold for about $1 million.

Mr. McDermott, who remains with Four Star as president and chief operating officer, holds 75,600 shares of stock; Mr. Boyer and Mr. Niven retain 37,423 and 37,422 shares respectively in the company. Mr. McDermott said a total of 665,950 shares of Four Star are outstanding. Common stock is traded over-the-counter.

Along with Mr. Charnay, the new controlling group includes: Robert A. Gateby, president, Wells Industries Corp.; Martin Horwitz and Jack Wilder, chairman and president respectively of U. S. Smelting, Refining and Mining Co.; Victor Nemeroff, a Chicago industrialist; Melvin H. Jacobs, former president of Technicolor Inc.; Francis Levien, president, Universal American Corp., New York; Tyler Abell, recently resigned assistant U. S. postmaster general; Theodore Kheel, chairman, Republic National Bank of New York and a prominent attorney and labor negotiator; and Henry Garfinkel, president, American News Co.

Mr. McDermott said a detailed study of the company's potential has led to the conclusion that "excellent opportunities exist for corporate expansion and we have already drawn up plans to capitalize on them." Among those plans, he said, is "the production of major motion pictures."

Four Star has produced such television series as The Rogues, Dick Powell Theater and Burke's Law. Its Big Valley will be seen for the third season on ABC-TV this coming fall.

Fuqua plans new merger with trucking company

Fuqua Industries Inc., New York, has announced negotiations for merger with Hall's Motor Transit Co. of Harrisburg, Pa. Plans were announced by J. B. Fuqua, president of the diversified company that owns broadcast stations, industrial products and service companies.

The general commodities motor carrier, of which John N. Hall is president, operates in nine northeastern states and reported net income of $1,541,513 in 1966 with revenues of $30,000,619. The company has 774,500 shares outstanding.

Hall's Motor Transit Co. is listed on the American Stock Exchange.

Fuqua acquired the Colorcraft Corp. of Durham, N. C., earlier this year and it also has announced agreements to acquire McDonough Power Equipment Co. of McDonough, Ga., manufacturers of lawn movers and other power equipment, and Varco Steel Inc. of Pine Bluff, Ark., a manufacturer of pre-engineered steel buildings (BROADCASTING, May 15, Feb. 13). Fuqua last year earned $1,745,000 or $2.09 a share on sales of $19,698,000.

Fuqua stations are WROZ and WTVV (TV) Evansville, Ind.; KTHV-TV Fargo, N. D.; KXOA Sacramento, Calif., and WTAT Flint, Mich. Mr. Fuqua in his own name owns 100% of WJBF(TV) Augusta, Ga., and KTFE(TV) El Dorado, Ark.

Harris-Intertype offers $25 million debenture

Harris-Intertype Corp., Cleveland, manufacturer of equipment for print media, and owner of Gates Radio Inc., Quincy, Ill., manufacturer of broadcast equipment, has registered with the Securities and Exchange Commission for a public offering of $25 million of sinking-funds debentures, due 1992.

Net proceeds will be used in part to reduce some $8 million of short-term bank loans.

Harris-Intertype passed the $250-million sales mark in the fiscal year ended June 30 and earnings established new company records. Chairman George S. Dively and President Richard B. Tullis announced that the company's internal growth plus its recent merger with Radiation Inc. enabled the company to "reach sales objectives of its current five-year guide plan two years ahead of schedule."

For the fiscal year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.30</td>
<td></td>
</tr>
<tr>
<td>Net sales</td>
<td>250,466,600</td>
<td>215,989,000</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>27,407,000</td>
<td>22,020,000</td>
</tr>
<tr>
<td>Provision for taxes</td>
<td>12,810,000</td>
<td>10,020,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>14,597,000</td>
<td>12,672,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,472,346</td>
<td>3,449,550</td>
</tr>
</tbody>
</table>

Trans-Beacon shows increase in earnings

Trans-Beacon Corp., New York, reported sales increases during the six months ended June 30, and earnings moving out of the losing and into the winning column.

Trans-Beacon is a theater operating firm dealing in motion picture and stage productions (mostly in advanced ticket sales). It also has a TV distribution division that develops new products, and owns some TV properties. The firm also operates Pan World Film Exchange of New York Inc., Buffalo and Albany.

In addition, Trans-Beacon, listed on
the American and Pacific Coast Stock Exchanges, is in the process of acquiring Weston Merchandising Corp., New York, for issuance of an additional 300,000 shares of stock, valued at an estimated $1,750,000. Weston is the personal representative for such stars as Twiggy, Soupy Sales, Herb Alpert, Tony Bennett and various athletes.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share (loss)</td>
<td>$0.13</td>
<td>($0.04)</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>4,319,114</td>
<td>3,989,181</td>
</tr>
<tr>
<td>Net operating income (loss)</td>
<td>$206,400</td>
<td>($65,808)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,568,637</td>
<td>1,568,637</td>
</tr>
</tbody>
</table>

**Continental Telephone earnings up 15%**

Continental Telephone Corp., multipl

cable CATV owner and owner of Su

rior Cable Corp., Hickory, N. C.

which sells cable to CATV systems, has

reported a higher earnings for the

first six months of this year than for the

company reported results for the 12 months ended June 30. Net

income for that period was $17,018,-

497, equal to $1.09 a share. Revenues

and sales were $146,037,099.

Continental Telephone also has

applied to the FCC for approval of its

purchase of C&U Communications

Corp. &U, also a multiple CATV own-

er, owns WMCR Oneida, WBV-FM Weth-

ersfield township, WEIV-FM Ithaca,

WJW-FM Cherry Valley township, W

FM-FM South Bristol township and

WBV-FM Dutchess township, all New

York.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.55</td>
<td>$0.48</td>
</tr>
<tr>
<td>Revenues and sales</td>
<td>75,766,416</td>
<td>63,705,283</td>
</tr>
<tr>
<td>Net income</td>
<td>7,377,535*</td>
<td>7,377,535*</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>15,794,725</td>
<td>15,363,288*</td>
</tr>
<tr>
<td>*Excluding special credits of $856,393 or 6 cents a share</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Financial notes...**

- General Telephone & Electronics Corp., New York, reports that its sub-
  sidiary, Sylvania Electronic Products Inc., has reached a new agreement to
  acquire the assets and business of the Wilbur S. Driver Co., Newark, N. J.,
  producer of special alloys. Under the proposal, 950,000 shares of GT&E com-
  mon stock would be issued to the Driver Co. for its assets and business.

- Board of Grey Advertising Inc., New York, has declared quarterly dividend
  of 12½ cents a share, payable Sept. 15 to stockholders of record Sept. 1.

- MCA Inc., New York, announced net income for the six months ending
  June 30 of $8,704,000, which after pre-

ferred dividends, amounted to $1.78
  per share on the 4,701,218 average
  number of shares of common stock out-
  standing during the period. During first
  six months of 1966, net income was
  $7,951,000, equal to $.62 per share.

- ABC directors have declared a third
  quarter dividend of 40 cents per share
  on the outstanding common stock of the
  corporation. Dividend is payable Sept. 15 to stockholders of record on Aug. 25.

**Grey's billings rise 25% for half-year**

Grey Advertising announced higher earnings and 25% higher gross billings

in the first half of 1967 compared with the same period last year.

First-half billings this year were $87,-

201,825, compared with $69,739,601
during first-half 1966. New assignments to

Grey since the beginning of the year

were made by Canada Dry, Cities Ser-

cvice, Post cereals, Rheingold beer, Ron-

son appliances, Southern California

Edison and Royal typewriters.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.05</td>
<td>$0.43</td>
</tr>
<tr>
<td>Commissions &amp; fees</td>
<td>15,562,089</td>
<td>11,054,601</td>
</tr>
<tr>
<td>Net income</td>
<td>70,706</td>
<td>70,487</td>
</tr>
</tbody>
</table>

**Wrather net doubles**

The Wrather Corp., Beverly Hills, Calif., TV syndicator, producer and

owner of Munak background music, reported that net income for the six

months ended June 30 was more than doubled last year's figure, and sales

increased by approximately $1.5 million.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.56</td>
<td>$0.11</td>
</tr>
<tr>
<td>Income from sales</td>
<td>7,229,945</td>
<td>8,140,645</td>
</tr>
<tr>
<td>Costs and expenses</td>
<td>6,769,707</td>
<td>5,640,564</td>
</tr>
<tr>
<td>Net income</td>
<td>461,238</td>
<td>200,501</td>
</tr>
</tbody>
</table>

**ITT and Rayonier plan merger**

International Telephone & Telegraph Corp. and Rayonier Inc., New York,

have agreed to merge Rayonier into ITT, subject to approval of the boards

of both companies and stockholders of Rayonier.

Rayonier makes chemical cellulose, paper-making wood pulp, lumber and

wood-derived chemicals. Its manage-

ment will continue unchanged under

Russell F. Erickson, president and

chief executive officer. The company

will operate as a wholly owned sub-

sidiary of ITT. 

BROADCASTING, August 21, 1967
Neither side happy with presunrise rule

BOTH FULLTIMERS AND DAYTIMERS CRITICIZE NEW UNIFORM HOURS

The FCC's new rules providing for presunrise operation by daytime-only stations has come under a crossfire of criticism and complaint. Fulltime stations also regional channels worried about the interference the daytimers will cause them before dawn say the rules are too broad. Daytimers themselves say the rules don't go far enough—that they require some of them to reduce their early-morning service.

Furthermore, representatives of both camps challenge a key element in the legal basis for the new rules—an executive agreement between the U.S. and Canada modifying provisions of the North American Regional Broadcasting Agreement, governing each nation's use of the spectrum.

The views were expressed in petitions filed last week for reconsideration of the new rules which permit virtually all class II and class III daytimers to sign on at 6 a.m. standard time with power limited in most cases to 500 w., and with stations using daytime antenna (BROADCASTING, July 3).

The rules, which were published July 13, became effective Aug. 15. However, stations are not to begin operating under them until Oct. 29, when standard time resumes. In the meantime, daytimers that wish to obtain presunrise operating authority must obtain presunrise authorization from the commission.

What Daytimers Want * Daytimers had long argued that presunrise operating authority was necessary to permit them to provide an important local service—a unique service in communities lacking a fulltime station—and to boost their revenues. The commission, conceding that presunrise operations would cause interference, concluded that the gains would outweigh the losses, in terms of service.

The sharpest attack on this conclusion was made last week by the Association on Broadcasting Standards, which accused the commission of abdicating its responsibility to prevent interference to class II and class III daytimers by relying on nothing more than an "arbitrary power limitation" on the daytimers' presunrise operation.

It noted that the commission had in several previous proceedings denied daytimers' requests for a longer broadcast day on the ground that intolerable interference would result. ABS suggested that the commission's decision to reverse itself was based on an "erroneous belief" that such action reflected the will of Congress.

This was a reference to the House of Representatives' action in 1962 passing a daytimer-sponsored bill providing for liberal presunrise operating authorization for daytime-only stations. The bill never emerged from committee in the Senate—and ABS noted that congressional intent isn't expressed unless both Houses are involved. Furthermore, ABS said, the rules provide for the kind of across-the-board treatment to which the commission had objected in the House-passed measure.

Physical Limitations * ABS said the conflict between the limitations that physical phenomena place on the hours of daytimers' operation (the fact that broadcast signals travel farther at night) and the desire of daytimers "to operate in a manner inconsistent with scientific fact" can only be resolved "if realistic technical limitations are placed on presunrise operations to insure continued fair, efficient and equitable distribution of standard broadcast service." This, ABS said, wasn't done.

ABS also alleged that the agreement with Canada violates the law designed to afford interested parties an opportunity to comment on proceedings affecting them, since the commission did not even give notice of the terms that were being discussed with the Canadians it "secret negotiations." The only formal announcement that the talks were held was contained in the report and order announcing the new rules.

Furthermore, ABS asserted, NARBA does not provide for the kind of executive agreement reached in the presunrise proceeding. It says the governments can make adjustments in the operating hours of stations "in particular cases"—not for whole classes of stations, according to ABS. Accordingly, the agreement constitutes a new treaty that cannot become effective until it is ratified by the Senate, ABS said.

Daytimers Arguments * The same points regarding the agreement were made by some daytime-only operators, who were complaining that the new rules will require them to curtail their operations—a situation resulting from the fact that many of the 2,000 (no one knows how many) now operate presunrise under a commission rule permitting such operation subject to termination on complaint of a fulltime station. Many daytimers, accordingly, operate with more than 500 w presunrise, and begin operating as early as 4 a.m. in some cases.

The Daytime Broadcasters Association cied this fact in its petition for reconsideration. What's more, a score of daytimers complained about what they regarded as the inequities the new rules hold for them individually.

DBA, while hailing the commission's departure from "the traditional philo- sophy that engineering formulas are dis- positve" of public-interest determina- tions, said the new rules are not con- sistent with the commission's new philo- sophy.

It urged the commission to adopt the more generous provisions of the 1962 House-passed bill. Specifically, these would permit all daytimers to begin operating at 6 a.m. without a reduction in power. (The new rules do not accord daytimers on clear channels presunrise authority). The bill would also have

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-15-
permitted daytimers that had been operating as early as 4 a.m. to continue to do so.

Survey Suggested • DBA said that if the commission doesn’t adopt the provisions of the House bill it should determine the facts concerning daytimers’ presunrise operations on which new rules could be adopted. It suggested daytimers be queried on the extent of their presunrise operation and the kinds of programing they provide. DBA also said that clear-channel stations should be questioned on the early-morning service they provide in areas where daytimers’ presunrise operations would cause interference.

DBA said the effectiveness of the new rules should be stayed—except as they afford presunrise operating authority to stations now lacking it—for six months, during which the surveys could be made.

Individual Complaints • Many of the individual stations filing petitions for reconsideration noted that they are now operating with more than 500 w presunrise—in some cases well before 6 a.m.—and asked that the commission permit them to continue their service. WQH Kingston, N.Y., for instance, which now broadcasts with 5 kw beginning before 6 a.m., said it will be hit “a staggering blow” if forced to cut back to 500 w and to start operating at 6 a.m.

A number of daytimers complained also that in specifying sign-on time as 6 a.m. local-standard time, the commission was being “inconsistent with its avowed purpose of affording maximum uniformity in early morning operations,” as WMWM Westport, Conn., put it.

John E. Kisco, N.Y., pointed out that during the months of the year when local sunrise is between 6 a.m. and 7 p.m. local-daylight time, a presunrise authorization will not help a licensee; he could sign on at sunrise in any case. The station asked that the Canadian agreement be renegotiated to provide for 6 a.m. local time sign-on. The agreement specifies standard time.

WVIP among other daytimers objected also to a provision in the rules providing for suspension, modification or withdrawal by the commission of a daytimer’s presunrise authorization, “without prior notice or right to a hearing.” The stations said this action would be illegal, under the terms of the Administrative Procedure Act, and in any case, bad policy.

CCBS Views • The Clear Channel Broadcasting Service is not entirely happy with the new rules either. It asked the commission to tighten them as they affect class II stations operating on clear channels to the west of the dominant station. The commission has said such daytimers may continue to operate with full power beginning at 6 a.m., but has issued a rulemaking to determine whether they should reduce their power to 500 w in the early-morning hours.

CCBS, however, asked that those daytimers be barred from operating before sunrise “to enable vast numbers of listeners” dependent on clear-channel stations to obtain service.

The rules bar presunrise operation by daytimers on clear channels located to the east of the dominant outlet—a provision which drew fire from Cornell University’s WICU Ithaca, N.Y. That station, which operates on 870 kc, a clear channel, has been starting its day before sunrise with 500 w, under an agreement with WWL New Orleans, the dominant station on the channel, which is owned by Loyola University.

The commission, WICU said, is reversing a long-standing rule permitting such agreements without discussion or consideration of the specific cases affected. WICU said stations like it should be permitted to continue operating presunrise.

Opposing views heard on TV-set radiation

LEGAL SAFEGUARDS PRESSED FOR BY SOME EXPERTS

Government witnesses at the second of three congressional investigations into TV-set radiation problems agreed that inasmuch as no agency has the authority to define and enforce standards for electronic products, such safeguards should be enacted into law.

But at the same time one of the nation’s top experts in radiation standards told Congressmen, “to put the problem in perspective,” that the intensity of scientific concern about possible genetic damage from low levels of radiation “is beginning to diminish.”

Laursen S. Taylor, president, National Council on Radiation Protection and Measurements, also explained that recent scientific investigations have cast doubt on the assumption that genetic effects of low-level radiation are cumulative. He explained that at the levels mentioned in some of the television tests (several roentgens an hour, focused in a narrow beam), “it might well take an exposure of one or two hundred hours in this beam to even result in a minor threshold erythema [reddening of the skin]. This would assume that the same spot of skin would be held in such a beam for that length of time.

Fixing Sets • The thrust of other testimony at the hearings has held that service men are particularly subject to risk while working on maladjusted sets with higher-than-normal voltages. Dr. Taylor said it would be his guess that “even working with the defective television sets, such as those that have been publicized recently, there would be probably small risk to the service man at a bench, primarily because of the small likelihood of any appreciable portion of his body remaining in close proximity to the source of radiation.”

“This again,” he added, “is not to say it is good, but to point out that it might not be as bad as some have indicated.”

As for the bill under consideration (H.R. 10790), which would empower the Secretary of Health, Education and Welfare to set and enforce standards for all electronic products made domestically or imported, Dr. Taylor told the House Health and Welfare Subcommittee that he did not see “any great protection holes” being plugged.” During questioning he agreed, however, that the bill would provide control on imports.

All other witnesses urged passage of
the legislation, but some minor skirmishing developed 'about the roles different federal agencies should play in radiation regulation.' Dr. Taylor suggested that examination of technical products would be far afield for HEW and proposed that such activity be delegated to "some more physically oriented organization," such as the Department of Commerce.

The spokesman for Commerce, Allen V. Astin, long-term director of the Bureau of Standards and acting assistant secretary for commerce for science and technology, agreed that any legislation on the subject should give recognition to the operating responsibilities of agencies other than HEW as well as to the utilization of the measurement competence of the Bureau of Standards.

HEW Group HEW officials testifying before the subcommittee were William H. Stewart, surgeon general, U. S. Public Health Service, and James G. TERRILL Jr., director of the National Center for Radiological Health. Vernon G. MacKenzie, deputy director of the Bureau of Disease Prevention and Environmental Control, which administers the NCRP, was on hand to answer questions.

Much of the HEW testimony paralleled that presented to the Subcommittee on Commerce on July 31 (BROADCASTING, Aug. 7), under John E. Moss (O-Calif.). The health subcommittee, under John Jarman (D-Oklahoma), however, received some updated figures on the number of uncorrected General Electric sets still at large and the suggestion that high-voltage rectifier tubes in color receivers could be another source of excess radiation. Surgeon General Stewart said that figures given to him that morning (Aug. 14) showed the need to locate 1,800 GE sets for correction.

Above Standard Mr. TERRILL gave the committee data on rectifiers, noting that some tubes tested generated broad fields "with exposure rates on the order of 10,000 monitor units per hour . . . " (The standard generally in effect in the industry is the NCRP's 0.5 mR/h at any point 5 centimeters from any surface of a set.)

Mr. TERRILL also cited data from Japan that a probable 7% of sets there, based on sample tests, would exceed the 0.5 mR/h range. The PHS witnesses also noted that the most recent test conducted by the Pinellas county (St. Petersburg, Fla.) health department, where some sets were found to be adjustable to sufficiently higher voltages than recommended so that X-radiation could possibly be doubled. Not made specifically clear in the presentation was the fact that the Pinellas county study was directed to determining potential hazards in servicing situations and not to normal home viewers.

Also testifying at the hearing was Representative Horace R. KORNEGAY (D-N.C.). He favors the legislation and is sponsor of an identical bill to that introduced by Mr. Jarman and Paul G. Rogers (D-Fla.).

A third hearing on set radiation has been set by the Senate Consumer Subcommittee to begin Aug. 28.

Smaller color-TV sets offered from Japan

Japanese manufacturers are planning to introduce several new small-sized color-TV sets in the U.S. this fall.

Toshiba America Inc., New York, has announced plans to bring in a 12-inch color portable that would retail in the U.S. at about $300. Toshiba officials said it will support the introduction with a $1-million promotional campaign, using network TV, co-op advertising and the print media.

Earlier this year, Toshiba introduced two 15-inch color portables that retail at about $329. The company also has an 18-inch color console at $398. Toshiba indicated that during the past five years it has supplied color-TV units to Sears and Roebuck and Co. That set appears under the Sears label.

Appearing under the Panasonic label since last July is a 15-inch color unit made by Matsushita Electric Corp. of America. The firm has also been marketing two 1967, 19-inch table-model color sets ($399.95, $439.95).

Late in 1966, Matsushita, cooperating with Packard-Bell Electronics Corp., Los Angeles, designed another 19-inch color unit that is now being sold through Singer Co.'s retail sewing centers. This receiver is priced at $399.95.

Hayakawa Ltd., Osaka, Japan, through its subsidiary, Sharp Electronics Corp.,

INTERNATIONAL

Sun sets on another part of the empire

Six of Britain's pirate radio stations capped in a tidal wave caused by a new law that went into effect last week (Aug. 14), but Radio Caroline stayed even-keeled and will continue to broadcast.

The new law, the Marine Broadcasting Offenses Act, makes it a crime to supply, work for or to place advertising with a pirate station. This law silenced most of the off-shore stations. But Radio Caroline, which began broadcasting from international waters in 1964, said it would remain on the air. Radio Caroline South, which operates off the coast of Essex, will be supplied from the Netherlands; supplies for the north ship off the Isle of Man will come from the Republic of Ireland.

The stations will run non-British advertising and will hire foreign crews and disk jockeys. The director of Radio Caroline, Irishman Ronan O'Rahilly, reportedly is setting up headquarters for the two stations in Amsterdam.

Faced with supplying the demand for pop music fathered by the pirates, BBC will be opening new stations with program formats and disk-jockey styles similar to the commercial pirates.

International film sales . . .

Texas Rascal (Freemantle International Inc.): Zambia; NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.

Beatles Cartoons (Freemantle International Inc.): Liberia; Gibraltar.

Let's Sing Out (Freemantle International Inc.): Nigeria.

McGrow-Hill Films (Freemantle International Inc.): FPNQ 10 Cairnes, Australia.

Adventure Calls (Freemantle International Inc.): NEN Tamworth, Australia; ECN Taree, Australia; TNT 9 Launceston, Australia.

Pogles Wood (Freemantle International Inc.): NDR Hamburg, Germany; Malta; Sweden.

Smallfilms (Freemantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree Australia; CBN 8 Orange, Australia; NZBC New Zealand; CWN 6 Dubbo, Australia.

Silents Please (Freemantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia; TVE Spain.

Homicide (Freemantle International Inc.): Grampian TV, Great Britain.

Knockouts (Freemantle International Inc.): Curacao; Anglia TV, Great Britain; Scottish TV, Great Britain.

WPX Specials (Freemantle International Inc.): Curacao.

Profiles (Freemantle International Inc.): Oy Mainos, Helsinki, Finland.

Popeye Cartoons (Freemantle International Inc.): Pakistan Television.

It's Fun to be Fooled (Freemantle
Carlstadt, N. J., plans to introduce a 15-inch color model in the coming months. According to a Sharp spokes-
man, the price will range from $289 to $299. Sharp now markets two 18-inch color receivers: a $370 table model and a $375 console.

New 15-inch * Sanyo Electric Inc., New York, which supplies 18-inch color table sets sold under the Sym-
honic and Magnavox labels, is organizing a promotional campaign to intro-
duce a 15-inch color portable this fall. The company said it will use TV and magazine advertising.

Sony Corp. this past summer an-
ounced that by next spring it expected to have a seven-inch "micro" color set in the U. S. This receiver uses the Chromatron (wire grid) color system. The set's price is expected to be in the $300-$400 range (BROADCASTING, June 26). In addition, other Japanese manufac-
turers now active in the U. S. color-
market—and from which further developments may be expected—are Nippon Columbia Co., which under the Olympic name produces an 18-inch color set ($300); Hitachi Ltd., which makes two 19-inch color models ($399.95); and Victor Co. of Japan, which manufactures an 18-inch color re-
ceiver under the Delmonico label.

NAB schedules seminar

The National Association of Broad-
casters will hold its third annual Engi-
nering/Management Seminar at Pur-
due University, Lafayette, Ind., Dec.
4-8. Designed to aid engineers in de-
veloping and refining their working philosophy of management, the seminar will be limited to 45 registrants at a

cost of $285 each. Dr. Gregory Barnes, professor of industrial education at Purdue, will be academic director.

Ford wants to comment
on Comsat proposal

The Ford Foundation has asked the FCC to permit interested parties to file
comments on a proposed domestic satellite interim pilot system offered by the Communications Satellite Corp. in March (BROADCASTING, April 3). Citing that "serious questions of national policy are at stake," the foundation requested permission to file its comments within 45 days on the proposal.

Ford said it wanted to comment on the implications of the Comsat proposal and elaborate on its own proposals for a test program. "The manner in which a test program is designed and executed," the foundation said, "the goals, what is tested, how decisions are made, who operates the program, the scope and cost of the program, will significantly influence the resolution of the fundamental issues raised by the commission in this proceeding."

The Comsat pilot project would consist of two multipurpose satellites each capable of carrying 12 color TV pro-
grams and would be available commercially for TV networks. The Ford pro-
posal provides for a TV satellite system with its profits used to finance educa-
tional television.

The dimensions of
western electronics

An economic assessment of the elec-
tronics field in the 11 western states estimates that companies in these mar-
kets will purchase nearly $2.5 billion worth of raw materials, components and sub-systems during 1967 and will spend some $3.5 million in converting these purchases into sales. Of the total pur-
chases of $2.5 billion by western manu-
facturers this year, some $192,400,000 will be invested in audio and TV gear.

These figures are among highlights of a special industry study undertaken by the Western Electronic Manufac-
turers Association and the Western Elec-
tronic Show and Convention. Results showed that purchases of audio and TV equipment ranked fifth behind com-
munication and detection equipment, circuit components, computers and data processing equipment and instru-
ments for measurement (in that order).

In the eight product categories, audio and TV equipment was estimated to have about 5% of total sales distribu-
tion. Overall, the study results indicate that the western electronic industry pur-
chases about half of its equipment re-
quirements from western manufacturers and sells more than 40% of its prod-
ucts to western industrial customers.

International Inc.): ABC, Australia.

Cartoon Classics (Freemantle Interna-
tional Inc.): NEN 9 Tamworth, Aus-
tralia; ECN 8 Taree, Australia.

Survival (Freemantle Interna-
tional Inc.): ECN 8 Taree, Australia.

My Little Margie (Freemantle Interna-
tional Inc.): ECN 8 Taree, Austra-
lia.

Doctor's House Call (Freemantle Inter-
national Inc.): NEN 9 Tamworth, Aus-
tralia.

Global Zobel (Freemantle Interna-
tional Inc.): NEN 9 Tamworth, Aus-
tralia;

NEN 9 Tamworth, Australia;

ECN 8 Taree, Australia.

Amazing Miss A (Freemantle Interna-
tional Inc.): NEN 9 Tamworth, Aus-
tralia.

On Safari (Freemantle International
Inc.): NEN 9 Tamworth, Australia;

Jim Bowie (Freemantle International
Inc.): NEN 9 Tamworth, Australia;

ECN 8 Taree, Australia.

Peter Gunn (Freemantle International
Inc.): NEN 9 Tamworth, Australia;

ECN 8 Taree, Australia.

Kummel, New York, reports a $100,-
000 billings increase at NC&K (Trini-
dad) Ltd., Port of Spain, Trinidad,
and Bridgetown, Barbados, a branch office. NC&K Trinidad has acquired bill-
ings for the Green Giant Co., Le Sueur, Mian. (canned and frozen vegetables, soups, tomato juice), formerly placed from Mexico; and the American Life Insurance Co., Wilmington, Del., for-
merly with Lonsdale Hands Ltd., in Trinidad. NC&K's Barbados branch will service the Barbados Beverage Co. (Diet-Rite Cola, Upper 10 Lemon Soda).

Second Swedish TV network = Interna-
tional Telephone and Telegraph
Corp., New York, has announced that its West German subsidiary, Standard Elektrik Lorenz, will supply 10 TV transmitters to the Swedish Post, Tele-
graphs and Telephones authority for a second TV network in Sweden. Com-
pletion of delivery is expected within two years. The units will allow for black-and-white and color transmis-
sions.
FATES & FORTUNES

BROADCAST ADVERTISING


Manning Rubin, VP and associate creative director, Grey Advertising, New York, named general manager, creative department, and administrative general manager.

Robert E. Balfrey, associate media director, Kenyon & Eckhardt, Detroit, promoted to media director.


Thomas J. Longman, account executive for KDAY, Santa Monica, Calif., joins KABC Burbank, Calif., in same capacity.

Thomas A. Barrett, national sales manager, WLOS-TV Asheville, N. C., joins Midwest sales staff of Katz Television, New York.

Thomas K. Hardy, director of radio sales development with Avery-Knodel, New York, joins Peters, Griffin, Woodward, same city; as radio account executive.

Brady Brown, executive director of Interpublic's Product Development Workshop, appointed senior VP and account supervisor on Whitehall Laboratories account at William Esty Co., New York.

John G. Smith, account executive with Doyle Dane Bernbach, New York, joins Nestlé Co., White Plains, N. Y., as advertising manager for chocolate marketing division.

Robert A. Clift, with WLAC-TV Nashville, appointed assistant sales manager-local.

Norman Lewis, general corporate administrator and assistant to treasurer of Interepublic Group of Co.'s, New York, elected treasurer and chief financial officer of Al Paul Lefton Co., Philadelphia.

Gerry Liss, with Parker Printing, Miami, and Dick Wex, manager of clearances, ABC, New York, named local account executives at WTVJ(TV) Miami.


Stewart Strizak, with Lebar-Friedman Publications, Chicago, joins sales staff of Avery-Knodel, that city.

Sales shuffle at ABC-TV

In new sales posts announced by ABC-TV: Frederick Pierce, VP, research, sales planning and and sales development, becomes VP and national director of TV sales; Marshall Karp, eastern sales manager, is promoted to director of sales, eastern division; Mark Cohen, manager of sales planning, to director of sales planning; Slocum Chapin, VP and national division sales manager, to VP in charge of client relations; Charles T. Ayers, VP and eastern sales manager, to VP and general sales executive, and William K. Ermeling, central division account executive, to sales manager, central division.

William S. Jackson, with Barash Advertising of State College, Pa., appointed account executive.

Nick Barry, regional sales manager for Radio Advertising Bureau, New York, appointed general sales manager of WAKR-AM-FM Akron, Ohio, replacing Bob Bostian, who moves to KBOX Dallas as VP.

Arnold Starr, formerly with NBC and AM Radio Sales, named general sales manager of WJZ Newark, N. J.

Frank Boscia and George Morris, account executives with WTVJ(TV) Miami, join sales staff of WCIX-TV, that city. WCIX is due to go on air Sept. 18.


E. Gordon Gibbs, manager of traffic department of Young & Rubicam, New York, named VP.

Richard E. Law, with WWSY Syracuse, N. Y., joins Barlow/Johnson Inc., that city, as director of radio and television production.

Robert Lewis, account executive, RKO General Broadcasting's TV sports department, appointed FM radio sales specialist.

Robert A. Zitzler, account executive, WMAQ Chicago, named account executive, CBS Radio, that city.


William V. Weithas Jr., advertising director, P. Ballantine & Sons, Newark, N. J., promoted to director of marketing services. Edward W. Ramm, media manager, named advertising manager.

Doug Tillett, radio-TV supervisor, Van Sant, Dugdale, Baltimore, joins Warwick & Legler, New York, as VP, radio-TV production.

James A. McKeechennie, previously head of his own advertising agency in Syracuse, N. Y., appointed director of sales, Empire State FM Network (WBUP-FM) Buffalo, WOOS-FM Syracuse and WVOO(FM) Rochester, all New York.

Mark Druck, previously with EUE/Screen Gems, joins MPO Videotronics Inc., New York, as producer-salesman.

Frank Kirkpatrick, account supervisor with Young & Rubicam, New York, appointed VP.

Ric Waite, Chicago photographer, joins Film-Makers Inc., there, as director-cameraman.

Rommell Cartwright, former brand manager, Whitehall Laboratories, New York, joins Sullivan, Stauffer, Colwell & Bayles, same city, as account executive.
Alvin L. Smith, with KEEL Shreveport, La., joins WAKY Louisville, Ky., as sales manager.


Stephen E. Herz, creative director; Earl C. Lyon, group account management supervisor, and Malcolm Ochs, director of media and research, with Campbell-Ewalt, Detroit, appointed VP's.

Herbert Watson, manager, eastern office, NBC Radio Spot Sales, New York, appointed director, Radio Spot Sales.


Johnny Richards, head of his own agency in Jacksonville, Fla., joins sales staff of WPUN South Miami.

Peter Penni, with WTMJ Milwaukee, named sales service supervisor. Don Richards, with WAKW Waukesha, Wis., joins WTMJ as FM sales and program supervisor.

Irwin S. Davis, with Sullivan Staufer, Colwell & Bayles, New York, appointed associate media director.

William C. Patterson, program supervisor, radio and television department, and Iras Weinblatt, associate media director, both with Dance-Fitzgerald-Sample, New York, elected VP's.

Philip Peppis, VP and creative director at Smith-Greenland, New York, joins Paper, Koenig, Lois, same city, as VP and copy group supervisor.


James A. Ingram, account executive at KHJ Los Angeles, named general sales manager for KFRC San Francisco, both RKO General stations.

Ralph Junghem, copy writer with Erwin Wasey Inc., Los Angeles, named creative director of Anderson - McConnell, Los Angeles.


MENED

Mrs. Frances C. Fitzgerald, widow of Francis M. Fitzgerald, who died July 24 (BROADCASTING, Aug. 7), elected president and treasurer of WGGV Charlotte, N. C. Mrs. Judy F. Coward elected VP and general manager.

Mrs. Nancy M. Pool, general sales manager, appointed VP and general manager of KADI(FM) St. Louis.


Ronald H. Mendler, commercial manager, named station manager of WPED Taunton, Mass.

Alvin E. Martin Jr., sales manager, named assistant manager of WSPA-AM-FM Spartanburg, S. C.

David T. App, supervisor of ABC-TV's station clearance department, named manager of affiliate communications, station relations department.

Bob L. Williams, assistant manager of KCOY-TV Santa Maria, Calif., named general manager, replacing Jim Ranger, who becomes West Coast representative of William T. Stubblefield, media broker.

John H. Wrath, general and commercial manager of KGB San Diego, named general manager of KGB-AM-FM San Diego.

Hale Bondurant, general manager, WJ. St. Louis, resigns to become consultant in Seattle.

Ralph E. Hembree, controller of United Transmission Inc., Kansas City, Mo., appointed general manager of CATV Division.

James D. O'Connell, special assistant to President for telecommunications, was married Aug. 9 in Arlington, Va., to former Mrs. Helen Frampton Stegen of St. Louis.

Betty Furness, TV personality now consumer adviser to President, was married Aug. 15 in New York to Leslie Midgley. Mr. Midgley is producer of special news documentaries for CBS.

Ben C. Fisher, Washington lawyer

Please send

BROADCASTING

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who is president of the Federal Communications Bar Association, chosen chairman-elect of Administrative Law Section of American Bar Association at its convention in Honolulu. Mr. Fisher will become chairman of section in mid-1968.

Simon Lazarus, graduate of Yale Law School, named legal assistant to FCC Commissioner Nicholas Johnson. Mr. Lazarus replaces Robert W. Bennett, who joins staff of test case division of Legal Aid Bureau, Chicago. Marsha O’Donnell, previously with National Educational Television network, appointed confidential assistant to Commissioner Johnson.

Richard H. Weindel, financial consultant and tax accountant, joins American Cable Television, Phoenix, as director of finance.


Jack Timmons, assistant manager of WWKH Shreveport, La., named manager.

Sanford N. Levine, president of Nation Wide Cablevision of California, elected corporate VP or parent Kaufman and Broad Building Co., Los Angeles.

**PROGRAMING**

John L. Koushouri, program director for WOR-TV New York, named VP, program operations.

Ed Holley, VP, administration and finance, and secretary-treasurer, Desilu Productions Inc., Hollywood, named VP in charge of facilities division of Paramount Pictures.

Jim Gritchfield, writer for Ralph Edwards for eight years on It Could Be You series, signed as head writer on Metromedia's new Woody Woodbury Show.

William H. Shupart Jr., assistant program director for WEEI Boston, named program director of WTOP Washington.

Leo M. Brody, eastern division sales manager, Trans-Lux Television Corp., joins Independent Television Corp., New York, as manager of special projects.

Bill Vidas, head of Television Program Service, Chicago, joins Triangle Program Sales, New York, as Midwest sales representative with offices in Chicago.

John Bartholomew Tucker, variety show host, KPIX-TV San Francisco, moves to WNDT-TV Newark, N. J.-New York noncommercial, as host-commentator on new series, Inquiry and as Newsfront commentator.


Jack Caldwell, executive producer of education division, WOHN Educational Foundation (WGBH-FM-TV Boston), appointed manager of operations for foundation succeeding David M. Davis, who takes one-year leave of absence to be director of programming for Instructional Television Trust, in Tel Aviv.

Joseph C. Perkins Jr., program director of WTRV-TV Norfolk, Va., named director of television operations.

Woodrow Robertson, production manager for WTOP-TV Washington, appointed television director, replacing Laird Simons, who joins KYW-TV Philadelphia.

Russ Kneeeland, WAKR-TV Akron, Ohio, joins Kent (Ohio) State University as ETV director-producer succeeding Mark Handley who leaves for two-year ETV assignment in American Samoa.

Dick Wagner, announcer, WDNN Louisville, Ky., named program director.

Murray O. Slater, with Larry Harmon Pictures Corp., Hollywood, named salesman at Wolper Television Sales, Los Angeles.

Richard C. Ulett, with KADI(FM) St. Louis, named program director.

Jerry Jackson, program director of WONE Dayton, Ohio, joins KGO San Diego as production-announcer.


Dick Foreman, assistant program director, WTOR-AM-FM Towson, Md., named program director.

Jerry Amerine, production manager, KCOV-TV Santa Maria, Calif., named program director.

Robert Pictor, coordinator of educational television at Clarion State College, Clarion, Pa., and Robert Pafford, producer-director at KWTO-TW Casper, Wyo., appointed producer-directors at noncommercial KUSD-TV Vermillion, S. D.

**NEWS**

Jim Topping, news director, KOIRO Seattle, named news manager.

Roger Rocka, newsmen at KCOL Sacramento, Calif., joins news staff of KFRE-AM-FM-TV Fresno, Calif.

Nancy A. Wynstra, with civil division of Justice Department, Washington, joins WTOP-TV there as reporter.

Mat Mathews of KDRA-TV Pittsburgh, elected president of Pennsylvania News Broadcasters Association. Other officers: Jerry Grove, WIBO Philadelphia, 1st VP; Mike Ross, WTPA(TV) Harrisburg-York-Lebanon, 2nd VP; and Raymond Wilke of Villanova University, Villanova, secretary-treasurer.

Jim Healy, sportscaster for KABC-TV Los Angeles, named director of sports.

Grant M. Sims, reporter, Visalia (Calif.) Times-Delta, joins AP in Helena, Mont. Joseph Sweat Jr., public relations staff, Vanderbilt University, Nashville, joins AP's Newark, N. J., bureau.
Bill Ryan, NBC News correspondent, will replace Morgan Beatty as anchorman, NBC Radio's News of the World, starting Oct. 2. Mr. Beatty will retire after 46 years as newsmen, 26 of them with NBC.

Dick Kulp, newsmen, WWRL New York, joins news staff of WMCA there.

Tom Shafer, newscaster for WTAE-AM-FM-TV Pittsburgh, and Bob Moss, newscaster for WNOG Naples, Fla., join WCGO Coral Gables, Fla., as newsmen.

Dick Ebber, newsmen with KMJ Fresno, Calif., joins news staff of KOGO-AM-FM San Diego.

Bob Watson, news director, WAKY Louisvile, Ky., appointed news editor of WJL St. Louis.

Gil Noble, newsmen with WLIB New York, named reporter for WABC-TV there.

George Scharmen, newsmen, KIRO-TV Seattle, will anchor weekend 10 o'clock news, WNEW-TV New York, starting Sept. 9. Stewart Klein, WNEW newsmen, named newscaster, WNEW-TV's weekday afternoon series, The New Yorkers, debuting Aug. 28.

EQUIPMENT & ENGINEERING

Max J. Weiner, chief engineer, WNEW New York, elected VP, engineering.

Richard Lindell, chief engineer of WTAR-AM-FM-TV Norfolk, Va., named director of engineering.

Robert A. Brooks, marketing manager, CATV, Anastasia Astrodora Co., Anaheim, Calif., joins Spencer-Kennedy Laboratories Inc., Boston, as VP-sales.

Allen T. Powley, formerly chief engineer of WMAL-FM-TV Washington (Broadcasting, Feb. 13), joins Ward Electronic Industries, Clark, N. J., as regional sales manager.

Raymond W. Peirce, director of international marketing for Oak Electro/Netics Corp., Crystal Lake, Ill., elected VP, international marketing.

Lee Valentine, transmitter engineer, WPON South Miami, appointed transmitter supervisor.

INTERNATIONAL

Norval Stephens Jr., VP-account supervisor, Needham Harper & Steers, Chicago, named resident director in London. He will serve on board of directors and executive committee of Benson Group there, affiliated agency. He succeeds Blair Vedder who returns to U. S. as director of Needham's Chicago division.

Don M. E. Hamilton, general manager of CKLG-AM-FM Vancouver, B. C., appointed VP.

FANFARE

Richard E. Swart Jr., from BBDO Minneapolis where he supervised 3M Co. account, named director of marketing and sales promotion at ABC, newly created department that will combine sales developments and presentations, special projects and awards, and will report directly to ABC public relations and planning.

Carl S. Brodhusen, advertising manager of Geo-Marine Technology magazine, appointed promotion manager at WTOP Washington.

John Lee, exploitation manager, United Artists Corp., New York, named director of worldwide publicity.

Bill Soden named assistant to promotion director at WPUN Philadelphia.

DEATHS

Howard C. Allen, 70, vice chairman, board of directors, Albert Frank-Guenther Law Inc., New York, died Aug. 11 while vacationing in East Brewer, Mass. He is survived by his widow, Gertrude Boyce Allen, two daughters and six grandchildren.


Ted Webbe, 60, sports car race announcer on NBC Radio's Monitor, died Aug. 15 in Paterson, N. J., hospital of heart attack. He is survived by his wife, Helen, daughter and son.
COA BROADCAST TRANSMITTERS

TUBE LIFE INCCA TRANSMITTERS ARE EXCEPTIONAL—WHY PAY MORE AND GET LESS?

Here is a testimonial by J. D. Kiker...

Chief Engr., Station WCOA
Pensacola, Florida

Mr. Bernard Wise, President
COA Broadcast Equipment
716 Jersey Avenue, Gloucester City, N. J. 08030

Dear Sirs:

We have the CCA 10K WFM and the 5 KW AM transmitters on the air for the past two years. The equipment is operating fine. The performance is such that the license fee has been reduced to zero less than 50% of the original fee.

We have found the CCA equipment to be reliable and cost-effective. The maintenance costs are minimal.

Your factory service has been second to none in the industry. We are confident that our future with COA will continue to be a successful one.

Very truly yours,

J. D. Kiker

WCOA Transmitter Life

5 kw AM
10 kw FM
100 kw VHF

<table>
<thead>
<tr>
<th>10 kW</th>
<th>5 kW</th>
<th>100 kW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class A</td>
<td>Class A</td>
<td>Class C</td>
</tr>
</tbody>
</table>

COA ELECTRONICS CORPORATION
716 Jersey Ave., Gloucester City, N. J. 08030 • 609-456-1716

BROADCASTING, August 21, 1967

68 (FOR THE RECORD)
BROADCASTING
August 21, 1967

WMET-TV Baltimore—Broadcast Bureau granted license covering new station. Action Aug. 16.

WKOB-TV Cambridge, Mass.—Broadcast Bureau granted modified license to change call sign from WKBG to WMET. Action Aug. 16.

KTCI-TV St. Paul—Broadcast Bureau granted license to change call sign from KOHO to KTCI. Action Aug. 9.

KJMA-TV Kansas City, Mo.—Broadcast Bureau granted license to change ERP from 500 kw to 100 kw. Action Aug. 9.

WSWO-TV Springfield, Ohio.—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 11.


KKBV-TV Rancho Cucamonga, Calif.—Broadcast Bureau granted license covering new station. Action Aug. 15.

KUHT-TV Houston—Broadcast Bureau granted license covering installation of new transmitting equipment for station. Action Aug. 15.

KBYU-TV Provo, Utah—Broadcast Bureau granted license covering installation of new auxiliary station. Action Aug. 15.

KOMC-TV Kansas City, Mo.—Broadcast Bureau granted license to change call sign from KMOX to KOMC. Action Aug. 16.

KFWB-TV Chicago—Broadcast Bureau granted license to change call sign from WGN to WBBM. Action Aug. 16.

KWSW-TV Wichita, Kan.—Broadcast Bureau granted modified license to change ERP from 51 kw to 50 kw. Action Aug. 16.

KTVI-TV Springfield, Ohio.—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 11.

KTVK-TV Phoenix—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 1.

KQV-TV Denver, Colo.—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 16.

KTVF-TV Anchorage, Alaska—Broadcast Bureau granted license to change ERP from 500 kw to 10 kw. Action Aug. 8.

KTVU-TV San Francisco—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 11.

KTVX-TV Boise, Idaho—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 3.

KTVY-TV Rapid City, S. D.—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 15.

KTVF-TV Anchorage, Alaska—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 16.

KTVK-TV Phoenix—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 16.

KTVF-TV Anchorage, Alaska—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 16.

KTVX-TV Boise, Idaho—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 15.

KTVY-TV Rapid City, S. D.—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 3.

KTVU-TV San Francisco—Broadcast Bureau granted license to change ERP from 100 kw to 10 kw. Action Aug. 11.
SUMMARY OF BROADCASTING
Complied by Broadcasting, Aug. 17

ON AIR NOT ON AIR

Lic. CP's Lic. CP's
Commercial AM 4,121 25 77
Commercial FM 1,833 61 233
Commercial TV-VHF 498 12
Commercial TV-UHF 101 25 135
Educational FM 303 14 25
Educational TV-VHF 60 7
Educational TV-UHF 42 20 46

AUTHORIZED TELEVISION STATIONS
Complied by Broadcasting, Aug. 17

VHF UHF Total
Commercial 519 267 786
Noncommercial 76 105 181

STATION BOXSCORE
Complied by FCC, May 31, 1967

COWLAM COM'L FM COM'TV EDUC FM EDUC TV
Licensed (all on air) 4,116 1,630 587* 302 99
CP's on air (new stations) 11 53 37 13 27
CP's not on air (new stations) 242 156 27 5 5
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
*In addition, two AM's operate with Special Temporary Authorization.

Existing AM stations

APPLICATIONS
KEVT Tucson, Ariz.—Seeks CP to change hours of operation from daytime to unti-
limited, increase power from 250 w-D and night-
time, operate nighttime from separate site at State Highway #86, on West edge of
Tucson. Apply, install DA-N and new trans. (Gates BC-550 GY) at nighttime site. Re-
quicken on Sec. 73.214(B)(31)(31) of rules. Ann. Aug. 11.
KHOS Tucson, Ariz.—Seeks CP to in-
crease daytime power from 250 w to 1 kw.
KMBF Mendocino, Calif.—Seeks CP to change
frequency from 1520 kc to 1300 kc.

KICL Houma, La.—Seeks CP to install
new trans.; install new ant.; change fre-
quency from 1071.0 mc., ch. #308 to 101.4 mc.
and increase ERP to 90 kw. and Incerase HAA to

FINAL ACTIONS
KAGH Crockett, Ark.—Broadcast Bureau
granted license to use former auxiliary
trans., as auxiliary trans. at main location.
Action Aug. 9.
KAWW Jacksonville, Fla.—Broadcast
Bureau granted license to operate, In.
change power to 90 kw. at location.
Action Aug. 9.
KFRS San Francisco—Broadcast
Bureau granted CP to change ant., transmission to
601 Ashby Avenue, Berkeley, install new
trans.; conditions. Action Aug. 11.
KLOX San Jose, Calif.—Broadcast Bureau
granted license to use former main trans. as
auxiliary trans. at main location. Action Aug. 9.

KYOU Greeley, Colo.—Broadcast Bureau
granted license for change in ant.

KWBR Rifle, Colo.—Broadcast Bureau
granted license covering, AM
Type trans. Action Aug. 8.

WFTA Augusta, Ga.—Broadcast Bureau
granted license for change in ant.,

WBAD College Park, Ga.—Broadcast Bu-
reau granted license covering changes in ant.,
system, specify studio location as as

WFL Fort Wayne, Ind.—Broadcast Bu-
reau granted CP to decrease daytime power from
kw to 500 w. maintain station
System, and ground system; conditions.
Action Aug. 16.

WAKE Valparaiso, Ind.—Broadcast Bu-
reau granted CP to make changes in ant.
System; conditions. Action Aug. 8.

KKNF Broadcasting Corp. (KKNF)
Shenandoah, Iowa, denied application by
KKNF (corporation whose stock is owned in
equal shares by Nicholas and Victor J.
Tedesco) for review of review board de-
cision of April 10. Decision had denied
KKNF application to change in ant.
Shenandoah, Iowa, to Council Bluffs, Iowa,
to distant area. Application pending from
1 kw to 5 kw. Action by commission. Aug.
16 by order (Doc. 16-195-3). Commissioners
Hyde (chairman), Bartley, Lee and Cox;
Commissioner Levinger not participating.

WVL Lexington, Ky.—Broadcast Bu-
reau recinded grant for renewal of li-
ence. Action Aug. 11.

WJBF Boston—Broadcast Bureau granted
mod. of license covering change in name to Kaiser-Globe Broadcasting Corp.
Action Aug. 9.

WCAAS Cambridge, Mass.—Broadcast Bu-
reau granted mod. of license covering change in name to Kaiser-Globe
Broadcasting Corp. Action Aug. 9.

KGBG North Central Video Inc., Roch-
ester, Minn., granted application for modi-
fication of license to change in ant.
1.4 miles north-northwest of that specified in its CP. Letter objections from George
Brooks, president and general manager of
KUCY Red Wing, Minn., new dedication;
Commissioner Cox dissenting. Action Aug. 10.

KOLM Rochester, Minn.—Broadcast Bu-
reau granted license covering change in ant.

WQUS North Augusta, S. C.—Broadcast
Bureau granted CP to change in ant.
system; conditions. Action Aug. 8.

KPFK Pierre, S. D.—Broadcast Bureau
granted license covering change in ant.,
frequency, increase power. Install DA-D, change in ant. trans., increase ERP.
Action Aug. 10.

WNVR Narragansett, R. I.—Broadcast
Bureau granted CP to increase power from
kw to 5 kw, install new type trans.

WQX Woburn, Mass.—Broadcast Bureau
granted renewal of licenses for following stations and con-
cluding auxiliaries: KISN Vancouver, Wash.;
WAVO-AM-FM-Decatur, move station from
Trenton, Tenn.; WERK Muncie, Ind.; WGMW
Mars, Pa.; WTWU Wheeling, W. Va.; WHON Centerport, Ind.; WMR-PFM Marion,
Ind.; WOCH North Mankato, Minn.; WHTT
Hammond, Ind.; and WOSS-AM-FM, Dury-

OTHER ACTIONS
Application by WDBK Milton Inc., Milton, Fla., for authority to operate on
1480 kc, has been granted by FCC. Radio Milton will
sume service form in Sept. WDBK License for WHA
revoked by commission action on July 26. (Doc. 16-77).
Commission also granted temporary approval of agreement by two applicants for
Jimmie Hendley Mains West Florida Broadcasting Inc., providing for merger and
form operation of stations that action would permit prompt resumption of service by
by WSBA. Action by commission by order, Action Aug.

for 10 a.m., Sept. 14, in room 7134, New Post

Review board in South Beloit, Ill.,
standard broadcast proceeding. Docs. 15207
et al. Joint request for approval of agree-
ment filed July 15 by Saller Broadcasting
and others, is held in abeyance for fifteen
(15) days from receipt date of ordinary pend-

Review board in South Beloit, Ill., standard broadcast proceeding, Docs. 15207
et al. Joint request for approval of agree-
ment filed July 15 by Saller Broadcasting
and others, is held in abeyance for fifteen
(15) days from receipt date of ordinary pend-

Review board in St. Charles, Mo., stan-

dard broadcast proceeding. Docs. 17440-22
didn't meet the petition to enlarge
issues filed by Michael S. Rice on May 31.
Board members Berkemeyer and Kessler
absent. Action Aug. 16.

Review board in Mason, Miss., standard broadcast proceeding, Docs. 17445-5
extended to Aug. 23 time within which to file
opposition to Broadcast Bureau's peti-
tion to approve agreement to exchange
Board members Pincock and Kessler
absent. Action Aug. 16.

Review board in Wilkesboro, N. C., stand-

dard broadcast proceeding, Doc. 16031
granted petition filed Aug. 14 by Wilkes
County Radio, and extended to Aug. 21
time to file replies to exceptions to initial
decision. Board members Pincock and Kessler
absent. Action Aug. 16.

Review board in Lebanon, Pa., standard broadcast proceeding, Docs. 15803-36, 15808-
36 dismissed without prejudice to en-
large issues filed by Radio Station WDQ in
July 12. Board members Pincock and Kessler
absent. Action Aug. 15.

Review board in Port Arthur, Tex., stand-

standard broadcast proceeding, Docs. 14553
15203 rescheduled oral argument before
panel of review board for 2 p.m., Sept. 14,
15th floor, New Post Office building,

ACTIONS ON MOTIONS

Chief Examiner James D. Cunnin-
ham in Bellefonte, Pa. (T. J. Shriver)
AM proceeding designated Examiner Jay A.
Riley, Jr., an examiner and presiding officer; sched-
ule holding conference for Oct. 18 and hearing

Hearing Examiner Izzadore A. Herzig on
Aug. 11 in Elmhurst-Whitehall, Ill. (Dupage
County Broadcasting Inc. and Central Du-
page County Broadcasting Co.) AM pro-
granted proceeding granted by Dupage and dismis-
sit petition for leave to amend its
application (Docs. 16066-6).

CALL LETTER APPLICATIONS

WMT Mountain Broadcasters Inc.,
Show Low, Ariz., Requests KVSL.
Valley Broadcasting Inc., Nelsonville,
Ohio. Requests WNW.
Forks Broadcasting Co., Forks, Wash.
Requests KYAC.

ACTION FOR BROADCASTING

BROADCASTING, August 21, 1967
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Address</th>
<th>Phone</th>
<th>Member ACCEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.</td>
<td>296-6400</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg.</td>
<td>720-2005</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>1710 N St., N.W., 298-6850</td>
<td>7110-1100</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Engineers</td>
<td>1302 18th St., N.W. Hudson 3-9000</td>
<td>703-5000</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Engineers</td>
<td>INWOOD POST OFFICE</td>
<td>703-5000</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>KEAN, SKLIM &amp; STEPHENS</td>
<td>Consulting Engineers</td>
<td>19 E. Quincy Street, Riverside, Illinois, 60546</td>
<td>703-5000</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W., 891-4616</td>
<td>703-5000</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>PETE JOHNSON &amp; Associates</td>
<td>Consulting Engineers</td>
<td>P.O. Box 4318, 304-925-6281</td>
<td>703-5000</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Broadcast Engineering Consultant</td>
<td>Box 220, Coldwater, Michigan 49036</td>
<td>517-778-8733</td>
<td></td>
</tr>
<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>1150 Connecticut Ave., N.W. Washington, D.C. 20036</td>
<td>202-223-1180</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>Precision Frequency Measurements</td>
<td>AM-FM-TV, 123 S. Market St., Lee's Summit, Mo.</td>
<td>816-722-3771</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
<td>331 Concord Ave., Cambridge, Mass. Phone 710-6210</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers</td>
<td>527 Mussey Bldg. 701 NE 11th St.</td>
<td>202-223-1180</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
<td>Consulting Engineers</td>
<td>711 14th St., N.W. Washington, D.C. 20005</td>
<td>202-223-1180</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>SILLMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineers</td>
<td>721 Industrial Road San Carlos, California 90070</td>
<td>213-593-6706</td>
<td></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
<td>9028 Wyoming Pl. Hillard 4-7010</td>
<td>703-593-6706</td>
<td></td>
</tr>
<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>Consulting Engineers</td>
<td>721 Industrial Road San Carlos, California 90070</td>
<td>213-593-6706</td>
<td></td>
</tr>
<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>317 Waverly Bldg. Washington, D.C. 20005</td>
<td>202-223-1180</td>
<td>Member ACCEC</td>
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<td>Broadcast Engineering Consultant</td>
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<td>202-223-1180</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS</td>
<td>ENGINES BUSINESS</td>
<td>CONTACTORS BUSINESS</td>
<td>301-593-6706</td>
<td>Member ACCEC</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
<td>331 Concord Ave., Cambridge, Mass. Phone 710-6210</td>
<td></td>
</tr>
<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant</td>
<td>R. R. 2, Box 50 West Terre Haute, Indiana 47885</td>
<td>812-533-1661</td>
<td></td>
</tr>
</tbody>
</table>
Radio KHAI Inc.) AM proceeding granted petition by Royal and extended to Aug. 10 time limit. Hearings already in progress. Defendant KHAI to reopen record and to enlarge issues (Doc. 12067-7).

**Actions on Motions**

Chief Hearing Examiner James D. Cunningham, in a written order, granted petition to hear additional evidence and extended to August 10th. Hearings already in progress. Defendant to reopen record and to enlarge issues (Doc. 12067-7).

**Final Action**

The board has granted the motion to hear additional evidence and extended to August 10th. The hearing is still ongoing. (Doc. 12067-7).

**Call Letter Applications**

- **North Augusta Broadcasting Co., Augusta, Ga.** Granted.
- **Wayne Broadcasting Inc., Jesup, Ga.** Granted.
- **Triple R Inc., Jamestown, N. D.** Granted.
- **WBIZ Inc., Eau Claire, Wis.** Granted.

**Designated for Hearing**

- **Broadcast Bureau designated Athens Broadcasting Co., Athens, Ga.** Granted.
- **Julia N. Drew d/b/a 3 Js Broadcasting Co., Athens, Tenn.** Application for new FM stations for consolidated hearing. Athens Broadcasting Co. for new station to operate on ch. 275 (98.3 MHz). ERP 2.2 kW, ant. height 345 ft. 3 Js Broadcasting Co. for new station to operate on ch. 274 (98.3 MHz). ERP 2.2 kW, ant. height 345 ft. 3 Js Broadcasting Co. for new station to operate on ch. 275 (98.3 MHz). ERP 2.2 kW, ant. height 345 ft.

**New FM Stations**

- **KASK, Pacific Coast Broadcasting Corp., Orange, Calif.** Granted.
- **WVFJ, Wake County Broadcasting Inc., Fluvanna, Va.** Granted.
- **KEDB, Eugene Broadcasting Corp., Eugene, Ore.** Granted.
- **WUCW, Lambert Enterprises Inc., Erie, Pa.** Granted.
- **WDMN, Rulon Vanguard Corp., Lynchburg, Va.** Granted.

**Call Letter Actions**

- **KLCI, KLIC Inc., Houma, La.** Granted.
- **KJTP, KGPG, Green Bay Press Gazette, Green Bay, Wis.** Granted.

**Broadcasting**

*Broadcast, August 21, 1967*
**KALU(FM)** Davenport, Iowa.—Broadcast Bureau granted new CP of 94.9 MHz to change type and station call letters to WDKL-FM. Action Aug. 10.

**WPKOM-FM** Portland, Me.—Broadcast Bureau granted new CP of 95.9 MHz to change type and station call letters to CBS-FM. Action Aug. 10.

**WFL-FM** Buffalo, N. Y.—Broadcast Bureau granted new CP of 95.7 MHz to change type and station call letters to WFL-FM. Action Aug. 10.

**WWM-FM** Canton, N. Y.—Broadcast Bureau granted new CP of 95.2 MHz to change type and station call letters to WWL-FM. Action Aug. 10.

**WSBD-FM** Memphis—Broadcast Bureau granted CP of 95.7 MHz to change type, station call letters, frequency from 88.7 to 95.1 MHz, and night power to 1,000 watts. Action Aug. 10.

**WAOX-FM** New York—Broadcast Bureau granted CP of 101.3 MHz to change type, station call letters, frequency, and night power. Action Aug. 10.

**WHC-FM** New York—Broadcast Bureau granted new CP of 99.3 MHz to change type, station call letters, frequency, and night power. Action Aug. 9.

**WBPC-FM** New York—Broadcast Bureau granted CP of 99.1 MHz to change type, station call letters, frequency, and night power. Action Aug. 9.

**WNYC-FM** New York—Broadcast Bureau granted CP of 98.7 MHz to change type, station call letters, frequency, and night power. Action Aug. 9.

**WJZ-FM** Newark—Broadcast Bureau granted CP of 98.1 MHz to change type, station call letters, frequency, and night power. Action Aug. 9.

**WFAN-FM** White Plains—Broadcast Bureau granted CP of 96.7 MHz to change type, station call letters, frequency, and night power. Action Aug. 9.

**WSTD-FM** Transall, Tenn.—Broadcast Bureau granted CP of 96.9 MHz to change type, station call letters, frequency, and night power. Action Aug. 9.

**WBW-FM** Baton Rouge—Broadcast Bureau granted CP of 96.3 MHz to change type, station call letters, frequency, and night power. Action Aug. 9.

**KMR-FM** Denver—Broadcast Bureau approved data submitted Aug. 7 in compliance with Commission's first report and order adopted June 14 and released June 19 in which Commission had set cut-off frequency of 95.5 MHz. Action Aug. 9.

**KSM-FM** Fort Morgan, Colo.—Broadcast Bureau granted CP of 95.8 MHz to KSM-FM. Action Aug. 9.

**WCBN-FM** Fort Morgan, Colo.—Broadcast Bureau granted new CP of 95.9 MHz to WCBN-FM. Action Aug. 9.

**WCS-FM** New York—Broadcast Bureau granted new CP of 98.9 MHz to WCS-FM. Action Aug. 9.

**WUSW-FM** Watertown, Wis.—Broadcast Bureau granted CP of 97.1 MHz to WUSW-FM. Action Aug. 9.

**KBTL-FM** Kane County Community College, Elgin, Ill. Broadcast Bureau granted new CP of 94.9 MHz to KBTL-FM. Action Aug. 9.

**KCAL-FM** Santa Barbara, Calif.—Broadcast Bureau granted CP of 93.9 MHz to KCAL-FM. Action Aug. 9.

Ownership changes

**KNTV(TV)** Los Angeles, Calif.—Seeks assignment of license of standard station WFLD-TV (Chicago) to Vantage Corp., an associated company of WFLD-TV. Action Aug. 16.

**KXWAM-FM** Alpine, Texas—Seeks assignment of license of standard station KVYK-FM (Alpine) to Comanche County Broadcasting Co., Inc. Action Aug. 15.
CLASSIFIED ADVERTISING

• SITUATIONS WANTED 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. Applicants if tapes or films are submitted please mail $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

• HELP WANTED 30¢ per word—$2.00 minimum.

DEADLINE: Monday preceding Publication Date

DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED—TOP QUALITY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITIES requiring display space. 6" 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

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

Station Manager, small Midwest market, going to seek aggressive, young, and financial gain. Box H-112, BROADCASTING.

Branch studio manager—well-established Indiana. Sales, announcing, etc. Expanding organization. Box H-114, BROADCASTING.

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

General manager for progressive TV-AM-FM operation in mid-Atlantic area. Solid sales experience needed. Pleasant personality, aggressive, salary plus profit sharing. Box H-266, BROADCASTING.

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 5086.

Sales


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.

Established chain operation needs two more salesmen, one for Long Island, one in Boston. You must have a strong promotional aptitude with contemporary music background. Draw good benefits...great potential for imaginative salesman. Join one of the leading chains in the industry. Contact Ron Kempf, WUBE Radio, 110 Government Place, Cincinnati, Ohio 45202, AC-913-6061.

Good account list selling salesman. Be part of seven station group, with opportunity for management and profit sharing. Guarantee plus. Send resume to Ron Van Der Bie, Sales Manager, WFFE, Rockford, Illinois.


Wanted experienced salesman for radio, television, and FM station. Send resume and experience to Jack Craig, Tri-City Radio Corp., 640 East 29th Street, Muncie, Ind., 47302.

ANNOUNCERS

Announcers—major market stereo FM station. Must have 3rd endorsed, mature, authoritative voice. Must singsong and read the copy. Send tape and resume to Box H-39, BROADCASTING.

Mature announcer for MOR in northern Wisconsin. Send resume and photo tape and resume. Box H-54, BROADCASTING.

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

First Ticket Announcers (3). No maintenance. 2600 watt MOR, 5 kw NBC affiliate, in the best small market in New England. $150.00 to start. Write full details and send air check. Box H-126, BROADCASTING.

Immediate opening. Announcer for Midwest daytime FM. Third endorsed. Also copy writer. Box H-130, BROADCASTING.

Anticipating an increase in advertising-supported programming. Send resume, with recent tape and photo to KMOX, St. Louis, Missouri.


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

Annoncier with third ticket for morning shift—MOR—Must be thoroughly experienced. No trainees. For coastal Carolina station. Send audition, resume, and photo to Box H-201, BROADCASTING.

Annoncier with first ticket for Northeast suburban station. . . No maintenance. Production and sales work. Must be a good worker. Up tempo format. . . Box H-202, BROADCASTING.

Experienced announcer. First phone MOR. Want dependable, reliable man to work on MOR. Chance for advancement in group operation. Box H-211, BROADCASTING.

First phone. No maintenance. MOR. Illinois. Box H-212, BROADCASTING.


Announcer or announcer-engineer, easy listening format, for station in West Central Florida. Immediate. Box G-235, BROADCASTING.

Midwestern regional, AM-FM fulltimer needed. Good market with good experience. One newsman, one announcer for Top 40 night show. Paid and endorsed working conditions. Benefits, tape, compensation. Send resume to box. BROADCASTING.

Opportunity! Combination news production, announcing. Send details, KFRO, Longview, Texas.

Montana network station needs first phone announcer. Excellent opportunity for night man, permanent. Solid, 24 hour operation. For details write—KJDJ, Havre, Montana—Phone 406-253-7841.

Still looking for the right man with talent. Staff announcer who can deliver good news. Good job and who is looking for a future. Third endorsed, no flouters. Send tape, resume to Ron Westby, KOXK, Keokuk, Iowa.

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 aircheck, resume. KONG, Visalia, California.

We're In St. Louis. . . A great radio city. Openings for air personalities; if you have the ability, drive, and desire to succeed and help us to attain our goals in this intensely competitive market, if you believe you're capable of handling this situation, we will communicate with young adults, enjoy contemporary music. Send resume and photo, with our format and follow realistic leadership. Resume and photo tape and resume to KSDK—9434 Watson Road—St. Louis, Missouri.

11:15-11:45 weekly for experienced (more than 5 years) announcer. MOR. Mild, dry climate. Near mountain countryside. Must have solid background. Send tape and resume to Kent Roberts, KSIL Radio, Box 560, Silver City, New Mexico.

Wanted—announcer-newsman combination to take new director position. Mobile unit newsman. Send resume to KMCO, 8401 Red Line, St. Louis, Missouri.

CITY PRESS

STAFF WRITER

Needed: Staff writer for national weekly magazine. Must have 1-3 years' experience in writing, preferably with national newspapers. Must be able to write on a variety of subjects including consumer affairs, regional news, and entertainment. Must work under tight deadlines. Send resume to: Staff Writer, City Press, 45 E. 52nd Street, New York 22, N.Y.
Announcers—(cont’d)

Immediate opening for bright sounding staff announcer with moving voice and ability to deliver program to suit any occasion. Experience a must. Send resume to: Jim Dodson, 835 W. Washington, Peoria, Ill.

Announcers—(cont’d)

Immediate opening for announcer to work with music in clubs, cocktail lounge and radio station. Must have minimum of 3 years experience in this field. Must be neat and polished. Radio experience a must. Please send resume to: General Manager, KFAB, Omaha, Nebr.

We offer good salary, commissions, guar- anteed vacation, and retirement plan in excellent small community. We want family man, experienced announcer for two full-time slots. Send resume to: By Bill Hunt, 40 West Chautauqua, Madison, Wis.

Immediate opening for announcer to fill position vacated by someone who has been transferred to Milwaukee. Must have at least 1 year experience. Send resume to: Program Director, WSAU, La Crosse, Wis.

If you have a first class license 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.

Need chief engineer—Top Midwest AM-FM operation in community of 50,000. Excellent plant and working conditions. Many fringe benefits including pension plan. Must keep clear of alcohol and talkative. Salary negotiable, depending on experience. Reply Box H-46, BROADCASTING.

Wanted. First class engineer, East Coast AM-FM station. Reply with resume and salary to Box H-122, BROADCASTING.

Engineer needed for Carolina daytimer. $100 starting salary. Must handle some announce- ming or sales. Write H-135, BROADCASTING.

We are in need of an engineer to help main- tain station in Michigan's Thumb. All newly equipped station with directionals full-time AM and separate program FM. Company benefits, top working conditions. Salary to be discussed but not necessary. Permanent position and you'll really like this friendly area. Please phone or write James Mullens, (517) 289-6931, WLEV, Bad Axe, Mich.

Chief for 5,000 watt directional—Midwest excellent facilities. Box H-244, BROADCASTING.


Chief Engineer 5000 w AM, FM stereo. Must be familiar with all phases of radio. Excellent salary. Must be an open book. Write Manager, KXYX, Houston, Texas.

AM FM Operator 2nd class with endorsement. No announcing, 40 hour week. Contact Wes Thompson, WBCM-FM, Bay City, Michigan, TW-3-5081.


First phone engineer needed for AM-FM center of the West. Must have ability to work with modern equipment. Reply with resume and salary to: Manager, WWBA, Santa Barbara, Calif.


Connecticut, MOB, MIBS affiliate seeking ex- perience at station with excellent new business and commercial delivery. Pay $10, 48 hours per week, 40 weeks per year, 8 months. Car necessary, Call Mr. Lyer, 203-249-4118.

Announcer-salesman for medium market Wisconsin station. Must have experience and commissions. Other benefits. Call manager, 715-532-1029.

Wanted with first phone ticket, emphasis on announcing. No maintenance. Call WLOF, 715-869-5740, right.

BROADCASTING, August 21, 1967 75
NEWS—(Cont'd)

Medium size midwest market needs aggressive news director—Station management news minded. Encourages reporting in depth and tape to Box H-226, BROADCASTING.

Immediate opening for mature, articulate, experienced, and well-qualified newsman for southeastern Michigan ABC affiliate. Top salary, group hospital plans, paid vacation, 3 weeks a year. Send resume and tape to WABJ Radio, Adrian, Michigan.

Immediate opening for newsman at WCLQ, Janesville, Wisconsin. Speech-journalism major preferred. Good pay, mileage, liberal vacation. Send audio and resume to Larry Tainter, News Director, WCLQ, Janesville, Wis.

1. Possibly 2 newsmen for WWHIE and WTOA, Princeton-Trenton. Must have some experience. Consider recent Journalism grad with good voice delivery, no regionals. Excellent opportunity for young newsmen on the major network 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 609-295-2600.


Central Pennsylvania news opening. Fully equipped operation seeking strong newsmen. 2 male, 2 female voice, sharp delivery will train you. Immediate opening. Call co-op. 814-924-6565.

Production—Programming, Others

Creative copy chief: straight, production, hard-edged, humorous. MOR California daytimer. Please send sample of copy. Box H-115, BROADCASTING.

Merchandising and sales promotion girl for top 40 station in large Eastern market. Good salary, benefits and opportunity for advancement. Excellent working conditions. Send resume, references and recent picture. Box H-188, BROADCASTING.

I'm leaving WECI, after 2 years, to finish my schooling. Am looking for my replacement. I was last on the WECI 2500 watt schedule. Please forward resume to Box H-201, BROADCASTING.

Continuity—production—announcer. $500 to start. Send tape, resume to, Program Director, WWCA, 449 Broadway, Gary, Indiana.

RADIO

Situations Wanted Management

Broadcast veteran, 43. Twenty-year record of sales, sales management, station ownership. Sold station president of star broadcasters association. President of Rotary Club. Professional and personable. Has worked for personnel in major markets. Good salary, benefits and opportunity for advancement. Must have experience in major market. Good salary and opportunity. Box H-200, BROADCASTING.

Former owner, 20, has put three country music stations on DJ, sales, and talk radio. Wants chance for part ownership. If your market needs a major station with major person in music, reply to Box H-224, BROADCASTING.

Station manager or operations manager. Responding to current openings. Specialized background; experience in all phases. Now operations manager in competitive market. Contact resume and request. Box H-249, BROADCASTING.

Potential, blue skies, doesn't pay bills. If you want to train a man for executive, editing and management talents of a professional executive. . . . Box H-249, BROADCASTING.

Management—(Cont'd)

Fully experienced group radio manager available. Background will stand the closest scrutiny. Personnel, programming, sales and administrative skills are all part of complete knowledge. Will view major market opportunities. Send references. Box H-238, BROADCASTING.

Reasonable newsmann sees news, writing and gathering spot. College graduate, experienced. Box H-362, BROADCASTING.


Sales

Experienced young salesman who can do DJ work also would like to relocate either in N.Y., Conn. Pa. or N. J. Box H-209, BROADCASTING.

Announcers

Mature 3rd MOR announcer in twenties over two years experience. Fine voice recognizable character; desires relocation, in metropolitan area. Box H-197, BROADCASTING.

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

Versatile, polished professional, 13 yrs. exp., seeks major market work. Adaptable person and format. Desires an opportunity to be part of a growing station. Box H-199, BROADCASTING.

DJ announcer newscaster, 3rd endorser. School graduate. Family man relocate. Box H-197, BROADCASTING.

Announcer experienced, bright, happy DJ. Authoritative, pleasant, married. Willing to relocate. Box H-186, BROADCASTING.


DJ, tight board gold news commercial. Third phone. Box H-207, BROADCASTING.

Radio school grad, any format east of Mis, tell me all about opportunity. Box H-208, BROADCASTING.

Best production-winning sound. Knows how to mix. On medium market. Box H-214, BROADCASTING.

Professional baseball broadcaster available in September. Experienced play-by-play in all sports, 1st ticket. Box H-218, BROADCASTING.

Dependable pre-trained DJ. Tight board. Third endorsed. Versatile available now. Box H-218, BROADCASTING.

Soul swinger New York, Broadcasting graduate. Will relocate anywhere. Box H-220, BROADCASTING.

First phone DJ announcer. Top 40. Experienced Midwest. Box H-221, BROADCASTING.

Experienced sportscaster—newsmen seeks top newsmanship position. Box H-229, BROADCASTING.

Northeast/Midwest, modified top 40 with young sound. Copywriting ability and production experience. 3rd phone required. Draft deferred. Box H-231, BROADCASTING.

First phone personality, PD, salesman, 3 yrs. experience. Wants future, Box H-233, BROADCASTING.

Single announcer 5 yrs experience. Free to relocate with Florida preference. Desire MOR or Country. Box H-234, BROADCASTING.

Experienced play-by-play announcer, sports director, former military obligation fulfilled. Box H-236, BROADCASTING.

Announcers—(Cont'd)

Top Florida sportscaster, air personality available immediately. Radio-TV combination preferred. Audio tape and references. All offers considered. Box H-238, BROADCASTING.

Announcer-newsmen—3 years experience—Toppers. First phone. Military references! Married, college! Box H-239, BROADCASTING.

Young announcer—newscaster: 3rd phone endorsed veteran, light experience w/ Armed Forces Radio. Box H-241, BROADCASTING.

Ten dollar pro. Rich, warm, bright, WNDW-type, twenty years' experience by airmail, from eastern air center. Want to supplement current health insurance. Recording your commercials, promos, I.D.'s, etc. on professional equipment. Straight, Start immediate or short-term 416. Each additional minute 40c. Free samples. Ten years experience in two top-ten markets. Box H-242, BROADCASTING.

Female announcer, broadcasting graduate trained on tight board. Pleased voice, good news, commercial delivery, stable. 3rd phone. Box H-244, BROADCASTING.

Midwest . . . sports preferred. Experienced. New experience necessary immediately. Box H-256, BROADCASTING.

First phone ATS, grad., desires work NYC are looking for (New York). Box H-245, BROADCASTING.


Florida . . . experienced sports, 3rd class. Available September 18, Box H-261, BROADCASTING.


Versatile DJ announcing, some experience. AM-FM 3rd endorser. Box H-250, BROADCASTING.

DJ, announcer, 3 years experience. Prefer top-40, MOR, with family roots out West. Others considered. Box H-267, BROADCASTING.

First phone format DJ. Top 40 only, major markets. Available immediately. Box H-269, BROADCASTING.

Announcer, 1st phone, experienced, will travel, Frank Moller 269-2341, 507 Mill St, Balnonge, Georgia.

Top 40 rocker, college degree, first phone. 24 yr. free, experienced, write Box 611, Conneaut, Ohio.

Djockey-announcer. Beginner but trained at WJAC, N. Y. School, seeking. Will work down to most. Young and will try hard. Prefer good college stuff. Write WJC, West Palm Beach, Florida.

Young man searching of "first job," Melvin Rhodes, 374 Louisiana, Asheville, N. C.

Top 40 or MOR, DJ—3 yrs experience—Start immediate or references—Call 414-444-2360 extension 27.

Technical

Capable of 1st, married, Box H-185, BROADCASTING.

Experienced first class engineer desires working or chief job. Fully qualified for any work AM-FM station. West Coast preferred. Box H-219, BROADCASTING.

NEWS


Experienced, twenty years, on . . . can supervise, assistant, write your news, production, promotion and/or copy writing. Sports, too. Box H-265, BROADCASTING.

BROADCASTING, August 21, 1967

76
Production—Programming, Others

Experienced . . . twenty years . . . can organize, supervise, vitalize, aggrandize your news, production, promotion and/or copy department. Sports too. Box H-264, BROADCASTING.

Top ten, Top 40 DJ, Music Director—College . . . Experienced some news, all production. First phone P.D. needs challenge. Any format. Box H-247, BROADCASTING.

TELEVISION—Help Wanted

Management

Expanding group operation seeking experienced man for local sales manager. Take charge of 5 man record-breaking sales staff. Colorado territory. Magnetic approach, creative approach, sales and promotion, with reliable background. Must be skilled in TV, FM, AM. Sales and west market, top fifty. Replies in confidence. Box H-70, BROADCASTING.

Announcers

Announcers (2) Mid-Atlantic net V needs versatile pro to handle sports, weather, booth, commercials. Reply in first letter with resume, photo, salary, availability and ORF or VTR. Box H-95, BROADCASTING.

New CBS affiliate soon to hit the air, needs two new producers for its news operation’s sports reporting. Contact Mark Ahm-<0.4547831467912719, KMEG, Box 651, Sioux City, Iowa 51103.

This NBC affiliate needs persuasive fulltime sports director. No play-by-play. Good pay. Send resume, photo, rate, experience. Dick McDaniel, Program Director, WTVO, Rockford.

Personable, versatile announcer to handle news, weather and staff announcing duties at medium size VHF in Midwest region. Position good for capable young man. Send resume, tape and salary requirements to: John Wh. Program Director, WWUP-TV, 710 East McFarland Ave., Huntington Beach, California 92648.

Virgin Islands calling! WSVI-TV, St. Croix is adding to its staff. We have immediate opening for two versatile broadcasters with first class license. One with primary announcer or who can also handle a board shift. One with primary technical proficiency to head chief and work the board. Contact Program Director, 440-4700, or for more details write: Dick McDaniel, Program Director, WTVW, Rockford, Illinois 61103.

Situations Wanted—Sales

Free Introductory Tour of one of America's finest T.V. Account Executives. I'm a college graduate with good size family. Call me a professional—personable but hungry—who is currently employed by a Top Ten market, net affiliated "V." Impatient for advancement to national rep sales or Top 25 market sales management. Income opportunity $18,000 plus opportunity. Sales figures and top references available immediately. Write Box H-288, BROADCASTING.

Technical

Dean Parker has never been on the air.

But you'd never believe it. He has the poise of a professional, the polish of a top rated personality. And most important, he has a voice that can turn people on.

Dean Parker is good, one of the best students the Columbia School of Broadcasting has ever had. And that's saying something. With 2,000 students from every part of the country, to be tops at Columbia is to be tops at one of the largest radio schools in the world.

This fall Dean graduates. His greatest wish? To be a big time announcer. To do it, he needs a big time break. We'd like you to give him that break. We'd like you to audition Dean Parker, to hear what he says and the way he can say it.

In fact, any time you're looking for your next top announcer we want you to look to the Columbia School of Broadcasting. We know you'll like what you hear.

For Dean's audition tape write to Student Services Director, Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco, CA 94118
ANNOUNCER WITH FIRST CLASS LICENSE

For Detroit Area Good Music Station
Good starting salary
Good Health Plan
Profit Sharing
Excellent hours
Excellent vacation plan
Other fringe benefits
No Maintenance

Call Irv Lang at 313-CH 1-5550

FIRST PHONE NIGHT DISC JOCKEY WANTED:
C & W Fulltimer; Southeast Texas Golf Coast, looking for a disc jockey who Diggs Country. Western Music, for regular night shift...6 pm till midnight. Must have first phone ticket. Starting pay $5200 a year plus fringe benefits.

Send tape and resume to Bob Simmons, Assistant Manager, Radio Station KOGT, Post Office Box 1329, Orange, Texas, 77630.

EXECUTIVE SALESMAN BROADCAST EQUIPMENT SALES
—to sell IGM broadcast automation equipment and taped music services in 13-state Northeast area.
Must have strong technical sales experience, preferably in the broadcast field. Must be capable of management level sales presentation. B.A. preferred, some college work required. Age 29-50. Must supply references.
Earnings from $20,000 on guaranteed salary and liberal commissions. All expenses paid. Company car. Career opportunity.
Send resume, leading to personal interview, to:
INTERNATIONAL GOOD MUSIK, INC.
P.O. Box 943, Bellingham, Wash. 98225

ASSISTANT NEWS DIRECTOR
Major East Coast station. Applicants must currently be News Director in 500,000 to 1,000,000 size market. Excellent on air delivery necessary plus supervisory ability. $11,000.00 to start.
Call Jerry Jackson, 312-357-0518.

SITUATIONS WANTED NEWS

TV NEWS/PUBLIC AFFAIRS
Administrator with A.B., L.L.B. background will trade 17 years major market experience every facet broadcast journalism/public affairs, for position with stable, public service-minded management. Top rated on-air, documentaries. Editorials. Present employer will underwrite character and ability. Rate, 193-755-1095 or:
Box H-297, Broadcasting.

TOP TEN MAJOR
market contingency personally selected one of the top in the nation by Executive Magazine, looking for greater opportunity. Experienced all phases of radio, program director, on and off air sales and 1st phone chief engineer. Have had a hand in programming the no. 1 station in present position. Looking for major market operation to further enhance position and/or program director-operations manager. NOW!
Box H-294, Broadcasting

VICE PRESIDENT/GENERAL MANAGER
VHF network affiliated station in Top 30 market. $35,000.00 plus bonus. Unlimited opportunity with rapidly expanding group. Mail complete resume in strict confidence. All replies will be answered.
Box H-255, Broadcasting.

EXECUTIVE PLACEMENT
Send your type-written resume and earning record today to be confidentially represented to our station clients. NO FEE!

Check Area Of Interest
TV/RADIO

ON CAMERA

NEWSPAPER

MISCELLANEOUS

VIDEO TAPES REQUIRED

LOCATION MARKET SIZE

Northeast Up to $5,000
Southeast
Midwest
Northwest
Southwest
West Coast
East Coast

NO PLACEMENT FEE!

Name ________________________________
Address __________________________________
Salary desired __________________________________
No Contracts To Sign — No Applications To Fill Out — No Charge Of Any Type!

Nationwide Broadcast Personnel Consultants

AREA CODE 312-357-5318
645 NORTH MICHIGAN AVENUE
CHICAGO 60611

BROADCASTING, August 21, 1967
TELEVISION
Help Wanted

STAFFING NEW TV STATION IN MIAMI, FLA.

Needed
Salesmen, Announcer/Director, Production, Art/Photographer, Film Director, Traffic/copy. Send full resume, 4x tape or samples of work with salary requirements to:

Manager
1705 N.E. 164th Street
North Miami Beach, Fla.
All replies confidential.

TELEVISION

Technical—(Cont’d)

BROADCAST FIELD ENGINEERS
RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N.J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

TELEVISION

NEWS

TV Newsman
Major network, East Coast, seeking proven newsman who is an on-the-street newswoman 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 10 markets, has had top-rated newscasts shown 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-163, Broadcasting.

TELEVISION

Situations Wanted—Announcers

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.

MISCELLANEOUS

VOICE TRACKS, anyone?
One spot or a complete schedule, with or without separate voice for your market. Tape shipped immediately after receipt of copy. Write:

GENE VALENTINO SOUND PRODUCTIONS, Waterdown, Conn. 06795 or phone 203-274-2400.

INSTRUCTIONS

Obtain
YOUR FCC 1ST CLASS LICENSE IN 6 WEEKS
at the
DON MARTIN SCHOOL
OF RADIO & TV
(America’s Foremost School of Broadcasting) est. 1937

- Individualized Instruction
- Most Comprehensive Methods
- Utilization of Visual Aids
- Highly qualified instructors
- One Low cost until completion
- Inexpensive accommodations nearby

Next Class Scheduled to Start
October 16th
Register Now—Classes Limited
For additional information call or write:

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Hollywood, Calif. 90028

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Shelley Barish, Director

WANTED TO BUY—Stations

AM or FM Radio Station
Which shows some profit and has capable manager. Willing to offer manager an opportunity to get equity in station.

Box H-257, Broadcasting.

FOR SALE—Stations

FOR SALE: DAYTIME
Radio station in Metropolitan Detroit area . . . Terrific Growth Potential . . . 500 watts . . . Directional.

Box H-230, Broadcasting.

Idaho Full-Time, Station
1 kw. ABC network station in fast growing southern Idaho. Equipment new in last few years. Excellent real estate, well located. Volume growth 46% in five years. Paced at twice annual growth, plus appraised value of real estate, with 25% down. Balance on lenient terms.

Box H-245, Broadcasting.
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Aug. 16. 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.

- Emwood Park, Ill.-Telesis Corp. (multiple CATV owner) has applied for a franchise. Its application was accepted Aug. 15. (25%)
- Amesbury, Mass.-National Cablevision Corp. Boston, has applied for and approval of a franchise. It has been granted a franchise. Its application was accepted Aug. 15. (25%)
- Lewiston, Maine-Non-Televising Cable Corp. (multiple CATV owner) has applied for a franchise. Its application was accepted Aug. 15. (25%)
- West Virginia-Non-Televising Cable Corp. (multiple CATV owner) has applied for a franchise. Its application was accepted Aug. 15. (25%)

would be $4.95. City would receive 3% of annual gross revenue.

- Bismarck, N. D.-Ernest Michelsen of KFYR Bismarck has been granted a franchise. Installation and construction work will begin immediately. The franchise is for one station. The license will be $175,000 and $2,500, respectively. The station will be on channel 7.
- Hillsboro, Ore.-Telecable Inc. (multiple CATV owner) has applied for and approval of a franchise. Its application was accepted Aug. 15. (25%)
- Forestburg, Texas-Non-Televising Cable Corp. (multiple CATV owner) has applied for a franchise. Its application was accepted Aug. 15. (25%)

would be $4.95. City would receive 3% of annual gross revenue.
STRIKE through the state capitol building with Milton D. Friedland when the Illinois legislature is in session and every other step or so will be punctuated with "Hi, Milt" from a senator, representative or lobbyist.

Take a tour of the central Illinois business community with him and the same greeting echoes for the vice president and general manager of Plains Television Corp. Plains is operator of WICS(TV) Springfield and the new WICD(TV) Champaign-Danville, which has replaced local satellite stations in Champaign and Danville.

One fact becomes quickly apparent: The man knows his market and has become so involved in it that the market is part of the man. The salutes indicate the respect felt for Mr. Friedland and his civic leadership as well as the extensive public-service and open-door policies of the Plains stations that he directs. But like any other broadcasting success story, it didn't happen overnight.

Mr. Friedland is one of the UHF pioneers in the area, and he has demonstrated through the medium's lean and sometimes bitter years by means of a sheer persistence and faith in UHF. This stick-to-it determination in spite of the odds or unexpected problems is not always obvious on the surface of this quiet and soft-spoken broadcaster.

But it was evident early this year when the new full megawatt WICD was about to take the air on channel 15 at Fithian, III., midway between Champaign and Danville. Hardly hours from sign-on an ice storm toppled the 1,335-foot tower and the debut of the station was aborted.

Concern - When Mr. Friedland got the news of the disaster his immediate reaction was whether anyone was hurt, not about the condition of the $250,000 tower. Fortunately there were no injuries although the complete structure had to be replaced.

The tower was rebuilt and slight damage to the transmitter building repaired. The new WICD finally took the air July 31, its million watts spreading NBC-TV color across east-central Illinois and into western Indiana. WICD's pattern meets up with that of channel 20 WICS at Springfield (also an NBC-TV affiliate) to cut a big swath over that region.

WICD replaced Plains' WCHU(TV) (ch. 33) Champaign-Urbana and WCD(TV) (ch. 24) Danville. They had functioned largely as satellites of WICS, although some local programming was also aired. Plans continues its studio plant at Champaign to feed local shows for the new WICD.

Mr. Friedland's intimate knowledge of the personalities and politics in the state capitol served the advertising and broadcasting professions well this year when he helped marshal the opposition to proposed legislation for a sales tax on services including radio-TV. For some time he has been chairman of the legislative committee of the Illinois Broadcasters Association. He has also served the IBA as vice president for television.

Mr. Friedland doesn't mix well with platitude. Fellow broadcasters in the state association always can count on him to rise during discussions at their meetings and call for less talk about blue sky and more attention to the nuts and bolts of the business. He is most interested in the exploration of the practical day-by-day operating problems for station owners and managers. He also has appeared on labor-relations panels of the National Association of Broadcasters, a subject he knows from all aspects considering his own unusual personal experiences of making his way long before becoming a boss.

WEEK'S PROFILE

Milton Dultz Friedland—VP-general manager, Plains Television Corp., operator of WICS(TV) Springfield and WICD(TV) Champaign-Decatur, both Illinois; BA economics 1948, Roosevelt University, Chicago; U. S. Naval Intelligence, 1942-45; private male secretary and shorthand teacher, 1945-48, joined WBBN(TV) Chicago as secretary 1948, becoming personnel manager, traffic manager, sales service manager and national sales manager; named general manager WICD 1953 becoming VP in 1959; president, Springfield Association of Commerce and Industry; m. Ruth Stain of Chicago Oct. 14, 1950; children—Lewis Allen, 15, and Howard Armand, 8; hobbies—swimming, art.

There is no doubt in Mr. Friedland's mind about the ultimate success of UHF in the major mixed-allocation markets of the country. 'It's only a matter of time,' he feels, considering how well UHF has done in the secondary markets. The all-channel set law has helped, he admits, but the real key to the big cities will be the discovery of program formulas that will sell and survive.

He should know how tightly the wringer can squeeze. In July 1953 when he took over management of WICS it had a service radius of about 15 miles, no national business and a total staff of 15 people. Within three years, in spite of an often heated UHF-VHF deintermix battle and the need to serve local advertisers like an agency and production facility as well as a TV station, he had the station in the black. Elsewhere in the country UHF stations were going broke by the dozens.

Local Service - Mr. Friedland attributes part of this achievement to a policy of keeping sales staffs small but properly trained to serve and help account, firm rates and the motto that the customer is always right—"or at least most of the time," he laughs. Another vital factor, he says, has been the Plains stations' open-door to every one in the community, a "we want to help" attitude that local organizations, churches and public officials have accepted with appreciation that becomes loyalty. And business too, he adds.

By 1958 the growth of WICS was such that it was able to expand power considerably and move to a new 1,000-foot tower, greatly extending coverage. Plains put WCHU on the air in 1959 and acquired WICD the following year. In 1965 Plains moved its headquarters in Springfield into a modern studio plant for wics. This fall wics is acquiring local live color-camera facilities.

Like many of his generation, Mr. Friedland got his formal education the hard way, in bits and pieces while working parttime at jobs like car hopping for 60 cents a night plus tips. That was 1938. At one college he studied shorthand and met Howard G. Pfrommer, editor of the Pitman Journal, who gave him both private instruction and encouragement.

Mr. Friedland became one of the fastest shorthand secretaries in Chicago, a talent which ultimately won him a job in 1948 at WBBN(TV) Chicago. There he learned television basics in the making from the late ABC network executive, John H. Mitchell. Mr. Friedland moved up in jobs ultimately to national sales manager of WBBN. It was sold by Balaban & Katz in 1953 and soon after the Balaban family members now in Plains asked him to take over WICS. As his philosophy reminds him: "Every day is a new challenge."
EDITORIALS

Money can be the root of good action. At that point or soon afterward, the Congress must take over the work. But broadcasters have no reason to expect a year's moratorium on worry in the belief that they can wait until Congress begins considering legislation before they must begin making the case for their future in spectrum allocations. The case for retention of the broadcast assignments in the spectrum must be made to the President's task force.

It is not at all certain that the composition of the task force guarantees a particularly sympathetic forum for the broadcasters' case. This is not to say that the members are anti-broadcasting. It is to suggest they may be oriented by nature of their main offices to think of broadcasting as just another occupant among many clamoring for more space in crowded sections of the airways.

Not one of the regular members of the task force is directly associated with supervision or regulation of domestic broadcast services. In that context it may be relevant to point out that roughly half of the usable area of the spectrum is now reserved for governmental use, much of it secret, and that those governmental users are represented on the task force that is to recommend revisions in spectrum management.

The other half of the spectrum is under the administration of the FCC which is represented only by an ex officio member of the President's task force. The FCC's representative, Chairman Rosel H. Hyde, is as knowledgeable about broadcasting as anybody. The question of moment to broadcasters is whether Mr. Hyde, in his ex officio capacity, can exert as strong a voice as the regular members of the committee.

It is still too early to know how the task force intends to proceed, but it is not too early for broadcasters to begin organizing a case for their own preservation and for the spectrum space to accommodate expansion of the broadcast services. It will not be enough, when one service is matched against all others, for broadcasters to rely on generalized assertions that they are swell guys doing a swell job. They'll have to submit the evidence to prove it.

Nor will it be enough to concentrate only on technological considerations, if revisions of the Communications Act are to be entertained. In any amendment of the law it should be stated, with clearer emphasis than the existing act contains, that the First Amendment is operable in broadcasting and that the government must stay out of program control.

One task force deserves another

It is a monumental assignment that President Johnson has given his new task force on communications policy. As reported in detail elsewhere in this issue, the President has called for a comprehensive study of spectrum usage and management. Every kind of spectrum user, from the citizen with the short-range walkie-talkie to the operator of a sophisticated satellite, could be affected by the task force's work.

So could broadcasters be affected—all of them.

Nor are the effects to be confined to spectrum users. No study of communications policy would be complete without consideration of services that move by wire.

In his message of last week, the President recognized that the onrush of communications technology has already raised grave questions of economic and social consequence. And the onrush has only begun. Science is producing new systems and devices of communication faster than existing systems can absorb the innovations. There is good reason to question whether existing mechanisms of governmental regulation are equipped to cope with the outpourings of the laboratories.

On the whole it must be said that the Communications Act of 1934 has stood up reasonably well despite the technological developments that have occurred since it was written. Under the act the AM broadcast system has enormously expanded, an FM system has come into being and a television system of overpowering impact has exploded on the American scene. In the same time other services have proliferated. The communications system of 1934 was primitive by comparison.

But the communications system of the present may also be called primitive when the next generation looks back on it. As Mr. Johnson said, satellites can transform world communications. He could have added that other developments can transform domestic communications too. It is time for a serious reappraisal of the Communications Act.

If Mr. Johnson's task force carries out its assignment, it will deliver in a year a comprehensive proposal for
He's not exactly reading Shakespeare. But at least he's reading.

Hamlet just won't turn him on. Dr. Fu Manchu will. And to a guy who never read a book before in his life—any book—it's a start.

He's a Corpsman at the Kilmer Job Corps Center in New Jersey and like most other Corpsmen, he's a school dropout. The problem: how to get these boys to start reading and writing so that their mental skills match the job skills they're learning.

Recently, Federal Electric Corporation, an ITT subsidiary, which runs Kilmer for the Office of Economic Opportunity, set up an experiment based on the work of Dr. Daniel N. Fader. Thousands of paperbacks of all kinds were made available, and now boys who never read a book before are reading two or more a week.

As a boy's reading improves and he learns sentence structure and punctuation, his sophistication in books grows.

When many of these boys come to Kilmer, they find it almost impossible to express themselves. Now when they leave, they've found an exciting new way: with words.

International Telephone and Telegraph Corporation, New York, N.Y.
General Motors is people making better products for people.

Building cars leaves Tom Foster precious little time for his hobby...building cars.

Cars are Tom Foster's hobby. He builds hot rods (and wins awards) in his spare time. Which he has very little of. That's because his job, building engines for GM cars, is very demanding.

Tom Foster came to GM 27 years ago as an apprentice. He soon became a foreman. Then an instructor. Now he's Process Engineer on engine blocks in the Master Mechanics Division of GM's Pontiac plant.

To Tom Foster, cars are more than a profession. They're a way of life. Which is one reason Tom is so good at his job.

Self-made professionals like Tom Foster—GM people who take a special kind of pride in cars—are just another reason why you get a better buy in a Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac.