Advertiser resistance slows down TV network's daytime boom. p33
ABC Radio's bold programming services get mixed reception. p50
United plans return as news service with Pauley on top. p64
CATV copyright turmoil results in statements of positions. p68
Here's Another Reason Why WHO RADIO Should Be On Your Top 20 Market List:

FOOD SALES!

WHO RADIO DELIVERS THE 15th MARKET!

Rank our Iowa WHO PRIME MARKET AREA food sales right between Houston and Minneapolis.* We're not just Metro Des Moines. Let's compare facts:

<table>
<thead>
<tr>
<th>WHO PRIME MARKET AREA</th>
<th>Metro Des Moines</th>
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<tr>
<td>(79 Pulse Surveyed Iowa Counties)**</td>
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<tr>
<td>Retail food sales</td>
<td>$619,014,000*</td>
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<tr>
<td>Retail food outlets</td>
<td>2338</td>
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<tr>
<td>Population</td>
<td>1,911,000*</td>
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*1967 “Survey of Buying Power”

**Sept.-Oct., 1966, 93-County Area Pulse

DES MOINES, IOWA

1-A CLEAR CHANNEL  •  50,000 WATTS
On the Go!
KTRK·TV
HOUSTON
WTEV greater coverage assures far greater sales power

The NEW WTEV antenna reaching 1049 feet above sea level which achieves 100 Kw ERP has greatly increased the WTEV coverage area and audience reach. The entirely new antenna system plus transmitter, as well as aggressive, skillful programming and a never-ending desire to serve viewers in the Greater Providence Area, assures advertisers a much larger, sales-responsive audience.

Represented by

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres. • WTEV Providence, R.I./New Bedford—Fall River, Mass.
WGAL-TV Lancaster—Harrisburg—York—Lebanon, Pa. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

BROADCASTING, September 4, 1967
Saturation

Add 1.1 million to U. S. TV-homes figures, now that September's here, A. C. Nielsen Co.'s new estimates, based on updated U. S. Census Bureau information, put television penetration at 56 million households in continental U. S. as of Sept. 1. That's 95% of all households and compares with 54.9 million or 94% as of same date last year. New estimates will be announced shortly, probably this week.

Home theater

That CBS-invented film-cartridge playback machine for home television receivers may not enter market without competition. It's learned that for some time Eastman Kodak Co. has been working on system to use home video receivers for homemade movie display—presumably with collateral capacity to play professional films. Eastman sources say they're far from perfection of marketable device. But then CBS says it won't start selling its system until 1969 (Broadcasting, Aug. 28).

Claims on channels

Report of FCC-created Land Mobile Advisory Committee, due this fall, will contain additional, though not explicit, argument in favor of transferring space from television to land-mobile service. Committee, which for two-and-a-half years has studied problem of how to squeeze additional use of spectrum space assigned to land-mobile, has concluded that changes in policy and technology can to some extent relieve spectrum-shortage problem that has long plagued land-mobile users. But, as many observers who long predicted, committee will also conclude that additional spectrum space is needed. It won't say from where; that would be beyond scope of its mission. But clear implication will be that TV broadcasting is most likely source.

WAVY deal

Only hitch holding up LIN Broadcasting's $8-million purchase of WAVY-AM-TV Norfolk-Newport News-Portsmouth, Va.—spin-off of wavvy because LIN already holds maximum of AM stations—is on point of being resolved. Negotiations are close to fruition to sell WAVY to Daniel P. Weinig, former general manager of WPAT-AM-FM Paterson, N. J., owned by Capital Cities Broadcasting. Price under consideration is between $500,000 and $750,000.

Mr. Weinig has been in broadcasting since 1943, with Katz Agency, Stoer Broadcasting, wins New York. He joined Capital Cities in 1959 as general manager of WPFO Providence, moved to WPAT in 1961.

Rejection slip

Question of not what to say but how to say it is holding up FCC order rejecting petitions for reconsideration of controversial ruling that fairness doctrine applies to cigarette advertising. Commission's general counsel's office has submitted 40-odd page document for commission consideration. But Commissioner Lee Loewingter, at meeting last week, was sharply critical of legal arguments it contained to bolster commission's position. As result, order is being rewritten; likelihood is that it will be in shape for release this week.

All the eggs

Hottest national TV advertisers in 1966, based on proportion of ad budget allocated to television, were S. C. Johnson & Son, $22.95 million (97.6%); Stanley-Warner, $16.1 million (96.7%); Mars Inc., $11.5 million (96.2%); Sunbeam Corp., $12.05 million (95.5%), and Alberto-Culver, $21.07 million (95.3%). These figures will be highlighted of 10th issue of "TV Basics," scheduled to be issued this week by Television Bureau of Advertising.

The seers

Look for David H. Morris, KNX, Houston, to be named chairman of National Association of Broadcasters' new Future of Radio Committee. Appointment of John F. Dille Jr., Communicana Group, Elkhart, Ind., to head Future of Television Committee, has already been announced (Broadcasting, Aug. 21). Two committees, as names imply, are charged with doing long-range thinking for radio and TV.

Rest period

Tightness of advertisers dollars, overall loss of revenues and disappointment in station clearances have forced Madison Square Garden-RKO General sports presentations to temporary suspension of sports TV syndication. Hathaway Watson, president, RKO General Broadcasting (which now controls MSG-RKO operation), says although negotiations are underway for future events, likelihood of presentation this fall is uncertain. This he blames especially on advertisers' tight-dollar commitments in major network TV sports. He says company has appraised situation and become "more selective" in choosing sports events.

Recent Carlos Ortiz-Ismael Laguna lightweight fight (Aug. 16) was turned down as "red figure" event, according to Mr. Watson. MSG ran TV syndication of that bout through Sports Network Inc. and has now sold its next fight—middleweight championship of Nino Benvenuti versus challenger Emile Griffith—exclusively to ABC-TV (see story, page 9). MSG-RKO, won first Benvenuti-Griffith clash last April, carried its last sports event July 19: heavyweight fight between Joe Frazier and George Chiuvalo.

Dusted off

MCA TV is formulating plans to re-issue to television reduced library of its pre-1948 Paramount features, which rolled up huge grosses five and six years ago. Strategy is to place into syndication about 150 of top titles with outstanding name value, including 40 films in color. Company is spurred by ratings achieved by stations which are still running pre-1948 Paramount features. MCA TV would mount extensive promotion-advertising campaign for package.

Early warning

Meeting of "national conference for new politics" in Chicago over Labor Day weekend served to warn broadcasters that election year 1968 may well be biggest equal-time headache to date. Potential splinter parties like all-Negro "Black Caucus" group at Chicago convention could eventually claim candidate status for their leaders and demand exposure.
Cupid uses a computer.
And the result is a sparkling half-hour of television entertainment every weekday.
The participants are three young ladies and three young men, previously matched by a computer, and brought together for the first time on the show.

Each one who correctly guesses whom the computer has chosen as his (or her) "perfect match" wins a host of prizes. And a chance for romance!

**Already sold in New York (WABC-TV) and Los Angeles (KTLA).**

When screened before a test audience of adult women, they indicated a strong preference for THE PERFECT MATCH over many current popular network daytime programs.

Your Screen Gems representative has the full story on THE PERFECT MATCH.

Available in color videotape exclusively from SCREEN GEMS.
DAYTIME BOOM SLOWS ... 33

Katz Radio expands its spot auto promotions to include more than 100 outlets, many non-Katz-represented stations. 'MotoRally '68' promotional support should top $1 million mark, build showroom traffic. See ...

SET FOR MOTORALLY ... 36

Herbert Bowden, Britain's commonwealth affairs secretary, resigns to accept Independent Television Authority chairman post. London papers deplore politicians heading Britain's broadcast entities. See ...

BOWDEN NAMED ... 46

ABC's multinetowrk radio service brings less than enthusiastic response from some affiliates who balk at 'accept it or get out' attitude, see service as benefiting competition. Most reps think it will hurt spot. See ...

MIXED RECEPTION ... 50

Two TV stations go on block for $20 million. Investment bankers Harrison-Fox, Wells and Rogers merge, buy WAll-TV Atlanta for $13 million. Sonderling group buys WLKY-TV Louisville for $6.8 million. See ...

$20 MILLION SALES ... 54

Michigan theater owners charge 12 radio-tv stations in Detroit, Grand Rapids waged unfair campaign in support of controversal daylight savings time issue, call for denial of their upcoming license renewals. See ...

DAYLIGHT ERUPTS ... 61

Color TV X-ray scare subsides as Senate Commerce Committee ends hearings with little comment on GE's problems with TV tubes. Witnesses agree HEW Secretary should set radiation standards for such products. See ...

X-RAY PANIC DIES ... 62

Fragile fourth TV network, United, plans revival this year with news-oriented base, 40 to 50 affiliate lineup. ABC Radio alumnus Pauley will hold UN presidency. Major investor pull-out may threaten project. See ...

UNITED COMEBACK ... 64

NAB, AMST hold firm line on CATV copyright liability in letter to register Kaminstein. Broadcasters oppose moratorium on infringement suits against CATV's compulsory licensee fee for blanket clearances. See ...

COPYRIGHT STAND ... 68

Jerrod Corp., CATV manufacturer/multiple-CATV owner, set to merge into General Instrument Corp. Transaction involves $125 to $130 million. Jerrod's Beisswenger and Garrison will become GI directors. See ...

JERROLD TO MERGE ... 74

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BROADCASTING, September 4, 1967
WEEI is No. 1 in Boston

No. 1 in Pulse
Average Share, M-F, 6AM-12M *

No. 1 in Hooper
Average Share, M-F, 7AM-6PM **

No. 1 in Mediastat
Metro Share, Sun.-Sat., 6AM-12M ***

represented by

* Source: Based on Pulse estimates (Metro Area, April/June, 1967) subject to qualifications which WEEI will supply on request.

** Source: Based on Hooper estimates (July/August, 1967) subject to qualifications which WEEI will supply on request.

*** Source: Based on Mediastat estimates (Metro Area, April/May, 1967) subject to qualifications which WEEI will supply on request.

A CBS OWNED STATION

WEEI RADIO 590

THE TALK OF BOSTON

BROADCASTING, September 4, 1967
New radio rep firm is formed by John Butler

John C. Butler, former VP for radio sales at Peters, Griffin, Woodward Inc., has formed own radio station rep firm—John C. Butler Inc. New company will have offices in five cities, Mr. Butler said. He did not identify them.

Mr. Butler was to have assumed managerial position at McGavren-Guild-PGW Radio Inc. on Sept. 1. McGavren-Guild-PGW was formed when PGW transferred its radio station list to McGavren-Guild in exchange for financial interest in Atlantic States Industries Inc., parent of McGavren-Guild and three broadcast properties (BROADCASTING, Aug. 21).

KAAR(TV) sale approved for $1.1 million to Bass

Approval of sale of KAAR(TV) (ch. 39) San Diego to Bass Brothers Enterprises Inc. for $1.1 million was announced by FCC Friday (Sept. 1). Independent UHF went on air Nov. 14, 1965. It has 11.7 kw visual power with tower 1,900 feet above average terrain, 156 feet above ground. Sellers are Lawrence Shushan, Paul Corriere, Town & Country Development Inc.

Bass Brothers is owned by Sid and Edward Bass, each 25%; Robert and Lee Bass trusts, each 25%; Perry R. Bass, father of Robert and Lee, who holds their trusts, is president of Bass Brothers. He is also 51.58% owner of Bass Broadcasting, licensee of KFDA-TV Amarillo, Tex.; KFOW-TV Clovis, N. M., and KFDO-TV Sayre, Okla. Bass Brothers owers owns 25% of Bass Broadcasting.

Benvenuti-Griffith fight goes to ABC-TV for taping

Madison Square Garden has sold exclusive TV rights of world middleweight championship fight between champion Nino Benvenuti and challenger Emil Griffith to ABC-TV, which plans to tape Sept. 28 event for ABC's Wide World of Sports series (Sept. 30, 5-6:30 p.m., EDT). ABC's Howard Cosell will handle commentary from New York's Shea Stadium site now under lease by MSG from city.

In other deals, MSG has completed negotiations on three-year contract with WOR-TV New York for total of 45 regular-season games played by New York Rangers of National Hockey League and New York Knickerbockers of National Basketball Association. In radio, MSG earlier this month closed similar three-year deal with WHN New York.

Fair city

Milwaukee Mayor Henry W. Maier says he's investigating network TV coverage of his city's racial strife. He promises to complain to FCC if he finds country gained "negative image" of Milwaukee through unbalanced coverage.

Mayor cited preliminary report of Milwaukee Community Relations Commission that national TV ignored city's positive efforts on race relations. He said local television and radio, and wire services had been "fairly depicting situation."

Waiting for NABET strike call is real cliff hanger

Negotiating team for National Association of Broadcast Employees and Technicians was still studying Friday afternoon (Sept. 1) 140-page proposal for new contract submitted to them late Thursday by ABC and NBC (see page 56).

Network offer was given to union in Miami Beach, where negotiations were being held, several hours before extended contract expired Thursday midnight. It was believed negotiations would be resumed over weekend but union leaders warned they were armed with strike authorization and could call walkout at any time.

Union is seeking substantial increases in wages; 40-hour work week with paid lunch hour within that time period; improved working conditions and overhaul of grievance machinery.

Shirley Temple movies raise spectre of 315

Television stations serving 11th congressional district in California have been put on notice that they will get demand for equal time if they show old Shirley Temple movies.

Warning was issued by Robert H. Barry, one of Shirley Temple Black's nine opponents in special election to fill House of Representatives seat left vacant by death of J. Arthur Younger.

Mr. Barry, who like 39-year-old former child star is Republican, is former House member from New York. He now lives in Woodside, in central California.

Mr. Barry's warning to area stations recalled fact that California stations faced similar danger of equal-time demands during campaigns of actors George Murphy, for senate in 1964, and Ronald Reagan, for governor last year.

Commission has never ruled on Hawai'i allotted 18 UHF's

FCC has assigned for first time UHF channels to Hawai'i—total of 18, eight of which will be reserved for educational use. Channel assignments were made to four largest cities on four islands and will provide state-wide UHF coverage. Though number of assignments exceeds minimum UHF goals for continental U. S., commission justified its action because of unique ethnic composition of Hawaii and because use does not deprive other places of needed facilities.

Assignments, with asterisks indicating ETV assignments, are as follows: Hilo, Hawaii—ch. 14, 20, 26, *32 and *38; Honolulu—ch. 14, 20, 26, 32, *38 and *44; Lihue, Kauai—ch. 15, *21, and *27, and Wailuku, Maui—ch. 15, 21, *27 and *33.
WEEK'S HEADLINERS

Barton Kreuzer, division VP and general manager, RCA Astro-Electronics division, Princeton, N. J., named division VP and general manager, RCA broadcast and communications products division, Camden, N. J., succeeding Charles H. Collinge, who retires after 34 years with RCA. Since 1958 Mr. Collinge had headed division in Camden. Mr. Kreuzer joined RCA as engineer in 1928. He was appointed manager of RCA theater equipment in 1943 and became manager of RCA industrial products division in 1946. Later he was general product manager of former engineering products division. In 1954 he was named to post of director of product planning on RCA corporate staff. Mr. Kreuzer joined Astro-Electronics division in 1958 as manager of marketing. Mr. Collinge joined RCA as NBC engineer in 1933. Following World War II he served at NBC's WRC and WRC-TV Washington. In 1952 he joined NBC in New York and later rose to director of operations and engineering for network's owned and operated television and radio stations. He became VP, facilities operations, in 1956 and two years later became chief executive of RCA broadcast and communications products division.

Felix A. Kalinski, CBS Inc. VP, planning, named VP and general executive in charge of planning for production and worldwide (including U. S.) distribution of players and cartridges in revolutionary new EVR television recording and playback system developed by CBS Labs (Broadcasting, Aug. 28). Mr. Kalinski also represents CBS in CBS-ICI-CIBA partnership organized to develop and market EVR. Taking over Mr. Kalinski's responsibilities and title as VP, planning, is Raymond J. Klemmer, who joined CBS earlier this year as director of planning after service with McKinsey & Co., management consultants, and as director of planning for General Precision Laboratories.

Alfred H. Kirchhofer, president of WVEN Inc. (WVEN-AM-FM-TV) Buffalo, N. Y., since 1956, retires and is being replaced by Mrs. Edward H. Bartlett, president of parent Buffalo Evening News and VP of WVEN Inc. since 1957. Mr. Kirchhofer, who was named president following death of Mr. Bartlett, remains on board of parent corporation. Leslie G. Arries Jr., who was named VP and general manager of WVEN-AM-FM-TV (Broadcasting, June 19), named to WVEN Inc. board. C. Robert Thomson, formerly general manager of stations, named VP of WVEN Inc. Mr. Kirchhofer joined Evening News in 1915 as reporter and was made managing editor in 1927. When WVEN went on air in 1930, he was made VP in charge of broadcast operation. In 1936, he was publicity director for Alf Landon, Republican presidential candidate.

George J. Abrams, recently resigned senior VP, William Esty Co., New York. (Broadcasting, Aug. 14) joins Reach, McClin & Co., that city, as executive VP. Mr. Abrams has won awards for his work at Block Drug Co., Revlon Inc., Warner-Lambert and Del Laboratories. And is VP, board of directors, New York University's graduate school of business administration.

Sheldon Cooper elected VP of WGN Continental Broadcasting Co. and manager of programming for TV group stations. He also continues as program manager, WGN-TV Chicago.

For other personnel changes of the week see FATES & FORTUNES

whether candidate's appearance as actor in televised movie, new or old, constitutes "use" of station's facilities under terms of equal-time law. Some communications attorneys believe it does.

But observers are waiting to see commission apply that ruling to film in which Miss Temple appears as golden-curtled 6-8-year-old.

Fitzmaurice dies

Services for Michael Fitzmaurice, 39, radio and television announcer, who died at Memorial hospital in New York Aug. 30 of lymphoma, form of cancer, are planned for this week. He is survived by his wife, Lucille, and two children.

Mr. Fitzmaurice's voice was heard in many well-known shows, including March of Time, Kate Smith, Gang Busters; he was voice of MGM newsreels for some years and also appeared on Broadway.

FCC tells FM'ers how to beat interference to TV

FCC, concerned about increasing number of reports about FM-caused interference to television reception, has advised FM permittees and prospective permittees on steps to take to eliminate that interference.

Commission, in public notice Friday (Sept. 1), said would-be FM licensees should study viewing habits within area of their proposed FM service and location of other FM and TV transmitters in vicinity, then:
1. Test equipment when other stations that may be involved in interference are in operation.
2. Make interference tests with two or more different types of receivers (including color), with receivers located both in transmitter building and at selected outside sites.
3. If interference is indicated, determine types of FM traps and filters which can solve problem.
4. Communicate with as many TV retailers, wholesalers and servicemen as possible and demonstrate steps necessary to alleviate interference.
5. When filing license application and request for program-test authority, inform commission of kind of interference which may result and steps taken to anticipate complaints.

Gannett recapitalization

Stockholders of Gannett Co., Rochester, N. Y., newspaper and broadcast group, approved recapitalization of company Friday (Sept. 1). Move is preliminary to registering with Securities and Exchange Commission in Washington for public offering sometime before end of year (Broadcasting, Aug. 7). Recapitalization calls for issuance of 10 million shares of common stock in exchange for present holdings.

BROADCASTING, September 4, 1957
WAYS reaches as many people each quarter-hour as all other Charlotte AM and FM stations combined!

(And has an unduplicated weekly cume of 470,000.)

WAYS reaches as many adult men as the next four stations combined, and as many adult women as the next two stations combined. In drive-time, WAYS reaches more out-of-home audience than all other stations combined!* For coverage in the Carolinas, WAYS is the only way to go!

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

*Audience data based on ARB estimates, April-May 1967, subject to qualifications which WAYS Radio will supply on request.
TV Stations Are Getting Great Color On Outdoor Remotes With RCA TK-42 Cameras

KHQ-TV Tapes Spokane Fair With Single Camera and Mobile Recorder

Scene at KHQ-TV loading dock as TK-42 and TR-5 are loaded into panel truck that serves as mobile unit.

At the Fair Grounds power requirements were so small that KHQ could move about at will to cover the various attractions.

KTAR-TV Acid-Tests Color on Rodeo Parade in Phoenix

Although the day was overcast and color ranged from one end of the spectrum to the other, it was a beautiful show on viewers screens.
Because the parade passed close by KTAR-TV studios, it was only necessary to use some 300 feet of cable, a raised 18-ft. platform, and a forklift to capture the entire rodeo.

KHVH-TV Brings Colorful Hawaii to Mainland, U.S.A.

It was the biggest day in Hawaii's TV history when KHVH-TV, with TK-42 cameras, gave the mainland its first look at Hawaii in live color TV.

A KHVH-TV production crew on Waikiki beach presented a 90-second color remote via satellite during half-time of Michigan State-Notre Dame football game.

This is the kind of color versatility you get with RCA TK-42 live color cameras. They're just as great outdoors as they are in the studio. The big tube performance shines through wherever the requirements are exacting . . . For more information and latest brochure see your RCA representative or write: RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J. 08102.
In Jacksonville's station market, WJXT held a 54% metro share of viewing homes, 9 a.m. to midnight, Monday thru Friday. IT ALL ADDS UP to more people watch WJXT

Jacksonville, Florida Represented by TVAR CBS-TV 4 A POST-NEWSWEEK STATION

Source: ARB, Feb.-March 1967. Data derived from audience surveys are estimates subject to sampling and other errors. Refer to complete survey reports for details.

DATEBOOK

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

SEPTEMBER

Sept. 6-9—Color television seminar for TV broadcast engineers from the Scandinavian countries, sponsored by the Finnish Broadcasting Co. Helsinki, Finland.

Sept. 8—Deadline for response to petitions for reconsideration of FCC's presunrise rulemaking.

Sept. 8-9—Board of trustees meeting of the Educational Foundation of the American Women in Radio and Television, Minneapolis.

Sept. 8-9—National awards committee, National Academy of Television Arts and Sciences, meets to review structure and voting procedures, New York.

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. 11-13—Fall meeting, Pacific Northwest Community TV Association, Portland Hilton hotel, Portland, Ore.


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


Sept. 15—Deadline for reply comments on response to petition for reconsideration of FCC's presunrise rulemaking.

Sept. 15—Deadline for entries for the 1968 Ohio State Awards sponsored by the Institute for Education by Radio and Television of the Telecommunications Center, Ohio State University. Entries must have been broadcast during the period Jan. 1-Aug. 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...
Providence
the Big Sound of Rhode Island
50,000 watts, 990 on the dial
is now represented nationally by

EDWARD PETRY & CO., INC.
**FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU**

**OCTOBER**

- **Oct. 2-3**: Annual fall meeting of New Jersey Advertisers Association. Cherry Hill Inn, Camden.
- **Oct. 2-6**: A short course in management for engineers sponsored by the Georgia Institute of Technology. For more information write or call: Director, Department of Continuing Education, Georgia Institute of Technology.

**KVOO TV**

Live color, network color, color film, color slides and color VTR...with still more to come. Keeps KVOO TV in Tulsa. Call your Petry man.

**WE POUR ON THE COLOR IN TULSA!**

**NAB FALL CONFERENCES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Details</th>
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<tbody>
<tr>
<td>Oct. 16-17</td>
<td>Marriott motor hotel, Atlanta</td>
<td>Marriott motor hotel, Dallas</td>
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<td>Oct. 20-21</td>
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<td>Oct. 30-31</td>
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Write: Institute for Education by Radio and Television, 2475 North Broadway, Columbus, Ohio 43221, (614) 293-6641.

- **Sept. 15**: Opening luncheon of Pacific Pioneer Broadcasters with program headlined by Don Quinn and Pat Buttram. Sportmen's Lodge, North Hollywood, Calif.
- **Sept. 15-16**: Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wasielowski, NAB president, and Howard Bell, director, NAB Code Authority. Downtown hotel, New Orleans.
- **Sept. 15-16**: Meeting of the Maine Association of Broadcasters. Speakers include William Carlson, NAB vice president-TV, Sebasco Estates.
- **Sept. 15-17**: Northeast area conference of American Women in Radio and Television. Hotel Otesaga, Cooperstown, N.Y.
- **Sept. 17-20**: Fall meeting, West Virginia/Mid-Atlantic CATV Association, Greenbrier hotel, White Sulphur Springs, W. Va.
- **Sept. 18-19**: Administrative radio conference of the International Telecommunication Union, Geneva.
- **Sept. 15-20**: Extended deadline for filing further comments on Communications Satellite Corp. proposal with FCC for a pilot demonstration program for domestic communication satellite system.
- **Sept. 15-20**: Deadline for comments on FCC proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.
- **Sept. 18**: Fall meeting, New York State Community Television Association, Otesaga hotel, Cooperstown.
- **Sept. 18-23**: 10th annual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.
- **Sept. 20**: Southern California council, American Association of Advertising Agencies dinner meeting. Presentation of in-depth study of Southern California market. Beverly Wilshire hotel, Beverly Hills, Calif.
- **Sept. 21-22**: Fall symposium, Group on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington, D.C.
- **Sept. 22-23**: Meeting of the American Association of Broadcasters. Speakers include Vincent Wasielowski, NAB president, Sherman Mall hotel, Kansas City.
- **Sept. 22-23**: Southwest area conference of the American Women in Radio and Television. Tulsa, Okla.
- **Sept. 24-25**: Meeting of the Texas Association of Broadcasters. Commodore Perry hotel, Austin.

**FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU**

- **Sept. 18-19**: Hilton Inn, Dallas
- **Sept. 21-22**: Hilton Inn, Atlanta
- **Sept. 27-28**: White Plains hotel, White Plains, N.Y.
- **Oct. 15-17**: The Dearborn Inn, Detroit
- **Oct. 19-20**: O'Hare Inn, Chicago
- **Oct. 25-26**: Hyatt House, San Francisco
Look what your cameras can do with display units like this

CBS Laboratories' Digital Display Units are part of a low cost, compact system that works daily wonders in any size TV studio!

ELECTIONS—No contest. These modular units were designed specifically for TV use to give optimum clarity up to 70 feet—from any camera angle up to 145 degrees.

STOCK REPORTS—Excellent for the long pull. Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.

WEATHER—Cool operation. Only 2.7 watts required per unit, with no power between postings. glare-free even under the strongest lighting conditions.

SPORTS—An easy set-up. Just stack these units in a flat to suit any requirement. Custom designed matrix wiring also available for complete flexibility.

And all operated by one Controller that can handle 192 units—as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design your system for you. Don't take our word for it. Write or call us collect (203) 327-2000, and let us show you.

PROFESSIONAL PRODUCTS
CBS LABORATORIES
Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.
WITH ALL AMERICA WATCHING ON THE NBC TELEVISION NETWORK! "THE MISS
Here she comes...
Miss America

AMERICA PAGEANT'/SATURDAY SEPT. 9 AT 10:00 PM EDT/LIVE AND IN COLOR
IS RECRUITING YOUR PROBLEM?

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- 1 year $10
- 2 years $17
- 3 years $25
- Canada Add $2 Per Year
- Foreign Add $4 Per Year
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YEARBOOK $10

1968 Yearbook $10

BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

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

NCTA Regional Meetings
Oct. 9-10—Warwick hotel, Philadelphia
Oct. 23-24—Raddison hotel, Minneapolis.
Nov. 9-10—Marriott hotel, Dallas.
Nov. 13-14—Vacation Village, San Diego.
Nov. 16-17—Portland Hilton hotel, Portland, Ore.

Technology, Atlanta 30332. (404) 873-4311, Ext. 343.
- Oct. 3—Deadline for reply comments on FCC’s proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station’s technical facilities.
- Oct. 6—Deadline for comments on FCC’s proposed rulemaking concerning the power to be permitted for presurrease operation by class II stations on U.S.-L-A clear channels.
- Oct. 10—Salute to communications industry sponsored by Los Angeles Chamber of Commerce. Keynote speech by Robert Sarnoff, president of RCA. Ambassador hotel, Los Angeles.
- Oct. 16-17—Organizational convention of the National Religious Broadcasters to create a new Midwest chapter. Moody Bible Institute, Chicago.
- Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4311, Ext. 342.
- Oct. 17-18—Conference on news coverage of race relations, being sponsored by Community Relations Services, Department of Justice, American Civil Liberties Union, and American Jewish Committee. Columbia University school of Journalism, New York.

Indicates first or revised listing.

BROADCASTING, September 4, 1967
Like To Check

MEASUREMENTS?

The WHEELING-STEUBENVILLE WTRF-TV Market 'measures up' colorful, powerful and resultful for your spot schedules. The Nielsen Color TV Ownership estimate for Feb-Mar '67 credits WTRF-TV with 179,212 Color TV Homes. Check all of our market figures, they shape up and add up lucratively for alert advertisers. See your Blair Television man or contact Colorful Channel 7.

WTRF-TV (NBC) Wheeling, West Virginia
OPEN MIKE 3

Copyright and CATV regulation

Editor: Milton J. Shapp knows better than what he writes in the Aug. 14 issue...

1. Commissioner Kenneth Cox is too erudite, too informed and too penetrating in the pursuit of facts to be influenced rightly or wrongly by the observations of anyone, especially myself.

2. My ancient testimony did not then contend that UHF problems in Atlantic City in the 1950's were isolated and attributable primarily to cable systems that were then furnishing three to five channel capacity of "master antenna" reception.

3. Freedom from any standard, supervision and direction can well be an understandable, if not equitable, goal of cable in its accelerated expansion of unlimited importation, station duplication and program origination. Nationwide systems by wire of 20 channels, as predicted without reservation by Mr. Shapp will come more naturally, easily and rapidly, of course, if no rules of any kind exist.

My July 24 communication was in response to Broadcasting's belief that copyright resolution would solve all issues between cable and broadcasting. My letter did not advocate regulation upon cable or any industry beyond that to which all communication services of public character have been accustomed and to which they adjust by experience, custom and practice in the public interest.—Fred Weber, Rust Craft Broadcasting Co., New York.

Shortwave for western areas

Editor: The proponents of higher power for clear-channel AM stations seem to have overlooked a much simpler and more effective means for reaching isolated western areas—shortwave. Contrary to common belief, there is one portion of the shortwave spectrum that is not overflowing with closely spaced signals: the 4 mhz to 7 mhz range in the daytime. Except for time signals, this space is virtually vacant.

The bands of 4750-5060 khz and 5950-6200 khz, already used for broadcasting elsewhere in the world, should be opened to domestic shortwave broadcasting, but in the daytime only, when there would be no interference problem. At night the present AM clear channels would take over, and foreign long-range transmitters now using shortwave would have the bands to themselves.

This would be a tremendous boon to listeners in the western part of the country, much of which now receives
There’s nothing more powerful than a local motive.

In Baltimore better than 1 out of every 4 local radio dollars are invested on WBAL. You’re on the right track when you take the same route as local advertisers. It’s the quickest route to results.

Local advertisers know a good buy when they hear it. They know that WBAL Radio is the only 50,000 watt full-power station in Maryland. They know the only place Marylanders can hear Oriole Baseball, Navy Football, Baltimore Clipper Ice Hockey, the World Series, Emphasis, NBC news and Monitor is on WBAL Radio.

That’s why in a 12 station market better than 1 out of every 4 local radio dollars buy WBAL.* We repeat—better than twenty-five per cent of their local radio dollars go on WBAL Radio because they want to dominate a booming market; they want the prestige that only WBAL can lend to their product.

And if you really want to be impressed, drop us a line and we’ll send you a list of our local advertisers. Each name is a good reason you should be buying WBAL Radio.

So, now that you have your local motive, let WBAL start pulling for you. Call 301 467-3000 or contact your Daren F. McGavren representative for excellent availabilities.**

WBAL Radio... excitement in the air.

NBC Affiliate; Nationally represented by Daren F. McGavren Co., Inc.*Based on latest available FCC Reports **In Canada contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.
the wide world of Radio

Total Station Promo Package

Here is your pre-planned Complete
promotion campaign with FIVE SEPARATE SERVICES

station promotions

15 Provocative Station Promos customize-
ed with the exciting Wide World logo for memorable identification.

special material

6 Special Material productions for news, weather, sports, customized pro-
gramming ideas and sales promo ideas.

catchy instrumentals

14 versatile instrumentals from stabs to
commercial BG’s all incorporating the
Wide World logo in all music styles.

full color visuals

Logo ideas for taxi back, bus cards,
billboards, coordinated with current
station promotional material.

custom merchandise

Captiveizing customized merchandise:
balloons, pens, pencils, gifts, prizes,
etc. Much available on straightforward
basis.

Rocket to Market Dominance

Call for your audition material today.
All 35 cuts plus nine visual ideas in
initial package. Wide World is supple-
mented regularly. Smaller versions
available for smaller markets meaning
you can add productions later on.

Increase Audience; Increase Sales

If your format is Middle Road, Pop-
Standard looking for the appeal and
dignity sought by conscientious broad-
casters, Pepper’s Wide World is IT!

CALL COLLECT
901-274-6674
Ask for John Thayer

pepper

Box 4006 / Memphis, Tenn. 38104

little or no primary daytime radio
service. There is already a potential
market for this: A great many portable
radios, in addition to AM and FM,
have this low shortwave band. It is
now going to waste. ... —Glenn
Hauser, North American Shortwave
Association, Albuquerque, N. M.

Local news and clear channels

Editor: The facts are quite contrary
to those stated by Mr. Ward L. Quaal
in his letter [Open Mike, Aug. 14] in
support of the Clear Channel Broad-
casting Service wish to subject people hundreds of miles
away to these matters in which they
have little interest or concern. Wouldn’t
it be much better to give these people
their own local coverage and service? —
Charles Rutkin, attorney, Beverly Hills,
Calif.

Comments on FM report

Editor: Your special report on FM
was tremendous. One area overlooked
was the service of compatible stereo
and monophonic talk programs to stereo
FM [Broadcasting, July 31].

We are currently servicing 1,200
radio stations—331 are stereo FM—
with a weekly public-service news series
Med ’67 of the Bayer Co. We are also
involved in the production of View-
point, a weekly 25-minute Episcopial
news-interview program that is now
being carried by 48 stereo-FM stations.

—W. H. Berenbawm, producer,
Radio & TV Roundup Productions,
Maplewood, N. J.

Editor: Enclosed is our check to cover
the cost of 100 copies of the special
report on FM. ... —Lou M. Neale,
President, WKTZ-AM-FM Atlantic Beach,
Fla.

FM becoming conformist

Editor: ... I’m disappointed by the
direction FM programming appears to be
taking [Broadcasting, July 31]. It re-
calls the time, not too long ago, when
AM station managers were practically
all middle-of-the-road music or rock
’n’ roll formatted and diversification was

(Reprints of the Special Report: FM Broad-
casting are available at 30 cents each, 25
cents each in quantities of 100 to 500, and
20 cents each for over 500. Order from re-
print department, Broadcasting Publications
Inc., 1725 DeSales Street, N.W., Washing-
ton, D. C. 20006.)
Reeves Color Videofilm™ — this one can make you happy with color video tape-to-film transfers. It's the only transfer with all the quality you expect from having the Reeves name on the label.

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

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

It still does.

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

™Reeves Sound Studios, division of Reeves Broadcasting Corporation.
A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence—but in their field, too, a recognized authority has emerged as the standard source of information. Broadcasting YEARBOOK is read each year (and saved all year) by thousands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1968 Broadcasting YEARBOOK—out in December—will give some 18,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, Broadcasting YEARBOOK is the place to testify on your own behalf. Witness the deadlines: Oct. 1 for proofs; Oct. 15, final. Call or wire collect to reserve space!

served smaller markets

EDITOR: The continual trend in advertising agencies and station representatives demands this letter... Over 3,000 radio stations serve small markets, giving some credence to the FCC's "serving-the-public-interest" requirement. I noticed in your recent issue mention of a station representative that turned its accounts over to another for a business interest because "radio accounts do not produce enough profit. . . ."

If some radio reps would use some of their arm-chair creativity to sell radio instead of pandering to the mouth-watering mass media maybe radio would be profitable.

I have also found that since TV began radio has adjusted, but most ad agencies haven't. Maybe some of these Madison Avenue wonders should take a look at the vast majority of radio stations that build a far more loyal audience than the ping-pong for the brain, TV.

I realize this is dropping pebbles in the ocean, but I am sure some of the 3,000 radio broadcasters feel the same way. They do their job, sell their local product and write off national business since the agencies have turned on TV and turned off radio. The majority of the industry still sells broadcasting, not mass media. We are turned on every morning by people, not Madison Avenue...—John McAdam, owner-manager, KLBS-AM-FM Los Banos, Calif.
WSYR-TV is No. 1 in Homes Delivered in the Syracuse Market:

*24% More Than Station No. 2
*73% More Than Station No. 3

WSYR-TV

Channel 3 • NBC Affiliate • 100 KW
SYRACUSE, N.Y.

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS
To put a TV color camera chain on the air the day you get it is quite a feat, but KLFY, Lafayette, La., did it. Of course, it was a Norelco 3-Plumbicon* PC-70 Camera. That made the original setup and checkout easier because the Norelco is inherently simpler than any 4-tube camera.

KLFY has since discovered that everyday setup is likewise fast and simple. Maintenance is low, reliability is high. And why not? There’s one less of everything electronic in the Norelco, and what there is has been designed to give you the sharpest, and the most faithful color picture the state of the art permits.

Check into the PC-70, and very likely you’ll soon be checking one out in your studio. Write us or our sales representative, Visual Electronics.

*Registered trademark for television camera tubes.
Thomas G. Pears, Gen. Mgr., KLFY, Lafayette, La.: “Although we had done some prewiring, we were amazed at the speed with which we got our new PC-70 chain in operation. It was delivered right on schedule and a factory representative was on hand to help with the installation. The picture is great!”
Have you noticed what's been going on with TV commercials these days? How easy going, how soft spoken—how natural and intimate they've become?

Take the announcers, for example. Surely you’ve noticed how low key they are. They're not trying to intrude on your hair. And some of the more exciting ones may even nibble at your ears. And come? how on with a fresh bag of tricks. Like the hand 

They know the medium has come of age. They know how to crawl up in your lap, rub the back of your neck, run their hands through your hair. And some of the more exciting ones may even nibble at your ears.

Don't get me wrong. I'm not knocking it. I understand what's going on. I know the medium has come of age, that a whole new kind of animal is putting TV commercials together today. A TV animal. A pure-bred TV animal.

This cat probably doesn't remember the days when there was just radio. The announcers in those days were delivered by a TV set. At least burped by one. Television commercials today are not being written by retreads from radio departments. Not by print people who were sure TV commercials were easy to write—and were sure wrong. These are honest-to-goodness TV writers who grew up in television. They dig the medium. They know how to use graphics. They know how to tell stories with pictures. They know how to use words sparingly and explosively.

Not Strung Out • The same goes for the men producing commercials today. They've held over from the movie industry. They aren't men who just happened to have a camera and some film lying around and decided to make a quick buck filming TV commercials. These are guys who grew up in television. They're not hung up on the movie industry. They aren't men who grew up in television. They're not hung up on old Hollywood traditions. When they sit around and talk about the good old days, they go all the way back to 1957.

I know what these guys are up to. They're making this medium honest, natural, candid. They've got a whole fresh bag of tricks. Like the hand-held camera. It's great! It brings a candid quality to commercials that we never had before. It lets you get close to people. Get inside people. It allows you to express your work for you—a smile, a tear, a laugh, a frown.

And it's OK now if everything isn’t within the aperture. It's OK for faces and packages and scenes to bleed off the television screen. I'm hip to contemporary casting. Today we are using real, honest, homely people like you and me. Single-source lighting! Couldn't be happier about it. I'm glad it's permissible now to let a shadow fall across a face. Single-source lighting is a real boon to anybody who wants to breathe naturalness into his advertising. I appreciate what music is doing for commercials. The new rhythms, new changes, new sounds.

I understand what's happening. I am for it. I applaud it. It took some real nonconformists with vision, imagination and an overdose of courage to achieve this low-key breakthrough.

Yes Sayers • The only thing that bugs me is these nonconformists have picked up too many followers. Everywhere I turn now—any channel, any time: late-late show, early-early show—I find everybody's doing it. My cup runneth over with honesty. (It's enough to make a viewer suspicious.)

My lap is full of soft-spoken, whispering Willys. I am often tired of having my ears nibbled. Yes, the lights are low. The voices are soft. Shadows can be seen falling across faces and packages. The sound you hear is a natural sound. The stage is set for another breakthrough.

Some kid out there has this whole thing figured out. I can read his mind: Everybody's keeping their cool; I'll blow mine. Everybody's doing the shy bit; I'll come on strong. Everybody's playing games; I'm going to tell it like it is. This kid is going to turn his back on everybody and head thataway.

I can see the commercial now. It will open on a shot of the announcer—a flesh-and-blood announcer, on camera. And get this: He'll be holding the product in his right hand. This announcer will announce. This boy's no ear nibbler. Nothing self-conscious, coy or precious about him. He'll articulate loud and clear. He'll spit out every syllable and every word. He'll be out to sell you. He'll exploit every product advantage there is, and leave you with the impression that no other product comes close. He'll probably use a slogan. (A slogan is a collection of words that describe a product or product advantage in a catchy and memorable way.)

Hard Sell • Now, fasten your seat belt. He'll probably repeat his slogan three times in the same commercial. And the closing scene will be really far out. It will be a closeup of the product in its package so people will be able to recognize it when they see it in the store. The lighting will be revolutionary. Electricians who haven't worked since the Astaire-and-Rogers days will be back in business. Anybody seeing a shadow had better call his friendly television repairman. And the closing line will be a real gas: "Get some today!"

How will people react to this commercial? Very predictable. It will receive immediate acclaim. So different, so unique, it will be considered "in." Everyone will pounce on it. The technique will sweep the industry. Some smart aleck will tag the technique with a handle like "pitchman commercial" or "standup announcer."

Will this make me happy? No. I'm not making a pitch for or against standup announcers. I'm not putting down the modern, contemporary look of today's TV commercials. I'm not saying they're the end, either. All I'm trying to do is get the answer to one question: How come all the nonconformists keep nonconforming in the same way?
This Fall, Join the
BIG DETROIT BUY-IN

GYPSY ROSE LEE
Provocative star and stimulating guests glamorize this all-new color feature.
9:00 AM WEEKDAYS

PDQ WITH DENNIS JAMES
Fun game show with proven record now in Detroit for the first time. In color.
9:30 AM WEEKDAYS

WOODY WOODBURY SHOW
Target: the NOW people. Woody's impish charm is guided by Ralph Edwards' master hand. 90 minutes of fun, games, guest stars, music, stunts. Color.
4:00-5:30 PM WEEKDAYS

AND THERE’S MORE, much more on WWJ-TV’s attractive fall-winter schedule. George Pierrot, Juvenile Court, Traffic Court, Think Big, Beat the Champ plus NBC's spectacular “Event Television” line-up. Call your PGW Colonel and join the BIG DETROIT BUY-IN.

WWJ-TV
Owned and operated by The Detroit News • Affiliated with NBC
National Representatives: Peters, Griffin, Woodward, Inc.
Flying right.

Oliver Wendell Holmes said, "A goose flies by a chart which the Royal Geographical Society could not mend." There's no doubting the value of instinct, but we think it is greatly improved by EXPERIENCE. It's one of the reasons why our 35 years of station work are important to you.

The Felzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac
Daytime boom is slowing down

Although network sales are up nearly 10%, pace is about half that of a year ago; CBS is only big gainer with ABC up and NBC holding its own

It's a new game in daytime network television.

Sales are still going up, but it's a tougher sale. The gains thus far this year aren't keeping pace with last year's sweeping advances—but they're still on a par with 1966's rate of total TV timesales increases as reported by the FCC 10 days ago.

The slowdown appears to stem from larger advertisers' resistance to higher prices and their reluctance to commit themselves in the face of an uncertain general economy—a problem facing virtually all media.

Three-network total daytime sales for January through July 1967 are estimated by Leading National Advertisers at $263,607,200, about $22 million or 9.5% higher than for the same period of 1966. This gain is less than half the $47 million, 22% (on a lower base) increase scored during the first seven months last year over the same period of 1965. However, the rate of growth is a fraction better than the 9.1% gain in total TV time sales reported by the FCC for 1966.

Network estimates of “sell-out levels” for the third and fourth quarters of this year range between 80% and 92%, but all three networks report budget reductions and partial total holdouts among established advertisers.

Taken together, all these factors appear to promise 1967 total daytime sales in excess of $525 million, up more than $45 million from last year. But last year's increase was more than $80 million.

No network has been without difficulties this year. Projections have had to be adjusted, and 1967 is generally regarded as an “atypical year.”

It is CBS, undisputed leader in daytime ratings, sales and profits for the past 10 years—and again in the January-July period of 1967—that has had to adjust its expectations most sharply.

Expansion Slows — Bob Stolfi, CBS director of daytime sales, says: “We had very good first and second quarters. We had some of the most dramatic price increases in recent years this year—some shows as much as 40%, others not at all, or even reduced. Then in the third quarter we began to be suspicious, and fourth-quarter sales made it apparent we were coming on a period of slowed expansion.

“Advertisers will pay $1.60 per thousand homes, even $1.80, but they began to put up a lot of resistance at $2. We have availabilities we've never had before in the third quarter. “Nobody expected Password and To Tell the Truth to fall off so fast. We're replacing Password with Love is a Many Splendored Thing, and it's almost entirely sold out. The bulk of our availabilities are in To Tell the Truth. We're asking $11,150 a minute. I expect the show will be replaced in January."

CBS daytime sales in the January-July period are estimated by LNA at $123,025,000, up more than $19 million or 19% over the same period last year. Mr. Stolfi estimates sell-out levels at 75%—80% in the third quarter, at 80% in the fourth, which may make it difficult to hold an average-minute-price line “two to two-and-a-half times higher than the competition.”

Of the three networks, NBC is perhaps happiest with its over-all position. LNA estimates NBC's January-July daytime sales at $73,401,000, up only a million dollars or 1% from last year. But Bob McFadyen, manager of NBC daytime sales, is satisfied with a 92% sell-out level for the fourth quarter. He said: “Generally speaking, we've been able to stick to the rate card. The big guys have leverage, of course. They may get efficiencies of $1.25 per thousand homes, in comparison with $1.60 or $1.75 for the little guy.

“Our clearances are up 10 to 20

---

**Growth of daytime network sales**

Three-year daytime sales trends are outlined in this table of total daytime network sales, daytime as percentage of total sales (daytime plus nighttime) by network, and growth index of daytime sales in which daytime equals 100, for the years 1964 through 1966.

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<thead>
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<th>Year</th>
<th>Growth index</th>
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<td>Daytime sales (in millions)</td>
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(Sales estimates by Leading National Advertisers.)
DAYTIME BOOM IS SLOWING DOWN continued

stations over last year, giving us 90%-97% coverage."

Mr. McFadyen says NBC has been stressing color and audience-quality in its presentations, but that on the basis of dramatic gains in the July II and August I Nielsen Television Indexes, "the research department is working on a mass-audience presentation."

He is concerned, however, about "some large hold-outs and slow buyers — reflecting the economy, I suppose. But then part of it comes from the large companies' brand-managers systems. These guys are pretty independent, and they want to make their purchases when it's right for the individual brand rather than in a group as it used to be done."

ABC Now Big-Time • ABC is perhaps most pleased with its recent ability to charge and get "the big boys' prices."

Warren Boorom, ABC director of daytime sales, tells the story: "We used to be the biggest dealers in the street. If an advertiser was big, that was a reason for a discount. If he was small, that was a reason. It was rate card du jour. But since the fourth quarter last year, we've been holding the line pretty much, except of course, on time that was about to go down the drain. The only regular discount now is 5% for 52 weeks, 10% committed. And we're looking toward the day of a real three-network race."

ABC's January-July sales are estimated by LNA at $67,180,600, up $2,676,200 or 4.1% from the same period last year. Mr. Boorom anticipates 80% sell-out levels by the end of the third and fourth quarters.

ABC's main trouble this year, according to Mr. Boorom, occurred in the second quarter "when we had to give up that Dick Clark 4:30-5 slot [time period returned to affiliates]. It was completely sold out at $5,500 a minute. Instead, we became pioneers in the morning, which, of course is where our

Treasure in the afternoon

Treasure Island, an outdoor-location daytime game show will move into the Donna Reed 12:30 p.m. period on ABC-TV starting Dec. 18, fully sponsored by Colgate-Palmolive. The program was created by Colgate's agency, Norman, Craig & Kummel, and Ivan Tors Productions.

The Monday-Friday show will feature a boat race between contending couples through a tropical lagoon strewn with electronically controlled hazards. Along the way, the couples gather clues that lead them to a hunt for real treasure with Geiger counters on a "Treasure Island." The show will originate from the Colonnades Beach Hotel in Palm Beach Shores, Fla. Host is to be announced.

Daytime viewing is also regularly increasing. Average homes per minute viewing increased 6% from the average of the 1963-64 and 1964-65 seasons (11,170,000) to the average for last season (11,860,000), according to the NTI's for October-April of each year. And daytime reach in November 1966 was 63.2% of women watching an average of six-and-a-half hours a week. Even of working women, 38% are reached each week, and they average a half-hour of viewing per day, according to Nielsen's "people using television special report."

If in fact daytime has been priced too low and is only now coming into its own, as Mr. Boorom suggests, it has been brought a good part of the way by increasing network competition.

Where once CBS controlled the 10 top-rated daytime programs, it now has six to NBC's three. ABC's one. Where CBS ruled the 1:30-4 p.m. period Monday-Friday with a 39.4 share in the third quarter of 1966, it had slid 6.2 share points to 33.2 in August. NBC had climbed to 31.9, ABC to 26.2 (NTI). Where once CBS's absolute dominance in reach and frequency allowed what Bob Stolfi has called "a different business," with prices two and a half times the competition's, "advertisers put up a lot of resistance" to cost efficiencies of $2 per thousand homes in some of the higher-priced CBS shows.

Perhaps most basically, where simple reach and frequency consistently impressed buyers, today they are increasingly interested in the demographics of target audiences and cost efficiencies for prime prospects.

Bob McFadyen at NBC reports "difficulty with increasingly selective buying. This seems to be a business of extremes. Once demographics didn't mean

Daytime increase mostly from CBS-TV

Total network daytime sales were 9.5% higher in the first seven months of 1967 than in the same period last year. CBS-TV was the big winner with a 19% increase.

ABC-TV sales increased 4%; weekend sales were significantly higher, but weekday sales actually declined 5.8%.

NBC was nearly static (1% higher) due to a 16% fall in weekend sales. Estimates represent net time and talent charges as compiled by Leading National Advertisers.

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<th>Daytime increase mostly from CBS-TV</th>
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Daytime—January through July (in thousands)

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and he anticipates "a lot of last-minute buying at the end of both the third and fourth quarters that will change everybody's over-all picture."

Only a Steppchild • Mr. Boorom believes 1967 is an "atypical year" of transition for daytime television. "Certainly, anybody—I mean any advertiser who thinks the market is basically softening and tries to act on that idea—is going to be disappointed. It's just that daytime television is in the throes of becoming the two-dollar-CPM it really should be. The only reason it's been selling so low is that it's been the networks' stepchild."

Whatever the reason for daytime's long residence in the shadow of nighttime, clearly it has been moving out for some years. Its contribution to corporate revenue has been steadily increasing, absolutely and in comparison with that of nighttime sales. (See table of daytime sales as percentages of total sales).

Daytime viewing is also regularly increasing. Average homes per minute viewing increased 6% from the average of the 1963-64 and 1964-65 seasons (11,170,000) to the average for last season (11,860,000), according to the NTI's for October-April of each year. And daytime reach in November 1966 was 63.2% of women watching an average of six-and-a-half hours a week. Even of working women, 38% are reached each week, and they average a half-hour of viewing per day, according to Nielsen's "people using television special report."

If in fact daytime has been priced too low and is only now coming into its own, as Mr. Boorom suggests, it has been brought a good part of the way by increasing network competition.

Where once CBS controlled the 10 top-rated daytime programs, it now has six to NBC's three. ABC's one. Where CBS ruled the 1:30-4 p.m. period Monday-Friday with a 39.4 share in the third quarter of 1966, it had slid 6.2 share points to 33.2 in August. NBC had climbed to 31.9, ABC to 26.2 (NTI). Where once CBS's absolute dominance in reach and frequency allowed what Bob Stolfi has called "a different business," with prices two and a half times the competition's, "advertisers put up a lot of resistance" to cost efficiencies of $2 per thousand homes in some of the higher-priced CBS shows.

Perhaps most basically, where simple reach and frequency consistently impressed buyers, today they are increasingly interested in the demographics of target audiences and cost efficiencies for prime prospects.

Bob McFadyen at NBC reports "difficulty with increasingly selective buying. This seems to be a business of extremes. Once demographics didn't mean
WTVR Richmond
Has the Big Reach News

Smart money is on CBS as the new fall season breaks and the race for ratings is on. A great prime time line-up deserves a great audience lead-in—and that’s what WTVR TV-6, Richmond, proves year-after-year that it can provide (see box).
The average homes and total adults delivered by the Monday-Friday 7:00 PM local news on WTVR TV-6 topped all but a couple of individual prime time shows on one competitive station and all prime time shows on the other network outlet. (Mar. 1967 ARB, NSI)*
Combine lead-in strength like that with a winner’s circle of top CBS shows and have the most effective selling force in the rich Richmond market.

WJHL-TV JOHNSON CITY, TENN. King sized Kingsport, burgeoning Bristol and jumping Johnson City make this tri-cities CBS outlet a must-buy. Represented by Hollingbery.

WTJR-TV RICHMOND, VA. This rich market reaches new viewing peaks year-after-year and The South’s First Television Station is the consistent leader. Represented by Blair.

*ARB and Nielsen audience figures cited are estimates only based on data supplied by indicated sources and subject to the strength and limitations thereof.

Park Broadcasting Stations were pioneers in each of their markets and are all affiliated with television’s top network — CBS.

WNCT-TV GREENVILLE, N.C. Top news audiences—morning, noon, and night—keep this station “First from the Capital to the Coast” in North Carolina. Represented by Hollingbery.

WDEF-TV CHATTANOOGA, TENN. With its brand new tower and new picture power, this pioneer station now reaches more people with a better picture. Represented by Hollingbery.

Modern Skyline of Richmond, Va.
Selective, cost-conscious buying opens up whole areas of network competition beyond the round numbers of households and "total women." The trends in these areas of competition can be deduced from comparatively cost efficiencies and daytime sales over the last few years.

CBS's higher rates work out to an offer of women 18-49 at $4.08. ABC's programming concentration on women 18-34 and lower prices work out to $2.69 for women 18-49. NBC offers these prospects at $2.90. (Cost efficiency averages were supplied by the respective networks.)

Over the three years 1964-66, ABC expanded its daytime sales 90% (on an expanded daytime program schedule). CBS growth was 38.5%. The NBC increase was 33%.

The disparity between these rates of growth has certainly not completely altered the basis of network competition. But it has brought ABC closer to NBC. Warren Boorom reminisced about ABC's good first quarter: "We were pretty close to beating them on total daytime sales a couple of months there."

And there's a lot of talk at NBC these days about "our surge in daytime" and "our challenge of CBS."

ABC's anticipation of a straight three-network daytime race may have to wait a few years. But the shift in the old "one" pause, "two," pause, "three" order has a lot to do with current daytime prices, revenues and ambitions.

The story on daytime exposures

Cost efficiencies in daytime television are more than the radical index of exposures a show or network can deliver for a given price. In another light, they represent a kind of stock-market quotation on a network's minutes. Here are estimated daytime cost efficiencies in persons-homes average for 1964-66 and in homes, total women, and women 18-49 for 1967. The estimates were supplied by the respective networks.

<table>
<thead>
<tr>
<th>Year</th>
<th>ABC 1964 CPM homes</th>
<th>ABC 1965 CPM homes</th>
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<td>1965</td>
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* Estimates for CBS and NBC are projections for fourth quarter 1967; ABC's are for third quarter.

BROADCAST ADVERTISING

100 outlets set for MotoRally

Non-Katz stations included in expanded Katz Radio spot auto promotions

The merchandising and on-air promotion format devised last year by Katz Radio to help stimulate new spot business in the automotive field will be three times bigger this year and include many non-Katz-represented stations as well, it was announced last week by James L. Greenwald, Katz Radio vice president.

More than 100 radio stations will participate this month in "MotoRally '68," he said, and the free promotional support for the new-car-debut advertising business should easily top the $1 million mark. The format is particularly designed to help local auto dealers build showroom traffic, he explained.

Should the auto firms be hit by a labor strike Sept. 6, he added, the MotoRally promotion will be delayed until the strike is settled.

Katz created the MotoRally concept last year for 32 of its represented stations to demonstrate for Detroit auto makers the power of spot radio and the effectiveness of the market-by-market approach, Mr. Greenwald said. "The new program," he said, "has been expanded with the complete endorsement and cooperation of the four major auto companies and includes more than 50 non-Katz-represented stations."

Katz Radio has distributed a 27-page promotion kit to the participating stations this year. It offers ideas for announcements, programs, contests, special events and other promotions. Katz also has worked with the manufacturers to prepare special tapes by industry leaders for local use. Local flexibility in implementation is a key feature of the format.

E. A. W. (Ted) Smith, director of special sales projects for Katz Radio, has headed a special company team in Detroit during the past several months. The team has discussed MotoRally with auto marketing and advertising executives and their advertising agency representatives and has made formal presentations to each auto firm.

H. C. Botsford, assistant advertising manager, General Motors Corp., said MotoRally '68 "will give extra thrust to the introduction of our 1968 models. We always appreciate extra effort which helps supplement our own programs to get the new models off to a flying start."

Richard E. Forbes, vice president and marketing director, Chrysler Corp., said "we believe that your promotion scheduled in behalf of the 1968 models will make the entire industry cognizant of radio and its leading stations."

Gould B. Flagg, vice president and...
marketing director, Ford Motor Corp., felt “MotoRally is most appropriate because Americans are deeply involved with their automobiles and the new models are big news.”

Fred W. Adams, director of automotive marketing, American Motors Corp., thought the plan “offers an excellent opportunity for the automotive industry to get its story to the local-dealer level where it is most effective.”

Markets and stations participating this year include:

- WATF, WTNN, New York; KABC, KPOL, KABC, KFRC, KFOG, XTRA Los Angeles; WNUS, WLS Chicago; WIPX, WBNG Philadelphia; WJR, WINS, WQMC, WCHB, WKNE, WJIB, CKLW, WCAR, WXYZ, Detroit; KBL, KALL, KGO San Francisco; WMEX Boston; WTAE, KQV Pittsburgh; WWDJ, WMAL, Washington; WERE, WNY Cleveland; WBAL, WCBM, WFPS Baltimore; KJNO Houston; KSHI Minneapolis; WGBR Buffalo; N. Y.; WJKR Cincinnati; WFTN Milwaukee; KIXL, WFAA Dallas; KXGO San Diego; KOMO Seattle; WQGX Atlanta; WDAF Kansas City, Mo.; WRLZ, WGUS Minot; KLYI, Denver; WNEW New Orleans; WFBB Indianapolis; WSUN, WLCY Tampa-St. Petersburg, Fla.; KEX Portland, Ore.; WRTO Providence, R. I. KPHO Phoenix; WTVN Columbus, Ohio; KONG San Antonio, Tex.; WAVC Louisville, Ky.; WHIO Dayton, Ohio; KCPT Salt Lake City; WEBC Memphis; KFRB Sacramento, Calif.; WROW Albany-Schenectady, N. Y.; WBRC Birmingham, Ala.; WBAF Fort Worth; WQIO, WSPD Toledo, Ohio; WSLR, WAKER Akron, Ohio; WYYS Syracuse, N. Y.; WYIC Hartford, Conn.; WGY Oklahoma City; WKBX Huntington, Ohio; WLAC Nashville; KAKC Tulsa, Okla.; WOOD Grand Rapids, Mich.; WAMS Wilmington, Del.; WFDF Flint, Mich.; WPTL Fort Lauderdale, Fla.; KMJ Fresno, Calif.; KTHW Wichita, Kan.; WFBM Long Beach, Calif.; WIVK Knoxville, Tenn.; WBEU Harrisburg, Pa.; WICX Bridgeport, Conn.; KELO El Paso; WNT Cedar Rapids, Iowa; KWMT Fort Dodge, Iowa; WIBX Utica, N. Y.; WAYS Charlotte, N. C.; WNHC New Haven, Conn.; KAYC Beaumont, Texas; KCOU Tucson, Ariz.; WVWA Wheeling, W. Va.; WRLI Peoria, Ill.; WARM Wilkes Barre, Pa.; WAPO Chattanooga, Tenn.; WSHK Shreveport, La.; WLS Lanting, Mich.; KGCO Albuquerque, N. M.; KEYF Corpus Christi, Tex.; WHQ Spokane, Wash.; WCSC Charleston, S. C.; KAAJ Little Rock, Ark.; WGAL Lancaster, Pa.; WVEB Duluth, Minn.; WESC Greenville, S. C.; WBBM South Bend, Ind.; KNT Des Moines, Iowa; KTBC Austin, Tex.; WSAT Hunting- ton, W. Va.; KBEE Modesto, Calif.; KHO Reno; WWA Yankton, S. D., and WPN Pontiac, Mich.

Chrysler ups radio-TV budget

Heavy network and spot schedules set for both media

Chrysler Corp. previewed its new 1968 automobiles in Chicago last week and indicated that the broadcast media will continue to get the biggest bite of its advertising pie. Both the Dodge and Chrysler-Plymouth divisions have been increasing their TV-radio billings in recent years.

A. C. Thompson, Dodge car advertising manager, said his division is increasing its schedules in all major media this model year with a central theme based on the new “Dodge Fever” girl, Jean Parker, who replaces Pam Austin.

Miss Austin was featured in the Dodge rebellion campaign during the last two years, a campaign that also was basically TV oriented and that was claimed to have scored the highest consumer recognition factor of any auto theme to date. The Dodge agency is BRDO.

The Dodge introduction period starting Sept. 14 will get heavy support from corporate umbrella buys of Bob Hope specials on NBC-TV and the World Series on NBC-TV and NBC Radio as well as extensive division vehicles such as CBS-TV movies and scatter plans. Dodge also is sponsoring Joe Garagiola spots on NBC Radio and buying into that network’s weekend Monitor.

The Chrysler-Plymouth Division through Young & Rubicam is making heavy use of radio-TV for Chrysler, Imperial and Plymouth cars starting Sept. 11 and running through the end of the year. Pop singer Petula Clark will be the personality salesman for Plymouth and she will be guest on the Sept. 10 Ed Sullivan Show on CBS-TV, which Plymouth is co-sponsoring.

Chrysler-Plymouth Division cars collectively will have about 250 minutes scattered on all three TV networks in the fall quarter while 370 minutes will be aired in that period on the four radio networks. The division also in the two week debut time drive will have over 1,100 minutes on radio stations in 10 major markets, a spot buy.

Division officials also pointed out that all of this broadcast activity represents factory money and does not include any of the 21 regional Chrysler-Plymouth dealer associations. They said many of these are just as broadcast-minded as their dealer group counterparts in the Dodge division.

Agency appointments . . .

- Van Camp Sea Food division, Ralston Purina Co., Long Beach, Calif., has appointed Don Dancer-Fitzgerald-Sample, Los Angeles, to handle seafood products. D-F-S has been handling Van Camp’s Chicken of the Sea and White Star tuna products. Included in the expanded assignment is the new Chicken of the Sea frozen shrimp line.

- General Telephone & Electronics Co., New York, has appointed Doyle Dane Bernbach, Los Angeles, to handle its advertising, in a move consolidating the nationwide account with DDB. California, the largest of General Telephone’s operating divisions, will be the only portion of the account not serviced out of DDB’s New York office.

EUE/Screen Gems to handle Tapix

EUE/Screen Gems will serve as exclusive sales representative for Tapix Inc., Hollywood, producer of taped television commercials, it was announced last week. EUE/Screen Gems produces TV filmed commercials and industrial motion pictures.

Arrangements also are being made for close cooperation on production, with an interchange of personnel, according to Harvey Raphael, vice president and general manager of EUE/Screen Gems. In addition, Tapix will have use of the production facilities at the 40-acre Columbia Ranch in Burbank, Calif., where EUE/Screen Gems maintains its West Coast offices and studios.

Dodge Fever Girl
1968 Model Chassis
WCTU shelves plan to invoke fairness

There’ll be no concerted effort on the part of the national Women’s Christian Temperance Union to ask for time to rebut beer and wine commercials on radio and television— at least not in the near future.

Efforts by WCTU leadership to mount a campaign that would have resulted in requesting broadcasters to provide time to reply to beer and wine commercials under provisions of an FCC ruling were quietly turned down by some 3,000 WCTU delegates during the organization’s 93d annual meeting last week in Philadelphia.

Earlier this year, WCTU President Mrs. Fred J. Tooze said temperance leaders would ask the membership to approve a request to the FCC to extend its fairness doctrine to beer and wine advertising (Broadcasting, June 26).

Appeal to the delegates was prompted by an FCC ruling that stations carrying cigarette commercials must also carry antismoking information (Broadcasting, June 5 et seq.). In a message to WCTU members, Mrs. Tooze said that on television and radio “liquor [sic] too is being depicted as being socially acceptable, and a part of the rich, full life. Would it not be reasonable for viewers to request equal time to answer the claims of the liquor traffic?”

WCTU delegates apparently felt such a request was unreasonable, at least as an organizational effort, and the motion was tabled in favor of, among other things, resolutions in support of antismoking forces; support of a proposal now in the Senate to prohibit alcoholic-beverage advertising on radio and TV from 3 p.m. to 10 p.m., and renewed efforts to boost the membership of the WCTU from the 250,000 names now on the organization’s rolls.

Also in advertising ...

Census map = The Bureau of Census, Washington, has announced publication and availability of series GE-50, map number 17, showing the name and boundary of each of the 231 standard metropolitan statistical areas of the U. S. and Puerto Rico, as well as the area occupied by each central city with the names and boundaries of the component counties. Write: U. S. Department of Commerce, Bureau of the Census, Washington, 20233.


P. R. subsidiary = Ivor Associates, L. s Angeles and New York public relations firm, has formed a subsidiary advertising agency, J/R Advertising Co. The new agency will be based in Los Angeles.

DDB unveils its own TV studio

With $110 million (56%) of its 1967 media billings in television, Doyle Dane Bernbach Inc. last week opened its own television studio (Broadcasting, March 13). The $400,000 facility at the agency’s mid-Manhattan offices is designed to allow creative personnel to experiment and pretest brainstorms before hiring outside production.

Equipment in which the agency calls its “television-audio complex” also can audition talent, and provide closed-circuit screenings of new commercials on sets throughout the agency. Heart of the complex is a small studio equipped with two viewfinder monochrome vidicon cameras, an Ampex broadcast Videotape recorder, Sony Videocorder and camera and an Auricon 16 mm magnetic sound-on-film camera. There also are a fully equipped audio recording booth, video track, tape and film editing facilities and a projection room serving a plush, 36-seat screening room equipped with color and monochrome television monitors and a movie screen.

DDB unveiled the new tool for its creative arm last week with a trade screening of a short video tape produced by the staff in the new complex using all of its facilities, including performances by the office coffee-cart operator, shoe-shine boy and film clips from “King Kong.”

38 (Broadcasting Advertising)
Now listen to this.
Triangle Radio Stations have appointed Blair Radio!

"We are happy to have Blair Radio go back to work for us. Their in-depth selling approach, backed by one of the largest radio sales staffs in the representative field, constructively attacks the problems of radio selling today."

Roger Clipp, Vice President & General Manager
Triangle Radio and Television Division
Commercial preview: tough tools that work

The strength and flexibility of the power and hand tools of the Stanley Works, New Britain, Conn., are dramatized in a group of commercials to be carried on various network shows in September. One commercial demonstrates that a Stanley steel hammer with a drop-forged head is "so strong it can lift a truck with a hippopotamus inside."

The narrator adds: "You don't plan to lift a hippopotamus? Well, think how many nails you can drive ... and pull out ... with a hammer so strong. Stanley makes tools like they used to anymore. Like powerful circular saws . . . like power drills that bore holes in concrete . . . like rugged steel chisels . . . ."

BBDO, Boston, is the agency for the Stanley Works. The commercials were produced by PGL Productions Inc., New York. The TV campaign will be buttressed by a merchandising effort to wholesalers and retailers.

Two Ohio stations deny union’s fairness charge

Two of the four northeastern Ohio stations named in a recent fairness doctrine complaint registered by Local 880 of the Retail Clerks International Association have called for an end to such harassing tactics on the part of the union.

The two stations, WLRC Sandusky and WWHH Warren, were cited in the local’s petition filed with the FCC in August (BROADCASTING, Aug. 14) along with WREO Ashtabula and WFMI Youngstown. The local alleged that the stations had conspired with Hill’s department store, an Ohio retail chain with which the labor union is currently embroiled in a collective-bargaining dispute, to refuse the local’s paid commercials.

The purpose of its commercials, the local maintained, was to inform the public of its dispute with Hill’s; the store’s present commercial advertising over the stations involved emphasizes bargains for its customers. A similar union complaint brought before the FCC in March 1966 was rejected; however the union said in its August petition that the commission’s application of the fairness doctrine to cigarette advertising (BROADCASTING, June 5) is pertinent to its protest.

Harassment • The stations claimed that a prior investigation of the 1966 complaint by a regional director of the National Labor Relations Board failed to support the local’s allegations, and that the local had held back this information from the FCC when it filed its August petition. In the words of WWHH: "The time has come to put an end to the union’s harassing tactics and forum shopping particularly when the union withheld pertinent information about this matter from the commission."

WLRC said it did not believe the labor dispute was a controversial issue of "sufficient public importance to require the presentation of contrasting views at the present time." The station went on to say: "The airing of the labor dispute at the demand of one party would tend to convert the broadcast medium into a platform for advocating private views on private issues at the expense of the public interest. The fact that [the] union offers to pay for advertising its position in no way obliges WLRC to air [the union’s] private opinions." Since the department store had broadcast nothing of a controversial nature to which the union should be permitted to respond, the station reasoned that the fairness doctrine does not apply "where, admittedly, neither side of an issue has been broadcast."

Business briefly . . .

Bonanza Air Lines, Phoenix, through MacManus, John & Adams, Los Angeles, has scheduled a multimedia saturation campaign for the first two weeks in September. It includes more than 1,200 spots per week on 14 radio stations.

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, has bought into NBC Radio’s Monitor, Emphasis, and News on the Hour. Colgate-Palmolive Co., through Ted Bates & Co., both New York, is also buying into these shows and also News of the World. Chrysler Corp.’s Plymouth Division has signed for participation in Emphasis, Monitor and News of the World. Agency is Young & Rubicam.

Fod Mart, San Diego, operator of 36 retail chain stores in Southern California, Arizona, New Mexico and Texas, through Carson/Roberts/Inc., Los Angeles, will add spot TV and regional magazines to its continuing use of radio and newspapers in the next six months. A total of 50 radio stations will be used, with schedules averaging from 30 to 40 spots a week. The 10-second TV spots will run in San Diego; Houston; Phoenix; and El Paso, Brownsville, Midland and Wichita Falls, all Texas.


Chevrolet Division of General Motors Corp., through Campbell-Ewald, both Detroit, has bought two flights of spots.
Triangle station WFIL, Philadelphia has appointed Blair Radio.

The fastest mover in the nation's fourth market, WFIL is the station that's happening. Hip to what's bright and right for today's audience, the WFIL sound matches the modern look of its handsome, on-the-move home city.
No smoke on ETV

Nine noncommercial television stations have been awarded U.S. Public Health Service subsidies to produce antismoking programs for the agency.

The antismoking project, administered by the ETS Program Service, will be financed with $88,231 contributed by the government agency and $43,215 from the nine stations and local health agencies. According to ETS, the program is "designed to utilize the creative resources of local ETV stations and health agencies to produce programs which will increase public understanding of the health problems caused by cigarette smoking."

The nine stations, selected from a field of 57 applicants that had submitted pilot program proposals, are: KHET(TV) Honolulu; KOAP-TV Portland, Ore.; KQED(TV) San Francisco; KUED(TV) Salt Lake City; KURF(TV) Houston; KRWM(TV) Topeka, Kan.; WITN-TV Washington; WGNN-TV Boston, and WNEP-TV Buffalo, N. Y.


Liggett & Myers, through Compton Advertising, both New York, plans to extend advertising of its new L&M Golden 100 cigarettes into 10 southeastern states in September to complete national distribution. Plans now call for heavy network and spot TV fall schedules on L&M regularly sponsored programs. On ABC-TV: Sunday Night Movies, The FBI, Felony Squad, Wednesday Night Movies and That Girl.

The Savings and Loan Foundation Inc., Washington, through McCann-Erickson, New York, has bought time on NBC-TV's Today and Tonight shows during September and October.

Procter & Gamble's new mint-flavored Crest toothpaste, which broke into test markets in 1966, last week went national with a major campaign heaviest in spot and network TV. Agency is Benton & Bowles, New York.

Campbell Soup Co., Camden, N. J., for its Franco-American macaroniOs, to start intensive TV schedule in November. Product will be on CBS-TV's Late Night and on network and spot TV in daytime and children's programs. Leo Burnett Co., Chicago, is handling the spot TV and Ogilvy & Mather, New York, the network TV campaign.

3M Co., St. Paul, through MacManus, John & Adams, New York, will sponsor ABC-TV's 27th annual Bing Crosby national pro-amateur golf tournament (Jan. 13-14, 1968)—marking its sixth year as sponsor of the tournament. 3M will also co-sponsor NBC-TV's live coverage of the Hawaiian Open scheduled Nov. 4-5.

Gale Products Division of Outboard Marine Corp., Galesburg, Ill., with its first NBC Radio network buy, has purchased sponsorships in Monitor. Order in behalf of power mowers was placed by MacManus, John & Adams, Chicago.

General Foods Corp., White Plains, N. Y., through Benton & Bowles, New York, has introduced Vitamin New Post Super Sugar Crisp nationally. Advertising support now being scheduled includes 30-second and 60-second spot and network television commercials.

Hockaday seeks new image with new name

Hockaday Associates, New York, is changing its name to Hockaday, Dewolfe, Giordano Inc., effective tomorrow (Sept. 5).

The name change was undertaken, it was said, to reflect more accurately the growing contributions to the agency by James Dewolfe, president and chief executive officer, and Joe Giordano, executive vice president and creative director, and to facilitate the company's expansion into more diversified client activity. Mr. Dewolfe explained that the agency, founded in 1948 by Margaret Hockaday, who continues as board chairman, is considered a "fashion agency," though for some years it has been active in packaged goods, with Whirlpool Laboratories as a client and others for which the agency has conducted test campaigns.

The agency, which bills about $5 million annually, plans to step up its efforts to obtain a broad range of clients in the packaged goods field.

Spot, participations take over

Some 82% of prime-time network TV shows are now "spot carriers" or participation programs, as distinguished from full or partially sponsored programs, according to the 1967-68 edition of a copyrighted "TV Network Guide" being published by Avery-Knodel Inc., New York.

The guide, which offers details of the new season's network-TV schedules, is available from any Avery-Knodel radio-TV sales rep office.

Advertisers to advise at six RAB conferences

Leading advertiser executives will participate for the first time in the program of the 1967 Radio Advertising Bureau management conferences, which open Sept. 18 at Dallas.

Miles David, RAB president, announced that six top advertiser officials have accepted invitations, with one to appear at each of the six meetings in a question-and-answer session.

The executives, all of whom are members of the radio committee of the Association of National Advertisers, are: Earl K. Borman, manager, product planning and development, Lehn & Fink Products Corp.; James P. Felton, vice president, Seaboard Management Co.; Peter D. Forsch, director of advertising and sales promotion, The Nestle Co.; Gail Smith, director of advertising and merchandising, General Motors Corp.; Robert Jornayvaz, director of advertising and sales promotion, Pearl Brewing Co., and Alfred G. Waack, vice president and director of advertising, Household Finance Corp. and chairman of the ANA radio committee.

"This is the latest extension of the valuable ANA-RAB meetings which started some 18 months ago and have already resulted in a workshop on radio, attended by many of the nation's leading advertisers," Mr. David said.

Search for the New.. He also announced that a special "idea search" conducted among radio stations had produced "a number of stimulating new sales and management techniques" that will be covered during the two-day meetings.

The locations and dates of the 1967 conferences are: Hilton Inn, Dallas,

New 'Trip' spots OK

A set of revised commercials for American International Pictures, "The Trip" has been approved by the National Association of Broadcasters Code Authority. The original spots for the film dealing with the use of LSD incurred the wrath of the code for showing two scenes with nudes and for using terminology that implied use of LSD brought only joy and delight (Broadcasting, Aug. 21).

Last week, in a memo to its TV code subscribers, the code authority said the revised 10-, 20- and 60-second commercials correct all the prior objections.
Triangle station
WFBG, Altoona
has appointed
Blair Radio.

WFBG-land is rich in industry, rich in recreation, rich in education, rich in agriculture. And growing! WFBG is the only 5,000-watt station in this fast-growing Pennsylvania market, and the most effective way to reach it.

BLAIR 6 RADIO
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.

D&R Productions Inc., 301 East 47th Street, New York 10017.


Humble Oil, Houston (Esso Tiger); three 60’s for TV, live and animation on film. Agency: McCann-Erickson, Houston. H. Mathews, agency producer. Approximate cost: $39,000.

Filmways of California, 4001 Overland Avenue, Culver City, Calif.

RCA, New York (portable color TV); four 60’s for TV, on film, color. Les Guthrie, production manager. Agency: J. Walter Thompson, New York. Finley Hunt, agency producer.


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

20th Century-Fox, Beverly Hills (“Valley of the Dolls” and “Star!”); 11 varied lengths for TV, on film, color. Gene Lester, producer.

Pepper Sound Studios, 2076 Union Avenue, Memphis 38127.


Fowler’s Department Store, Binghamton, N. Y. (retail goods); one 60 for radio, jingle. Jane Rodak, production manager. Agency: Fowler, Dick and Walker, Binghampton.


Valu-Mart/Villa-Mart, Seattle; four 20’s, four 45’s, two 60’s for TV, live on film, color. Ford


WGN Continental Productions, 2501 Bradley Place, Chicago 60618.


Chicago “Tribune” (newspaper); one 20, one 60 for TV, on tape, color. Dale Juhlkin, production manager. Agency: Foote, Cone & Belding, Chicago.


Illinois Power Co., Decatur, Ill. (services); two 60’s, one 20 for TV, on tape, color. Dale Juhlkin, producer. Agency: Harpham Co., Chicago.

Telepathy fun and games

The well-known mind reader, Dunninger, is spotlighted in a one-minute commercial running on the Tonight program on NBC-TV to promote a new Hasbro Toy Co. product, The Dunninger Game. The campaign, which started last week, will run for 13 weeks.

The commercial shows Dunninger reading the mind of a woman by giving the exact date of her birth; then the performer turns to the game, played with cycle cards by a group of people. Dunninger points out “this game is fun and easy to play, but you must concentrate.”

The commercial was produced for Hasbro by James Love Productions, New York, with Herb Dietz serving as producer. Bill Oriol was the producer for Hasbro’s agency, Bruns Advertising, New York.


Kimberly Clark, Neenah, Wisc. (Kleenex); one 60 for TV, on tape. Dale Juhlkin, producer. Agency: Foote, Cone & Belding, Chicago.

McDonald Corp., Chicago (drive-in chains); two 60’s, one 20 for TV, on tape, color. Dale Juhlkin, production manager. Agency: Caruso, Malis & Pollack Inc., Chicago.


Sears, Roebeck & Co., Chicago (alarm clocks & rider jeans); two 60’s for TV, on tape, color. Dale Juhlkin, producer. Agency: Ogilvy & Mather, New York.

Simmons Co., New York (Beautyrest mattress); one 60 for TV, on tape. Dale Juhlkin, producer. Agency: Young & Rubicam, New York.

Theo. Hamm Brewing Co., St. Paul (Hamm’s beer); one 60 for TV, on tape, color. Dale Juhlkin, production manager. Agency: Campbell-Mithun, Minneapolis.

WXYZ-TV Commercial Videotape Division, Southfield, Mich.


Bond Bilt Construction, Detroit (home improvement); one 60 for TV, on tape, color. B. Bouterse, production manager. Agency: Solomon Sayles, Detroit. B. Solomon, account executive. Agency: Mort Jaffe. Approximate cost: $2,100.


Rep appointments...

KTRK-TV Houston: Blair Television, New York.


KIRO Seattle: Metro Radio Sales, New York.


WEMT-TV Bangor, Me.: National Television Sales Inc., New York.


KOSO-FM Patterson, Calif.: Don Pickens Co., San Francisco.


BROADCASTING, September 4, 1967
In Binghamton, where 75% of the market is outside the metropolitan area, the only way to get total coverage is to use WNBF. This influential 5,000-watt station blankets Binghamton and an outlying trading area 12 counties strong.

BLAIR & RADIO
INTERNATIONAL

Bowden named new head of Britain's ITA
LABOR POLITICIAN GETS COMMERCIAL TV POST

Herbert Bowden resigned as Great Britain's secretary for commonwealth affairs last week to accept the $14,000-a-year post as chairman of the Independent Television Authority. The move, effective Sept. 1, had been expected following the shift of Lord Hill of Luton from ITA to the BBC chairmanship (Broadcasting, Aug. 7).

Mr. Bowden, 62, takes over his new position after one year in the $23,800 cabinet post. His appointment by the postmaster general was announced at the same time that four other cabinet ministers were resigned in a massive executive shakeup.

Mr. Bowden was chief whip for the Labor Party in the Commons from 1955 to 1964. At the time of the Labor Party's victory in 1964, he was regarded as one of the most powerful of Prime Minister Harold Wilson's advisers. In the first Wilson government he was leader of the Commons.

Although The Times of London editorially praised Mr. Bowden's capabilities and felt he should "be a match for the program contractors," it found the appointment "deplorable" since "it reinforces the precedent set by Harold Macmillan when he chose Lord Hill.

"Putting a politician into the chair of a broadcasting authority," The Times said, "opens the BBC and ITA to political influence when their complete independence in that respect ought above all to be maintained."

London's Daily Telegraph used similar language in expressing its concern over a politically-motivated appointment: "Nothing could be worse than for the chairmanships of the ITA and BBC to be regarded as rewards for political careers."

In addition to a five-year tenure as ITA chairman, Mr. Bowden gains a life peerage. He will take over his new post at a critical phase in the negotiations concerning program contract changes made under Lord Hill (Broadcasting, June 19).

The most important is whether to compel the London Weekend Television Co. to buy the $5.6 million Wembley studios of Rediffusion, the present London weekday programer, which is to merge with ABC Television before next July.

SATPA forms to swap TV production skills

TV producers from Spain and six Latin American countries have organized a new international body to widen the exchange of programing and technical knowhow among their nations.

Called the Spanish American Television Producers' Association, the group —after nearly two years of planning— was formed last July at a three-day conference in Santiago de Compostela in northern Spain. It was there that 22 delegates from seven countries met to discuss improvements in communications existing in Spain and all of Latin America. Details were made public last week.

Principal SATPA members are Goar Mestre, president of Goar Mestre & Associates (investment-business management consultants) and of Proartel (Producciones Argentinas de Television, a Latin American TV production firm); Emilio Azcarraga, vice president of Telesestima Mexicano in Mexico; and 20 other delegates, representing Argentina, Mexico, Panama, Peru, Uruguay, Venezuela and Spain.

Together, the seven countries account for some 100 TV stations. Leaders expressed hope that once other Latin American countries join the group, representation will climb to 160 to 200 TV outlets.

Second Session - The July conference served as a springboard to future meetings where SATPA committees will gather on a regional basis to review the first meeting and present progress reports. A second SATPA annual meeting is tentatively scheduled to convene sometime next year in Buenos Aires.

Delegates at the first conference discussed a number of communication topics, including European vs. American TV, satellite broadcasts, dubbing techniques (both for local product and European-North American imports); social responsibility of educational and cultural TV program; violence and sex programing, and sports.

Of particular interest were the language problems among Spanish-speaking nations, especially with differing accents and idiomatic expressions. The delegates were quick to point out that Spanish isn't universally Spanish, any more than English is the same everywhere.

International group studies U.S. system

Syracuse (N. Y.) University's seventh annual International Broadcast Seminar gets underway in Washington this week when 18 broadcasters from 17 countries start a three-and-a-half month study of U.S. broadcasting facilities. The program is financed by the U.S. State Department.

The broadcasters start their seminar in Washington, Tuesday (Sept. 5), where they will go through orientation and visit the closed-circuit instructional television project in Hagerstown, Md.

On Sept. 16 the broadcasters will begin a four-week academic program at Syracuse. From there they will go to...
Triangle station KFRE, Fresno has appointed Blair Radio.

KFRE is the golden voice of the golden valley of the San Joaquin. Dominating the entire area, from Sacramento to Santa Barbara, from the Sierras to the Sea, this 50,000-watt, CBS Radio affiliate clearly has the Midas touch.
New York, Boston and Los Angeles to meet with networks, agencies, stations, newspapers and film studios. Each broadcaster will then spend one to three weeks at stations in various cities. George A. Mastroianni of Syracuse’s TV and radio department is director of the seminar.

The foreign broadcasters are: Dingaan Mokaila of Botswana, Christos G. Karageorghis of Cyprus, Ilyassou Zounon of Dahomey, Gonzalo Maldo- nado Quijano of Ecuador, A. L. Maini of India, Hiroaki Horichi of Japan, Choi Duk-Soo of Korea, Mahmoud Mohamed Nakah of Libya, Maurice Henri Grimaud of Malagasy Republic.

Also: Indu C. Menon of Malaysia, Carlos Flores Alvarez of Mexico, Samuel Adedunye Adegbie and Saka Alabi Salami Fagbo of Nigeria, Jose Cardona Mas of Panama, Pedro Medina Alborno of Paraguay, Carl D. Fuchs of South Africa, Paul Yougbare of Upper Volta and Nelson Bocaranda Sardi of Venezuela.

Color TV starts overseas climb

NBC’s Goodman tells Berlin group that TV can be tool for peace

Color television is headed for worldwide expansion and, coupled with satellite communications, can be developed as a “powerful tool” for building international amity, Julian Goodman, president of NBC, told a meeting of the IV International Television Contest in Berlin last week.

Mr. Goodman, whose address was concerned with the introduction of color TV in Germany, noted that color “opens up a whole new communications era.” He pointed out color is “not something simply added on to the black-and-white medium,” but is “a wholly new medium itself, with color an intrinsic element.” He reported that color increases the viewer’s desire to watch programs; strengthens his comprehension of the telecasts he watches, and deepens his emotional involvement.

“If our experience [in the U.S.] means anything at all,” Mr. Goodman observed, “color television will have a dynamic impact on the economies of Europe starting in the 1970s. It should create a fast-growing new industry in itself, and should contribute to the prosperity of many other industries.”

He predicted that the spread of color TV in Europe could result in an increasing market in the U.S. for European TV programs. In turn, he said, this should increase the opportunities for two-way traffic via satellite.

Mr. Goodman conceded that satellite technology could pose problems, but indicated that many of these could be solved by international cooperation among broadcasters. He said that resistance to satellite communications can be expected because of “clashing political ideologies or restrictions on the flow of information,” but pointed out the trend in television is “toward broadening, rather than limiting, the usefulness of the medium.”

Color-TV equipment sales top $6 million for EMI

Electric & Musical Industries Ltd., London, last week reported over $6 million in orders for its new line of color TV cameras and studio units. The company said sales are being completed in Great Britain and on the European continent.

EMI’s solid-state color units include a four-Plumbicon camera (type 2001), a slide scanner, vision mixing and switch equipment, encoders, decoders and other auxiliary devices. Orders for the Plumbicon camera, introduced last February, have come from the BBC and several local British and European TV firms, EMI indicated.

Inauguration of color telecasts is now slated for the BBC-2 network in November. BBC-1 and Independent Television Network expect to start color telecasts within two years, while other European countries begin sometime in 1968. The British government, EMI noted, has estimated color-equipment costs in Great Britain will reach $130 million by the end of 1969.

EMI, a complex of almost 50 companies producing phonograph records, electronic equipment, radio and TV transmitting gear, magnetic tape, etc., has exclusive British rights to both the PAL color system to be used in the United Kingdom and to the preferred circuits allowing for TV-set reception of black-and-white and color programs. EMI also owns 99% of Capitol Records Inc. in the U.S.

IBS awards 11 with its Executive Shield

Eleven members of the International Broadcasters Society received the Executive Shield in recognition of services to the society and the broadcasting field last Friday (Sept. 1). The 1967 honors list, drawn from the 2,000 members in 103 nations, was announced at the society’s dinner in Amsterdam, the Netherlands.

The IBS, with headquarters in Brussels, is a worldwide organization that encourages broadcasters to help in solving problems standing in the way of creating a prosperous world.

The 1967 honors list: Dr. Lillian Brown, curator, National Library of Television, American University, Washington; Dr. Eugene R. R. Ber trimann, president, National Religious Broadcasters, St. Louis; Dr. Royal D. Colle, communications arts, Cornell University, Ithaca, N. Y.; Dr. Marvin H. Rimerman, radio-television department, Southern Illinois University, Carbondale, Ill.; William J. Ball, director of television, Delta College, University Center, Mich.; Frederick H. Pember ton, director of research and records, Canadian Association of Broadcasters, Ottawa; Martin Taylor, editor, Radio y Television, Houston; Boris Burkov, chairman of the board, and Oleg Fedanov, editor, both with Novosti Press Agency, Moscow; Walter A. Keers, information officer, European Economic Communities, Brussels, and Prasong Hongsanand, managing director, Thai Television Co., Bangkok, Thailand.

International film sales . . .

Greatest Fights of the Century (Fremantle International Inc.): BBC, Great Britain.

Neva Eder Sings (Fremantle International Inc.): ABC, Australia.

My Favorite Martian (Fremantle International Inc.): French Stations of Quebec, Canada; Kenya.

Topper (Fremantle International Inc.): NEN 9 Tamworth, Australia; ECN 8 Taree, Australia.
Triangle station
WNHC, New Haven has appointed Blair Radio.

WNHC, New Haven's top-of-the-dial station, has a new look and a new sound. Winner of the 1967 Headliner News Award, WNHC is consistently first to know and to let its listeners know what's up, in, on.
ABC plan gets mixed reception

Affiliates split on multinetwork radio scheme, most reps think it will hurt spot, though FM reps greet it with open arms and ad agencies defer comment

ABC Radio's radical concept of multinetwork service evoked mixed reactions from the broadcast community last week as affiliates and station representatives settled down to study available details of the plan which calls for four separate radio feeds tailored to differing station formats (Broadcasting, Aug. 28).

Among those studying the new concept were 24 ABC Radio affiliated station managers and owners who gathered in New York early last week to hear details from the two men responsible for it: Ralph W. Beaudin, ABC Inc. corporate group vice president for radio, and Walter A. Schwartz, newly named president of the ABC Radio Network.

Both Mr. Beaudin and Mr. Schwartz explained that the concept envisions four services—the American contemporary, information, personality, and FM networks—that will be provided to present ABC affiliates and other radio outlets as well. One sales force would represent all four services, but each service would have its own news operation. Target date for the operation is Jan. 1, 1968; affiliates may ultimately total between 800 and 1,000.

Following the presentation by Mr. Beaudin and Mr. Schwartz, owners and managers, who represented both large and small markets from throughout the nation, discussed what for some seemed a great idea, and for others, a disturbing plan.

Daring = Generally, station men contacted after the briefing characterized the concept as daring and, as one station owner put it, "the first real attempt to get radio networking off the dead center on which it has rested for years." And almost all agreed the plan promised a new infusion of national ad dollars, if not for their particular operation, at least for radio generally.

But while station managers generally agreed on the concept's provocativeness and its potential for increased advertising revenue, their evaluation of the plan appeared to differ sharply in some other respects.

One group of broadcasters present at the meeting greeted the ABC plan warmly, citing the need for a network feed that would provide them with news and features specially tailored to their local format. "Some of the material now provided me by the network is stuff I can't integrate into my format," said one station owner. "With the new plan, I'll be able to pick and choose the material fitting in best with what I program. Don McNeill's Breakfast Club just isn't compatible with my rock format."

Another broadcaster said that while he reserved final judgment until more explicit details were available, he foresaw more national ad money coming his way since advertisers would now be able to select their audiences on more than a hit-or-miss basis when buying network.

One major-market affiliate said that although "the potential for spot is presently greater without a network," affiliation offers more news coverage, a wide variety of features and "class-by-association with a nationally advertised and promoted broadcast entity." The new plan may "bring in more national business, since advertisers will be able to pinpoint the market they're after, and will be able to advertise in nationally touted programs."

Other affiliate managers appeared to be less sanguine about the new concept's value, at least to their own operation.

One manager, who acknowledged the plan may bring new money into radio, said he was disturbed that his long affiliation with ABC "will mean nothing" after Jan. 1: "While it's true that ABC will give us first choice of the services in our market, our competitors will have second or third choice and they will be ABC affiliates. All the years of cultivating and promoting our exclusive network affiliation in this market will be diluted and will go down the drain."

Unanswered Question = Another manager (he called ABC's decision a "fait accompli; accept it or get out") said the network raised more questions than it answered with adoption of the plan. He added: "I'm glad somebody is
finally giving radio networking some fresh thought, but does it have to benefit my competition?"

Yet another station executive wondered aloud if the unified sales force might naturally tend to sell one service more aggressively than another. "The sales angle sounds good if you say it fast," he said. "But there are three radio networks already out there that aren't doing so hot. ABC's plan means twice that number are going to be competing for the same ad dollar."

According to Mr. Beaudin, the latter observation is precisely one of the reasons he believes the ABC plan is viable. "Up until now national advertisers haven't been able to buy any broadcast medium that has a target audience," he said. "They've had to go for reach and frequency to try and cover the broadcasting audience. Our four networks will provide an efficient and practical solution to this important media selection problem." In short, multibrand advertisers will be able to "target" their audience.

Mr. Beaudin, who described the affiliates' meeting as "positive and constructive," confirmed that the biggest objection to the plan came from those affiliates concerned with "the other station in the market which suddenly becomes an ABC affiliate."

Clearance Problems * Mr. Beaudin says that many stations in the same markets subscribe to one or more of the same news wire services without any appreciable effect on their success. Moreover, he contends, many affiliates do not now use all material that is provided them by the network: the unused portion of the feed is often picked up by another station in the market. More than 20% of the ABC affiliates reportedly do not clear Breakfast Club. Mr. Beaudin acknowledged the concept "broke new ground" and that while exact details are still being ironed out, "we're not tied to a preconceived notion—the structure of the services in a year may be substantially different from the way we envision it now." He indicated that if, for example, the unified sales force tended to concentrate its efforts on selling one service "we might go to separate sales forces for each service."

Mr. Beaudin told the affiliate gathering that detailed descriptions of the four networks would be mailed to ABC Radio's full roster of current affiliates this week. As soon as each network's format has been devised, tapes will be made available to affiliates, who will be asked to designate their choice of service by Oct. 1.

Subsequent meetings with the affiliates will be scheduled on the basis of their network selection so that, for example, an affiliate advisory board representing the American Information Network will be able to discuss station needs and to make programming selections. There will be an affiliate board for each of the services, Mr. Beaudin said.

Reps Upset * Reaction among station representatives was as mixed as that of affiliates. One major rep firm spokesman described his reaction as "generally unfavorable, and I think most of the station reps in New York feel the same way. The way we see it, the plan could and probably will be injurious to national spot business at all levels. There's not that much national radio money going around as it is, and somebody's bound to get shortchanged."

On the other hand, another rep was quoted by ABC officials as saying the plan would make him "$1 million richer," since he will soon be able to approach advertisers with a detailed breakdown of the audience they are buying.

Few reps greeted the plan that enthusiastically; most were waiting, as were many broadcasters, for more definite details of the concept's operation.

ABC officials meanwhile plan to meet with the Station Representatives Association this week to explain the plan and their contention that it will help rather than hurt the spot-radio business.

One group that greeted the concept with unabashed enthusiasm was station reps who specialize in FM sales. To a man, those contacted lauded the plan to provide service for an American FM Network.

Said one: "Anything that helps FM, and this plan is going to do just that, helps sales. With steady programing and network news available, its sure to help the medium and FM outlets, even if they don't subscribe to one of the services."

The National Association of FM Broadcasters called the FM-network plan "one of the most exciting developments in FM in recent years. This imaginative concept opens new horizons for FM broadcasters and will

ABC Radio plan OK under FCC network rules

Twenty-six years ago the FCC adopted its chain-broadcasting rules which, in barring multinetwork service, paved the way for the establishment of ABC as an independent network. Would ABC itself be violating those rules in providing the kind of multinetwork radio service it has announced (Broadcasting, Aug. 28)? Company as well as commission attorneys say no.

The chain-broadcasting rules went into effect after the Supreme Court, in a landmark decision on May 10, 1943, upheld the commission's authority to issue such rules. Among other things, they prohibit stations from affiliating with network organizations maintaining more than one network.

This struck directly at RCA, which owned the NBC Red and Blue networks. Accordingly, the Blue network was sold for $8 million to Edward J. Noble and became ABC.

But ABC and commission attorneys, who say ABC would not be violating the rules that led to the network's establishment, point to the exceptions spelled out in the regulations: They don't apply if the networks are not operated "simultaneously."

And although ABC plans to provide four different network services, and hopes to have affiliates for each service, it will provide the services consecutively, within each hour, not simultaneously.

One commission attorney gave it as his "offhand" opinion that the plan doesn't violate the commission's regulations but does constitute an "ingenious" attack on the problem of improving network radio's fortunes.

Battle deepens ties

ABC Affiliates Association last week came right back at the Department of Justice and said: "We got a right." It was talking about its petition to intervene in the U.S. appeals court case brought by the Department of Justice asking reversal of the FCC's second vote last June to permit ABC Inc. and International Telephone & Telegraph Co. to merge.

The affiliates had filed their petition early last month, but the move was opposed by the Department of Justice which said the affiliates had nothing substantial to contribute. Affiliates last Thursday said rules permit intervention by "interested parties" and, they added, who could be more interested in the fates of the merger than affiliates of ABC.

Broadcasting, September 4, 1967
undoubtedly create new national spot business."

But the final arbiters of the concept—the advertisers—were not yet talking. For the most part, agencies and their clients, like many of their broadcast and rep colleagues, were withholding comment until they could study the details.

CBS names managers for 3 radio stations

Three of the seven CBS-owned radio stations got new general managers last week: William C. O'Donnell, manager of the St. Louis office of CBS Spot Sales since 1962, was named general manager of WBBM Chicago, succeeding E. H. (Ernie) Shomo, who resigned to head Field Communications Corp. (see page 61); George Nicholaw, director of special projects for CBS Radio, was named to succeed Robert P. Sutton at KNX Los Angeles, and Neil E. Derrough, general sales manager of CBS-owned WEEI Boston, was named to succeed Jules Dundes at KCBS San Francisco.

The new general managers were also named vice presidents of CBS Radio, as their predecessors had been. The appointments were announced by Sam Cook Digges, CBS Radio executive vice president for station administration and spot sales.

Mr. O'Donnell started in radio at KXOK St. Louis in 1950, rising from salesman to general sales manager before leaving in 1961. After a year with a stock-brokerage firm he took over management of the St. Louis office of CBS Spot Sales. His successor there has not been named.

Began in 1962 Mr. Derrough joined WEEI in March 1965 as assistant sales manager and became general sales manager four months later. Earlier he was with CBS in Detroit and was with KCBS as national sales representative, his first CBS job, starting in 1962. He will be succeeded at WEEI by Paul Branzetti, a WEEI account executive.

Mr. Nicholaw, with CBS since 1955, was assistant director of promotion and publicity for CBS-owned KNX(TV) Los Angeles, director of information services and community relations for WBBM-TV Chicago and director of community services for WCBS-TV New York before moving to CBS Radio as director of special projects in July this year. No successor in that post has been designated.

Mr. Dundes resigned as head of KCBS, after 31 years with CBS, to devote full time to education and community service in San Francisco (Broadcasting, Aug. 28). CBS authorities said Mr. Sutton expected to take a European vacation before announcing his plans. He first joined CBS in 1939, was named program director of KNX in 1952 and general manager in 1961.

Changing hands...

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

- WATL-TV Atlanta: Sold by Richard M. Fairbanks and associates to Pacific & Southern Broadcasting Co. for $13 million (see page 54).

- WSAT and WJBI(FM) Cincinnati: 49% sold by Payson and Trask to Pacific & Southern Broadcasting Co. for $2 million (see page 54).

- WQXI Atlanta and WXXI(FM) Smyrna, Ga.: Merged by Fox, Wells and Rogers and others into Pacific & Southern Broadcasting Co. (see page 54).

- WLEY-TV Louisville: Sold by George E. Egger, Richard T. Shiveley and others to Soderling Station group for $6,850,000 (see page 54).

- KOWB Minneapolis-St. Paul: Sold by Crowell-Collier Educational Corp. to Valjon Inc. for $1,050,000 cash. Valjon is newly formed company headed by Victor Armstrong, former senior vice president of Ted Bates & Co., New York, and former stockholder and officer of Kenyon & Eckhardt, also New York. KDPW, last of Crowell-Collier stations, is on 630 kc with 5 kw days and 500 w nights. Broker: La Rue media brokers.

- WXY and WDOK-FM Cleveland: Sold by Harry H. and Lucille T. Stone to Norman Wain, Robert C. Weiss and Joseph T. Zingale for aggregate of $2 million. The three are vice presidents of the Westchester Corp., principally owned by Mr. and Mrs. Stone, who also own WTRR-FM White Plains, N.Y., which will be retained. WXY, founded in 1950, operates fulltime on 1260 kc with 5 kw. WDOK-FM is on 102.1 mc with 31 kw.

- WHOU Houlton, Me.: Sold by Glenn Broadcasting, September 4, 1967
H. Hilker and Keith L. Stine to Robert E. and Mildred C. Smith for $150,000. The Smiths are owners of wogy Calais, Me. Mr. Smith is also local business man. WHW is on 1340 kc with 1 kw days and 250 kw w nights.

* WMKR Millinocket, Me.: Sold by H. C. Gilman, N. K. Thompson, and S. G. Hawes to Robert E. and Mildred Smith for $75,000 (see whwo Houlton, above). WMKR is on 1240 kc with 1 kw days, 250 kw w nights.

* WMDK Greensboro, N.C.: Sold by Herman C. Hall to Robert R. Hilker, James B. Keel, William A. Mason, William R. Rollins (Piedmont Crescent Broadcasting Co.) and Central Broadcasting Co., for $115,000. Mr. Hilker is president, director, general manager and 30.35% stockholder in Central Broadcasting, licensee of WCOC Belmont, N.C., and he is also president, director, 30.35% stockholder of WMDK Concord, WPG Winston-Salem; WSM Valdese and WZKK Albermarle, all North Carolina; WVVV(FM) Blacksburg, WJJJ Christianburg and WHHV Hillsville, all Virginia. Others among the buyers also have interests in these stations. WMDK operates on 98.7 mc with 5.8 kw.

* KJJJ-TV Lubbock, Tex.: CP sold by John H. Walton Jr. to Bill B. McAllister for approximately $200,000. Mr. McAllister is licensee of KEL-AM-FM Lubbock. KJJJ has CP for channel 28 with 550 kw visual with an antenna height of 730 ft above average terrain and 751 ft above ground. Mr. Walton owns KXLM-AM-TV Monahans, KVH-FM-TV and KBUY, both Amarillo, KELP-AM-TV El Paso and KLUL-AM-FM Fort Worth, all Texas; KJKX Tucson, Ariz., and KXOD Albuquerque, N. M.

APPROVED * The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 81).

* WMEN Tallahassee, Fla.: Sold by B. F. J. Timm and associates to WPFA Radio Inc. (Thomas E. Gibbens and Kevin P. Reilly and others) for $209,137.29. Mr. Timm is president of WMEN Inc. Mr. Gibbens is president of Guaranty Broadcasting Corp., licensee of WAFB-TV Baton Rouge, and permittee of WAFL-FM, same city. Mr. Reilly is president and board member of Lamar Advertising Co. of Louisiana Inc. WPFA Inc. is licensee of WPFA Pensacola, Fla. WMEN is daytimer on 1330 kc with 5 kw.

* KOXX Keokuk, Iowa: Sold by Francis J. Studer to KOXX Inc. for $165,000 plus $1,000 per month for 10 years for noncompetition agreement. Buyers include W. Dale Cowle, owner of KASI Ames, Iowa; Donald L. Nelson, station manager of WQKA Moline, Ill.; Howard H. Frederick, vice president-general manager of WRT, Peoria, Ill.; Harry S. Hyett, KBMS general manager; and Gerald E. Flint, wife of G. Laveren Flamho, who is executive director of radio properties of Mid-America Co. (group owner), and Vivian H. Ramsland, wife of Odin Ramsland, vice president-general manager of KDAL-TV Duluth, Minn. Ronald Westby, KOOK manager, will become vice president-general manager under new owners. KOOK operates on 1310 kc with 1 kw days and 500 kw w nights.

* KOAK Gallup, N. M.: Sold by Merle H. and Mida H. Tucker to Gallup Broadcasting Co. for $165,000 plus amount of current assets at closing. Buyers are Jack B. Chapman, Roy T. Chapman, Theodore R. Bender and H. T. Etheridge Jr. Mr. J. Chapman is vice president of KTSM-AM-FM-TV El Paso, Tex. Mr. Bender is news director for KGAK. Mr. Etheridge is chartered life underwriter for insurance company. Mr. R. Chapman is executive vice president and part owner of Mithoff Advertising Agency, El Paso. KGAK operates on 1330 kc with 5 kw days and 1 kw nights.

* WTRY(TV) New Haven, Conn.: CP sold by Richard W. Davis to Victor Muscat for approximately $45,000. Mr. Muscat owns KIKK-TV Lake Charles and KIKK-AM-FM Sulphur, both Louisiana; KMYO-AM-TV Little Rock, Ark., and has applications pending before FCC for new TV in Memphis (ch. 24) and Tulsa, Okla. (ch. 29). WTRY(TV), which is not in operation, is licensed for channel 59 with 19.5 kw visual, 10.2 kw aural with an antenna height of 560 feet above average terrain and 334 feet above ground.

**Media reports...**

Signal spills south * KSJB Jamestown, N. D., has announced completion of its new satellite studio at Aberdeen, S. D., 100 miles south of Jamestown. KSJB operates on a 24-hour basis with 5 kw.

Complete color * Colorization of Studio 3B, the last black-and-white TV studio at the NBC-TV facilities in the RCA building in New York, is complete and color transmission began Monday, Aug. 21, with the daytime dramatic serial, The Doctors.

Ladies affiliate * Radio and Television Women of Southern California, which was started in 1952, has affiliated with American Women in Radio and Television Inc.

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**EXCLUSIVE BROADCAST PROPERTIES!**

**WEST TEXAS**

—Single station fulltimer 40 miles from growing major market, county seat, highly agricultural. Owner has made other commitments and must act quickly. Good equipment, attractive studios and well established. Price $130,000—Down 29%—balance 7% ten years or 6% eight years. Contact George W. Moore in our Dallas office.

**ROCKY MOUNTAIN**

—One of the oldest fulltimers in Rocky Mountain Region throwing off $50,000 cash flow annually. Has good dial position, excellent power. With $87,000 down, equal to 29% of total price, buyer can easily handle monthly payments out of station profits and have it paid for in 6 to 7 years. Contact Richard A. Shaheen in our Chicago office.

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**American's Most Experienced Media Brokers**
$20 million TV station sales

DeSales Harrison-Fox, Wells and Rogers merge and buy WAIL-TV; Sonderling group purchases WLKY-TV

Two television stations were sold last week in multimillion dollar transactions.

WAIL-TV Atlanta was sold for $13 million to a new broadcast entity, Pacific and Southern Broadcasting Co., formed by the merger of Communications Honolulu Inc. and investment bankers Fox, Wells and Rogers.

WLKY-TV Louisville was sold for $6.850,000 to the Sonderling group.

The merger involves the three Hawaii TV stations owned by Communications Honolulu, and four radio stations in Cincinnati and in the Atlanta area, of which Fox, Wells and Rogers is controlling owner.

As part of the merger transaction, a public offering of common stock is planned.

The acquisition of WAIL-TV by the surviving corporation, Pacific and Southern Broadcasting Co., is from Richard M. Fairbanks and associates. At the same time, a 49% interest in WSAt and WJB-FM Cincinnati is being bought by Pacific and Southern for $2 million from Payson and Trask, stock brokers.

In addition to WAIL-TV and the Cincinnati stations, the new Pacific Southern will also own WQXI Atlanta and WXXI(FM) Smyrna, Ga., and KHON-TV Honolulu, KHAW-TV Hilo, and KAIL-TV Wailuku, Hawaii.

New Owners * Ownership of Pacific and Southern will be divided among DeSales Harrison Jr. and his wife, Paulette B. Harrison, 24.67%; Fox, Wells and Rogers, 32.9%; and Arthur H. McCoy, 12%. The Harrisons and Mr. McCoy are principal stockholders of Communications Honolulu Inc., holding roughly one-third each. Fox, Wells and Rogers owns 51% of the Cincinnati radio stations and 97% of the Atlanta-area radio stations. Mr. Harrison will be chairman and treasurer of Pacific and Southern; Mr. McCoy, president and operating chief, and James G. Rogers, chairman of the finance committee and secretary of the corporation.

To be offered to the public will be some 30% of no par value common stock of Pacific and Southern, as well as 20-year subordinated debentures—both expected to bring in $6.5 million to the company. The offering will be defined when the registration statement is filed with the Securities and Exchange Commission.

The company also expects to borrow $10 million from the Chemical Bank.

Be it ever so humble, FCC finds a new home

It's not their dream cottage, so to speak, but for FCC members and most employees, this eight-story building nearing completion on the corner of M and 20th Streets N.W. in Washington will soon be home.

Chairman Rosel H. Hyde made the official announcement in a meeting that the commissioners held with the agency's employees on Friday (Sept. 1). He said the agency would pack up and begin moving "on or about Oct. 1," with various bureaus and sections departing present quarters as floors in the new building are made ready for occupancy.

The announcement came as no surprise. Speculation had centered on the M Street property as pressure on the commission to leave its present quarters in the Post Office building on Pennsylvania Avenue, its home virtually since its creation in 1934, mounted. The speculation was fed by reports of the modifications and structural changes being made in the new building to meet commission requirements (CLOSED CIRCUIT, Aug. 28, July 24).

But it wasn't until Friday that the commission was prepared to say formally it was agreeing to the plan of the Government Services Administration, the government's housekeeping arm, to take over the new, privately owned structure.

Capacity * The building, with 202,388 net usable square feet, is not as large as the commission thinks is necessary to provide for expansion, nor is it easily accessible to public transportation used by commuting employees as is the Post Office building—a fact the commissioners fear may cause some employees to defect to other agencies.

But the commission's room for negotiation with GSA was limited by the Post Office's clamor, heard for more than a year, for the space the commission is occupying, and, the chairman told the commission employs, the M Street property represents the best solution possible, in terms of presently available space and the costs involved.

In holding off formally agreeing to the GSA proposal until the 11th hour, the commission was able to negotiate some changes that reduce some of the early causes of com-
of New York; this loan is to be repaid over a 10-year period.

**Change of Plans** Actually, Communications Honolulu last year agreed to buy WATV-TV and also the Fairbanks group’s WIBC-AM-FM Indianapolis for $1.5 million (BROADCASTING, Nov. 14, 1966). This was subsequently changed to the television station only. The new agreements were signed on Aug. 23, and applications filed with the FCC for its approval to the transfers of ownership on Aug. 29.

Earlier this year, the FCC had approved the change of Communications Honolulu to Pacific and Southern Broadcasting Co. (BROADCASTING, June 5), but this changeover never took place.

Mrs. Harrison also owns 5.65% of Hubbard Broadcasting Inc. (KSTP-AM-FM-TV Minneapolis-St. Paul, KOB-AM-TV Albuquerque, and KGTO Cypress Gardens, Fla.). Fox, Wells and Rogers, from 1958 to 1963, owned 30% of group broadcaster Springfield Television Broadcasting Corp. and also owned 50% of KKO-AM-FM-TV San Diego.

The Harrisons and Mr. McCoy bought the NBC-affiliated Hawaii stations in 1965 from the Honolulu Advertiser and John D. Keating for $2.5 million. In 1962, Payson and Trask acquired the Cincinnati stations in 1961 for $1 million, and the former bought the Atlanta stations in 1964 for $1.3 million. The Fairbanks group bought the Atlanta TV station in 1962 from Crosley Broadcasting Corp. (now Weco Broadcasting Corp.) for $2.25 million.

WATV-AM-FM, founded in 1951, is on channel 11 and is affiliated with ABC. WSAI, begun in 1923, is fulltime on 1360 kc with 5 kw; WJBI is on 94.1 mc with 34 kw. WQXJ, almost 20 years old, is fulltime on 790 kc with 5 kw days, 1 kw nights. WEXJ is on 94.1 mc, 100 kw.

Brokerage services in the merger of the radio stations and the Hawaii TV stations were rendered by Edwin Tornberg and Co.

First TV • The Sonderling purchase of the channel 32 Louisville station is the first entry into television for that group. The price consists of $5,750,000 in cash and the assumption of $1,100,000 in liabilities.

Sonderling already owns WOPA-AM-FM Oak Park, Ill.; WIAA Oakland, Calif.; WDIA Memphis; KFOX-AM-FM Long Beach, Calif.; WNYF New York and WOAM-AM-FM Washington. Principal owners of Sonderling, which is publicly held in part, are Egmont Sonderling, Richard Goodman and Mason Loundy.

WLKY-TV began operating in 1961 and is affiliated with ABC.

**Hearing set for Telerama-Cleveland**

The often complex Telerama-Cleveland CATV case was no less complex after FCC action last week. Acting on several petitions for reconsideration of prior FCC orders, the commission delivered further bad news to multicatv-owner Telerama Inc—the cable system must prove its waiver requests in a hearing regarding importation of Erie, Pa., and Youngstown, Ohio, TV signals. Telerama has proposed to import the signals of 13 distant stations to 15 Cleveland suburbs.

The commission denied Telerama’s petition for a reconsideration of a commission decision in the Tele-Plan TV request for hearing a request to import the distant UHF signals from Erie. Telerama had requested permission to carry WJET-TV and WSEE-TV on its CATV system in Shaker Heights, Warrensville Heights and Warrensville township, all Ohio.

At the same time the commission granted a petition for reconsideration offered by United Artists Broadcasting Inc., WUB-TV Lorain, Ohio, of a prior commission grant to permit Telerama to carry Youngstown, Ohio, TV signals. The commission order last week designated for hearing first a permit application of WFMJ-TV and WYTV-TV, both Youngstown into its systems in Cleveland Heights, Richmond Heights, South Euclid, Beachwood, East Cleveland, Garfield Heights, Euclid, Highland Heights, University Heights, Bedford Heights, Maple Heights, Lyndhurst, Bedford and North Randall, all Ohio; the sole Telerama system exempted in the order was Oakwood, Ohio; which may carry the Youngstown stations.

In the same order the commission granted the United Artists reconsideration petition as it applies to another party in the CATV proceeding—Lorain Cable TV Inc., serving Lorain, Ohio. Lorain Cable had its requests to import distant Toledo TV signals (WFMJ-TV and WJHD-TV) designated for hearing. Lorain Cable’s request to carry WAKR-TV Akron was exempted by the commission.

**Ch. 50 Washington**

losers protest grant

Music man Mitchell W. (Mitch) Miller and entrepreneur O. Roy Chalk, losers in an FCC review board decision on channel 50 in Washington, have asked the commission to review that decision.

The board on July 26 granted the application of Theodore Granik, the lawyer who is also a veteran radio-TV syndicator-producer, for the channel (BROADCASTING, July 31). The board rejected the decision of a hearing examiner who had proposed a grant of the Miller application (BROADCASTING, Dec. 12, 1966).

Counsel for both All American Television Features Inc., headed by Mr. Miller, and T.C.A. Broadcasting Inc., controlled by Mr. Chalk, said the review board had made numerous errors in its decision and had misinterpreted the commission’s policy statement on the criteria to be applied in judging comparative cases.

Counsel for Mr. Miller hit hardest at the board’s conclusion that Mr. Granik deserved a significant preference because of his proposed integration of management and ownership. Mr. Granik has said he will spend 60 hours a week in running the station.

But All American asserts, in its application for review, that the claim can’t be credited in view of Mr. Granik’s age—he’s 60—and his outside interests, including a law practice and
the majority ownership of a CATV system in New York.

The examiner had preferred Mr. Miller on the integration issue. The conductor and TV producer proposes to spend fulltime at the station only during its first two or three years, and two or three days a week after that. All-American said that his remaining time would be devoted to creation of programs, which the applicant said would be presented on the channel 50 station, as well as other outlets.

T.C.A. said the board had failed to consider "the significant and substantial superiority in coverage" it proposed, as compared with the proposals of the other applicants. T.C.A. also said that the board had erred in its finding that Mr. Granik is financially qualified and that it had "erroneously accorded substantial significance" to T.C.A.'s broadcast interests in Puerto Rico.

New Comsat deadline

The FCC has extended to Sept. 18 the deadline for filing comments on a proposed domestic-satellite interim pilot system offered by the Communications Satellite Corp. in March (Broadcasting, April 3). The commission extension came at the request of the Ford Foundation, which said it wanted to comment on the implications of the Comsat proposal and elaborate on its own plans for a test program.

Both sides were set for strike

Package offer kept NABET members on job after

Thursday deadline passed

Executive and nonunion personnel at ABC and NBC were on hand and ready to assume technical and on-the-air operations of their networks Friday (Sept. 1) as the strike deadline of the National Association of Broadcast Employees and Technicians expired at 12 midnight Thursday.

But shortly before midnight a union spokesman said members would be advised to remain at work after the deadline while negotiators could consider details of a last-minute package offer made by the networks.

There was speculation that, barring a "timely" moment to strike—for example, in the words of one union authority, "during coverage of a football game."

In advance of the strike deadline, negotiators for the networks and the unions were closeted in late-evening sessions in Miami Beach on Thursday in an effort to avert a walk-out by approximately 3,000 members of NABET throughout the country.

Strike Authorized - The three-year contract between the networks and NABET expired last March 31 but was extended to Aug. 31 because of an internal dispute between the union and a group of disident members. Negotiations were resumed several weeks ago and on Aug. 19 NABET members authorized their leaders to call a strike on or after Sept. 1 (Broadcasting, Aug. 28).

The union had been seeking a new three-year contract, retroactive to last March 31, calling for a substantial increase over the current base salary of $218 a week for the large majority of its technicians. NABET was reported to be asking for $255 the first year of the new pact; $265 for the second year and $275 for the third year.

In addition, NABET demanded a 40-hour week with a one-hour lunch period to be included within that time span instead of the present 45-hour week; a guaranteed two days off a week; 72 hours notification to members if their work schedule is to be altered and a provision for rapid handling of grievances.

The networks made the last-minute package proposal to the union late Thursday evening but the nature of the 140-page offer was not immediately divulged.

Union Support - Earlier in the week the eastern branch of the American Federation of Television and Radio Artists voted to support NABET in any strike it might undertake. This was interpreted to mean that performers would not cross NABET picket lines and was a reciprocal move. Many of the association members last spring honored AFTRA picket lines during that union's strike against the TV-radio networks.

To meet the contingency of a walk-out by members of AFTRA, ABC and NBC had supervisory and other non-union personnel on hand as substitutes. CBS was not involved in the negotiations. Its technical employees are represented by the International Brotherhood of Electrical Workers.

WCBS, WNBC get aid after tower crash

At 4:21 p.m. on Sunday, Aug. 27, a single-engined plane crashed into a radio transmitter tower in the Bronx, N. Y., immediately silencing the 50-kw broadcast operations of WCBS and WNBC both New York.

The crash killed at least two persons known to be aboard the plane,
If you want to know what's happening in Toronto, ask Charlie.

"The Sky Lounge is a grand bar." says Charlie.
"Atmosphere, good company, fine service."
Westbury Hotel Sky Lounge, 475 Yonge Street

"You can't get a better steak at any price."—Charlie
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Charlie says:
"You'll always get a fine haircut at the Royal York Hotel. 100 Front St."

Charlie recommends
Cameron Jeffries Ltd., 102 Yonge St.,
if you need a shirt or an extra tie.

Here's Charlie.
He's the general manager of Broadcast News, Ltd.—the largest broadcast news organization in Canada. If anybody knows what's happening anywhere in Canada, it's Charlie Edwards.

So we asked him to make out a small "businessman's guide" to Toronto for you, in honor of the 1967 annual RTNDA conference. Favorite places you'd have to really know Toronto to know about—and Charlie knows them all.

Charlie and the boys at Broadcast News, Ltd. are responsible for getting the news in Canada to all the AP broadcast members in the U.S. And they do a bang-up job.

That's why we say if you want to know what's happening, ask Charlie. He's the fellow that keeps your AP station up on what's happening in Canada all year around.

The Associated Press
Your Indispensable Service
What's going on in Harris-Intertype’s world of advancing technology

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

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

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

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

GATES RADIO’S AUTOMATIC TAPE CONTROL equipment extends automation to the radio broadcast industry. An Automatic Tape Control system provides the capability for completely automatic programming of an entire day “On the Air.”
The White House
Washington

September 30, 1966

To the Broadcasters' Committee for the United Nations:

In a single generation, Americans have had to become citizens of the world. Today, through your weekly broadcasts, world citizens in America are learning how the United Nations works to restrain international conflict and build a better life for all men.

Military strength alone cannot keep us safe: we must labor daily to build bridges of friendship and cooperation to every continent. For this reason, we consider the success of the United Nations our own success.

Your programs help present these vital truths -- in documented stories of men working together for peace. For your fine example of public service, you have my thanks and my hearty congratulations.

[Signature]

International Zone
Filmed around the world by United Nations Television

For Information
Mr. Tom Shull, Chairman U.S. Broadcasters' Committee for the United Nations
230 Park Avenue, New York, N.Y. 10017

Mr. Michael Hayward, Chief, UN Television
Room 837, United Nations, New York
and, on a less poignant level, touched off a chain of events, including offers of cooperation by competing radio outlets toward the two hobbled stations.

For WNBC especially, the episode had ironic overtones. For weeks the station had trumpeted heavily its switch to a news-information concept on Monday (Aug. 31) and, despite severe roadblocks, the switch went on as scheduled. With its 50-kw antenna demolished, WNBC used the facilities of WCBS-FM, to start its news-information approach as promised at 5:30 a.m. Monday. The decision to switch to WCBS-FM had been made late Sunday.

Immediately after the crash, the switchboards at both WCBS and WNBC were flooded by calls from sympathetic listeners—and from competing stations with offers of standby transmitting facilities. In the case of WNBC, an early invitation came from WOR, but technical difficulties proved to be "too massive" to overcome on short notice, according to a spokesman. Instead, WNBC took advantage of another offer by WLIR to use its auxiliary tower in Astoria, Queens, and on Monday night began broadcasting over that 10 kw facility as well as continuing over WCBS-FM.

Little Luckier = WNBC was slightly more fortunate. The station accepted an offer by WABC of its auxiliary 10 kw transmitter at Lodi, N. J., late Sunday evening. A spokesman said only 5 kw was used to minimize interference with the arrangement made by WNBC. An official of WABC paid tribute to WNBC, which had its engineers at Lodi within a few hours.

But both WCBS and WNBC were determined a few hours after the accident to complete more satisfactory arrangements for transmission. Starting Monday, WNBC arranged for a construction crew to erect a 200-foot emergency antenna at High Island, the site of the crash. The tower arrived Tuesday afternoon and by 1:30 p.m. Wednesday, it was up. The wiring, lighting and testing of transmission equipment was completed late that evening. By early Thursday both WCBS and WNBC were operating from the temporary 10 kw site (WNBC used only 5 kw).

Officials of both WNBC and WCBS believed it would take several months before a tower capable of transmitting 50 kw could be constructed.

The accident also delayed the expansion of The Young Sound, CBS/FM music programing concept that was to have been expanded to a full 20 hours, seven days a week on WCBS-FM last Monday. For the time being, WCBS-FM will carry the programing of WCRS from 5:30 a.m. to 8:10 p.m. on weekdays. From 8:10 p.m. to 2 a.m. on weekdays and from 6 a.m. to 2 a.m. on Saturday and Sunday, WCBS-FM will carry The Young Sound.

**Daylight erupts at renewal time**

Michigan theater owners charge 12 stations fought unfairly for daylight time

A controversy within the state of Michigan over daylight saving time boiled over into Washington last week, in a protest filed with the FCC against the license-renewal applications of 12 radio and television stations in Detroit and Grand Rapids.

The National Association of Theater Owners of Michigan, which claims to represent some 400 theaters, said the stations used their facilities unfairly to fight for daylight savings time in the state, and refused to grant "equal broadcasting rights" to opponents in the controversy.

The theater owners asked the commission to hold hearings on the renewal applications of WWJ-AM-FM-TV, WXYZ-AM-FM-TV, WJBK-AM-FM-TV, all Detroit, and WOOD-AM-FM-TV Grand Rapids. The theater owners, who claimed that the stations had acted in concert, also sent a copy of their petition to the Department of Justice. The controversy erupted following enactment last year of the federal law providing for nationwide observance of daylight time. The Michigan legislature, taking advantage of an escape clause in the law, adopted a statute exempting the state from the requirement of observing daylight time. Later, however, the exemption law was petitioned to a referendum and defeated.

**Theater Owners' Position** = The theater owners had opposed daylight time on the theory that the public would be more inclined to spend daylight hours after dinner in the garden or on the golf course than in a movie, drive-in or hardtop. The feeling is particularly strong in Michigan, on the western fringes of the eastern time zone, where daylight lasts until 10 p.m.—daylight time—in midsummer.

The nation's broadcasters, as well as transportation interests, had worked for years for passage of a bill that would eliminate the hodgepodge of time standards that had existed throughout the country in summer. Networks were eager for passage of a bill that would eliminate the problems they faced in feeding programs to stations operating on different hours within the same time zones.

But the stations that are the subject of their complaint, the theater owners said, waged a one-sided fight against the exemption bill and, later, in support of the referendum campaign. The theater owners said the stations not only broadcast editorials and features in support of their cause but slanted newscasts as well.

In claiming that the stations violated the fairness doctrine, the theater owners said that although they were faced with "irreparable damage," the stations either ignored their request for time to submit their side of the controversy or else afforded so little time as "to make replies meaningless."

**Shomo to succeed Quinlan at Field**

Field Enterprises Inc. last week named a veteran radio broadcaster, E. H. (Ernie) Shomo, to run its UHF television venture, WFLD (TV) (ch. 32) Chicago. Field also has a permit for channel 24 in Milwaukee. Mr. Shomo, CBS vice president and general manager of WBBM Chicago, will become president of Field Communications Corp. and chief executive officer of WFLD effective Oct. 2. He succeeds Sterling C. (Red) Quinlan who resigned last month after policy differences on operating budgets.

Mr. Shomo became station manager of WBBM in 1950. He first joined CBS in Chicago as a salesman in 1936. Earlier he had been in newspaper and magazine sales.

Mr. Shomo said Thursday it was a hard decision to make about changing fields after so many years in radio but he felt "UHF is a fantastic challenge" and noted "there is a place for it in the viewing spectrum which no one has found yet."

But he is not entirely new to TV. For about eight months in 1953, besides his WBBM duties, he also served as acting assistant manager of WBBK-TV Chicago. This was during a period when that station was owned by CBS and before it was sold to ABC, its present owner. WBBM-TV now is the CBS owned outlet there.

Mr. Quinlan was ABC vice president and manager of WBBK-TV before he joined Field to establish WFLD.
X-ray panic dies
of exposure

Senate hearing ends with
little comment on GE's
problems with TV tubes

The great color-TV radiation scare of 1967 is subsiding, if congressional hearings are any indication. Despite testimony on the most alarming X-ray dose rate levels thus far measured from General Electric sets by the Public Health Service, the chairman of Senate Commerce Committee's radiations hearing last week confronted GE witnesses with no questions about television hazards and, when they brought the matter up, intimated that he had not even intended to broach the subject.

James Young, GE vice president, engineering services, did raise the issue, but only in response to PHS testimony from the day before. His prepared statement, the last to be presented to the committee on the third day of the hearing, dealt only with industrial, medical and dental radiation hazards.

As did almost all of the testimony, PHS statements dealt mainly with non-television radiation hazards. The committee invitations, as announced by Senator E. L. (Bob) Bartlett (D-Alaska), who served as chairman, noted that earlier hearings in the House had produced voluminous testimony about television radiation and asked instead for information on other consumer products that might be hazardous in the future (Broadcasting, Aug. 28, 21, 7).

But the PHS included results of its latest GE-set tests and suggested alarmingly that more than 100,000 unshielded voltage-regulator tubes might remain on the market. These tubes, PHS warned, might find their way into unshielded sets, undoing GE's set-modification program. In an attachment to the statement of James G. Terrill Jr., director of PHS's National Center for Radiological Health, PHS said "that as a public-health agency we must assume that every defective tube creates a defective set."

GE Explains Mr. Young explained to reporters after the hearing that unshielded tubes were not to be regarded as defective and could serve as they were intended in shielded sets, but that nevertheless GE was paying a bounty for their return from service-shop and distributor stocks. Only a total of 6,200 of the various tube types that could cause excess radiation remained unaccounted for, he added.

He also noted that the stickers being applied to the corrected GE sets specify that any replacement shunt-regulator tube must be of a designated type with internal shielding. He said that all but about 1,400 of the sets that could have emitted excessive X-rays had been found and corrected.

Mr. Young added that the PHS testimony on the number of unshielded tubes at large must have resulted "from a failure of communication" on the part of GE.

Mr. Terrill submitted test data to the committee showing that "with a selected defective GE4 shunt-regulator tube, operating in a GE console model M97CWD color television receiver with a KC chassis . . . at 24.5 kvolts, and minimum brightness, the calculated exposure rate directly under the ventilating louvers at the bottom of the set were at least 800,000 milliroentgens per hour. (The standard in use by GE is for a maximum of 0.5 mrt/hr for any point 5 centimeters from a surface of a set.)

For the test, PHS constructed a simulated floor and ceiling under the set and measured 640 mrt/hr at a point about 10 inches below the simulated ceiling. Mr. Young said he would have to review the PHS test procedures before commenting on the PHS figures.

All witnesses generally endorsed legislation before the committee that would empower the secretary of Health, Education and Welfare to set and enforce radiation standards for electronic products (S. 2067). Senator Bartlett said the hearing would be continued some time after the beginning of next year, and at one point Norman Maleng, committee counsel, said he expected that other industry witnesses would appear then.

RCA initiates 2%-3% rise
on '68 color-TV sets

RCA last week said 2%-to-3% price increases will be tagged onto most of its 1968 color-TV sets, effective Sept. 1. Models ranging from a 14-inch low of $329.95 up to a combination radiophonograph-23-inch-color TV high of $1,600 are affected. The only models untouched are two 18-inch color units, which will retain prices of $369.95 and $379.95.

Because of rising costs of materials, other major color manufacturers are price boosts. In September 1966, RCA hiked prices about 2.7% higher on its 21-inch and 25-inch color models, taking the initiative from other manufacturers.

Raymond W. Saxon, vice president and general manager, RCA Victor Home Instruments Division, attributed the new increases to "steadily rising labor and material costs," which "havespiralled far beyond our expectations in the past 90 days since we priced our 1968 models." He also blamed the boost on a 3%-to-5% increase in truck and rail freight rates.

FCC ready to handle
presunrise requests

FCC staff members are preparing to process, with the aid of a computer, some 3,000 applications from AM stations seeking authority to operate presunrise in accordance with the commission's new rules providing for uniform hours of such service (Broadcasting, July 3).

The commission order specifies that stations seeking the new authority must apply for Presunrise Service Authority. And, although no deadline was set, the commission said only those stations applying by Aug. 31 can be assured of receiving a PSA by Oct. 28, the last day of daylight saving time and the day when existing presunrise authorizations expire.

The new rules provide for sign-on at 6 a.m. standard time, with power limited (except in the case of some class II stations) to 500 w, and with stations using daytime antennas, whether directionalized or not. The rules affect primarily class II and class III daytimers. But fulltimers in those classes, many of which must now reorientize their antennas at night, have the option of maintaining their licensed nighttime operations or operating under the new rules.

Applications for PSA's are to contain showings that the proposed presunrise operations will not (in the case of class II's) cause objectionable interference to domestic and foreign class I-B stations to the west of them and will accord foreign co-channel stations full protection required by treaty.

The commission will feed the material from the applications into its Univac III computer to determine the stations that can be issued PSA's and whether authorizations of less than 500 w would be required to meet the noninterference requirements of the rules.
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United plans for comeback

First phase of revived fourth TV network would be as a news service; Pauley set for presidency if bankruptcy reorganization goes through

A modified, news-oriented United Network hopes to return to the air before the year is out, it was revealed last week.

Set to take the helm is Robert R. Pauley, late of ABC Radio and now heir-apparent to the UN presidency once held by another ABC alumus, Oliver Treyz, the man who presided over United's short-lived bid to establish itself as a fourth television network last spring.

This time around, the network will eschew entertainment, at least for the moment, and place emphasis on news and public affairs. Agreements have been or are being made with a number of news-gathering organizations for material to fill a daily one-hour feed. Officials say the service may be available within 40 days.

Last spring United fed an entertainment show starring comic Bill Dana from Las Vegas to about 106 affiliates. Station lineup for the new United will not approach that level for some time, according to officials, but James W. Nichols, the network's managing director, "conservatively" places the initial roster of affiliates at between 40 and 50.

He said UN would affiliate only with stations not affiliated with another network, and would affiliate with VHF stations predominantly.

However, because United is still operating under provisions of Chapter XI of the Bankruptcy Act, it cannot at present formally sign contracts with possible affiliates, program sources or even staff members, including Mr. Pauley. On June 22 the United Network Co. and United Network Inc. filed a petition in New York for an arrangement under the Bankruptcy Act that allows it to reorganize with a view toward resuming operations. The petition listed liabilities of $1,822,486 and assets of $1,132,410, a $690,076 deficit. United is in the process of settling with its creditors, who have until next February to present their claims.

Independent Company • United investors, headed by Mr. Nichols, are now in the process of petitioning the court for permission to form an independent company that will be legally empowered to enter into contracts with stations, program producers and personnel. After February, when all creditors will have been satisfied, United Network Inc. will absorb the "interim" investor-owned company, according to present plans.

Mr. Nichols and Mr. Pauley, who will be president and chief executive officer of United if the interim company is approved by the court, say the "subsidiary" is designed as a vehicle to get the network back into operation. According to them, resumption of full network operation will proceed in three phases:

First phase will consist of providing affiliates with news and public-affairs programming. Informal agreements have been made with Pathe News International, Reuters News Service, Visnews (owned jointly by the British Broadcasting Corp., the Rank Organization, Reuters and government broadcasting entities in Canada, Australia and New Zealand), and United Press International to provide United with enough material to feed 14 half-hour shows weekly to affiliates. Material will be fed over AT&T lines between 2 a.m. and noon to take advantage of lower costs in effect during those hours. United officials say monthly line costs will be about $178,000 vs. the $395,000 a month United paid for Las Vegas.

The half-hour programs, most in color, will be edited and produced by United staffers. Tentative titles of the news shows are: Here's How It Happened, a program of U.S. news; The World This Week; This Week in Washington; Nation to Nation, a program of United Nations news; Updating the News, a program of U.S. and international news; Perimeter, foreign TV newsfilm; Pendulum, a program covering "people, trends and historic developments," and a daily half-hour feed of hard news. United officials said the programs would be "completely objective" and any commentary would be labelled as such.

(United emphasizes objectivity, since some of the network's backers purportedly hold staunch conservative views. United officials are quick to point out that the political views of the investors represent a cross-section of American thought, from right to left, and that investors in other networks are not characterized as to their political philosophies.)

Sports Next • The second phase will consist of sports programming. Program content of this phase has not yet been made definite, nor has program content in the third phase, which will provide entertainment material to affiliates. United officials say details and target dates for both phases two and three have yet to be worked out, but that in any event, the major stress will be placed on news and public affairs, regardless of the extent of sports and entertainment programming.

According to Messrs. Nichols and Pauley, United will not engage in national selling of advertising, at least initially. While not precluding the possibility of national sponsorship of United material, Mr. Pauley said he sees the network as staying out of the "piranha pit of rate cards, discounts and cut rates. Compensation will work the other way. Affiliates will pay us."

As outlined to Broadcasting affil-
All kinds of sounds, including every broadcast mode, from GE’s transistorized line of versatile, reliable consoles.

Not often you’ll find consoles that can stand the test of time as well as these can. Thoughtful design and construction is one reason—the best that can be drawn from GE’s experience in all phases of broadcast equipment. And then there’s the consoles’ growth potential—their ability to adapt to your changing needs. For example, take a look at the...

**BC-35-A Monaural Console—Maximum flexibility.** Its four input mixer channels will function either as low- or medium-level inputs—a selector switch chooses. Two mixer buses, two program/monitor amplifiers, built-in cue facility, one VU meter with provision for adding second.

**BC-31-T Monaural Console—Widest range of inputs, controls and functions.** Accepts up to 28 high/low level inputs, up to 14 mixers, depending on the modules you choose. Outstanding unit for TV studio or master control systems, recording, industrial and military uses.

**BC-31-B Stereo/Monaural Console for AM, FM and TV.** A tremendously versatile unit. Accepts additional modules as required, for up to 12 low-, 33 high-level inputs, 12 mixers. Basic unit accepts 6 each low- and high-level input modules. All with input selector switches to permit selection of various program sources. Intercom, and override to monitor amplifier input as well as many other features are also provided. All mixer modules contain a Ch. 1/Ch. 2 mixer level switch to permit the choice of either channel or bus. Easily converts from monaural to stereo. Stereo modules handle both monaural and stereo modes of operation. Best of all, stereo conversion can be made at any time, even after years of service. Truly one of the most adaptable, useful consoles you’ll ever see.

**BC-35-B Compact—Ideal for custom installations.** Has eight input mixer amplifier channels and eight mixers. Otherwise, identical to BC-35-A.

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**GENERAL ELECTRIC**
areas will split their advertising revenue 50-50 after the commissions with United. Shortly before receiving the weekly news feed, however, affiliates will pay United roughly 20% of the probable advertising revenue earned from the United programs; the remaining 30% will be paid after the programs are broadcast. In short, the station sells local advertising or carries national spot placed by its rep, and then pays 50% to United if the commercials are placed in or around the network material.

Messrs. Nichols and Pauley say stations to whom they have presented the compensation plan have greeted the concept with enthusiasm. "Affiliation with any other network nets a station only about 30% of advertising revenue," Mr. Nichols said. "Affiliation with United promises to be more lucrative for the local station. Nationally, a station's rep will sell the numbers to advertisers and their agencies; United will sell the programing concepts."

United officials and investors earlier this summer (BROADCASTING, July 3) said that failure to completely presell the Las Vegas show was the major reason for the network's cessation of operations on May 31. Apparently taking no chances this time, United has opted out of selling national advertising and is counting on the sales forces of the affiliates and their representatives to bring in needed revenue. At the same time, it was also said that AT&T line charges, while expensive, were not a crucial factor in the network's early demise. Although taking advantage of AT&T's lower rates during off-hours will ease United's expenses, Mr. Pauley indicated he is planning to increase program content to the point where the network will contract for larger blocks of line time.

Until last week, plans for getting the network's feet wet were entirely in the hands of Mr. Nichols. However, he indicated to BROADCASTING that Mr. Pauley is assuming responsibility for the network's return and operation, while he (Mr. Nichols) will concentrate on financial matters pertaining to the network. The initial blueprint to resurrect United is essentially Mr. Nichols's who was one of the investors in the syndicate that took over United from Daniel H. Overmyer in March (BROADCASTING, March 13). Mr. Pauley is expected to have a large part in drafting the final reorganization plan, which must meet the approval of the court-appointed bankruptcy referee and the stockholders and directors.

The formal plan of reorganization will be presented to United's 18 stockholders and seven directors at a meeting in Dallas on Tuesday (Sept. 5).

The Board * United's board currently is said to consist of Mr. Nichols; Jack McGlothlin, board chairman; Robert Bailey, George Thaggard, Rush K. Evans (executive vice president and general manager of KKKV-TV and KKKF(FM) Colorado Springs and KKKM Pueblo, Colo.), and Oliver Treyz and Lewis Marcy, at one time president and vice president respectively of United. Mr. Treyz's contract as president of United expired June 30, but he was said to retain 1% of the United stock and a directorship, as was Mr. Marcy. Messrs. McGlothlin, Bailey and Thaggard have large interests in oil and real estate in Texas and California, as do the other 11 investors.

With the exception of Mr. Evans, who represents Willard Garvey of Wichita, Kan., all directors were said to be present stockholders in United. Other shareholders were listed as Ray and Hal McGlothlin of Abilene, Tex.; C. E. William and Robert McCormick of Snyder, Tex.; A. R. Dillard and E. A. Kimble of Wichita Falls, Tex.; E. M. Bailey and Robert Gooch of Abilene; Joe Teague and Frank Siddons of Austin, Tex., and William Allen of San Antonio, Tex.

Reports late last week indicated several of the 18 present shareholders plan to pull out of the corporation. Among them was said to be Mr. Garvey, Kansas oil investor and land developer who owns a considerable share of KKKV-TV, KKKF(FM) and KKKM, and who until May 30 was executive committee chairman of United.


Loss of several investors could seriously cripple United's comeback efforts, but Mr. Nichols and Mr. Pauley indicated that since news of United's reorganization plans began circulating two weeks ago, the network has been approached by outside investors seeking to join the corporation once court approval is given for the interim corporation.

Both Mr. Nichols and Mr. Pauley said they are convinced there is a need for a fourth TV network, especially one that will provide news and public-affairs programing to a public they consider increasingly "hungering" for such material. United's earlier failure, Mr. Nichols says, has convinced him all the more of the "need and viability" of a fourth network. The legal complications and difficulties facing United apparently do not detract from the network's possibilities as far as Mr. Pauley is concerned, either. Said the former president of the ABC Radio Network: "The problems facing United are much less than those I faced when I took over ABC Radio in 1960."
"Business deserves consumer confidence"

This past year, American consumers made 3,296,293 calls to 126 Better Business Bureaus across the country.

For every one complaint there were nine inquiries—people who simply wanted to check on the reputation or reliability of a company, or find out about some business practice.

Compare that to 30 years ago, when the opposite was true: most people called the Bureaus to complain.

Besides, Bureau records show that not all consumer complaints are serious or justified. Frequently even serious complaints are the result of a company's unintentional mistake.

In the vast majority of cases, whether the mistake was intended or not, the Bureaus obtain voluntary corrections.

Despite these favorable signs, business today faces a crucial need to do a still better job of self-regulation of advertising and selling, and to do more to inform both government and the public concerning business progress in serving customers in the public interest.

Hence the Better Business Bureaus, drawing on their unique 54-year experience, have launched an expanded action program. It features these developments:

1. Expanded Service By Individual Bureaus. In city after city BB Bs are broadening the geographic areas they serve, adding more telephone lines, installing automated filing and reporting systems—so they can give more consumers better and faster service.

   Increasingly, individual Bureaus are called upon to testify before state legislatures.

   In some cities, Bureaus are setting up Consumer Affairs Councils to provide local forums for discussion of consumer problems.

   And each year new Bureau offices are opened.

   All this costs money; but it demonstrates the spirit of a great business community which understands that it can survive only if it enjoys the confidence of its customers, and which will go beyond any possible law in protecting this relationship.

2. BBS's Research and Education Foundation. Activated under the direction of a distinguished Board of Trustees, this foundation will conduct urgently-needed studies to shed the light of objective fact on issues of concern to consumers. Under its aegis the BBB will initiate new programs to protect both the consumer and the enterprise system.

3. Office of National Affairs. This office has been opened in Washington. It will use the goldmine of information gathered by Better Business Bureaus across the nation, providing federal officials—for the first time on a systematic, continuing basis—with reliable data based on more than three million consumer contacts per year.

   It will also offer facts on how business regulates its marketplace activities in the public interest, and report back to business on government activities and plans affecting business-government relations in the consumer area.

4. Stepped-Up Mass Communication. This program will express industry's concern for the consumer, explain industry's self-regulation efforts, upgrade consumer buying skills, and increase public understanding of the enterprise system.

   How can you as a businessman cooperate with this expansion program?

   Bear this in mind: the heart of the BBB complex remains the individual Better Business Bureau.

   It works to improve the business climate, to safeguard your community's buying power and maintain a market environment in which your business can operate profitably.

   And it supplies data now being relayed to both federal and state governments to show why business deserves consumer confidence.

Write or call the manager of your nearest BBB. Tell him your reaction to the Bureaus' expanded action program. See how you can help to make it succeed.

Copyright stand stays the same

NAB, AMST support Senate bill on CATV liability
in letter to Kaminstein

The National Association of Broadcasters and the Association of Maximum Service Telcasters have reaffirmed their position on CATV copyright in letters to Abraham L. Kaminstein, register of copyrights. Mr. Kaminstein asked participants in a day-long meeting two weeks ago (Broadcasting, Aug. 28) to summarize in writing their respective positions on CATV aspects of new copyright legislation.

Basic copyright-law revision, a long-term goal of the copyright office, has been stalled in the Senate Judiciary Committee pending resolution of disputes regarding cablecasters' liability and problems concerning computerized information systems for use in education. The copyright office has been sponsoring meetings with principals in the CATV dispute.

The NAB told the copyright office that it continues to support the section of the original House bill granting exemptions to cable systems that refrain from importing distant signals or originating programs. The CATV exemptions were deleted from the House bill during floor debate (Broadcasting, April 17), and the section (111) embodying them was pronounced dead by a copyright-office observer at the time. The Senate bill, however, still includes an unmodified Section 111, but it is now generally expected by congressional staff members that some change in the section's language would be necessary, at minimum, to regain House approval.

No Moratorium: The NAB opposed any moratorium on infringement suits against cablecasters until the enactment of copyright revision can spell out the law's applicability to community-antenna systems. Legislation has been proposed to head off liability suits but none has yet been introduced. Current law has been held applicable to CATV's and appeal to the U. S. Supreme Court is being sought by cable interests.

The NAB letter, signed by Douglas A. Anello, general counsel, notes that no pressing need for a moratorium has been demonstrated and that the argument that CATV's need relief from a possible accumulation of large liabilities does not square with the fact that such a proposed moratorium would only postpone infringement suits and not invalidate liabilities.

Signs of progress during the copyright-office meetings have involved problems of copyright clearance procedures for cablecasters. Many CATV operators indicate they are not adverse to payment of reasonable copyright fees on programs they transmit but point to difficulties seen in dealing individually with a multitude of copyright holders.

The NAB holds that "any legislation should give full protection to the exclusive rights of the local television station in its market." Maintenance of such exclusive rights could complicate the point of unworkability any plan for arranging central clearances for CATV's, some observers have held, although others have noted that modern data-processing equipment could handle such complications.

Need to Bargain: Another aid to streamlined clearance procedures—a compulsory license fee that could facilitate blanket clearances—is opposed by the NAB. "Broadcasters must bargain for program rights in the open market, and we would expect that competing CATV systems would do likewise," the letter notes. The NAB adds that it would agree to licensing of CATV's in markets not served by stations representing all national commercial networks, as was provided in Section 111.

The NAB said it would support exemptions permitting CATV-originated public-service programming such as Section 111 provides. The NAB said it viewed the exemptions as "very broad," and added that "they should not be expanded in any way."

The broadcasters' group also noted that...
that Section 111's exemptions from liability for stations operating within the grade-B service areas of station and not importing distant signals into those areas "would relieve the vast majority of systems from any substantial copyright burden."

MST Views * The Association of Maximum Service Telecasters, in a letter signed by Ernest W. Jennes as its attorney, paralleled the arguments of the NAB. MST added, however, that operation of translators and satellites should be taken into consideration in determining "underserved" areas where Section 111 would permit a compulsory licensing arrangement for CATV's.

Also, MST noted, broadcasters in underserved areas should be protected from importation of distant signals under a CATV's compulsory license before a copyright proprietor has had a chance to offer the station exclusive program rights.

MST also warned that CATV attempts to widen the origination provisions of Section 111 as amended during House debate would reopen other questions about the section. Both the NAB and MST say they regard the modified Section 111 as a package containing compromises they are prepared to accept only in toto.

The Jennes letter noted in addition that the bill fails to provide protection against infringement of live broadcasts before they can be copyrighted under the terms of legislation.

Copyright clouds seem to be lifting

A break in the impasse on the copyright issue and CATV apparently is foreseen, following the regular quarterly meeting of the board of directors of the National Community Television Association last week in Washington.

Although the outline of a new approach to resolving the copyright issue is blurred—NCTA board members were more than usually mum on leaking information this time—enough hints were dropped to add up to the inference that the directors of the cable antenna association have drawn up a list of priorities and have authorized an industry copyright committee to begin negotiating with copyright licensees.

As one member remarked: "We've got to know what we can give up and what we must insist on retaining when we start negotiating."

At the same time, it was emphasized that the policy of the NCTA had not changed by an iota; the industry, sources reiterated, still hopes to get some sort of interim relief pending the adoption of a new copyright law. The relief being aimed for is a moratorium for one year on any litigation brought by copyright holders against CATV systems.

And, it was stressed, the cable antenna industry still hopes to get some provisions written into the new copyright law that will exempt those systems picking up and relaying "local" TV signals—although the definition of local may be much broader than broadcasters envision—and establishing a fixed fee in the statute. CATV interests also vow to oppose with all their strength any ban on originations.

Ford Letter * A sign that movement toward negotiations is coming along is seen in a broadside letter to all NCTA members from Frederick W. Ford, president of the organization.

Referring to the meetings that have been held over the last few weeks by Abraham Kamenstein, register of copyrights, with CATV representatives, copyright delegates and NAB spokesmen, Mr. Ford said the meeting of Aug. 24 when representatives of all three groups were present was "one of the few encouraging developments since discussions began." He said a "parade of participants expressed a willingness to bargain on the question of copyright payments—without filing suits or even threatening to file suits [and Mr. Ford underlined this]—as long as all parties seemed interested in reaching a reasonable solution..."

This means, Mr. Ford said, that a settlement is possible.

That meeting, he noted, has "produced a climate of cooperation and a mutual determination to go forward together—attitudes that heretofore had been badly lacking, if not entirely at least to a substantial degree."

The meetings have resulted in "a much-needed" clarification of the probable positions of United Artists, the networks, Broadcast Music Inc., the American Society of Composers, Authors and Publishers, the Screen Actors and Screen Writers Guilds, he said.

Harmony * "All", Mr. Ford said, "have expressed a seemingly sincere desire to find a way to compensate the creative artists responsible for our entertainment pleasures without disrupting the service or some 10-million-cable-television viewers."

In another front of the copyright arena, the Department of Justice, it was learned, had decided not to join Fortnightly Corp. in asking the U. S. Supreme Court to review the Herlands ruling that CATV is a performance under the present copyright law and payment of fees to copyright owners must be made. This ruling was upheld by a federal appeals court earlier this year. A petition for a writ of certiorari by Fortnightly is scheduled to be filed within the next two weeks.

The Department of Justice, however, informed Fortnightly, that if the Supreme Court grants certiorari, it may well enter the case, supporting Fortnightly as a friend of the court.

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CATV copyright

vene in any of the proceedings.

The cablenmen said that if the copyright owners would suffer alleged economic injury, that injury would evolve solely from infringement of a private right, one granted by Congress. In effect, multiple-CATV-owner International Equity Corp. claimed that the owners are attempting to effect another remedy from the commission for a private right which they can already enforce in the courts under existing law and which is currently the subject of pending legislation. Even if the film group were able to demonstrate alleged economic impact, International Equity argued that it "still could not relate this private loss to an adverse effect upon television broadcast service nor to a public inquiry."

Ultimately International Equity argued that the film group is trying "to stop any threat to their existing business situation, but more than that, trying to improve the value of their properties by convincing the commission that it should enjoin the carriage of any New York signal, local or distant. Such a privately motivated request," suggested the CATV operator, "indicates that any hope the copyright owners will assist the commission is unfounded."

The operators urged the commission to dismiss the owners petition and treat the waiver requests on a case-by-case basis. Among those filing were: Suburban Cable TV Co., Conestoga Television Cable Co., Tri-County Cable Television Co., The Jerrold Corp. and related companies, Philadelphia Community Antenna Television Co., Holly City Cable Television Co. and Montgomery Cable. 
A New Mexico cable-TV owner's recent attempts at covering a public hospital board meeting ended in his arrest and arraignment. Don Hancock, owner of Ruidoso Cable Television Co., said he "just couldn't believe it could happen in the United States."

Approximately one month prior to the incident, Mr. Hancock and his recording crew attempted to video tape the Ruidoso hospital board meeting called to discuss the hospital's qualifications for entering the Medicare program; members of the press were invited. Mr. Hancock had his cameras in place when the board members entered and told him that they did not want the meeting televised. Mr. Hancock then offered to tape the meeting and, pending legal substantiation of the board's mandate, refrained from releasing it. The board members, however, saying that the equipment was disturbing to those present, adjourned the meeting.

When Mr. Hancock attempted to cover a subsequent board meeting, the board members emerged from closed session, entered the room and called the meeting to order. Thereupon, an attorney walked directly to the camera and pulled the plug from the wall socket, declaring: "You have no right to use this electricity."

Mr. Hancock observed that the camera had been damaged when unplugged and asked to discuss the problem with the board. He was ruled out of order and requested to remove his tape recorder from the room. After he inquired as to the board's legal authority in the matter, he was arrested, jailed on charges of "disturbing a lawful assembly," but released on his own recognizance.

In a recent statement, Mr. Hancock said "it's fantastic to be a representative of the press in a public meeting, with a tape recorder that made no noise and was unnoticed the first two or three minutes, and to be arrested and jailed for having it." Mr. Hancock said that he intends to fully explore the possibility of legal action against the board after his trial set for Sept. 13 in Carriozzo, N. M.

**Senate group vetoes TV election curbs**

No legislative curbs on reporting early election returns, no basing computer-assisted election calls on them have been called for in a report of the Senate Commerce Committee. The committee said there is no evidence to support fears that election-night reporting from eastern precincts can affect voting patterns in areas where polls are still open.

The report, issued last week, said the committee "is satisfied that the networks and broadcasters will take appropriate steps to clearly label voting predictions and predictions in a manner that the public will not be misled." Accurate labeling of projections as such was a senatorial concern at a July hearing (Broadcasting, July 24).

No bills were before the committee on the issue, but legislation that would prohibit release or broadcast of early election returns and predictions had been introduced in previous sessions. This approach was termed "too drastic a step" by the committee. Such legislation would raise constitutional questions of free speech, the committee noted.

Two bills are before another Senate committee that would set a uniform hour of polling closing regardless of time zone and that would make presidential election days national holidays to ease voting for easterners whose polls would only be open during working hours. The Commerce Committee, while acknowledging it has no jurisdiction over these bills, nevertheless concluded on the basis of testimony that no change in the present system is needed at this time.

Senator Vance Hartke (D-Ind.) attached supplemental views to the committee report, urging continuing committee surveillance of broadcasters' practices in future elections. "We must be certain that guesses are clearly labeled as such, that every step is taken to ensure accuracy of reporting and that reporting not interfere with the election process," he said.

Senator Hartke observed that his suggestions did not restrict the right to report or comment but that they would restrict the "questionable right to 'mislead'."

**MGM buys land for possible new studio**

Southern California may get its first major new film studio in 35 years if Metro-Goldwyn-Mayer decides to develop a 1,849-acre tract of land in the Conejo valley, Ventura county, Calif., that it purchased last week. The film studio purchased the land from the Janus Corp. in exchange for 162,000 shares of its stock worth, at current market prices, about $8,750,000. MGM has plans for transferring all its film-making operations from Culver City, where it has been based for 43 years, and building a $32-million studio complex on some 800 acres of the acquired land.

Preliminary studies for the proposed studio include projections for a multi-story administration center, theater, film laboratory, 14 sound stages, a network of streets along which town and city sets will be constructed, and 100,000 square feet of parking space. Studies also are in progress on how to use the 187-acre Culver City lot for purposes other than motion picture and TV film making. Indications are that no final decision on the move will be made for at least two months.

**Features first in Warner-7 Arts plans**

Seven Arts Ltd., which made its way in the business world distributing syndicated product to television stations, only has secondary plans for the medium now that it has acquired Warner Bros. Pictures. This was made clear last week by Kenneth Hyman, the new vice president in charge of production
for the merged Warner Bros.-Seven Arts operation, in his first Hollywood news conference.

Questioned about television plans, Mr. Hyman said: "We must be in it, but our primary concern now is feature production. As soon as this is resolved we will go into TV. First things first." He left no doubt that the production of theatrical motion pictures comes under his meaning of first things.

Warner Bros., once one of the leading film producers for television, practically has dropped out of this business in recent seasons. Currently, its lone network involvement is coproduction of The FBI with Quinn Martin for ABC-TV.

L.A. unions form new common group

Hollywood unions and guilds that negotiate with broadcast networks have formed a common front. It's called the Committee of Broadcast Unions of Hollywood (CBU). The new labor force held an organizational meeting in Hollywood last week that was attended by more than 20 representatives of locals connected with broadcasting.

Elected as chairman was Claude L. McCue, executive secretary of the Los Angeles local of the American Federation of Television and Radio Artists. Other officers of the organization are: Richard F. Mahn, executive secretary, Society of Motion Picture Art Directors, Local 876, International Alliance of Theatrical Stage Employees, elected a vice chairman; John Tranchitella, president, American Federation of Musicians, Local 47, also elected a vice chairman and Andrew J. Draghi, business manager, Local 45, International Brotherhood of Electrical Workers, elected secretary.

Speaking at the meeting was Sigmund Arywitz, executive secretary of the Los Angeles county Federation of Labor, who welcomed the creation of the CBU as a significant means to consider joint action on problems common to all broadcasting unions. The current National Association of Broadcast Employees and Technicians-network negotiations were discussed with CBU members unanimously pledging assistance to their co-unionists.

Need convention space?

Radio-Television Correspondents' Association in Washington is conducting a survey of radio and TV space requirements for the presidential nominating conventions of both parties to be held next year. The Republicans meet in Miami Beach, Aug. 5; the Democratic convention site and date have not yet been chosen.

With a deadline of Sept. 15, the radio-TV correspondents ask that the following information be supplied by radio and TV stations: (1) square feet required in the press room of the headquarters hotel, (2) square feet required in the off-floor work area in the convention hall, and (3) the number of hotel rooms required (this last is for the information of the national committees of both parties).

The association also noted that it planned to file for convention accreditation and credentials in April next year.


Commercial specials called best at gallery

The "finest programming" doesn't necessarily come only from noncommercial TV stations, according to Bob Roberts, television director of the Gallery of Modern Art including the Huntington Hartford Collection in New York.

Mr. Roberts addressing an awards ceremony to honor NBC News and producer Lucy Jarvis said: "We should not forget that the commercial television stations have and are contributing greatly to the kind of programming that is broadening the cultural, informational and artistic horizon for the multitude of viewers who seek to enhance their knowledge and experience."

While educational TV does its job, he said, "it is the opinion of the television arts department of the Gallery of Modern Art that the finest programming to date that has appeared on the video screens in the documentary field has been produced by NBC News." Miss Jarvis's work on NBC-TV's The Louvre, Supposed someone threatened you like that. Even if he was completely unjustified, he could hang you into court. Many a crackpot suit has cost the defendant thousands of dollars. THIS NEED NOT HAPPEN TO YOU.

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Magnuson defends news coverage of riots

Broadcasters, accustomed more to words of criticism from Capitol Hill on radio and television coverage of riots and black-power advocates, last week heard a voice from the Senate raised in their behalf. Commerce Committee Chairman Warren Magnuson (D-Wash.), whose panel passes on all broadcast-regulation bills, told colleagues that the major news media had been doing “their primary job, which is to report to the American people the events that are happening, forthrightly and without trying to soften them.”

“It is easy to believe in freedom of the press when things are going well,” Magnuson observed, but “it is more difficult and far more important to believe in it when the going gets rough.”

Abuses and excesses are part of the risk of freedom, he noted, but added that in his view, “such abuses and excesses were minimal.” Examples of bad judgment “should not detract from the generally admirable service the broadcast media performed during the urban disorders,” he emphasized.

Senator Magnuson cited letters sent by the networks to Senator Hugh Scott (R-Pa.) discussing riot-coverage criticisms (Broadcasting, Aug. 14). “These communications revealed attitudes of responsibility and an obvious awareness of the effects of how they perform their duties that fully justify the American insistence on a free press in fact and not merely in name,” the senator noted.

“There may at times be an uneasiness that full and open reporting might create temporary difficulties. But over the long haul,” Senator Magnuson concluded, “if we are to recognize the defects in our national life and remedy them, there is no alternative to disclosure as complete as the freely competing news media can make it.”

Mutual also rejects Scott’s riot code

Mutual joined the other networks last week in rejecting the suggestion by Senator Hugh Scott (R-Pa.) that a “code of emergency procedure” be developed to govern coverage of riots and other civil disturbances.

ABC, CBS and NBC had taken similar stands shortly after Senator Scott made the suggestion (Broadcasting, Aug. 14, 7).

In an Aug. 30 letter to the senator, John P. Fraim, chairman and president of Mutual Broadcasting Corp., which owns the radio network, reviewed at length steps taken by Mutual to maintain the “basic attributes” of “responsibility, accuracy, objectivity and fairness” in its news coverage.

Mr. Fraim also submitted samples of newcasts, editorials, commentary and special programs to support his contention that Mutual’s coverage “did not at any time ‘contribute to the turmoil’” but, rather, “served well our millions of listeners by reporting all the news quickly, concisely, accurately, in proper balance, being responsible, objective and fair.”

A news code to govern coverage, Mr. Fraim said, would be “contrary to the free-press principle” and mean “management of the news by someone—perhaps one subject to whims that often would outweigh sound decision as to what is right or wrong.”

“Control of one type of news by code might lead to demands for codes for other types,” he continued. “Finally, all news would become subject to controls, or management, and we must press would be gone.

“We do not believe a code is the answer. Instead, each unit of our news industry and each individual in it must abide by its own concept of responsibility. There are certain to be instances of irresponsibility from time to time, but even a code could not anticipate and prevent such occurrences, and this is a small price to pay for freedom of the press.”

Video tape gets push in filmland

Hollywood, where film is king and video tape usually goes begging, has a new television taping center designed to somewhat equalize the imbalance. Hollywood Video Center, the one operating subsidiary of Western Video Industries Inc., was officially unveiled last week for news media. Located on Vine Street in a building that once housed ABC network radio personnel, Hollywood Video Center is claimed to be the only color television video-tape center in the movie capital available to producers, packagers and advertising agencies outside of network-TV premises.

The production plant includes three sound stages covering a total of some 9,000 square feet. Two of the stages, one an estimated 48 feet by 60 feet, the other about 45 feet by 40 feet, have provisions for seating audiences up to 300 persons each. The other stage, some 50 feet by 100 feet, will be used principally for commercial production.

The facility reportedly has capital assets of more than $3 million. Through a long-term lease-purchase agreement with Lewron Television Inc., Baltimore, Hollywood Video Center has acquired four RCA live-color cameras and two Ampex Videotape high-band color recorders. Also leased from Lewron is a mobile color tape unit said to contain more than $1 million worth of equipment.

Rental Facility x Western Video Industries, which leased the facility four months ago, plans to develop it not only as a modern and completely equipped color television taping center available for rental, but also as a base for the production of low-budget color-tape programming on its own account. In this connection, the company has a working affiliation with KBSA-TV (ch.
Guasti, Calif., scheduled to go on the air about Jan. 1, 1968. The UHF station has its offices in the production complex and expects Hollywood Video Center to produce some of its future programming.

Initial project to come out of the Vine Street facility, however, will be the syndicated strip, Pat Boone in Hollywood, being co-produced by Filmways and Cooga Mooga Inc. Hollywood Video Center has been signed to provide all the below-the-line facilities and service for the series, which will be taped daily before an audience beginning this week.

**Bailey supports TV coverage of courts**

Attorney F. Lee Bailey said last week that his experiences in being host for the new ABC-TV series Good Company have prompted him to think a lot more about the medium. He said he now very much would favor television in the courtroom even though it conflicts with American Bar Association policies.

Previously he hadn't thought much about the subject, he explained. Mr. Bailey was in Chicago last week and was asked about TV in the courtroom while getting ready to tape the Sept. 21 program on Hugh Hefner, publisher of Playboy magazine.

Among Mr. Bailey's clients have been Dr. Sam Sheppard and Dr. Carl Coppolino. He said that now he would have advised both of them to have their trials given TV exposure if it were possible. He would not favor TV coverage if a defendant objected, though, he said.

"I would advise television courtroom coverage for almost any client," Mr. Bailey said, "but I would much rather have seen Coppolino get the benefit of televised proceedings than I would Sheppard. The Coppolino case was so complex that nobody could understand it."

Mr. Bailey said he feels that TV coverage in the courtroom could do a great deal to clear up wide public misunderstanding of the legal processes and show what a court is really like. The public has many wrong impressions of the court function from movies and TV shows, he noted.

The TV camera can be very unobtrusive in the courtroom, Mr. Bailey explained, just as it was in the Billie Sol Estes case where the TV gear was hidden in a booth. He said since then he has talked to many of the lawyers in the Estes case and none said they felt TV was at all intrusive or noticeable.

Mr. Bailey said he is continuing his law practice and doesn't think there will be any conflict of interest as host on Good Company. He said he researched the subject considerably and his position is not at all unique. He also said he has assured bar-association officials that his TV appearances will be as a personality and not as a lawyer practicing law.

**Stock prices, UPI news offered in CATV feed**

CATV systems may now subscribe to a new electronic news service that provides direct video signals of printed data supplied by the United Press International's telegraph news wire and stock sales prices from the New York Stock Exchange.

Television Presentation Inc., a subsidiary of Sterling Movies Inc., New York, announced last week that arrangements with UPI and the NYSE are now being completed, whereby TPI will lease the news service to CATV operators.

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**'Good Company' feud ends in firing**

Attorney F. Lee Bailey may feel as if he's been through a sticky divorce case by the time Good Company, the ABC-TV program he moderates, premieres on Sept. 7.

Title of the new series proved something less than appropriate when it was learned the program's producer, John Aaron, had been dismissed by Talent Associates, packager of the half-hour show that features informal visits with celebrities such as actor Tony Curtis and Sen. Everett Dirksen (R-Ill.). According to Mr. Aaron, his dismissal was prompted by a series of disagreements between David Susskind and Daniel Melnick, owners of Talent Associates, over the approach the show should take.

Mr. Aaron told Broadcasting that Talent Associates wanted to inject an element of sensationalism in the program. Mr. Aaron, who once codirected Edward R. Murrow's Person to Person show, said Mr. Susskind wanted Mr. Bailey to ask guests "controversial and possibly embarrassing questions." Mr. Aaron favors the "more polite" approach used by Person to Person, which Good Company is said to resemble. He directed the initial program in the new series.

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[BROADCASTING, September 4, 1967]
National Studios merges into Wometco

Wometco Enterprises Inc., Miami-based diversified corporation with group broadcast holdings, announced last week the acquisition of National Studios Inc., and an affiliated company, Professional Color Services Inc., both New York, for Wometco class A stock valued at over $1 million. The companies will become a division of Wometco.

The two New York companies specialize in TV-slide production and special effects, serving the television and advertising industries.

National Studios, in business for over half a century, is said to be the oldest producer of TV slides in the U. S. and the largest producer of slides in the world. Among its clients are ABC and CBS. The Wometco announcement stated, in addition to a variety of large industrial firms and advertising agencies.

Arthur J. Rosenberg, general manager, and Lee Dresner, sales manager, will be elected vice presidents of the two corporations forming the new Wometco division.

In addition to motion picture theaters, food vending, soft drink bottling and other interests, Wometco owns WTVJ (TV) Miami, WLGS-AM-FM-TV Asheville, N. C.; KYOS-TV Bellingham, Wash., and 48.5% of WFGA-TV Jackson-ville, Fla.

Jerrold to merge with General Instrument

The merger of CATV pioneer manufacturer and multiple-system-owner Jerrold Corp., Philadelphia, into General Instrument Corp., Newark, N. J., was announced last week, subject to several conditions. The transaction is valued at between $125 million and $130 million.

Terms of the merger, agreed to in principle by the board of directors of both companies, call for the issuance of 0.7 of a common share of General Instrument for each of Jerrold's outstanding 2,381,570 common shares. This would amount to 1,667,099 shares of GI, which closed Thursday on the New York Stock Exchange at 76 1/4.

Jerrold, which is traded over the counter, was quoted at the same time at 47 asked 45% bid.

The announcement also said that "it is contemplated" that Jerrold executives Robert H. Beisswenger, president, and Paul A. Garrison, vice president-operations, will become directors of General Instrument.

Still required are approving votes of the stockholders of both companies, with meetings expected to be called next month; a favorable ruling from the Internal Revenue Service that the transaction is tax-free for Jerrold stockholders, and the adoption of a formal merger agreement.

Electronic Products - General Instrument, organized in the early 1920's, manufactures electronic devices and controls, including, through its F. W. Sickles division, VHF and UHF tuners for TV receivers. Only last week, it completed the acquisition of Universal Controls Inc., Towson, Md., which makes relays, electronic switches and parimutuel equipment.

GI sales in the fiscal year ended Feb. 28, when combined with those of Universal Controls, were $205 million, with net income of $9,885,493 ($2.70 a share). With the acquisition of Universal Controls, GI has outstanding 3,816,000 shares of common and 520,000 shares of preferred. Martin H. Benedek is chairman, and Moses Shapiro, president of General Instrument.

Jerrold's sales for the same fiscal year were $50 million, with net income of $4,272,591 ($1.90 a share). For the first quarter in its fiscal year, for the period ended May 31, Jerrold reported net sales of $12.2 million and a net income of $832,000 (35 cents a share), compared with $12.3 million and $1 million (44 cents a share) for the same period in 1966.

Jerrold not only makes CATV and closed-circuit TV equipment as well as home receiving antennas, but has ownership interests in 18 CATV systems and 25 franchises in various parts of the country. It also builds under contract turnkey CATV systems for other cable interests.

Filmways adds another subsidiary

Giving added indication that it intends to become a fully self-sufficient television and motion-picture producer, Filmways Inc. last week agreed to acquire Cinefx Inc., Hollywood, for the transfer of an undisclosed amount of its stock. Cinefx, which will operate as a wholly owned subsidiary of Filmways, is an independent, privately owned film optical house specializing in the production of titles, optical effects and reversal printing. It provides services to commercial producers as well as in the television and motion-picture entertainment field. Financial figures for Cinefx, founded three years ago, were not revealed.

The acquisition, completion of which awaits what was termed "a favorable tax ruling," is the third to be made by Filmways in recent months. Previously, the independent, New York-based TV and movie producer, acquired Sigma III Corp., a feature-film distribution firm, and Acme Film and Videotape Laboratories, specializing in the transfer of video tape to 16 mm film. With the addition of Cinefx, Filmways will have four West Coast-based subsidiaries. For television, the company produces such network and syndicated programs as "The Beverly Hillbillies," " Petticoat Junction, Green Acres, Dundee and the Culhane" and "Pat Boone in Hollywood."

Fuqua drops plans to buy motor company

Fuqua Industries Inc., New York, and Hall's Motor Transit Co., Harrisburg, Pa., have severed negotiations for Fuqua to acquire control of Hall through exchange of stock. Acquisition plans were announced last month (BROADCASTING, Aug. 21).

Fuqua stations are WBOZ and WTVW (TV) Evansville, Ind.; KTHI-TV Fargo, N.D.; KHOA Sacramento, Calif., and WTAC Flint, Mich. Mr. Fuqua in his own name owns 100% of WJBF (TV) Augusta, Ga., and KTVF (TV) El Dorado, Ark.

Ampex sees growth at 15% annual rate

An average annual increase of at least 15% in both sales and earnings over the next five years was termed a reasonable expectation for Ampex Corp. by William E. Roberts, president and chief executive officer, at the company's annual meeting in Redwood City, Calif. Mr. Roberts told shareholders the company had actually exceeded these growth projections in the last five years, with an average compounded annual increase of 17% in sales and 21% in earnings.

Shareholders re-elected the 13-man board of directors, approved a stock-option plan for officers and key employees, authorized an increase in the number of Ampex shares by creating
a class of preferred shares to be issued at the board's discretion and were told that company sales rose 14% and net earnings 10% in the first quarter of fiscal year 1968, ended July 29. Mr. Roberts said these results are in line with company plans and described the outlook for the balance of the year as favorable.

For the three months ended July 29:

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<tr>
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<th>1967</th>
<th>1966</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.56</td>
<td>$0.51</td>
</tr>
<tr>
<td>Net earnings</td>
<td>$2,972,000</td>
<td>$1,880,600</td>
</tr>
<tr>
<td>Sales</td>
<td>$20,746,000</td>
<td>$20,212,000</td>
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Revenues, earnings jump in Rollins' quarter

Rollins Inc., Atlanta, diversified company with broadcast interests, reported all-time highs in revenues, earnings and cash flow for its first fiscal quarter ended July 31.

Net earnings increased 11%, cash flow rose 10%, pretax earnings increased 14% and revenues, 10%.

At a meeting of the board of directors Aug. 22, regular quarterly dividends were declared on the common stock of 7½ cents a share and on the class B common of 3¾ cents a share with payment Oct. 25 to stockholders of record for both classes at the close of business Sept. 25. At the annual stockholders meeting, a new class of 250,000 shares of preferred stock with no par value was authorized.

Rollins owns and operates a pest control and extermination company, a building maintenance company, manufactures pesticides, and is in consumer finance and outdoor advertising in addition to its group broadcasting interests.

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<tr>
<td>Operating expenses</td>
<td>$17,084,570</td>
<td>$15,423,350</td>
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<tr>
<td>Depreciation and amortization</td>
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<tr>
<td>Earnings before taxes</td>
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<td>$3,964,228</td>
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<tr>
<td>Provision for taxes</td>
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<td>$1,972,497</td>
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<tr>
<td>Net earnings</td>
<td>$1,183,078</td>
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<tr>
<td>Shares outstanding</td>
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<td>3,118,066</td>
</tr>
</tbody>
</table>

Financial notes . . .

* MCA Inc., New York, has declared a dividend of 37½ cents per share on outstanding convertible preferred stock, payable Sept. 30 to stockholders of record Sept. 15. The film production and distribution firm will also issue a dividend of 20 cents per share on outstanding common stock, payable Oct. 10 to holders of record Sept. 20.

* Plough Inc., Memphis, has voted to raise the quarterly cash dividend from 23 cents to 25 cents. Next quarterly dividend is payable Oct. 2 to shareholders of record Sept. 8.

* Chris-Craft Industries Inc., Oakland, Calif., has declared a regular quarterly cash dividend of 25 cents per share, payable Sept. 29 to stockholders of record Sept. 15.

* LTV Ling Altec Inc., Anaheim, Calif., subsidiary of Ling-Temco-Vought Inc., Dallas, will pay its second quarterly cash dividend of five cents per share on publicly held common stock. Dividend is payable Sept. 29 to stockholders of record Sept. 15.

Visual-Lake Systems merger goes through


James B. Thatcher, Visual president, stated that Lake's present management "will continue active in operations of the company."

Lake Systems supplies, installs and services closed-circuit-television systems in the New England market.

Visual announced Thursday (Aug. 31) that it will apply to the American Stock Exchange for listing of its common stock and its 5¼% subordinated debentures due Sept. 1, 1982.

ITC sales topped $14 million for year

Independent Television Corp. attained the largest gross sales and profits in its history with sales exceeding $14 million for the 12-month period ended last April 30, it was announced last week by Abe Mandell, ITC president.

Mr. Mandell noted that ITC, a wholly owned subsidiary of Associated Television Ltd. of Britain, achieved gross sales 17% above those of the 1965-66 fiscal period and profits 45% above those in the previous year. He said "substantial contributions" were made by all divisions of ITC, including network, syndication and international.

He indicated the outlook was bright for the coming television season. On the network level, ITC has sold to ABC-TV a one-hour color series, Man in a Suitcase, starring Richard Bradford; a one-hour anthology series, Love Story; a feature film, "Koroshi," starring Patrick McGoohan, and two specials, Noel Coward's Present Laughter, starring Peter O'Toole and Honor Blackman, and The Last Exploration, a one-hour documentary on the Amazon River. ITC has sold to CBS-TV a one-hour color series, The Prisoner, and a series of musical and variety specials to be telecast next summer.

Later this month ITC will place into syndication in the U. S. a feature-film package, called "The Magnificent 15," 12 of which are in color.

Best year for MCA TV

MCA TV is currently having the best sales year in its history, executives, sales managers and advertising, sales and promotion and research chiefs of the syndication organization were told at a sales meeting in Beverly Hills. Top officials on hand included Lew R. Wesserman, president of the parent MCA Inc.; Lou Friedland, vice president in charge of syndication, and Keith Godfrey, vice president and director of sales. MCA TV.

Veep set for financial meet

Vice President Hubert H. Humphrey will be keynote speaker Sept. 25 in Minneapolis at the seventh annual conference of the Institute of Broadcast Financial Management, the association announced last week. Walter Heller, former presidential economic adviser, also is to speak. More than 200 radio-TV financial executives from the U. S. and Canada are expected for the meeting.
FANFARE

Stations drive to end ghetto unemployment

Amidst charges of sensationalism regarding recent riot coverage, broadcasters have begun programing community service to the Negro public. Two such examples have cut at the gut of much racial strife: unemployment.

Negro commentator Louis Lomax hit upon the "Job-a-Thon" idea while returning from Detroit; KTTV(TV) Los Angeles consummated it. On Aug. 25, with KLAC and KMET(PM), both Los Angeles, and KWWK Pasadena doing advance promos and live remotes from KTTV studios, the 19-hour job hunt began. Mr. Lomax announced each of the 250 Hollywood personalities, entertainers, business and civic leaders, civil rights and ethnic organizations participating in the telecast. All efforts were intended to establish some contact between business firms with available jobs and the unemployed. By the time KTTV went off the air, interviewers at the California state employment offices were swamped with 25,861 reported openings; 6,100 applicants showed up—all in person.

St. Louis employers and government-employment agencies were urged by KATZ to join their campaign in finding more jobs for the Negro community there. Prior to these direct mail contacts, the station introduced the project via heavy editorial airing. Each letter suggested the employer contact the station regarding any openings he may have. Job descriptions and requirements are being broadcast 25 times weekly free of charge.

Plans for Progress gives and gets a hand

A fresh, hopeful message is sweeping across major U. S. cities this summer, urged on to some degree by the serious disturbances that have afflicted the nation's urban areas. The message, in the form of a multimedia campaign sponsored by the Advertising Council and Plans for Progress, a national program involving 375 major businesses in the training and employment of minority workers, says that "times are changing," that jobs are open for any qualified worker regardless of race, color or creed.

The council instituted the campaign to narrow the "credibility gap" between minority youth who believe that equal employment opportunities are not available to them and businesses that face labor shortages. A recent format change in the campaign implements testimonials given by minority employees who respond to the question, "Who says things are changing?" with "I do."

The council says: "The commercials face up to the fact of past racial discrimination but emphasize in the testimonials that conditions have improved."

Broadcastro responder has been excellent, the council asserts; in Chicago, for example, the campaign aired by local radio and television stations has been credited as one method of avoiding trouble in that city this summer. In September Plans for Progress will distribute a "local ac-

KSLY flavors water for boys in Vietnam

The letter looked as if it might have been written in a fox hole. It was addressed to KSLS San Luis Obispo, Calif. It came from a private in the 196th Light Infantry in Vietnam.

There wasn't much to it. Ten scrawled lines. "The water here is not very good as it has so many chemicals in it." Maybe, the soldier wanted to know, "you might be able to get us some Kool-Aid."

The letter was read to KSLS's listeners. Within five days the city of some 26,000 people had contributed more than 21,000 packages of the dehydrated punch. The California National Guard offered to make the contribution ready for shipment to the overseas outpost. A letter to the fighting 196th, signed by all the contributors, and a 30-minute air check tape of KSLS was added to the shipment. Among the many means used to promote the collection was a dance held at a local ballroom with packs of Kool-Aid as admission. Result: 3,500 packages collected.

Drumbeats...

Award to Xerox * For its programing of the "International Children's Film Festival" on CBS-TV last winter, Xerox Corp., Rochester, N. Y., was presented with the Monte Meacham Award, given annually by the Children's Theater Conference, Nashville. Joseph C. Wilson, Xerox chairman and chief executive officer, received the award at the American Educational Theater Association's luncheon at the Statler-Hilton hotel, New York.

Operation toylift * An appeal for toys for the flood-stricken children of Fairbanks, Alaska, was made by KIRO-TV and Alaska Airlines, both of Seattle. Kimo-TV children's personality J. P. Patches telecast the appeal that donations be brought to either the station or Seattle International Airport to be boxed and loaded aboard Alaska Airline flights for Fairbanks where they will be distributed to children throughout the disaster area.

Pop for St. Jude * WLS Chicago drew 10,000 teen-agers to a pop music concert in a city park Aug. 26 and signed more than one-half of them on the scene as volunteers for its annual fall drive to collect neighborhood contributions for the Danny Thomas's St. Jude Children's Research Hospital. WLS disk jockeys were hosts at the event.
BROADCAST ADVERTISING


James J. O'Neal, VP and management supervisor for D'Arcy Advertising Co., New York. elected executive VP.

Philip S. Boone, senior VP for Dancer-Fitzgerald-Sample, San Francisco, assumes additional title of chairman of DFS/West executive committee. Stanley T. Peterson, also senior VP, adds title of director of DFS/West operations.

William J. Casey, senior VP and associate creative director, Marschalk Co., New York, and head of his own copywriting school, named creative director.

Richard H. Neely, VP and creative director, McCann-Erickson, San Francisco, assumes same titles with D'Arcy Advertising Co., same city.


Edwin Greenblatt, creative associate-copy; Charles W. Liotta, creative associate-TV-radio, and Charles T. Daniel, associate research director, elected VP's at Sullivan, Stauffer, Colwell & Bayles, New York.

David N. Nelson, with Jack Tinker & Partners, New York, joins Clinton E. Frank Inc., Chicago, as VP and account supervisor.

Billy Ray Smith, manager of TV and radio production for Erwin Wasey Inc., Los Angeles, elected VP.

David Altshiller, copy group head with Carl Ally Inc., New York, named VP.

J. Brian Barry, account supervisor-new products, with Pritchard, Wood Inc., New York, elected VP.

Gretchen Wilte, with J. Lipsey and Associates, Omaha, elected VP.

Lynn H. Campbell, formerly business magazine publisher and construction industry executive, forms new market-

ing agency, Target Marketing Inc., at 112 South Michigan Ave., Chicago.

Harold H. Webber, director and VP, consumer relations, Lever Brothers Co., New York, named administrative VP. Samuel Thurm, advertising VP, adds Mr. Webber's former duties and becomes management committee member.

Samuel L. Barstein joins radio division of Edward Petry & Co., New York, as director of presentations.

Earl J. Ashcroft, creative director of BBDO, Buffalo, N. Y., named copy chief of Rich Advertising Co., that city.

George C. Collie, national TV sales manager, Doubleday Broadcasting Co., New York, appointed national sales director.

Richard Murdy, operations director of K'DX-AM-TV Dickinson, N. D., named to newly created post of director of national sales and advertising.

John J. McCrorey, assistant general manager and general sales manager of WPRI-TV Providence, R. I., appointed general sales manager of KTRK-TV Houston.

Frank E. Penny, with Grant Webb & Co., New York, appointed sales manager of WHDH Boston.

Alan H. Steinberg, director of research for ABC Radio, New York, appointed director, sales planning and development for NBC Radio, that city.

Burke Kaplan, with MGM Telestudios, Culver City, Calif., named VP in charge of sales and production for K and P Enterprises Co., commercial film production firm, Los Angeles.

Paul C. Chasteen, with WRHL Rochelle, Ill., joins WCSS Morris, Ill., as account manager.

Richard H. Wheat, formerly with NBC Radio Spot Sales in Chicago and New York, appointed manager of rep's Detroit office.

Robert F. Henry, with Chrysler Corp., Detroit, named advertising manager for Chrysler and Imperial automobiles. He fills vacancy created by retirement of James L. Wichert last spring.

Rush Workman, with WPRO Providence, R. I., joins WPRI-TV there as account executive.


James A. Ingram, account executive at KHJ-AM-FM Los Angeles, named gen-

FATES & FORTUNES

BROADCASTERS PROFESSIONAL ERRORS & OMISSIONS INSURANCE

broadest coverage, backed by sound experience. Offices in all principal cities. Agents everywhere.

BROADCASTING, September 4, 1967

WASHINGTON, D.C., September 3—Washington. As the pro-

fessional group of the broadcast industry, the National Broad-

casting Association will meet here Monday, September 10, for a

three-day session at the Willard Hotel.

The program will include a series of panel discussions con-

cerning the role of the public interest in broadcasting and a

series of seminars on programming problems.

Among the guests scheduled to address the membership will

be Walter W. Van de Water, chief of the Office of Tele-

vision, Federal Communications Commission; Irwin G. Shaf-

fere, general counsel of the National Association of Broad-

casting Companies; and Louis E. DePauw, dean of the School

of Journalism, Indiana University.

Registration will open at 8:30 a.m. on Monday and close at

4:30 p.m. on Wednesday.
We get channels you can't get anywhere else.


78 (FATES & FORTUNES)

er sales manager of KFRC San Francisco. Richard G. Cruise, with ABC-TV Spot Sales, New York, succeeds Mr. Ingram.

Lee Gannon, with George P. Hollingbery Co., New York, and Chuck Heiser, with KXW Philadelphia, join Radio Advertising Representatives, New York, as account executives.

Millie T. Trager, with Johnstone Inc., New York, and Frank Bernstein, with Benton & Bowles, New York, join Warren, Muller, Dolobowski there as account executives.

John K. Adams joins Jordan-Kumler Advertising Agency, Oklahoma City, as account executive.

Charles M. Phillips, manager of WYLO Jackson, Wis., joins WTV(TV) Milwaukee as account executive.


Dr. Hower J. Hsia, research assistant in media research at research and development center of University of Wisconsin, Madison, joins new long-range research project of Television Bureau of Advertising, New York, as research associate.

Carleton F. Loucks, national sales executive and eastern sales manager for Radio Advertising Bureau, New York, named director of regional sales.

Jim Smith, with sales staff of WSAI Cincinnati, appointed assistant sales manager.

MEDIA

Warren Earl, with KJH-AM-FM Los Angeles, named VP and general manager.

Ted Snider, general manager of KARK-AM-FM Little Rock, Ark., also named VP of radio division of Mullins Broadcasting Co. in Denver (KBTR Denver and KARK-AM-FM).

Herminio Traviesas, VP in charge of broadcast division of BBDO, Los Angeles, named director, standards and practices on West Coast for NBC, Burbank, Calif.

Jim Kontoleon, program director of WHYN-TV Springfield, Mass., appointed station manager.


Jack W. Lee, WSAZ-TV Huntington, elected president of West Virginia Broadcasters Association. Also elected: Tony Gonzalez, WWNR Beckley, WY; Bill Myers, WHNT-TV Huntington, secretary-treasurer.

Ralph G. Hagel, with KMSF-TV Minneapolis-St. Paul, appointed business manager.

Fred E. Walker, general manager of KPIX(TV) San Francisco, named general manager of WLTU(TV) Cincinnati.

Mary Lou Burg, sales representative for WYLO Jackson, Wis., appointed general manager, succeeding Charles M. Phillips, who joins sales staff of WTV(TV) Milwaukee.

Paul Virciglio, with WNEM-TV Bay City-Saginaw-Flint, Mich., appointed assistant operations manager.

Marianne Campbell, director of community affairs for Avco Broadcasting Co., Cincinnati, appointed to public affairs committee of U.S. Chamber of Commerce.

Ed Mentzer appointed art director of WHP-AM-FM-TV Harrisburg, Pa., replacing Joe Eberle, who joins St. Regis Paper Co., Hazleton, Pa. Al Valeski named assistant art director at WHP-AM-FM-TV.

PROGRAMING

Helen Strauss, head of literary department of William Morris Agency, Beverly Hills, Calif., named VP in charge of literary operations of Warner

WCBS expands news staff

WCBS New York's news-information format includes staff expansion.


Myra Wald, author of 41 cookery and travel books and food consultant to Pan American Airways, will broadcast information twice daily on food, restaurants, and travel.

Additional news writers include Les Nichols, from old World-Journal-Tribune; Bill Overand, Paris Tribune; Harry Poloshjian, Suffolk Sun; Ben Price, World-Journal-Tribune; Gerald Solomon, Louisville Courier; Terry Sullivan, Voice of America; Barney Tassler, Newark Star-Ledger; Ivan Weissman, WQXR New York, and Donald Swaim, WMAR-TV Baltimore.

BROADCASTING, September 4, 1967
RTNDA directors elected

Results of mail ballot for five regional directors of Radio-Television News Directors Association were announced last week by RTNDA. To take office at end of RTNDA convention Sept. 12-16 in Toronto: West, Don Mozley, KCBS San Francisco; Midwest, Charles Harrison, WEEK-TV Peoria, Ill.; Northeast, Robert Holland, WCAU Philadelphia; Southeast, Eddie Barker, KRLD Dallas, and Canada, Ron Laidlaw, CFPL-TV London, Ont. Mozley and Barker were re-elected.

Bros.-Seven Arts, Burbank, Calif.

J. Stephen Blauner, VP of television program production division of Screen Gems Inc., Hollywood, elected corporate VP.

Dr. Frank R. Moothart, VP and treasurer of IKM Industries, Chatsworth, Calif., named VP and treasurer of Republic Corp., Beverly Hills, Calif.


David Freedman, manager, business affairs, film production, NBC-TV, named director, talent and program administration, West Coast, NBC-TV.

Lawrence B. Hiford, international sales manager of CBS Films Inc., New York, appointed director, international sales.

Doug China, operator of his own radio consultant business in Miami, appointed program director of KPRC Houston.

Dave Shayer, with WDRV(FM) Philadelphia, appointed program director for KBMS-FM Los Angeles.

Ellsworth Groce, with WWRL New York, appointed program director.

Lee Davis Jr., national program manager for Rollins Inc. group radio stations, named program manager of WMAQ Chicago. He succeeds Glenn Bell, who has joined KGUS Des Moines as station manager.

Michael Betula, music director of WPFG(FM) San Francisco, named program director of KNBR(FM) Long Beach, Calif.

Bob Henry, with Dick Clark Productions, Hollywood, signed to direct 90-minute TV version of "Kismet" to be presented on Armstrong Circle Theater, ABC-TV, Oct. 24.

Alden Aaroe, with WRVA Richmond, Va., appointed program manager.

Don Erdman, on staff of WLUK-TV Green Bay, Wis., joins WVTY(TV) Milwaukee as producer-director.

A. Philip Fraas, unit manager at ABC, New York, appointed production manager for cultural affairs programming of National Educational Television, that city.

Ruth Deen, with Elektra Film Productions, New York, appointed assistant production manager.

John Mackin, with WXEX-TV Petersburg-Richmond, Va., appointed operations manager.

Tom Pola, with WCCL-FM Carbondale, Ill., named operations manager.

George DeVries, formerly with KWWL-TV Waterloo-Cedar Rapids, Iowa, and WCMC(TV) Champaign, Ill., named assistant operations manager at WXEX-TV Miami.

Charlton Heston, film actor, nominated for third one-year term as president of Screen Actors Guild, Hollywood.

NEWS

George Page joins NBC News, Rome, on temporary assignment; Bill Wordham named regional news manager for The Huntley-Brinkley Report in Los Angeles, and Howard Tucker named correspondent for NBC in New York. All three correspondents have been reporting from Vietnam, as has been David Burrrington, who is awaiting reassignment. NBC News correspondents Wilson Hall and Jack Paxton have already gone to Vietnam as replacements. Dean Brellis will join them there as additional but as yet unnamed replacements.

Edward Hoppe, with CBS News, New York, named producer for CBS Radio's Mike Wallace at Large.

Wilbur G. Landrey, manager, UPI's Caribbean division, San Juan, P. R., appointed general news manager, Latin America, Buenos Aires. James R. Wheelan returns to San Juan post after year's fellowship at Harvard University.

Phil Lenhart joins ABC Radio News, New York, as newscaster. He previously worked for WINS and WCBS, both New York.

Bob Walker, news reporter for WXEX-TV Petersburg-Richmond, Va., appointed news director.

Ron Statzer, news editor at WAKY Louisville, Ky., appointed news director.

William Howard Whitten, with WGGG-FM Brunswick, Ga., named news director.
WEATHER

branch named product Silver Spring, Md., named VP of that TV EQUIPMENT & Miami, and KCMO-news Chicago. Andra Korsts, Chicago City visor ated lotte, named director.

5529 Phil Harper, with Orville Roger Ambrose (FATES Philadelphia, named In Meteorological for North and Ill., joins news staff of wcAu-

of engineering at Broadcast Box Kansas City, Ohio, appointed manager of promotion for southern Nebraska Systems, named manager of Zero-Marketing Co., Chicago.

Mr. Cashin division of Lear Siegler Inc., named national branch manager at Olympic headquarters in Long Island City, N. Y. Dore Schwab, president of Olympic of Northern California, named manager of Olympic's West Coast branches.

Arthur D. Gaines, manager of marketing for Concord Electronics Corp., Los Angeles, named director of marketing.


William M. Gaskins, western regional sales manager for Memorex Corp., Santa Clara, Calif., appointed national sales manager, supplies division.

Harold (Andy) Anderson, with American Electronic Laboratories Inc., Colmar, Pa., appointed senior product sales manager in firm's commercial marketing department.

Frederick W. DeTurk, manager for coaxial cable for Phelps Dodge Copper Products Corp., New York, appointed manager for communications.


Louis T. Potter joins The Finney Co., Bedford, Ohio, as controller.

Donald Imbody named sales engineer for southern Illinois and southern Indiana area by CATV systems division of Jerrold Electronics Corp., Philadelphia. He will be based at Jerrold's regional office at West Lafayette, Ind.

FANFARE


Harold Queen, senior editor in editorial services department of RCA, New York, appointed manager, editorial services.

Leo J. Murray, with International Business Machines Corp., Armonk, N. Y., named director of information services, CBS Laboratories, Stamford, Conn. He succeeds Rudolph Bergman, who is returning to CBS Inc., New York.

Richard L. Colten, with Michael John Associates Inc., New York, named executive VP.

Abe L. Savage, public relations di-rector of New York Local 802 of American Federation of Musicians, appointed to newly created post of director of public relations for AFM.


James P. Behling, with WITI-TV Milwaukee, named assistant promotion manager.

DEATHS

Dr. Orestes H. Caldwell, 79, a mem-ber of Federal Radio Commission, pre-decessor of FCC, died Aug. 27 at his home in Greenwich, Conn. During his FRC tenure in 1928-29, he was key figure in allocation of commercial radio channels. He was co-founder in 1935 of Caldwell-Clements Inc., publisher of Electronic Industries and other publications, and served with the company until he retired in 1953. He also appeared on NBC's Radio Magic program and other radio shows. Survivors include his wife, Mildred, and two daughters.

Dr. Raymond M. Hainer, 69, senior VP of Arthur D. Little Co., Cambridge, Mass., and head of its research and development division, died Aug. 25 at Massachusetts General hospital in Bos-ton. Surviving are his wife, Lucie, daughter and two sons.

Guy C. Wallace, 54, news reporter for Mutual Broadcasting System radio network, died of cancer Aug 29 at Freeport (N. Y.) Doctors hospital. He became anchorman on Mutual's morning news show in 1957, after working for WNEW, WMGM (now WNEW), WCBS, WNBC, Radio Free Europe and WOR, all New York. He is survived by his daughter and two sons.

Rev. Bernard Galicher, 65, director of The Lutheran Hour in France, died Aug. 25 in Garner, N. C. Rev. Galicher had been associated with The Lutheran Hour since 1956. He is survived by his wife, Lucienne, and daughter.

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BROADCASTING, September 4, 1967
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 24 through Aug. 30, and based on printed filings, communications and other actions of the FCC.

Abbreviations: Ann., announced; ant., antenna; aur., antenna; ERP, effective radiated power; Kentucky, Ky.; Louisiana, La.; Maryland, Md.; Mc., microphone; min., minutes; mod., modulation; N., north; Obt., obtained; P., peak; P.A., power amplifier; P.A. set., power amplifier set; Pr., president; R., radio; SEC., Securities and Exchange Commission; SHA, special hour authorization; SPEC., specific; TA, transmitters; UHF, ultra high frequency. Unless otherwise indicated, high frequency, visual. w., watts. -educational.

New TV stations

**APPLICATIONS**

- Eugene, Ore.—Lane Community College, 3960 S. Dr., Eugene, Ore. 97402; ERP 645 kw vis., 2.57 kw aur. Ant. height above average terrain, 478 ft.; ant. height above ground, 2417 ft.; terrain, hilly. Estimated construction cost $229,000; first-year operating cost $29,000. Geographic coordinates: 44° 05' 05" north lat.; 123° 19' 06" west long. Type trans. ARTU-2A, Ant. TFU-2D/M. Legal counsel: Welch & Morgan; consulting engineers: Eugene Berger, both Washington, Aug. 24.

- Miami, Fla.—Beacon Television Inc., 5801 Biscayne Blvd., Miami, Fla. 33137; ERP 42.7 kw vis., 4.27 kw aur. Ant. height above average terrain, 495 ft.; ant. height above ground, 587 ft.; terrain, residential. Estimated construction cost $305,000; revenue $200,000. Geographic coordinates: 26° 27' 11" north lat.; 80° 17' 59" west long. Type trans. RCA TCU-2A, Ant. TFU-2D/M. Legal counsel: Welch & Morgan; consulting engineer: Eugene Berger, both Washington, Aug. 24, by commission. Commissioner Bordeaux dissented because of lack of support for estimated revenue figures. Principals: Robert M. Robbins, president; Harold Thurman, vice president and David Landay, secretary and treasurer (each 33.4%). Mr. Robbins is president and is owner of WFLJ-TV Clearwater, Fla.; vice president of commercial finance corporation; director of psychiatric treatment center, and managing company trustee and stockholder of acreage investment partnership. Mr. Thurman also is president of WFLJ-TV; director and 30% stockholder of electronics manufacturing concern, and is 100% stockholder of psychiatric treatment center.

**INITIAL DECISION**

- Grant of application of Sarasota-Bradenton, Florida Television Inc., for CP for new UHF television broadcast station to serve Sarasota-Bradenton area, has been proposed in initial decision by Hearing Examiner Basil P. Cooper in Doc. 17454. Main studios of proposed station will be located outside corporate limits of Sarasota county. Application of Tamlam T.V. Inc., for CP for channel 40 was denied for failure to prosecute (Doc. 17454). Under terms of Commission’s Sarasota-Bradenton application will become effective unimpaired at 11 a.m. on Oct. 27 to proceeding or commission reviews initial decision on its own motion. Action Aug. 29.

**OTHER ACTIONS**

- Review board in Los Angeles, TV broadcast proceedings (Docs. 16306-50) denied petition for clarification filed by Fidelity Television Inc. on June 30. Board member Pincock abstained. 52.

- Review board in Jacksonville, Fla., TV broadcast proceedings (Docs. 1933, 19260-54), granted petition filed Aug. 22, by Florida Gateway Television Inc. to extend petition to Sept. 6 for filing responsive pleadings to petition for enlargement of channel. PTC, 3190.4A, assigned originally to WPBS-TV-5, was to be used in upper Michigan and northern Wisconsin; assignment to WPBS-TV-5 was held in abeyance in all other respects pending resolution of Doc. 17005. Board member Finkcoln absent. Action Aug. 23.

- Review board in Macon, Ga., TV broadcast proceedings, Docs. 17214-17, joint request for approval of agreement and disposition of WPBS-TV-5, assignment of channel to WPBS-TV-5, assigned originally to WPBS-TV-5, was to be used in upper Michigan and northern Wisconsin; assignment to WPBS-TV-5 was held in abeyance in all other respects pending resolution of Doc. 17005. Board member Finkcoln absent. Action Aug. 23.

- Boston, ch. 5 television proceeding. Commission partially granted request by Boston Broadcasters Inc. for additional time for presentation of argument at oral argument (Docs. 7926 et al.) to Sept. 5. Boston had requested that each of parties be granted one hour for oral argument. Commission granted request only to extent of allowing each of parties to Docs. 15204-15207, inclusive, ten additional minutes for argument. Action of Aug. 24 by order. Commissioners Hyde (chairman), Bartley, Lee, Wadsworth and Johnson with Commissioner Loevinger not participating.

- Tar Heel Television Inc. denied assignment of UHF channel to Raleigh, N. C. Tar Heel had petitioned for assignment to 사람은 ch. 30 to Raleigh. Raleigh is largest of 122 proposals to Raleigh-Durham area. Assignment of ch. 30 is assigned to ch. 22 and noncom- mercial station. Assignment is granted by Commission. Assignment is assigned by Commissioners Hyde (chairman), Bartley, Lee, Wadsworth and Johnson with Commissioner Loevinger not participating.
and closest TV stations are from 70 to 179 miles from Ironwood. By notice of proposed rulemaking Aug. 23.


- Milton Williams, +c/o WNYC, Auburn, N. Y. Milton Williams, +c/o WNYC, Auburn, N. Y., granted petition by Oklahoma Broadcasting Co., licensee of KNDO, ch. 32, Yakima, Wash., to operate additional station on Westmoreland County, Wash. Columbia plans to operate new station at Westmoreland. During its operation, new station will operate as a satellite of KNDO. Westmoreland's other TV station is WTVI, ch. 31.

- Petition filed by Galen E. Gilbard requesting to move the station to the northeast of Desert Hot Springs, Calif. Petition was denied (Aug. 29).


- SBS Television Inc., St. Cloud, Minn. Requests for record.


- Designations for hearing extensions.


- Existing TV stations

- FINAL ACTIONS

- KPAZ-TV Phoenix--Broadcast Bureau granted to move the station to El Paso, Tex., to 11,600 ft, Aug. 24.

- WVLO-TV Bloomsburg--Broadcast Bureau granted license covering new noncommercial educational television station, ERP 20.5 kw, Aug. 23.

- KESM-TV Simi Valley, Calif.--Broadcast Bureau granted to change ERP to 23 kw and change type trans. Aug. 25.

- WDAU-TV Scranton, Pa.--Broadcast Bureau granted to change ERP to 17 kw sur. change type trans. (main); condition: Action Aug. 23.

- WMCT(TV) Ch. 17 Music City Video Corp., Nashville--Broadcast Bureau granted extension of existing license to change antenna height to 710 ft; Aug. 23.

- KKFJ-FM Knoxville, Tenn.--Broadcast Bureau granted to change ERP to 25 kw, increase antenna height to 260 ft, change type trans. and change construction permit. Action Aug. 24.

- WMVT(TV) Milwaukee--Broadcast Bureau granted to make changes in location. Action Aug. 25.

- OTHER ACTIONS

- Office of reviewing and review in Montgomery, Ala. (Cosmos Broadcasting Corp. WAPA-TV), TV proceeding granted motion by Cosmos for an extension of time to Aug. 26 to reply to pleadings by other parties to Cosmos' petition for reconsideration and grant without hearing (Doc. 16864). Action Aug. 23.

- ACTION ON MOTION

- Hearing Examiner Jay A. Kyle on Aug. 14, to issue report on filing of Petition for Consent to Grant a construction permit (WXXT) to the Company. Duty assigned to it (Aug. 4) for an extension of time from Aug. 29 to Sept. 6 to file pleadings. The petition was filed on Sept. 17 to Sept. 19 for replies (Docs. 18481 et al.)

- CALL LETTER APPLICATION

- WAFT-TV, Superior Broadcasting Corp., Cleveland, Ohio, filing for license WFTF-TV.

- New AM stations

- APPLICATIONS

- Las Cruces, N. M. -- Marvin C. Hans. Seeks amendment (which requires CF for new station) to its construction permit to increase daytime power from 5 kw to 1 kw and change type trans. (WABC-AM) to change station from 1100 to 1150 kHz.


- CALL LETTER APPLICATIONS

- States of Graham Inc., Graham, N. C. Requests WRLM.

- WDCM Radio Co., Newberry, S. C. Requests WKMK.

- CALL LETTER ACTION

- Clay County Broadcasters, Lineville, Ala. Granted WAN.

- Existing AM stations

- APPLICATIONS

- KZNG Hot Springs, Ark. Requests CP to increase daytime power from 250 w to 1 kw.

- KOHO Honolulu--Seeks CP to increase power from 1 kw to 3 kw and install new location. Action Aug. 25.

- FINAL ACTIONS


- WWJS Owensboro, Ky.--Broadcast Bureau granted in lieu of station granted without hearing license covering change in location of auxiliary trans. (Sept. 3).

- WNBH New Bedford, Mass.--Broadcast Bureau granted license covering change in location of auxiliary trans. (Sept. 2).

- KEEM El Dorado Springs, Mo.--Broadcast Bureau granted license to service for increase in daytime power and installation of new type trans. Action Aug. 25.

- WCLW Mansfield, Ohio--Broadcast Bureau granted to change antenna and to change trans. at main trans. location. Action Aug. 23.


- WOPI Bristol, Tenn.-Va.--Broadcast Bureau granted in lieu of station granted without hearing license covering change in location of auxiliary trans. as an auxiliary daytime trans. and nighttime trans. (Sept. 16). Commission granting original license operated on 1400 kh to 250 w Oct. 23.

- KNUZ-Houston--Broadcast Bureau granted license to change antenna of the trans. (Sept. 2).


- Other actions

- Office of opinions and review in Shenandoah, Iowa (KJXP Broadcasting Co. KFXF) AM proceeding dismissed as moot by petition by KJXP for leave to amend its application (Doc. 14651). Action Aug. 23.

- Office of opinions and review in Montgomery-Huntsville, Ala. (Pine Music Inc. WPMI) Tennessee Valley Broadcasting Co. and Rocket City Broadcasting Inc. AM proceeding granted request by Tennessee Valley Broadcasting Co. to discontinue application granted by KXIS to respond to application for review filed by Rocket City (Docs. 15566-68). Action Aug. 24.

- ACTION ON MOTION

- Hearing Examiner Jay A. Kyle on Aug. 24, to issue report to the Company. Duty assigned (Aug. 10) to KITW Broadcasting Co. for an extension of time to Oct. 23 to file reply to hearings findings regarding the Radio News Network station issue (Docs. 16110, 16111, 16113, 16115).

- Hearing Examiner H. Gifford Irond on Aug. 23, to issue report to the Company. Duty assigned (Aug. 10) to KITW Broadcasting Co. for an extension of time to Oct. 23 to file reply to hearings findings regarding the Radio News Network station issue (Docs. 16110, 16111, 16113, 16115).

- Acting Chief Hearing Examiner Jay A. Kyle on Aug. 24, to issue report to the Company. Duty assigned (Aug. 10) to KITW Broadcasting Co. for an extension of time to Oct. 23 to file reply to hearings findings regarding the Radio News Network station issue (Docs. 16110, 16111, 16113, 16115).

- COMMISSION has ordered Willie Broadcast Co., licensee of WILM Willimantic, Conn., to cease and desist. The commission was cited for repeated failure to observe terms of its license by operating prior to sunset with daytime power, and for violation of provisions of its license by failing to make equipment performance tests within the required year and have such measurements on file at transmitter, and failing to have in proper operating condi-
tuition necessary equipment to receive emergency action notifications. Will be licensed to 256 w. power at night and 1 kw daytime to local sunset, unless annexed by city council by 34 by memorandum opinion and order, Commission for the City of San Antonio. Commissioner Hyde (chairman) voting for forfeiture of $1,500.

New FM stations

APPLICATIONS


Columbia, Ky.--Tri-County Radio Broadcasting Corp. Seeks 88.3 mc, ch. 252, 3 kw. Ant. height average terrain 201 ft. P. O. address Route 3, Columbus 42722. Estimated construction cost $8,000. Applicant president, senior manager and station manager of WCUJ-TV, president and 100% owner of WCUJ and applicant for new TV (ch. 38) in Chicago. Applicant president is vice president of Wipers & Warner Inc. Chicago-based advertising agency, and secretary-treasurer and president of WCUJ-Television, Aug. 28.

Niles, Mich.--Niles Broadcasting Co. Seeks 95.3 mc, ch. 227A, 3 kw. Ant. height above average terrain 317 ft. P. O. address 25 W. South Philip Road, Niles 49120. Estimated construction cost $5,000. Applicant president is president and managing director of Niles Broadcasting Co. Applicant president is president of WJNT, Chicago, president and 100% owner of WJNT, Aug. 29.

Wadena, Minn.--KWAD Broadcasting Co. Seeks 90.7 mc, ch. 218, 5 kw. Ant. height above average terrain 221 ft. P. O. address 201s, South Jefferson, Wadena 56482, Aug. 11, 1979. Estimated construction cost $15,000. Applicant president is president and managing director of WRMX, Chicago, president and 100% owner of WRMX, Aug. 11, 1979. Applicant president is president of WJIR, Chicago, Aug. 11, 1979. Applicant president is vice president of WJIR, Chicago, Aug. 11, 1979. Applicant president is president of WJIR, Chicago, Aug. 11, 1979.

Blacksburg, Va.--WMIMC Inc. Seeks 94.9 mc, ch. 205A, 3 kw. Ant. height above average terrain 104 ft. P. O. address 488 Montgomery Street, Blacksburg 24060. Estimated construction cost $10,000. Applicant president is president and vice president of WPS0-FM, Blacksburg, Aug. 8, 1979.


Hayward, Wis.--Pine-ale Broadcasting Co. Seeks 96 mc, ch. 208, 4 kw. Ant. height above average terrain 229 ft. P. O. address 1930 Main Street, Hayward 54843. Estimated construction cost $5,000. Applicant president is president and vice president of WPS0-FM, Woodburn, Aug. 8, 1979.

Stephens Point, Wis.--Wisconsin State University, Chippewa Falls, Chippewa Falls, Wis. Ant. height above average terrain 75 ft. P. O. address 2109 Main Street, Stephens Point 54481. Estimated construction cost $5,000. Applicant president is president and vice president of Stephens Point. Applicant president is president and vice president of Stephens Point, Aug. 13, 1979.

### SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Aug. 31

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<th>LICENSED</th>
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<th>CP'S</th>
<th>NOT ON AIR</th>
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**AUTHORIZED TELEVISION STATIONS**

Compiled by BROADCASTING, Aug. 31

- Commercial
  - AM: 519, 105, 786, 181
  - FM: 76
  - VHF: 105, 786, 181

**STATION BOXSCORE**

Compiled by FCC, May 31, 1967

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<th>COM'L TV</th>
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**TRANSLATORS**

**K17BQ** Area north of Tucson, Ariz.
- Broadcast Bureau granted mod. of CP to change transmitter location to Tussock Hill, approximately three miles southwest of University of Arizona campus, Tucson; change type trans. and make changes in ant. system. Action Aug. 21.

**KQBV** Colorado River Valley, Shepherds and Calipatria, Calif.
- Broadcast Bureau granted CP to change primary transmitter to KLZ, rural area. Action Aug. 23.

**K96T** Idaho Falls, Idaho
- Broadcast Bureau granted CP to change frequency of VHF TV transmitter from ch. 7 to ch. 19. Action Aug. 23.

**K3617** Alaska
- Broadcast Bureau granted CP to change frequency of VHF TV transmitter from ch. 7 to ch. 19 (181-189 MHz): call letters changed to K9617, Action Aug. 23.

**KYAK** Kaskasia, Ore.
- Broadcast Bureau granted CP to change frequency of VHF TV transmitter from ch. 7 to ch. 6. Action Aug. 23.

**W6AG** Garden City, South Salem, Hidden Valley and Sugarloaf, Va.
- Broadcast Bureau granted CP for VHF TV trans., to change type trans. and make changes in ant. system. Action Aug. 23.

**W72A** Farmington, N. Mex.
- Broadcast Bureau granted CP to VHF TV trans., to change type trans. and make changes in ant. system. Action Aug. 23.

**W72A** Farmington, N. Mex.
- Broadcast Bureau granted CP to VHF TV trans., to change type trans. and make changes in ant. system. Action Aug. 23.

**CATV**

**OTHER ACTIONS**

- Mena, Ark. (T. V. Signal Service) requested waiver of Sec. 74.1103(e) of rules with respect to the signal of station KFSA-TV Fort Smith, Ark. is within protected grade B contours of KSPFA-TV American Television Company. License of KFSA-TV has asked for program exclusivity on petitioner's CATV system and opposed request for waiver. (By memorandum opinion and order; Commissioner Bartley dissenting and issuing statement.) Action Aug. 30.

**W9AG** Garden City, South Salem, Hidden Valley and Sugarloaf, Va.
- Broadcast Bureau granted CP for VHF TV trans., to change type trans. and make changes in ant. system. Action Aug. 23.

**W72A** Farmington, N. Mex.
- Broadcast Bureau granted CP to VHF TV trans., to change type trans. and make changes in ant. system. Action Aug. 23.

**Gainesville, Fla.** petition for reconsideration denied. Commission denied request of University City Television Cable, Inc., for reconsideration of July 19 action denying waiver of Sec. 74.1103(e) of rules which would have relieved it of obligation to provide program exclusivity for station WFTG-TV Jacksonvillle. (By memorandum opinion and order; Commissioner Bartley dissenting and issuing statement.) Action Aug. 30.

**W11NT** TV Signal Co., owner and operator of CATV system at Winona, Minn., was directed to show cause why it should not be ordered to cease and desist from further violations of Sec. 74.1103(e) of rules by failing to provide requested program exclusivity for station KMMT at Austin, Minnesota. Iowa Television Co., licensee of station KMMT, Austin, and translator station K4CU, Winona, had petitioned for issuance of a cease and desist order. Commission said that there may be some pattern in programming on Winona CATV system "does not properly reflect the public's needs and is an attempt to monopolize a market". (By memorandum order.) Action Aug. 30.

**WBBX** Superior, Neb., petition for reconsideration denied. Commission denied petition of Hi-States Co., for reconsideration of Commission action of Aug. 12, 1967, which granted that community of Superior, Neb., if not within 50 miles of predicted grade D stations in Lincoln-Hastings-Kearney market area, and that T-V Current CATV system at Superior is not subject to distant signal hearing provisions. Broadcast Bureau granted license of KHLT- TV Kearney, KHTL-TV and KHLK- TV Holdrege, Nebraska, had requested, for purposes of Sec. 74.1103(e) of rules, consideration of whether all or all of the UHF stations from a station cluster in the state, including all of a station covered by satellite as well as its parent station (which was also as grade A contours). In denying petition. Commission found that proposed grade B service area was essential area on which new UHF development in market would be based and to which hearing provisions of Sec. 74.1103(e) of rules would apply. (By memorandum opinion and order.) Action Aug. 30.

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WOMK-FM, WOMK-AM, EL Dorado, Ark.—Seeks assignment of CP from James A. White to William Hammons, Jr., for assignment to firm. City, reservation for a new, 100,000-watt AM radio and 100,000-watt FM radio station. Initially, to be located on a 100-foot leadhzine behind the White house, in an industrial district of El Dorado. Mr. White is president of the White Manufacturing Co. and has interests in various industries in the United States and Canada. Mr. Hammons is a partner in the Hammons & Hammons, Inc., investment company, and has interests in various real estate developments in the United States.

KPCF-AM-FM Pasadena, Calif.—Seeks assignment of CP from James A. White to William Hammons, Jr., for assignment to firm. City, reservation for a new, 100,000-watt AM radio and 100,000-watt FM radio station. Initially, to be located on a 100-foot leadhzine behind the White house, in an industrial district of El Dorado. Mr. White is president of the White Manufacturing Co. and has interests in various industries in the United States and Canada. Mr. Hammons is a partner in the Hammons & Hammons, Inc., investment company, and has interests in various real estate developments in the United States.

KPPC-AM-FM Pasadena, Calif.—Seeks assignment of CP from James A. White to William Hammons, Jr., for assignment to firm. City, reservation for a new, 100,000-watt AM radio and 100,000-watt FM radio station. Initially, to be located on a 100-foot leadhzine behind the White house, in an industrial district of El Dorado. Mr. White is president of the White Manufacturing Co. and has interests in various industries in the United States and Canada. Mr. Hammons is a partner in the Hammons & Hammons, Inc., investment company, and has interests in various real estate developments in the United States.

KPIX-AM-FM San Francisco, Calif.—Seeks assignment of CP from James A. White to William Hammons, Jr., for assignment to firm. City, reservation for a new, 100,000-watt AM radio and 100,000-watt FM radio station. Initially, to be located on a 100-foot leadhzine behind the White house, in an industrial district of El Dorado. Mr. White is president of the White Manufacturing Co. and has interests in various industries in the United States and Canada. Mr. Hammons is a partner in the Hammons & Hammons, Inc., investment company, and has interests in various real estate developments in the United States.

KPRC-AM-FM Houston, Texas—Seeks assignment of CP from James A. White to William Hammons, Jr., for assignment to firm. City, reservation for a new, 100,000-watt AM radio and 100,000-watt FM radio station. Initially, to be located on a 100-foot leadhzine behind the White house, in an industrial district of El Dorado. Mr. White is president of the White Manufacturing Co. and has interests in various industries in the United States and Canada. Mr. Hammons is a partner in the Hammons & Hammons, Inc., investment company, and has interests in various real estate developments in the United States.

KQED-AM-FM San Francisco, Calif.—Seeks assignment of CP from James A. White to William Hammons, Jr., for assignment to firm. City, reservation for a new, 100,000-watt AM radio and 100,000-watt FM radio station. Initially, to be located on a 100-foot leadhzine behind the White house, in an industrial district of El Dorado. Mr. White is president of the White Manufacturing Co. and has interests in various industries in the United States and Canada. Mr. Hammons is a partner in the Hammons & Hammons, Inc., investment company, and has interests in various real estate developments in the United States.

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**Law Help Wanted—Management**

Large well-established broadcasting group seeks just acquired administrative and sales-oriented manager for progressive station in major metro market. Excellent salary plus bonus. Send resume, photo and requirements to Box I-234, BROADCASTING.

**General Manager—Take complete charge of FM station including sales. Send complete resume to Box S-244, WITL, Greensboro, N. C.**

**New AM station needs manager to go on air immediately in Ohio single station market. Top salary, profit sharing for right man. Send resume, photo, salary requirement to: Box #1 Thomas St, Seattle, Washington 98109.**

Station manager for radio station; owning interest wanted. Sales, engineering and middle market ready to move up. Box 29862, Greensboro, N. C.

**Sales**

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

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

**Immediate opening. Nationally known group has just acquired superb Top 40 operation. Choice position, top salary plus. Also company benefits. Send your name, phone number and latest billing figure. A company executive will contact you. Box H-247, BROADCASTING.**

**I’m looking for a young man with broadcast experience to move into a management position in Midwestern area with growing national sales representative company. Sell space in national publication—time on radio stations. Salary open. Reply in confidence with detailed resume. Box J-17, BROADCASTING.**

**New all Spanish Station needs bilingual Salesman. Announcer with 1st or 3rd, and Girl Friday. Send resume; tapes to Box J-33, BROADCASTING.**

**Energetic Sales manager, with experience, idealistic, creative, ability and proven sales record. Single station in market of 13 thousand. Lots of opportunity. Box H-195, BROADCASTING.**

**Virgina AM-FM operation, medium market, desires experienced salesman. MOR station. Excellent account list, 20% commission. Opportunity to work into management. Tell us about yourself, then come grow with us. Box J-54, BROADCASTING.**

**WMBI, Hartford, Meriden, Connecticut’s first stereo station needs an experienced man who can sell and sell and sell ... and not become fat, dumb and happy. Forward resume to WMBI, 122 Charles St, Meriden, Connecticut.**

**Needed immediately salesman-announcer for remote studio operation. Positions include sales, copying and announcing duties. Send complete resume, tape, complete resume and references to B. L. Munson, Manager, KMCL, 3105 Ralston Road, W. 45483. This would be an ideal position for a retired or semi-retired individual.**

**Station Group has opening at new country-politan daytimer with active account list. We need a hard working, capable man to work into management and take part in station’s growth. Send photo and resume to Manager, WITL, Lansing, Michigan.**

One of Virginia’s most successful sales staffs needs one so we have a chance to replace No. 1 man who has gone to the big time. They were big shoes. What size feet do you have? Dick Via, WLEE, Richmond. 703-326-2835.

**Announcers**

**Announcer First class ticket with experience for metropolitan market. Could possibly combine announcer and time selling. Box H-390, BROADCASTING.**

I’m looking for a solid young broadcaster, with limited experience and an eye toward the future. First ticket desired. We offer good pay, good working conditions, lots of hand work and personal experience. Send a tape, resume, salary requirements immediately. Box H-328, BROADCASTING.

**First phone-announcer. So. California. Audition tape and salary requirements. Box J-14, BROADCASTING.**

**First phone announcer for good music station in midwest. Must be experienced and able to do good newscast. Send tape, photo, salary required to Box J-30, BROADCASTING.**

**Situations Wanted 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes of the position are required, please send $1.00 for each package over handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box number 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.**
Announcers—(cond')

We need a bright, enthusiastic, contemporary, energetic personality for early morning 4 p.m. segment. We are top-rated in Peoria, Illinois and need a strong, exciting, fast-talking personality because of promotion within the organization. Send tape and resume to Program Di- rector, WRTA, PO Box 121, N.E. Jefferson, Peoria, Illinois 61602.

IMMEDIATE OPENING: Mature -voiced announcer for 1200 AM in Wausau, Wisconsin. Must be local, and preferred ... not essential. Consider limited experience. Taped resume--WJPB, Green- ville, Mississippi.

Chief announcer, opportunity for programming, production, and news. WJQT, new pow- er AM station, Youngstown, Ohio. Send resume and tape to Pete Parlo, P. O. Box 286, Horseheads, New York 14845.

1st shift no maintenance, 6 p.m. to mid- night, 100-200 watt. You do rock work must like modern C&W. Salary depends on experience and ability. Taped tape, resume and pic to Jimmy Mack, P.D., WRRX, Box 481, Paducah, Kentucky 42001.

Immediate opening. Experienced announcer for educational FM. Must have M.A., three endorsed license, good knowledge of classical music, news, and production. Position will include some teaching. Contact: Glen Hartley, Manager, WMUK, Michigan State University, Kalamazoo, Michigan. 616-383-7112.

Experienced announcer with First. No maintenance, News or Production experience desired. Afternoon shift. WNNR, Box 426, New Haven, Connecticut. 203-676-9994.

Experienced announcer to work with good music and contemporary formats. No scream- ing, no deejay delivery. Strong show. Salary open. Send us your tape and resume and we'll see you. All salesmen and salesmen-announcers for our Oswego-Fulton-Syracuse market. Contact Bob Rooney, Manager, WSCC-AM-FM, 1 West Bridge, Oswego, New York.

Philadelphia's fastest growing FM/stereo station wants an announcer with good voice to join our small staff. In 4th largest market playing the world's most beautiful music. Approximately $100.00 to start a $150.00 in 30 days. Send tape and resume to John Best, Station Manager, WAXL, 1530 Mermaid Lane, Philadelphia, Pa. 19118. All tapes will be returned.


Experienced announcer wasted immediately. MOR respected operation. Ability to read remotes. Send resume and tape. WSGO, Oswego, N. Y. (315) 343-6851.

Immediate opening, mature announcer, for MOR, AM board shift, and on-camera TV newscaster. Send tape, complete resume and picture. W2VA-TV, AM, FM, Harrisonburg, Va.

Immediate opening, mature announcer & good board man. Better than average salary, five day week, retirement & other benefits, fine community. Contact Hal Bar- ton, General Manager, WZAD, Quincy, Ill.

Connecticut, MOR, MBS affiliate seeking ex- perienced first shift announcer with excel- lent news and commercial delivery. Pay $120-130 per week. Send resume and tape. 3 months. Car necessary. Call Mr. Eyre, 203-684-0181.

Wanted announcer with first phone ticket, sales promotion, and knowledge of record promotion. C&W station, in Virginia. Good opportunity, good pay. Send resume and tape. Call 703-826-3209 day, 703-647-8469 night.

Immediately, ... Opening for announcer with first phone. Permanent position. 5 kw DJS-AM, 3 kw FM, expanding. Station is near Michigan's Thumb Land. Starting salary based on experience. Phone days 313-564-5665, Nights 313-664-2285.

Announcers are needed—stations are fuzzy. Twelve-year experience: F.D. 1st, now out of race-race guarantees instruction and veteran atmosphere. Must prove your best audition. Send tape and resume and picture. P. O. Box 438, Caribou, Me. 04736.

Mature, experienced morning man for adult network Ohio station. 1,000 watts, on air more than 20 years. Excellent on news and commercials and run tight board. Good salary. Send resume and tape to WOSU, 4790 N. 15th St., Columbus, Ohio 43212.

Immediate opening for staff announcer with broadcast background, Ray, easy shift. A good voice, not too old to learn. Palm Beach area. Contact Direc. W. D. 305-585-5553 at 11:30 a.m. weekdays.

Technical

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

Chief Engineer, for a well established Wis- consin regional station. Must have moderate program ability. Box J-55, BROADCASTING.

Immediate opening for first phone interested in AM, FM, in engineering. Excellent FM with background music service. Will include some production. Send resumes to Chief Engineer, WSCR, Eriel, Oklahoma.

Challenge: We need chief engineer for 200- 250 watt AM/FM station in Northern California. Must have good personality and the ability to get things done. We offer excellent equal opportunity working conditions. If you can work for and with our future will be bright with Century Broadcasting and KSHE, 940 Watson Road, St. Louis.

Opportunity at S.E. AM/FM-TV, for opera- tor/producer. Good music, insurance, other benefits. Chief Engineer, WAIM-TV, Anderson, S. Carolina.

Chief engineer, no announcing, no operating. Must be strong on maintenance and instal- lation AM-FM operation. WJOY, Burlington, Vermont.

Central Pennsylvania local station has Im- mediate opening for qualified chief engineer. Completely remodeled studios with modern equipment in excellent state of repair. AM only, $125 per week. Contact Lou Murray, WJTA, Altoona, Pennsylvania 814-942-6112.

Immediate permanent full-time opening for board operator with some experience required. WSBC, Chicago, Ill. (312) 666-9660.

NEWS


Director of News. AM-FM station operating in West Michigan's resort belt, who plans to buy. Must be able to report, write and deliver news, write editorials and produce documentaries. No sensationalism, just good Journalism. Good career in fine community for young family, at good pay. Send tape and resume to Box J-2, BROADCAST- ING.

Broadcast newswriter to prepare business news summaries in major metropolitan cen- ter. Should have at least two years radio or TV News Group experience and must be ready to settle down for a permanent pro! Contact Mike Lynch or Mike Oatman, KPDF, Box 1408, Wichita, Kansas. 316-759-1577.

Dominant Midwest station needs well ses- sion woman broadcaster as Director of daily one hour Women's Club program. Must be completely "up" on all topics of interest to women: makeup, personalities, next apparel, etc. Be warm, enthusiastic with happy approach. Send resume and tape. Men are welcome. Send resume and photo to Lew Wolfe, Program Director, KMMP, Grand Island, Nebraska. 308-382-6681.

"Our evening air personality and assistant production man has been drafted. KSG needs a swinging creative mind for the road D.J. No time and temp man. A man with something to say and a mature voice. Send a tape, resume, and photo to Glenn Bell. KSG, 3600 N.S. Broadway, Des Moines, IOWA."

Program Director--Opportunity for young man on the way up. Contemporary Adult Format. 5 station Group. $150 start. WGMZ, Flint, Michigan.

RADIO

Situations Wanted Management

Available—Top flight manager with all girl announcing program, and sales staff. Waits to buy station badly in need of talent and with growth potential. Box H-303, BROAD- CASTING.

Available—Top flight manager with all girl staff including announcing. Wished to buy station badly in need of talent and with growth potential. Box H-304, BROAD- CASTING.

Need dynamic, realistic, successful GM, DEM, Sys, Dept. Chief, program, promo- tor? Formerly Z-100, etc. Call or write, ethical, creative. $20,000. Box H-305, BROAD- CASTING.

NEWS—(Cont'd)


Experienced newswoman News Director, college and with intense interest in com- munity affairs wanted by AM & FM station in Southern Wisconsin. Send tape and resume to WILP, Kenosha, Wisconsin.

Wanted: newscard man for 5,000 watt AM/ 3,000 watt FM program. To operate in sixty miles of the nation's capital. Call (304) 732-2690. Or write P. O. Box 186, Charles Town, W. Va. 25414.

News—Immediate Opening—Articulate sec- ond newswoman, who can write—strong local news gathering—good voice would be desirable. Opened station between N.Y.C. and Al- bany. Make ready to start. Pay—looking for and tape—Manager—Box 396—Kingston, N.Y.

Production—Programming, Others

Creative copy chief: straight, production, hard-sell, humorous. MOR California day- liner. Please send sample of copy. Box H- 115, BROADCASTING.

Maryland station. Man with program and sales experience in Ohio. Send play-by-play. Box H-384, BROADCASTING.

Director of Women's program. Midwest university educational radio station. On-air, tape, script writing, production experience, preferred, bachelors degree required. Salary open. Send resume and tape to Station Manager, Inquiry. Write Box H-320, BROADCASTING.

Do remotes? Create original production spots that get a little notice? Are you a good trick? Only station in rich Michigan area seeking experienced, hard-working, fishing, hunting, boating etc. Be a big fish in middle size puddle. MOR send tape details. All con- sidered. Pay very good. Write Box D-99, BROADCASTING.

If you are young, ... capable of good copy: Good commercial production and a two-hour air shift. Like country and western and are interested in a good salary and a pow- erful, 18,000 watt radio station. Would you like the job? If you are our man One thing more—you must be able to settle down. Contact: Mike Lynch, Manager, KPDF, Box 1408, Wichita, Kansas 67208.

SITUATIONS—WANTED

Manager—Immediate opening. WBIV, Minneapolis-St. Paul, Minnesota. 115,000 watts, on air 24 hours a day. Four stations operated in the twin cities area. Send resume to: Personnel Manager, WFBA, Minneapolis, Minnesota.
Announcers—(Cont'd)

Announcer, D. J., Bright Sound, Mature, Experienced, 3rd Ticket, Married, Dependable. Very Desirable. Box H-333, BROADCASTING.

Disc Jockey—announcer, Beginner but trained at best N.Y. School. Will accept $25 per week. Young and will try hard. Prefer good music. Write P.O. Box 456-3500, Box H-334, BROADCASTING.

First phone/announcer/experience-seeks full/part time. Preference N.Y. Area. Distance of NYC. Box J-7, BROADCASTING.

Announcer, Six years, AFM experience, MOR/Contemporary, Top rate. Large market. Box J-8, BROADCASTING.

Announcer with ten years experience in radio and television desires employment. Will consider anywhere. Box J-11, BROADCASTING.


Announcer, Eight years experience. Married. Also copywriting ability and promotion over 10 years. Prefer Metro. Box J-29, BROADCASTING.


Manager—proven record of success in programming and sales that make and maintain a profit. Box J-27, BROADCASTING.

Manager team (2-man), 40 years combined full broadcast experience. Excellent records, creative sales, sales management, management currently in major market. Box J-31, BROADCASTING.

Young, twenty-year broadcast-reporter with New York experience and top ratings at midwestern clear channel seeking relocation. Must receive current TV experience. Specifically seeking talented directorship or management in TV radio. Box J-36, BROADCASTING.

Manager heavy sales and promotion over 15 years all phases management. Proven record. Degree 43. Family. Box J-78, BROADCASTING.

Sales

Radio and TV sales executive is interested in becoming active investor in radio station where capable salesmanship can contribute to growth. Box J-36, BROADCASTING.

FM station manager seeks change to opportunity for more on-the-street selling or sales executive position. Must have college graduate, background in AM & FM sales, copywriting, announcing, programing. Now with classical FM. Box J-49, BROADCASTING.

Announcer

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

DJ, tight board sold new commercials third phone. Box H-207, BROADCASTING.

Experienced sportscaster—newman seeks medium to large market. Box H-228, BROADCASTING.

Northeast/Midwest, modified top 40 with young sound. Copyrighting ability and production experience. Excellent background, draft deferred. Box H-231, BROADCASTING.

Female announcer, broadcasting graduate trained on tight board. Pleasant voice, good news, entertainment, delivery. 3rd phone. Box H-249, BROADCASTING.

First phone rock jock, now 50 kw major. Ideas; engineering background. Married. $10,000 plus. Box F-214, BROADCASTING.

1st phone announcer DJ, Employed, experienced. Prefer Midwest. Consider all. Box H-250, BROADCASTING.

First phone! Beautiful music. Nights. No months. $275-1,100. Box H-313, BROADCASTING.

Technical—(Cont'd)

First phone engineer—2 years experience in large midwest AM/FM operation. Very capable of handling any format. Highly desirable. Box J-74, BROADCASTING.

Chief engineer—/or program director for good music station. Available 30 days notice. Eight years experience in engineering and sound. Young and will try hard. Prefer good music. Write P.O. Box 456-3500, Box H-334, BROADCASTING.

First phone/announcer/experience-seeks full/part time. Prefer N.Y. Area. Box J-7, BROADCASTING.

Announcer, Six years, AFM experience, MOR/Contemporary, Top rate. Large market. Box J-8, BROADCASTING.

Announcer with ten years experience in radio and television desires employment. Will consider anywhere. For a station where I can attend college full time while working a transmitter watch evenings with weekend announcing. Will accept $25 per week now in arrangements for college. Prefer major market or small. All offers. Can we help each other? Box J-35, BROADCASTING.

Manager, 10 years experience. Seeking part-time opportunity in noncommercial, educational FM radio in major urban areas. Accustomed to supervising very unusual, fast-paced operation. Box J-21, BROADCASTING.

News


Newman, Seeking news position in radio or TV. Will cover a beat, write copy, produce. College graduate. Experienced. 2½ years news director at radio station. Currently advertising copywriter, has done every kind of news, will consider anywhere. Box J-44, BROADCASTING.


Production—Programming, Others

I worry about your station every night and you have a little better station every day. Phone top 40 Program Director. Box J-46, BROADCASTING.

Female, Eight years copy. 1½ traffic. 9½ one place. B.J. Univ. of Mo. Two weeks successful news running this summer. Interviewing, Cordial account servicing. Tape editing, Dubbing, Cart writing. Understandable letters. Not afraid to learn new things. Box J-250, Under market. Consider larger for larger salary. Box J-24, BROADCASTING.

Attention Top 40 stations! Need a professional music director. Let me program your music. For more information Write Box J-79, BROADCASTING.

Producer/program director—35, creative, 8 years experience in medium market. A.B. J. Degree. Seeks larger market with more challenge. Box J-45, BROADCASTING.

Idea factory—program manager—/top forty station. Phone top forty station. First phone ability in capturing audience. Built two stations from scratch on nothing. Has been employed by major network. No daytimers. Box J-41, BROADCASTING.

Director 10 years experience—Looking for better opportunity. Dependable and capable. Box J-77, BROADCASTING.
TELEVISION—Help Wanted

Management
If you have the experience and ability necessary for manager's position of a station embracing all phases of operation and management, please send resume to Leigh Warner, President, Southwest Kansas Televislon Company, Cimarron, Kansas.

Carter, General Manager, with successful experience, is in need of a person who wants an opportunity to further train leadership in the field of television. This is a terminal opportunity at a leading station in a progressive community. Write to Carter, General Manager, 601 East College St., Fort Scott, Kansas.

Many people, including ourselves, feel that northeastern Iowa is one of the best areas of the country to live and raise a family. If you agree, wish to work in the television industry and have a 1st class license, here is your chance! KXIV-TV in Waterloo is seeking an engineer for either an operations or maintenance position. This is an opportunity, but not necessarily a job. Contact E. M. Tink.

We are looking for a widely experienced organization with rapid advancement opportunities and top pay for qualified engineers. As a bonus we have the best hunting, fishing and climate in the least unutilized area of the United States. Present openings: one chief engineer and operating engineers for a new television station. Other openings will be available in the near future. Western Broadcasting Company, Box 1503, Missouri, Montana.

Technical—(Cont'd)

First phone engineer with operating and maintenance experience and knowledge of all state and local law. Send resume to Sid Davidson, Dir. of Engg., KOA-TV, Box 1601, Colorado Springs, Colorado 80920, or (714) 738-1999. Good salary plus generous incentives.

Sales
Are you the number two man in TV Sales Department who wants to work for his own Sales Department in a Southern VHF station? You must be qualified to set up a Sales operation and run it with strong management. Send resume to Box 1-4, BROADCASTING.

TV Account Executive—Excellent opportunity for a person with a proven TV sales record to increase his earnings well into five figures as he enters a spot that could lead into sales management. Send resume to Box 1-4, BROADCASTING.

Full-color VHF in midwestern metropolitan area has openings for a mature, experienced announcer, including on-camera and booth. Excellent physical facilities, sound group ownership and exceptional fringe benefits. Please send resume and photograph to Box 1-4, BROADCASTING.

Immediate opening for experienced airman at CBS affiliate. Top pay to Binghamton, KGLO AM-TV, Mason City, Iowa.

Sports Director—KTTSB—Television, presently constructing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking an experienced and creative Sports Director. The Studio Broadcasting System will be a total color operation, with elaborate special effects equipment, photo tape, stereo video tape, animation, and chroma key capabilities. Emphasis shall be placed upon establishing a community-minded facility, through sophisticated engineering and operations. Local song, documentary, and taped features will be promoted. KTTSB—TV, Topeka, Kansas 1604.104.600 Watts, at a tower height of 1,146 feet above ground. The station will be a primary affiliate of the National Broadcast Corporation and unlimited as the Studio Broadcasting System evolves into a multiple group operation. Candidates must possess an FCC radio-telephone license and a familiarity with broadcast equipment. Send resume and salary requirements, to Mr. Wallace J. Roddamer, Studio Broadcasting, Post Office Box 2706, Topeka, Kansas 66601. Telephone Area Code 913-232-8385.

Experienced TV switche with first class license. Good pay. Contact: WBTV—TV, Binghamton, N. Y.

Looking for experience. Live color, color VTR and color film with new equipment. WBEX—TV, Rockford, Ill. has an opening for a TV experience desirable but not necessary. Contact Chief Engineer, WBEX—TV.

University of Wisconsin with first to maintain CCTV, VTR, FM. 89300 annual Dr. E. G. Harwood, University of Southern California, Los Angeles, Calif.

Director of Engineering, senior position with developing full color state ETV system. Will require experienced engineering staff, technical operation and maintenance of new state production center and nine-station network. Must have extensive and successful professional backgrounds. Send resume and salary requirements to The Director, Mississippi Authority for Educational Television, P.O. Box 37, Jackson, Mississippi.

Immediate openings for two experienced engineers, WPS—TV, Wilmington, Conn. Excellent salary for studio maintenance and construction. New highly equipped color equipment. Also two operators for new 30 Kw VHF transmitters under construction near Bridgeport. Salary open, reply confidential. Write or call Dr. Frank Smith, WPS—TV, 1460 E. Main St., Bridgeport, Conn. 06605.

Closed-circuit ETV operation has immediate opening for technician to operate and maintain RCA and Ampex VTR's. Experience and first phone desirable but not essential to start. Contact: Mr. George Bishop, Western Michigan University, Kalamazoo, Michigan. 616-383-1921. Equal Opportunity Employer.

Technical—(Cont'd)

First phone engineer for California VHF station, KOCY-TV, P.O. Box 1259, Santa Maria, Calif. 93454.

Assistant Chief, experienced, immediately to handle maintenance in beautiful Shennondah Valley area. Send resume to WWVJ—TV, Box 703-504-0331 or send complete resume work experience, education and availability to Rita T. "Buddy" Lowe, WSVY—AT-FM, Harrisonburg, Va.

NEWS

New film photographer, one of top 15 monopoly producers, has immediate opportunity for supervision and progressive color news station. Must be technically oriented and wants an outlet for his best efforts. Early available for Gate salaries and expectations. Box 7-J, BROADCASTING.

Production—Programming, Others

Production supervisor. Immediate opening for production engineers to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-138, BROADCASTING.

Motion Picture Photographers and Processors—KTTSB—Television, presently constructing the second commercial video facility in Topeka, the State Capital of Kansas, is seeking qualified motion picture photographers and processors. The Studio Broadcasting System will be a total color operation, with elaborate special effects equipment, photo tape, stereo video tape, animation, and chroma key capabilities. Emphasis shall be placed upon establishing a community-minded facility, through sophisticated engineering and operations. Local song, documentary, and taped features will be promoted. KTTSB—TV, Topeka, Kansas 1604.104.600 Watts, at a tower height of 1,146 feet above ground. The station will be a primary affiliate of the National Broadcast Corporation and unlimited as the Studio Broadcasting System evolves into a multiple group operation. Candidates must possess an FCC radio-telephone license and a familiarity with broadcast equipment. Send resume and salary requirements, to Mr. Wallace J. Roddamer, Studio Broadcasting, Post Office Box 2706, Topeka, Kansas 66601. Telephone Area Code 913-232-8385.

Producer-Director. Group owned, network affiliated, VHF station in Northeastern New England has immediate opportunity for experienced top-notch creative man. No button pusher! Man hired will work heavily in commercial production, studio, and news programs, and on special assignment with our nationally syndicated unit. If you are an experienced professional looking to work with experienced professionals in a growing business, this is your opportunity. Contact Ray Goodwin, WOAI-TV, 390 Congress St., Portland, Maine.

Promotion Publicity Director—Move up to a top sales market located in a progressive and growing community. We want an aggressive young man capable of implementing creative ideas in all promotional work, radio and television. Excellent salary, plus personal appearance and advertising. Excellent starting salary, plus personal appearance and advertising opportunities for the person selected. Send resume and salary requirements, plus personal appearance and advertising experience, to Mr. Edward J. Knight, Director of Marketing, WOAI—TV, 1845 Smith St., Portland, Oregon.

Shenandoah Valley group has an opening for an Account Executive. For further information contact Mr. J. R. Rock, Chief Engineer, KTSB—Television, presently constructing the second commercial video facility in Cullman, Alabama, and WTVR—TV to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-138, BROADCASTING.

Southeastern University ETV station has several openings for Producer—Directors and experienced motion picture director. Box J—9, BROADCASTING.

BROADCASTING, September 4, 1967
Production—Programming, Others

Continued

Director needed, more challenging position or Self transmitters. We broadcasting.

Sales

Professional salesman with Top Ten UHF references a growth opportunity, national-local sales with stable organization. Box J-83, BROADCASTING.

Announcers

On Air Personality for News or Sports, Six years experience. Box J-4, BROADCASTING.

NEWS

Radio-TV newsman, experienced in medium market, seeks to move up, MA degree in broadcast and labs experience. References. Box J-18, BROADCASTING.

News director, experience in all aspects of television news. Excellent record, best references, College graduate, Presently employed. Box J-42, BROADCASTING.

Production—Programming, Others

Twelve years Radio-Television experience: Continuity, Copy Traffic, Management. First phone, Presently employed, television Production Manager. Desire permanent re- turn within 200 miles of North- east, Nebraska. Box J-4, BROADCASTING.

Producer/Director, B.A. Degree, 5 years in top 2 market, seeks position with a progressive organization. Experience in all production area plus agency sales contacts. Considering management position. Respond upon request. Box J-19, BROADCASTING.

HELP! Producer/Director now stuck in non-challenging civil service position. Extensive background in all phases and types studio, remote and film production going down the drain. Willing to relocate for chance to become part of active TV or- ganization which offers opportunity to use skills gained over the past nine years. Not afraid of hard work and long hours. Want to move as soon as possible. Box J-13, BROADCASTING.

WANTED TO BUY—Equipment

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

Weather Radar 3 cm new or used in good condition. Box J-3, BROADCASTING.

Self supporting tower, 156-200 feet, 10 kw or larger FM transmitting, 97.3 MC, tape decks, consoles and remote gear, Box H-76, BROADCASTING.

Wanted to buy: Used UHF Channel 21 antenna, Type: UHF JSCA Channel 62 antenna, Contact WANC-TV, 7 Scenic Highway, Ashville, Ed.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microphone, cameras, audio, Electro- nix. 469 Columbus Ave., N.Y.C.

Coaxial cable, Sylvania, 3/4" x 50 ft, unjacketed, unused. TDR tested. Surplus price. 4000 ft. Box 4068, Oakland, Calif. 94623. 415-832-3257.

580A I.O.'s for lease or sale. First quality 5820A at $80.00/month lease; $475.00 with 750 hour warranty. Further information call or write, Baker Miller Taylor Co., 7 Bala Cynwyd, Pa. 19004-215-664-6872.

For Sale: Complete Collins Audio equipment and RCA BTA-18, 1.1Kw Transmitter for station construction. Custom built by Collins Rad- io, 7 Pcs 3-way, 3 custom dual console switches with 13 pot inputs; 2 program amplifiers; 2 10 watt monitor amplifiers; 1 McIntosh 50 watt amplifier; 7 83 inch equip- ment racks; 1 RCA 735 Professional Disc Recorder; 1 RCA BTA-1L 1/2 watt Transmit- ter; Many double row Jack strips. All and in operation until August 1st. Highest bid over $3,000 gets all inventory. Cash FOB, $2,000.00. Telephone 817- 749-7100, WACO Broadcasting Corporation.

For Sale: Radio Flyer TV tower. Will delivery and erect on your site. Terms available to suit buyer. Write or call: Bob Anderson, 2500 Upton Ave. S., Minneapolis, Minn. 55401.

TRB-1B video tape playback-A/C, excellent condition, reasonable price. Contact WBBA-TV Binghamton, N.Y.


RCA TRK-1 Video Recorder, partially trans- sistorized, only 54 hours operation since new. Complete Set and picture monitor $5,000. Box J-32, BROADCASTING.

Cox cable, 75 ohm, Armor-covered, type 58 A/V in 1/2 inch mch. $1.00 per ft. complete—$1.50 per ft. random lengths—L. B. Washington, D.C. James Mur- ray, 149 Summer St., Newton Centre, Mass. 02159. (617) 244-0460.

RCA TRK-1 Amplifier in good operating condition. Presently tuned to channel 8.

Contact E. M. Tink, KXWL-TV, Waterloo, Iowa.


300 foot tower available at KIFI-TV, P. O. Box 2158, Idaho Falls, Idaho. If a 300 foot, guyed tower, guyed at 25 inch legs, 1 inch square leg with welded cross-bracing. Complete with 8" X 20" wind loading, in good shape. Standby, Write KIFI-TV, P. O. Box 2158, Idaho Falls, Idaho 83401.

MISCELLANEOUS—(Con't.)


35 Days of Laugh..., a daily radio gag ser- vice. Get the highest quality gag ser- vice at the lowest cost. Complete your mar- ket. Try a month! $2.00 Box 3736 Me- chanistic Mart Stn., Chicago 60664.

Editorial, investigative, feature ideas! Twice monthly. 6-month trial. $10. News features Assemblies, P.O. Box 14182, St. Louis, Mo. 63178.

Market brochures, coverage maps, custom broadcast sales aids, Radio Planning, provided by the leader in the field, Noyes, Morgan & Creative, Inc., Downers Grove, II. 60515 (312) 696-5533.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, call or write: Broadcasting, Desk T-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Ekins is the nation's largest and most re- peated name in First Class training. Complete course in six weeks. Fully approved for Veteran's Education. Elkins Radio License School of Minneapolis, 415 East Lake Street, Minneapolis, Minnesota.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1350 Spring Street, Atlanta, Georgia 30309.

Announcing, programming, production, news- casting, spot reporting, on-the-air opera- tion, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities include our own, state of the art broadcast station—KEIR. Fully approved for veterans training. 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction under First Class training. Elkins Radio License School of New Orleans, 323 Franklin Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for October 4, January 10. For information, references and reservations, write William J. Ogborn Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Baraboo, California)."
INSTRUCTIONS—(Cont'd)

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

Earnings up to $300 weekly, 1st class P.C.C. graduates working at major networks in New York City and stations coast to coast.

N.Y.'s first school specializing in training 1st class P.C.C. announcers and announcers.

Top training program in special, exclusive McLendon maximum efficiency techniques assuring a bright and lucrative future.

ANNUAL SALARY INCREASES OVER 10 YEAR CONTRACT OF EMPLOYMENT AFTER TRAINING!

Unparalleled employment benefits. Rush full resume, photo, air-check or audition tape to: National Program Director, at address below.

THE McLENDON STATIONS

EXECUTIVE OFFICES

2008 JACKSON

DALLAS, TEXAS

75201

Announcers—(cont'd)

The McLendon Stations are looking for ANNouncers FOR SELECTED MAJOR MARKETS . . .

... eager to expand careers into engineering and related fields in broadcasting. Top training program in special, exclusive McLendon maximum efficiency techniques assuring a bright and lucrative future.

ASSISTANT MANAGER

Excellent salary plus bonus for experienced, sales oriented assistant manager. Must be skilled administrator, have good character and credit. Opportunity to move into general manager position with large well established broadcasting group. Send complete resume, photo and requirements to

Box H-295, Broadcasting

Sales

ATLANTA METRO

Ground floor opportunity for man experienced in Atlanta area. New AM Metro, strong staff, progressive, management. Excellent draw and commitment. Rare opportunity for strong salesman trained by seniority or frozen account list. Contact

Shel Singer, 1487 Ponce de Leon Avenue, N.E., Atlanta 30307 or call 378-1897.

November 1 sign on.

Announcers

STAFF ANNOUNCER

Major market TV-radio station auditing for staff announcer. Weather and Sports experience important. Send complete resume, photo and recent photo.

Box J-35, Broadcasting

Announcers—(cont'd)

WANTED IMMEDIATELY

Top Flight Jocks for this Top 20 Market

Drake Style Rock

Contact Mike D'Arcy

Kansas City, Missouri

NI 8-6667

Technical

SACRAMENTO ARMY DEPOT


Announcers—(cont'd)

COMBO Anngr/Engineers

Announcer opportunity for ambitious, imaginative and talented men to join the expanding, on-the-move McLendon stations. Those selected will receive $150/week during an accelerated training program and, following, the assurance of graduated salary increases over a 10 year contract of employment.

Excellent employment opportunities in certain McLendon major markets!

Top employment benefits (insurance, pensions, vacations, etc.) with one of the largest, most imaginative broadcast groups. Rush full resume, photo and audition tape to: National Program Director, at address below.

The McLendon Corp. Executive 2008 Jackson

Headquarters Dallas, Texas

92

BROADCASTING, September 4, 1967
Control

BROADCASTING

Sales

SALESMAN

ANNOUNCER

TV announcing is still my basic business, but I'm actively involved in the affairs of the radio station I own in White River, Vermont—WNHV.

Small market, beautiful area, excellent growth prospects, ABC affiliate, MOR, strong community involvement. Need a salesman (preferably one who can do some air-work) and an announcer (desirably one who can handle some sales). Contact J. R. Alston, general manager, (signed) Rex Marshall.

Technical

Immediate Openings

for experienced TV Broadcast Technicians. Salary commensurate with experience.

Send complete resume and salary requirements to the Engineering Department of WNAC-TV, 21 Brookline Avenue, Boston, Massachusetts.

An Equal Opportunity Employer

Production—Programming, Others

NETWORK OWNED VHF

Full color station in Top 10 market has immediate opening for experienced TV producer-director. Must be aggressive, take-charge type with music knowledge and experience with remotes. Send resume and salary requirements to:

Box J-16, Broadcasting

PROGRAM DIRECTOR

Large-market CBS radio station. Bright young PD needed with a well-rounded background (in any format) and good production sense. We are looking for a man to help keep us on top.

Box J-70, Broadcasting

S. F. NETWORK

TV STATION

needs top-notch producer/director. Must:

1. Be completely familiar with contemporary production techniques.
2. Have heavy experience in studio, film, news.
3. Have flair for hard hitting on-air promotion vtr/film.
4. Take charge and follow through.
5. Be thoroughly pro.

This is not a trainee job. Send resume and availability date to:

Box J-73, Broadcasting

CATV—Help Wanted—Sales

Regional Sales Manager—East

Nation's leading operator is looking for top-notch sales distributor in your area.

Excellent opportunity for anyone who enjoys working with people. Contact Mr. R. P. Wettersten, 279 South West Temple, Salt Lake City, Utah 84115. (801) 426-4983.

FOR SALE—Equipment

FM BROADCAST EQUIPMENT

This equipment is in stock at Gates Radio Company and is priced f.o.b. Quincy, Illinois.


Used Gates FM-20B, 20 kW FM Transmitter. In excellent condition. With used operating tubes and crystal. Transmitter refurbished, tuned and tested to customer's frequency. $14,500.00.

Used RCA Model BTF-200, 20 kW FM Transmitter. With used set operating tubes and crystal 104.3 MC. Transmitter offered as is. Can be used as 20 kW or dual 10. $12,995.00.


Used McMartin TBM-3500 Modulation Monitor. In like-new condition. Tuned to frequency. $750.00.

To place an order or for more information, contact Gene Edwards, Broadcast Sales Manager. Phone (217) 222-8202.

Gates Radio Company

Quincy, Illinois 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation
EMPLOYMENT SERVICE
527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
Sheerlee Barish, Director

BROADCAST PERSONNEL AGENCY

WE FILL ALL JOB CLASSIFICATIONS FOR MEN AND WOMEN IN BROADCASTING AND ALLIED OCCUPATIONS—MANAGEMENT, SALES, PRODUCTION, ENGEEERING, TRAFFIC, SECRETARIAL, PROMOTION, PUBLICITY, ON-AIR TALENT, ETC. WE HAVE IMMEDIATE JOB OPENINGS LISTED WITH US BY STATION OWNERS, AD AGENCIES, CLIENTS, COMMERCIAL PRODUCERS AND OTHERS. SEND US YOUR RESUME OR, IF CLOSE BY, COME IN OR PHONE US.

THE AMPS AGENCY
BY BROADCASTERS FOR BROADCASTERS

20% of M.S.O. CATV
5% owned stock and 15% of stock held as option California 4 system multiple operators CONTROL. Three other stockholders own none majority control. Systems profitable, over 1,000 subs in 12 channel solid state plants. Must sacrifice stock for other obligations. Stock per value $20,000.00. Require $12,500 with 5/2 down.
Contact R. B. Cooper & Associates 3918 East Pico, Los Angeles, California 90026

WANTED TO BUY—Stations

AM RADIO STATION IN SOUTH
Must have good growth record and potential.
Box H-302, BROADCASTING.

BROADCAST PERSONNEL AGENCY

(Continued from page 86)

Bureau granted transfer of control from Grover C. Munford to Robert E. Egert. Transfer has been executed by WSBM, and is presently manager of station. He will own 50% and others 50% will be owned by his father. Consideration $61,000. Action Aug. 24.

K.W.E.-AM-FM Cambridge, Ohio—Broadcast Bureau granted control from W.E. Ackley to Edward T. Millett. James G. Granitsas president, William R. Coffer, executive vice president and general manager, George M. W. Wolling, vice president and sales manager and Nick Theodosopoulos, treasurer (each 25%). Mr. Granitsas is attorney and 51% owner of Cambridge-G-T Corp. Mr. Coffer has no other business interests involved. Mr. Wolling is independent contractor and real estate agent. Theodore M. Theodosopoulos is 49% owner of Cambridge-G-T Corp. and 33.3% owner of fruit and produce company. Consideration $396,000 plus 1,513 $330 for agreement not to compete. Action Aug. 24.

K.K.E.-FM Sapulpa, Okla.—Broadcast Bureau granted assignment of licenses from K.K.E.-FM, to Claude D. Hill receiver (100%). Mr. Hill has interests in KOCW-FM and permitting of KCEB-TV, both Tulsa, Okla. Action Aug. 23.


K.W.L.W.-FM San Angelo, Tex.—Broadcast Bureau granted transfer of control from H. N. Wimber, agent to Mr. W. C. Genet. Principal: Mr. Genet will own 100%. No consideration. Action Aug. 24.

K.F.F.A. Lakewood, Wash.—Broadcast Bureau granted assignment of license from Radio Sales Co., to Timbank Inc. Principals: H. B. Cooper, president (50%), Betty B. Banks, vice president (15%), James H. McCann, and Nick A. respiratory. Mr. Cooper is general manager and vice president of station. Transfer has been transferred to Buckley-Jaeger Broadcasting Corp. of California. Miss Banks is cleared for aircraft company accountant-office manager of KOL-AM-FM, Alaska and president and co-owner of station and 25% owner of real estate firm. Buyer will lease station which will constitute the first three and last three payments of $500 per month and $1,500 in December. $2,000 has been deposited by buyer with escrow holder. Balance will be paid in 48 case payments $500 monthly. Action Aug. 23.

W.Y.Q.M-AM Huntington, W. Va.—Broadcast Bureau granted assignment of license from Camelot Gay Broadcasting Corp. to Mr. Camelot Gay to operate as sole proprietorship. Action Aug. 23.

W.C.L.G. Morgantown, W. Va.—Broadcast Bureau granted assignment of license from William J. G. C. (multiple CATV owner) has applied for a 25-year franchise.

Newburyport, Mass.—National Cable Television Co. and California Broadcasting (multiple CATV owners) have each applied for a 25-year franchise.

North Reading, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a franchise.

Mount Pleasant, Mich.—Booth American Cable Co. (multiple CATV owner) has applied for a franchise.

Endicott, N. Y.—Larry Flynn, president of Vestal Video Inc., has purchased Tri-Town Video Inc. from its parent American Cable Television Inc. (multiple CATV owner). Tri-Town Video, with 750 subscribers serves Endicott Union and town of Maine. The Vestal system, with 2,100 subscribers, serves Vestal, Tlogs Terrace, West Corners and is currently expanding to the Crewe Heights and Zig Knoll developments of the town of Owego. Mr. Flynn owns 50% interests in each of two other systems: Washington, N. J., and Waynesville, N. C.

Homestead, Pa.—Dynamic Broadcasting Corp., subsidiary of WAMO Broadcasting Co. (Leonard Walk, president) has been granted a franchise. The town is granted 99% of subscription. Action August 24.

Windsor, Pa.—Garden Spot CATV Services Co. (multiple CATV owner) has been granted a franchise.

Rio Grande City, Tex.—Cablevision Inc., has been granted for a 25-year franchise. Monthly fee will be 15.5%, with the city guaranteed 2% of the fees collected.

Woodburn, Va.—Woodburn Broadcasting Co., has been granted a franchise. Target date is around the middle of October.

Ellensburg, Wash.—Ellensburg Television Cable Co. has applied for a 10-year extension of franchise which expires 1968. Ellensburg Television Cable Co. also applied for possibility of control of CATV systems and is presently the five-current channel system, at approximate cost of $250.00 per month. Action Aug. 23.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to

FOR SALE—Stations

Continued

Small Market
AM-FM Station
Sacrifice at $15,000.00. Owner must get out due to other interests. No real estate, but will give a liberal lease on present studios.

Confidential Listings
RADIO—TV—CATV
Action Aug. 23.

G. BENNETT LARSON, INC.
RCA Building, 630 Fifth Avenue, Suite 701
Hollywood, California 90028—213/469-1171

BROKER'S CONSULTANTS

La Rue Media Brokers Inc.
115 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

FOR SALE—Stations

Idaho Full-Time, Station
1 kw. ABC network station in fast growing southern Idaho. Equipment new in last four years. 560 square miles. $10,000.00. Volume growth 60% in five years. Priced at two stations control, equal appraised value of real estate, with 25% down. Balance on lenient terms.

Box H-245, Broadcasting.
Roy Huggins is a free-lance gambler, almost an antihero. He's also Richard Kimble, The Fugitive, and David Ross, The Outsider, and Paul Bryan in Run For Your Life. They're all his creations, all like him to a telling extent.

"I don't check with the Universal publicity department when I want to say something," he tells a visitor. "I say what I want to say." That's the maverick talking.

"How did I get into this business? I got into it by accident, by pure accident," he recounted the other week. "Maybe I'm still in it by accident." That's the outsider, the fugitive, still wondering whether he belongs, if there's a place for him in the establishment.

"An appointment with Roy Huggins?" the man from Universal asks. "Well, you never can tell about Roy, never can pin him down. He may have been working all night doctoring a script. He works odd hours. We'd better make it for early afternoon. That's when he's likely to eat breakfast." The man's talking about Roy Huggins the drifter, somewhat disorganized yet still effective like all of his heroes.

Hero's Style • Most of all, Roy Huggins is a storyteller who tells his tales, through the person of a carefully drawn, thoroughly dominant, decidedly male character. This protagonist, always at odds with the world, always moving, is an individual in the maddening crowd, getting involved only by accident and somehow, even when performing a good deed, managing to look out for number one. So persuasive is this central figure that there's usually small room for other cast regulars.

Roy Huggins has been spinning his yarns for television since 1955. During those dozen years he has worked at Warner Bros., 20th Century-Fox and Universal Television, creating such series as Colt 45 and 77 Sunset Strip, producing such others as Cheyenne, Kraft Suspense Theater and The Virginian.

His two years at 20th Century-Fox, 1960-62, should have been his biggest, but turned out instead to be a low point, a traumatic experience. He was brought in as vice president in charge of production but had to report to Pete Levathes, then studio boss. The relationship between the two was marked by mutual discontent. During his term at Fox, Mr. Huggins turned out Margie, Bus Stop and Follow the Sun. Not surprisingly, given the cold war that existed between executives on the lot, the series were Huggins's only flops.

His next move was a happier one. He joined Universal Television as a vice president and executive producer some five years ago. Subsequently he gave up the vice presidency in return for a joint-venture deal with the studio.

1968-69 season, is The Outsider, an hour series about a private detective. It was produced first as part of Universal's "World Premiere" movie commitment to NBC. The two-hour feature, to be presented in that format prior to the introduction of the series, served as a pilot film.

Yet this is only a starter for an ambitious $15-million production program Roy Huggins is planning for the next 12 months. Through his own film production company, Public Arts Inc. (which essentially is Roy Huggins), the producer is preparing at least five projects, four of which seem headed for TV. They all will be produced as movies, one specifically for theatrical distribution, the others for television with series spinoffs the ultimate aim.

Roy Huggins doesn't believe in the conventional form of pilot making considering it wasteful and self-defeating. He sold The Virginian without a pilot, Run For Your Life as a spinoff and The Fugitive, mostly on the basis of his track record.

Making Sure • Mr. Huggins does believe in maintaining a feel of the audience. He misses the opportunity to sneak preview his work before a live audience as with movies or a Broadway play. Not to be denied, he takes the thousands of tourists that file through the sprawling Universal studios each week and tests his shows with them. He sits in back of a studio projection room, talks to his audience, watches their reactions, reviews their likes and dislikes as they note them on questionnaires. In this way just about every segment of Run For Your Life last season and several showings of the movie version of The Outsider this season have been analyzed.

Maybe it's the student in Roy Huggins that suggests he operate so precisely. He studied at three places of learning until he was well into adulthood: Hill Military Academy in Portland, Ore. ("seems like I spent all of my early life there"), Pasadena City College and the University of California at Los Angeles.

He didn't write a line professionally until the age of 28. "I was stuck with nothing to do so I decided to write a novel," he remembers. "I found out that mystery books sell best so I wrote a Raymond Chandler kind of book.

The novel, about a private eye, was bought by the first publisher that saw it and later was sold to Columbia Pictures for $25,000—screenplay to be written by the author. Roy Huggins, storyteller, was on his way.

It was an accident, as Mr. Huggins claims. But he can stop wandering. Roy Huggins, fugitive, maverick, outsider, running for his life, belongs because he's that rare Hollywood commodity, creative talent.
The programing will tell

Whatever else may be said about ABC Radio's new multinet network concept—and a great deal is being said about it—the idea is daring and provocative. As reported in this publication last week, it envisions four different services to four different ABC networks, each made up of stations with similar local-program formats. Critics among the competing radio networks say the idea is neither new nor workable, that it has been considered by others and abandoned as impractical. Critics among the station reps don't relish the notion of competing for national business with three more networks than they now compete with. Critics among existing ABC affiliates aren't attracted by the thought that there may soon be three other ABC affiliates in their markets.

ABC Radio officials, of course, have their answers to the critics, complainers and doubters. Although there is no parallel for it in radio networking and therefore no empirical evidence on which to judge its chances, they are obviously bullish, hailing it as a plan that will invigorate not only ABC Radio but all radio. In their view it will serve stations and audiences and advertisers, and ABC affiliates who don't like the idea of having other ABC affiliates in their markets might remember that (1) many of them are not clearing all the programing ABC offers anyway, and (2) if they had cleared better in the past, the network's need for the new plan might be less urgent. They say it will give agencies and clients their first shot at "target audiences" on a network basis. As for the reps, ABC argues that they will gain rather than lose because advertisers attracted to the new plan will back their network buys with spot.

Many programing and other details remain to be decided. A clearer picture will undoubtedly emerge as ABC gets deeper into its sessions with stations and begins to confer with advertisers and agencies. Until that happens, what is visible is more a concept than a blueprint. It is an exciting and daring concept, but it is too early for an objective assessment of how it will work. Success or failure will depend on advertiser acceptance. That, in turn, will depend on the sort of lineups ABC puts together. And that, of course, will depend upon what success or failure always depends upon in broadcasting—the aptness and quality of the service that is provided.

Time to hit the street

According to all reliable signs, television advertising volume in 1967 will advance at a much slower rate than it has in recent years. The Television Bureau of Advertising, which keeps a sharp eye on financial trends, is estimating, as reported in Broadcasting, Aug. 28, that network volume will be up by 4%, spot by 2% and local by 7%.

Judged by the curves of earlier years, television's progress in 1967 has indeed decelerated, and stations in all markets are, to varying degrees, feeling the effects. Overall, however, there is no reason for alarm. The curves are still going up, not down, and unless broadcasters have let their expenses get absurdly out of hand in recent months their profits in 1967 ought to be considerable. They have been coping with the levelling-off in 1967 after a year of strong advance in 1966.

The official financial report for television broadcasting in 1966, as reported in detail last issue, showed total revenues of $2.2 billion, a 12% gain over those of 1965, and total profits before federal income taxes of $492.9 million, a 10% gain over the year before.

But not all of the details in the FCC's financial report for 1966 and not all of the readings available so far for 1967 are as reassuring as the gross figures would indicate. It is clearly evident that an imbalance exists in the distribution of revenues, and therefore in the acquisition of profits, within the broadcasting structure.

For example, the 1966 report showed that the stations in only five markets, New York, Los Angeles, Chicago, Philadelphia and San Francisco, collected 37% of all the national spot business placed in the whole country. Those stations add up to only 5% of total commercial stations that were on the air in 1966, and they cover, by the most generous estimate, only 27% of all U.S. television homes (counting all the homes in their Nielsen Station Index areas). Obviously a lot of stations in other markets could be doing more to persuade the national advertiser of their own values in spot placement.

We are not suggesting that stations elsewhere ought to begin asking advertisers to divert their spending from the huge population centers to smaller ones. We are suggesting that stations in a good many markets have been content to accept the annual increases in spot business that have accrued to them—until, perhaps, this year—and record the annual increases in their profits. This process has been going on without exceptional demands on the broadcasters' ingenuity or promotional budgets.

But if business is now levelling off in most markets and declining in some, the condition will not correct itself. Only creative selling of markets and stations will get those curves back on a significant upswing.

Wider choice

CBS Labs may have invented the perfect pay-television device. Its new film-cartridge playback machine, if installed in a significant number of home receivers, could create a whole new system of television distribution by mail or retail store.

It won't happen overnight, and when it does happen it will in no way diminish the need for live television delivery. It will, however, expand the total programing available to the public, and that is all to the good. So far we see no way the FCC can get its regulatory hands on a system that uses neither broadcast frequencies nor wire. That feature itself commends the CBS invention.
KSTP-TV is...

TOTAL COLOR

IN THE TWIN CITIES AND
HAS BEEN FOR 6 YEARS

LIVE • FILM • SLIDES • TAPE

Ask Petry
REPLACEMENT FINDER
for widely used RCA Image Orthicons

<table>
<thead>
<tr>
<th>TUBE TYPE NO.</th>
<th>TARGET MATERIAL</th>
<th>PHOTO CATHODE TYPE</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>5820A</td>
<td>glass</td>
<td>S-10</td>
<td>All-purpose tube for studio or remote use</td>
</tr>
<tr>
<td>8673</td>
<td>electronic conducting glass</td>
<td>RCA Bi-Alkali</td>
<td>Close-spaced target-mesh, long-life tube for studio use</td>
</tr>
<tr>
<td>8673/S</td>
<td>electronic conducting glass</td>
<td>RCA Bi-Alkali</td>
<td>Same as 8673, except 8673/S designates one of a matched trio of tubes for use in color cameras</td>
</tr>
<tr>
<td>8674</td>
<td>electronic conducting glass</td>
<td>RCA Bi-Alkali</td>
<td>Wide-spaced target-mesh, long-life tube for remote service</td>
</tr>
<tr>
<td>8674/S</td>
<td>electronic conducting glass</td>
<td>RCA Bi-Alkali</td>
<td>Same as 8674, except 8674/S designates one of a matched trio of tubes for use in color cameras</td>
</tr>
<tr>
<td>4492</td>
<td>glass</td>
<td>S-10</td>
<td>Wide-spaced target-mesh for use in RCA TK-42 and TK-43 cameras at a target potential of 2.3 volts above cut-off For TK-42 and TK-43 cameras</td>
</tr>
<tr>
<td>4536</td>
<td>electronic conducting glass</td>
<td>S-10</td>
<td>Close-spaced target-mesh for use in RCA TK-42 and TK-43 cameras at a target potential of 3 volts above cut-off</td>
</tr>
<tr>
<td>7389C</td>
<td>electronic conducting glass</td>
<td>S-10</td>
<td>Close-spaced target-mesh, for monochrome cameras</td>
</tr>
<tr>
<td>8748</td>
<td>electronic conducting glass</td>
<td>RCA Bi-Alkali</td>
<td>Close-spaced target-mesh, for long life in monochrome cameras</td>
</tr>
<tr>
<td>8749</td>
<td>electronic conducting glass</td>
<td>RCA Bi-Alkali</td>
<td>Wide-spaced target-mesh, for long life and high sensitivity in monochrome cameras</td>
</tr>
</tbody>
</table>

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