No doze news makes the Scene Tonight.

(Starting January 8)
"CATV broadens broadcasting
by satisfying more viewers"

"As a broadcaster I think the most compelling
reason for CATV is obvious: the viewing public
wants it.

"If CATV were inefficient, too expensive, or
against the public interest, the public would have
rejected it long ago. But over the past 15 years
the demand for this service has steadily ex-
panded. CATV is an integral part of the entire
communications industry, and has proven that
it can add ever growing numbers to the total
TV viewing market.

"If the public is to be served, the public should
be heeded. By application of any common rules
of user need, public demand, government service,
technological advance, or commercial success,
CATV should be supported by the entire broad-
casting complex, by advertisers, and by the FCC.
It should be apparent by now to objective persons
who are knowledgeable about CATV that to
oppose CATV is to oppose the public interest."

Victor Orisiano, President
WK, Inc.
Wheeling, West Virginia
The figures based on NSI, October 1967. The share figure is an average of Saturday and Sunday showings, total homes is a cumulative of Saturday and Sunday.

Blockbuster films like *Farewell To Arms*, *King of Kings*, *The Tall Men*, *Wings of Eagles*, and *Inn of the Sixth Happiness* catch the fancy of movie-loving St. Louisans.

For the best movie buy in St. Louis look to

**KTVI-2**
BY ANY MEASURE
KRLD-TV IS No. ONE

The October 1967 ARB audience estimates show conclusively that KRLD-TV continues to be the market's No. 1 station, 9:00 a.m. to midnight, Sunday thru Saturday.

Channel 4 leads the 2nd station in each major category of viewers per average quarter-hour — 22.0% more households; 13.5% more adults; 18.6% more women; 15.9% more housewives; 6.3% more men; 11.1% more teens; and 30.5% more children.

Contact your H-R representative to place your next schedule on the #1 station in the Dallas-Fort Worth market.

There is a measurable difference.

KRLD-TV
The Dallas Times Herald Station

Clyde W. Rembert, President
Clustering

When TV code board meets Dec. 12-13 at Miami Beach to consider whether to limit number of commercials that can be clustered, it'll have at least four proposals on table. Donald H. McGannon of Westinghouse Broadcasting, Bill Michaels of Storer and Charles Tower of Corinthian, it's understood, have all submitted plans that, while varying considerably in many details, generally agree that no more than three messages should be presented consecutively. Code authority meanwhile has drafted proposal that no more than four announcements be clustered.

Issue, however, isn't as simple as choice among three, four or some other number—or none at all. Assuming limits are imposed, there's still thorny question of definitions. Though Messrs. McGannon, Tower, and Michaels agree on three, for instance, first two are talking about three commercials while Mr. Michaels reportedly would count promotional messages, too, and code authority's four is understood to encompass public-service announcements as well as commercials and promos. Another big question: Would each product in piggyback commercial count against maximum, or would piggyback be just one commercial? Whatever board's final decision, they'll have to be ratified, modified or rejected by National Association of Broadcasters' television board, which meets in January.

End of pay test?

RKO General is seriously considering closing down its experimental pay-TV operation in Hartford, Conn. Experiment has been going on almost five years and has proved costly. But main factor pushing company to close pay-TV operation is said to be House Commerce Committee's resolution telling FCC to postpone, for at least a year, authorization of regular pay-TV operations. Under RKO General's planning, wmcrtv Hartford (ch. 18) will be retained as commercial TV outlet, if pay-TV aspects of its operations are abandoned.

Radio and ASCAP

American Society of Composers, Authors and Publishers wants to talk with Georgia radio stations preparing to sue in search of lower ASCAP fees. Meeting is tentatively set for Friday (Dec. 8) in New York.

Broadcasters, who claim they are paying too much based on amount of ASCAP music they play, want fee of half of one percent. Current ASCAP five-year contract is 2% of gross after specified deductions. Some ASCAP sources feel less than five-year contract might be worked out, but it would require higher fee than 2%.

Broadcasters have been building $10,000 worth through $100 contributions from interested stations and out of state. GAB is also contributing up to $2,500. Stations have retained Malcolm Hoffman, New York antitrust lawyer.

Eye on tomorrow

Professional seers are to be brought in for consultation, practically for first time, by National Association of Broadcasters' Future of Television Committee at its meetings in Miami Beach next week. Committee will hear presentations from Spindletop Research, Lexington, Ky., think tank, which has done exhaustive projections for Time-Life Broadcast and wpsptv New Orleans. Spindletop studies have covered TV, video records, cable TV, among other developments. Among conclusions reportedly reached: Sophisticated forms of cable will carry more and more television programming.

Also invited to appear at Future of Television Committee meeting is Ernest Jennes, of Washington law firm of Covington & Burling, which represents Association of Maximum Service Telecasters. At recent meeting of AMST board, Mr. Jennes reportedly spoke at length of probable pressures to reduce television-broadcast use of spectrum and of probable developments of new types of cable capable of carrying many television channels.

More power?

Latest CATV-connected flap at FCC involves proposal of Commissioner Robert T. Bartley to give CATV task force more authority to act on requests for waivers of top-100 market rule. (Several alternative standards have been proposed, one reportedly to permit staff action in cases involving communities 20 miles or more from major city in market.) Rule, requiring hearing when CATV in major market proposes importing signal beyond its Grade B contour, has led to backlog of cases.

Back to barter

Trend toward "barter," or exchange of goods or services for radio time, appears to be growing. It's been learned that one of best-known New York agencies has adopted policy of barter for radio whenever client's products or services are suitable for such arrangement. Another old but seemingly increasing agency practice—adopted at behest of cost-conscious advertisers—is to place spot-radio money in hands of local or regional distributors along with detailed instruction on how to buy at local rates. At least one major campaign now in works will be placed via one of these two methods, insiders say.

Air rights count

Broadcast considerations are exerting significant influence on National League's plans to expand by 1971, as discussed at baseball meetings in Mexico City last week. Reportedly, San Diego is among top possibilities of six cities that have applied for National League franchise, mostly because local group has lined up $750,000 radio-TV contract. On other hand there's considerable negative feeling about granting franchise to Dallas-Fort Worth because it could intrude on broadcast market of Houston Astros.
Circulation study of our circulation study

CP-first radio circulation study in 7 years—will (so far) be circulated among 360 radio stations, and the following advertising agencies and advertisers:

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<td>Joseph Schlitz</td>
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For full information, write, wire or phone
in New York: 730 Fifth Avenue, 212-JUdson 6-3316;
in Chicago: 435 N. Michigan Avenue, 312-644-7141;
CHANGING HANDS

NEW ASSAULT ON TV... 27

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FCC's Lee Loevinger at D.C. Media Workshop says influence of mass media, advertising has been overrated; media do not shape country's future on important issues, exercise instead limited influence. See...

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WEEK IN BRIEF

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BROADCASTING, December 4, 1967
Color tape to color film transfers are dull, fuzzy and not worth the trouble.

Horse radish!

And any other expletive you wish to use.

Because if you believe that, you haven't seen Reeves Color Videofilm* transfers.

Color Videofilm* transfers are alive with sharp, clear images and pure, true-to-the-tape color.

Color Videofilm* transfers are worth every moment of the considerable effort that Reeves puts into each and every one. From the playback of the tape on the best videotape recorder money can buy, all the way to packing the final reel. But you expect that kind of effort from Reeves. It's that extra quality Reeves has been adding for the past 34 years.

And Color Videofilm* transfers are inexpensive. An unexpected, happy bonus.

Still unconvinced about color transfers? Horse radish!
RFK again urging cigarette ad reform

Senator Robert F. Kennedy (D-N.Y.) is continuing his drive to induce industry self-regulation of cigarette commercials. Latest round of letters, made known Friday (Dec. 1), suggests four points for reform.

Meanwhile, tar derby in print advertisements gained impetus in wake of Federal Trade Commission brand-ratings released earlier in week (see page 46). Question at week's end: Would broadcast spots for cigarettes giving tar-nicotine specifics be far behind?

Tobacco majors indicated that roadblocks in Cigarette Advertising Code and National Association of Broadcasters code were preventing swing now appearing in print to penetrate airwaves. It is believed, however, that NAB code authority would permit factual statement of government's tar-nicotine findings for brand being advertised.

There is question, though, whether NAB code could approve broadcast advertisement along lines of print copy for American Tobacco's Lucky Strike menthol 100's that ran in some newspapers last Friday. Advertisement said brand was rated lowest of "all 100's tested" but did not give any specific tar-nicotine figures.

Kennedy letters, sent to TV networks and NAB, contained same points senator makes in article written for December issue of Television magazine.

Kennedy's Aims: Four points suggested to broadcast industry are: 1) voluntary limits on times of day cigarette commercials could be aired (Senator Kennedy said stopping until after 10 p.m. should be satisfactory); 2) limits on types of programs that could serve as vehicles for cigarette spots (senator would specifically put football games off limits); 3) limits on over-all amount of cigarette advertising, with perhaps lower priority for cigarette messages in bidding for time, and 4) redefinition of types of programs young persons are likely to watch, and as such unsuitable for cigarette spots. Senator suggests lowering of present 45% cutoff point plus limit on absolute numbers of youngsters in show's audience, regardless of percentage.

Senator Kennedy's latest letters went out before returns were all in on his last round of correspondence (Broadcasting, Nov. 27). As of last Friday, ABC said it had "no comment" regarding its answer to earlier telegram urging that cigarette spots not be carried on football games; CBS said it has not yet sent reply, nor has National Football League. NBC replied promptly but will not make its answer public.

KMP International
formed in agency merger

Daniel & Charles Inc. ($26.5 million in billings) and Kingsley, Manton & Palmer Inc. ($1.6 million), both New York, have formed partnership, full-service agency, called KMP International. New entity was created not by exchange of equity but by agreement that each agency will contribute equally in enterprise.

Business of KMP is being transferred to D&C offices to utilize latter's production facilities and thus facilitate entry into TV. D&C in turn will begin working out of KMP Partnership Ltd., London ($12 million).

Partners expect to expand into Europe, operating as "Anglo-American service for international advertisers.

Name change at CBS

New name of CBS Films Inc. has been changed to CBS Enterprises Inc. to reflect more accurately company's involvement in other areas. Announcement Friday (Dec. 1) by Ralph M. Baruch, vice president and general manager, noted Enterprizes will continue to distribute filmed and live programs in U.S. and abroad and be responsible for licensing and merchandising, and in near future will announce its involvement in several educational projects.

Wolff will battle for warning in ads

Leading congressional consumer friend, Representative Lester L. Wolff (D-N.Y.), vowed Friday (Dec. 1) to lead fight requiring cigarette advertising to carry health warning now prescribed only for cigarette packages.

That requirement was deleted from original labeling bill, he said, and bill must be amended to include original aim.

"How many people read the warning on the package?" he asked. But, he added, they will see it if it's forced to be carried in advertising.

Mr. Wolff, who used to be advertising and merchandising man himself, said that powerful lobby was operating to exempt advertising from provisions of Truth in Lending bill. That too must be fought, he said. Lending provisions requiring full disclosure of true interest and credit terms must be included in advertising, he said.

Mr. Wolff told Advertising Age Media Workshop in Washington (see page 40) that consumers' lobby was needed in Washington to present consumers' viewpoint on legislation.

Say Something: Growing sentiment for consumer protectionism was expressed by Paul Rand Dixon, chairman of Federal Trade Commission, who recommended that advertising "say more" in interest of consumer, rather than just merits of product.

Advertisers can't afford to let consumer movement 'feed on misstatements' in advertising, he commented.

Timothy J. May, general counsel of Post Office Department, said no broad-

NCTA comes up with own version of Emmy

TV broadcasters can look for new entry in awards sweepstakes, this one by CATV industry.

Staff of National Cable TV Association has been charged by public relations committee to plan for special industry awards for "outstanding" TV programs, to be presented during National Cable TV Week (Feb. 4-10).

Details are not determined, but thought is to have CATV subscribers vote for favorite broadcast programs—probably limited to public service category first time around.

Public-relations committee also approved distribution arrangements for new sound-color film to be introduced during Cable TV Week promotion. Plans call for placement of 20-minute-plus film, being produced by Irving Gitlin Associates, New York, to be placed by individual CATV operators on 100 TV stations as well as private "club" showings.
WEEK'S HEADLINERS

Herbert F. Solow, who resigned last month as VP in charge of programming for Paramount TV Productions, Hollywood (Broadcasting, Nov. 27), named VP in charge of TV production for MGM Television, Culver City, Calif., effective Jan. 1, 1968. Previously, Mr. Solow headed TV operations for Desilu Productions before it merged with Paramount, and held executive programming positions for both CBS-TV and NBC-TV. Plans of Alan D. Courtney, director of programs for MGM-TV and formerly top TV executive, are yet to be determined.

Abraham Schneider, president of Screen Gems Inc., elected board chairman and chief executive officer of SG. Succeeding him as president is Jerome S. Hyams who has been executive VP and general manager of Screen Gems since 1959 and member of company's board of directors since 1962 (see page 64).

Alice M. Westbrook, Fred Klein and Harold Rosenzweig, senior VP's with North Advertising, Chicago, named executive VP's. Mrs. Westbrook has been creative director of agency since 1956 and was chosen Chicago's advertising woman of year in 1962. Mr. Klein, in charge of client services. joined agency in 1961. Mr. Rosenzweig, secretary and treasurer of agency, as was Mrs. Westbrook.

For other personnel changes of the week see FATES & FORTUNES

cast network will accept any advertising involving prizes without first checking with Post Office. That's because mail is used in most such contests, he said.

Mr. May also noted forthcoming substantial increase in postage for third-class mail, observed that perhaps this may divert some advertising money from direct mail to other media.

FCC Commissioner Robert E. Lee spoke of new areas in electronic communications that are in view within next five to 10 years. He referred to CATV, pay TV, facsimile, computers and satellites as coming developments, although he emphasized that he didn't think FCC would permit any of them to destroy free TV.

Pay TV, he noted, is "in the cards," even though House Commerce Committee has asked FCC to defer action for year (Broadcasting, Nov. 20). Commission hasn't decided what to do about pay TV in light of committee's resolution, he said.

Stressing that he doesn't think it's going to happen, Mr. Lee nevertheless said some people foresaw direct broadcasting to home from satellites as coming "national" service, with CATV providing "local" service.

CBS still leads MNA's

CBS-TV led in fraction in 30-market Nielsen rating averages for week of Nov. 20-26. Report, out Friday (Dec. 1), showed that for 7:30-11 p.m. period that week CBS-TV averaged 18.9; NBC-TV 18.6, and ABC-TV 15.4.

CBS signs for more features with Universal

CBS-TV and Universal TV have entered agreement for production of undisclosed number of two-hour feature films for first showing on network. Reportedly, Universal will set up special production units at its own studio facilities and at CBS studio center to turn out TV movies.

Universal is already involved in similar project for NBC-TV under World Premiere title. CBS previously made deal with Universal and producer Roy Huggins for "The Big Prize," feature-for-TV now in production.

'Today,' 'Tonight' hit highs

NBC-TV's Today and Tonight shows are enjoying their highest sales levels for any first quarter, Mike Weinblatt, director of participating program sales, said Friday (Dec. 1). Tonight is 98.3% sold out for first quarter, at average $16,100 for each of 309 minutes; only five minutes remain unsold. Today is 95% sold out, at average $9,500 per minute.

WB-7A increases holding in record company

Warner Brothers Seven Arts Inc. reported Friday (Dec. 1) it has acquired additional 13 1/2% interest in Warner Brothers Records from Frank Sinatra, raising its holdings to 30%, with Mr. Sinatra retaining 20%. Record company produces and distributes records under Warner and Reprise labels by such artists as Bill Cosby, Petula Clark, Dean Martin and Mr. Sinatra.

Earlier in week WB-7A announced it had bought Atlantic Records for price that could reach $17 million (see page 68).

They can't sell time, so they'll sell space

Noncommercial television will enter commercial magazine publishing in January, when monthly program magazines of six major-market ETV stations jointly open their pages to advertising. Called "PTV-MAG," Public Television Magazine Group, new combination includes program guides of stations in New York, Los Angeles, Washington, San Francisco, Boston and St. Louis.

PTV-MAG says it offers potential advertisers group circulation of 160,000 households, primarily middle- or upper-income contributors to non-commercial television. Also an average of 30,000 issues is sent to educators, corporate and foundation donors, and community leaders. Rates are $2,400 for full-page black-and-white. Four-page preprinted inserts supplied by advertisers will go at $3,500. Initially, sales and central billing will be handled by Jack Sebastian, WNDT(TV) Newark, N. J.-New York.

BROADCASTING, December 4, 1967
These Stations Just CHANGED REPS...

TELEVISION:
WKBS-TV Philadelphia
WKBG-TV Boston
WKBD-TV Detroit
KBHK-TV San Francisco
WKBF-TV Cleveland
WLW-T Cincinnati
WLW-1 Indianapolis
WLW-D Dayton
WLW-C Columbus
WLX-TV Lansing
WOAI-TV San Antonio
WAND (TV) Champaign-Decatur-Springfield

RADIO:
WQXR New York City
X-TRA News over Los Angeles
KYA San Francisco
WWDC Washington, D.C.
WRR Dallas
WLW Cincinnati
KGU Honolulu
WOAI San Antonio
WBBF Rochester, N.Y.
WSIX Nashville

Broadcast Communications Group, Inc. is NOW
THE GEORGE PIERROT SHOW: Globe-trotting guests narrate films of faraway places. George adds local color. Monday, 7 p.m.

WEEKEND: Ron Gamble guides Detroiter on weekend jaunts to out-of-the-way places close to home. Tuesday, 7 p.m.

MICHIGAN OUTDOORS: Mort Neff travels the state to find where bass are biting, pheasants flocking. Thursday, 7 p.m.

TRAFFIC COURT: Typical cases are dramatized to help curb traffic offenders. "Judge" William Kelly Joyce presides. Friday, 7 p.m.
Welcome to the rosy world of bluebloods: WWJ-TV.

Rosy? That describes our colors. And viewers. Our all-color programming gives everyone a pleasant glow. It's reach-out-and-touch-it color. You-can-almost-taste-it color. The kind of color that keeps Detroiters glued to their screens. With mouths watering for the products they see. On all-color, live-color WWJ-TV!

Bluebloods? They make everything rosy. The bluebloods of broadcast equipment. All General Electric equipment. Set up right with a helping hand from G.E. Maintained with a guiding word from G.E. To keep those colors rich. To keep the viewers rosy. 17,565 hours on eight PE-250 cameras averaging less than one year's service. Without a hitch. The best equipment backed by the best manufacturer. Result: the best of everything.

And what color do our advertisers see? Green—long green. Reason? Pull. People-pulling programming. More than 100 local live originations each week, including a full spectrum of 7 o'clock evening shows. From WWJ-TV. Where the color's live. Where the color's alive. Where blueblood equipment makes for rosy viewers. And where sponsors find everything's coming up green!

WWJ-TV DETROIT
Owned and Operated by The Detroit News, Affiliated with NBC. National Representatives: Peters, Griffin, Woodward, Inc.
A calendar of important meetings and events in the field of communications.

**Indicates first or revised listing.**

### DECEMBER

Dec. 4—New deadline for reply comments on FCC’s proposed rulemaking concerning the public value of preeminent operation by class II stations via-a-vis co-channel U.S. I-A nighttime services, which “would inevitably limit to some degree,” and circumstances “under which such urages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region.”

Dec. 4—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Dec. 5—Testimonial dinner in honor of Casey Shawhan, retired publicity and public relations director, NBC, West Coast, Biltmore hotel, Los Angeles.


Dec. 9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leap, WTVT(TV) Weather Service, Box 1196, Tampa 33601.

Dec. 12—Meeting of National Association of Broadcasters television code board. Ivanhoe hotel, Miami.

Dec. 13—Annual stockholders meeting, Allied Artists Pictures Corp. to elect directors, etc. Ritz Carlton, New York.

Dec. 13—Luncheon meeting of the Oregon Advertising Club. Speaker will be Stephen Labunski, president, NBC Radio division, Benson hotel, Portland.

Dec. 14—New deadline for reply comments on FCC’s proposed rulemaking concerning the public value of preeminent operation by class II stations via-a-vis co-channel U.S. I-A nighttime services, “which would inevitably limit to some degree,” and circumstances “under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region.”

Dec. 14—Deadline for filing comments on FCC’s proposed rulemaking to specify, in lieu of the existing MEQV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Dec. 14—Annual stockholders meeting, MGM Inc. to authorize among other things increasing common stock by 1 million shares and issuance of 1 million shares of cumulative preferred stock, elect directors, etc. Loew’s Capitol Theatre, New York.


Dec. 26—Deadline for comments on FCC’s proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

### JANUARY 1968

Jan. 2—Deadline for filing responses to FCC’s inquiry into operation and effect of present commission policies regarding carriage and program exclusivity on CATV systems.

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Bob Young, ABC. Waldorf-Astoria hotel, New York.

Jan. 5—Deadline for reply comments on FCC’s proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Jan. 5—Deadline for entries for the fourth annual competition for the ANDY awards, given by the Advertising Club of New York, for advertising creativity.

Jan. 12—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.


Jan. 15—Deadline for receipt of entries in 1968 Annual Television Newsfilm Competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Competition open in six categories plus Newsfilm Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob Chaddock, competition chairman, University of Oklahoma, Norman, Okla. 73069.

Jan. 16—Deadline for filing reply comments on FCC’s proposed rulemaking to specify, in lieu of the existing MEQV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.


Jan. 25—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 25—Executive committee meeting, National Cable Television Association, Washington.


Jan. 27—The second annual color-television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Packard Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. Roland Bennett, Station WWJ, 622 West Lafayette, Detroit 48223. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

### FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial Award.
**Bring Forth My People**

20th Century-Fox Television proudly offers this uncommon film treatment of Moses' 40-year journey to freedom. A one-hour color special, BRING FORTH MY PEOPLE is a powerful and meaningful documentary, presenting a rare insight into the times of Moses. Remarkable editing and camera-work bring the events and places of Biblical history vividly to life. Produced by Dick Girvin, directed by Charles Sharp and narrated by Herb Graham. Available now in first-time release for television.

**Two chapters in Man’s struggle**

**Sail to Glory**

A spectacular one-hour color film recreating for the entire family one of the most dramatic chapters in international yachting history. The star of this film is "America"—rebuilt to the exact specifications of the original racing schooner that won a stunning victory over 14 of England's fastest racing yachts in August, 1851, and inspired the America's Cup Races. SAIL TO GLORY is a dramatized re-enactment of this extraordinary event with a cast of top performers from stage, screen and TV headed by Lloyd Bochner and narrated by Robert Stack. Produced and directed by Gerald J. Schnitzer, with an outstanding score by George Romanis featuring the trumpet of "Doc" Severinson. A highly original, entertaining, and exciting television Special. Available now.
One Moment Please...

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

It helps most if the feelings, opinions, and attitudes come from the audience itself—both from those who listen to your radio or television station and those who listen to your competitors'.

When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the others in your market.

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

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with you for a whole year to make sure you understand it and that it works for you.

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

If you would like to talk to us about it, we will be pleased to come and visit you with no obligation on your part. Just drop us a note, or better still, give us a call.

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Television & Advertising Consultants
480 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313 644-9820

Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound-tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Procedure H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 38th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. All entries may be entered by Sigma Delta Chi. 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 5-7—Tenth annual conference on advertising research, sponsored by the American Advertising Federation, Washington Hilton hotel, Washington.

Feb. 7-9—Fifth annual convention of the National Association of Television Program Executives, Royal Orleans hotel, New Orleans.

Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Walskiwski, president of the National Association of Broadcasters, Waldorf-Astoria hotel, New York.

Feb. 16-18—Meeting of the New England chapter of the American Women in Radio and Television, Norwich, Conn.


MARCH


March 20-23—Annual West Coast meeting of Association of National Advertisers, Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television, Los Angeles.


March 24-26—Spring meeting, Southern CATV Association, Callaway gardens, Atlanta.

March 31—April 5—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

APRIL


April 5—Region II conference of the National Association of Educational Broadcasters, Atlantic Cabana hotel/motel, Atlantic City, N.J. Inquiries regarding the session should be sent to: Mr. Louis Peneuy, 386 W. 7th St., New York 19, N.Y.


April 18-19—18th annual broadcast Industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of outstanding radio and television. Categories include local news, information and documentary programs, special events, station editorial, instructional programs and entertainment. Both commercial and educational stations are eligible in the competition. San Francisco State College, San Francisco. Inquiries about entries are referred to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, 5118 Mission St., San Francisco 15.

April 28-30—Meeting of the board of directors of the American Women in Radio and Television, Century Plaza hotel, Los Angeles.

MAY

May 1-5—Seventeenth annual convention of the American Women in Radio and Television, Century Plaza hotel, Los Angeles.

May 2-3—Annual convention of Kansas Association of Radio Broadcasters, Holiday Inn Midtown, Wichita.

May 6-7—Meeting of the board of directors of the American Women in Radio and Television, Century Plaza hotel, Los Angeles.

May 14—Annual meeting and performer's award luncheon sponsored by the International Radio and Television Society, Waldorf-Astoria hotel, New York.

May 14-17—1968 International Quantum Electronics Conference sponsored by the Optical Society of America, and the groups on electron devices and microwave theory and techniques of the Institute of Electrical and Electronics Engineers. Everglades hotel, Miami.

May 23-26—Spring convention of Kentucky Broadcasters Association, University of Kentucky officials plan Kentucky Broadcasters Day in connection with the convention. Phoenix hotel, Lexington.

May 23-24—Spring convention of the Ohio Association of Broadcasters. Sheraton-Cleveland hotel, Cleveland.

May 28-29—Annual spring meeting of the Pennsylvania Association of Broadcasters. Host Farm motel, Lancaster.

*Indicates first or revised listing.
To Sneak E. Vapor, Humble is no match.

The poster reads "Sneak E. Vapor: Wanted for Murder, Arson, Assault and Malicious Property Damage." Scary? Fear not! A Capable Crusader named Bob Pennigar is on the job! Bob is Humble's Training Instructor in service station management at Charlotte, North Carolina. And part of his job includes a lesson on how to use and handle flammable products safely. Dull stuff? Not when you add a wisp of Whoosh, a pinch of Pow, some Scritch and a lot of imagination.

Our man Bob did and came up with a 20-minute demonstration that's a winner. Cartoons, mechanical devices and a great speaking style have led to praise and citation by safety groups — and speaking engagements all over the state. Bob's given his show to thousands of people. All in his spare time.

Sneak E. Vapor doesn't think too much of Bob. (He never wins.) But the folks who've learned safety tips from him sure do. So does Humble. We're proud of men like Bob Pennigar who use their ingenuity to help protect America's most important resource: its people.

HUMBLE
Oil & Refining Company
and the people who make it
America's Leading Energy Company
OPEN MIKE*

Unjust secondary boycotts

EDITOR: Recent issues [Broadcasting, Nov. 13, 6] graphically illustrated how secondary boycotts are used against broadcasters. In both cases economic pressure was applied to neutral sponsors to force them to stop doing business with the broadcaster involved.

It is ironic and unjust that most American industries have been protected (as indeed they should be) since 1947 against secondary boycotts, while broadcasters are not.

A secondary boycott involves economic pressure on a neutral or secondary employer to force him to stop doing business with the primary employer with whom the union has a primary dispute. The inducement of the employers of a neutral employer to refuse to work is clearly unlawful; the inducement of the customers of a neutral employer to refuse to buy should be equally unlawful.

The Landrum-Griffin Act of 1959 tried to take care of this inequity. Congressional intent was frustrated by the National Labor Relations Board and the courts.

Sooner or later this injustice has got to be remedied. Broadcasters deserve the protection that others have and that sound public policy requires.—Charles H. Tower, executive vice president, Corinthian Broadcasting Corp., New York.

Fairness for Commissioner Cox

EDITOR: Broadcasting of Nov. 20 carries a story that Commissioner Cox, speaking to the National Association of Broadcasters' fall conference in Los Angeles, referred to a speech of mine “applying liberal doses of sarcasm,” that he “attacked” my position, and that his speech “has the makings of a dandy intracommission donnybrook.”

I think this report is unfair to Commissioner Cox. I have read the entire text of his remarks and they do not appear to me to be sarcastic. On the contrary, I believe that Commissioner Cox has presented a fair report of what I said in Atlanta and a reasoned statement of his differing views. Commissioner Cox and I do disagree on some points, but Commissioner Cox has stated his position in a reasoned and courteous manner. Such differing viewpoints are neither uncommon nor improper and there is no prospect of an “intracommission donnybrook.” I expect that Commissioner Cox and I may continue to conduct a discussion of our differing viewpoints on the high level of reasonable and courteous statement
A proud salute to those BMI writers who won the First Annual Country Music Association C&W Awards.

Song of the Year: "There Goes My Everything" by Dallas Frazier, published by Blue Crest Music, Inc. and Husky Music Co., Inc.

Instrumentalist of the Year: Chet Atkins
Male Vocalist of the Year: Jack Greene
Female Vocalist of the Year: Loretta Lynn
Entertainer of the Year: Eddy Arnold
Instrumental Group of the Year: Buck Owens Buckaroos

Comedian of the Year: Don Bowman
Vocal Group of the Year: The Stoneman Family: Ernest Van "Pop" Stoneman Calvin Scott Stoneman Van Hayden Stoneman Donna Stoneman Roni Stoneman
Album of the Year: Jack Greene for "There Goes My Everything"
Single of the Year: Jack Greene for his single recording "There Goes My Everything"
that Commissioner Cox exhibited in his Los Angeles speech.—Lee Loewinger, commissioner, FCC, Washington.

For Crazy Horse's tepee

Editor: I would very much appreciate securing the original copy of the cartoon regarding the Custer series that appeared in Broadcasting, Nov. 13. This cartoon has particular signifi-

cance to me, because I portrayed Chief Crazy Horse in the recently cancelled Custer series. Unfortunately the series was cancelled so unexpectedly that we never did film "Custer's Last Stand", so in this particular case at least, the "red man's revenge" never happened.—Michael Dante, 4704 Yarmouth Avenue, Encino, Calif.

(Original sent)

Correcting the record

Editor: With reference to the letter from Professor Guy H. Stewart of West Virginia University (Broadcasting, Nov. 20) suggesting that credit should be given to Tom Allen, a graduate student, for his paper on the Pittsburgh ghettos, I was careful to give Mr. Allen credit in my remarks about his study during a panel discussion in New York (Broadcasting, Oct. 16). The omission of his name was apparently a lapse on the part of the Broadcasting reporter, who otherwise did an excellent job.


Credit belongs elsewhere

Editor: It is always a pleasure to see one's company so favorably covered in as important a journal as Broadcasting. And although we do work for Jack Tinker and Partners, it should be noted that the Chicago Group (another Interpublic company) created the One-Day Brand Multiple Vitamins "Construction" commercial, not Tinker, as reported [on page 34] in the Nov. 27 issue.—Tom Anderson, vice president, Pelican Films, 1770 North Vine Street, Hollywood 90028.
Conceived, designed and executed as an all-purpose production aid, this package is a bonanza for all media, BROADCASTERS, ADVERTISERS, EDUCATORS AND PRODUCERS. For BROADCASTERS, MEDIA MUSIC is speed and flexibility. Easily cut, bridged or re-assembled for ID's, News, Commercial Copy, Ad Libs, Themes, Tags . . . the option is yours!

Release No. 1 of CAPITOL'S MEDIA MUSIC '68 is ready. It contains ten 12” 33½ discs of the most widely diversified working tools you have ever owned, and is realistically priced at $95.00, complete.

We unconditionally guarantee that this power package will be the best investment you have ever made.
MONDAY MEMO
from D. W. SILVERSTEIN, Adams Dana Silverstein, New York

Breaking industry rules to come out a winner

Will a one-time television special work for a toy company? Aurora Plastics Corp., the only major toy manufacturer never to use TV previously, believes it will. Not only will a special work, but that it’s the only way to make a major impact during the key toy-selling season. It’s also the only way to simultaneously reach the dual toy audiences—both the child and his parent.

How is the Aurora special a departure from toy-industry practices?

Seven years ago, the entire toy industry decided there was only one medium in which to advertise and only one way to buy this medium: spot TV. At this time, Aurora made a decision to go against industry trends and to use straight print. During the period that the company followed this "print only" policy sales climbed from $5 million to $25 million with excellent profit-to-sales figures.

But this year, Aurora has made the largest one-time television buy in the history of the toy industry. Why?

Difficulties • Toys have unique audiences and marketing problems and TV has to be used in a special way. Each year toy manufacturers spent more on TV and got fewer results. While TV has proved itself a powerful medium for other industries, the toy industry, aiming at a specific audience and restricted to a Saturday-morning period, was forced to watch its dollars do a poor selling job. Aurora couldn’t afford to follow suit. In addition, the company did not believe that a toy had to be sold over and over again. A toy is not like a bar of soap, a cigarette, or a breakfast cereal: A toy is sold once, usually during the pre-Christmas period. This philosophy made Aurora decide to reach what we believed was the prime purchaser—the adult.

TV, when aimed at children, does only half the selling job and Aurora felt that if only half the audience could be reached, it should be the adult—the ultimate purchaser.

A child is not responsible for the final decision to buy a toy. Inherent in the decision to use children’s TV is the assumption that not only will the child be able to decide which of the hundreds of toys he wants, but that he will also be able to sell the parent on the toy, remembering its name and the name of its manufacturer. With the number of products now advertised on children’s TV, it’s no wonder that research shows a parent in a toy store before Christmas is a most confused consumer.

The parent is a consumer that toy TV advertising simply ignores and who, consequently, ignores the toy advertised, the toy manufacturers’ products. Knowing that print media reached the parent and that the company couldn’t afford to reach both parent and child, Aurora made its all-print decision.

As the company progressed and its line expanded, Aurora became more concerned to make a buy that would reach both parent and child. Three years ago we started an active search for a special. Not any special, but one which would have appeal to both age groups and that could be scheduled to hit the market right before Christmas. The special should make a child see a toy and say “If I want it” and the parent should remember the name of the product and its manufacturer.

Good Vehicle • Dwight Hemion and Gary Smith brought us what we think is the most exciting and powerful special for this particular audience. Last Tuesday (Nov. 28) a total package representing some $500,000 ran at 8-9 p.m. EST on NBC-TV. The show featured family entertainment, a softball game between an all-star team of celebrities such as Woody Allen, James Garner and Don Adams and a hardhitting team of baseball pros, including Willie Mays, Harmon Killebrew and Don Drysdale. Host for the program was Jerry Lewis.

Upwards of 12-million families probably saw six minutes of commercial time during the hour—commercials that not only intrigued the youngsters but had a definite appeal to the adults. The products chosen to be advertised were carefully selected—the three new toys from Aurora that have overall family appeal.

Viewers took a nostalgic ride on the smallest train in the world—Aurora’s Postage Stamp Trains. They sped through a night scene and went “from here to there” on a train no larger than a cigarette pack until a hand reached down, picked up the train, put it into its book package and onto a bookshelf “in the place reserved for valuable things.”

In the second commercial, viewers entered the world of model car racing as it’s never been seen before.

The third 90-second spot showed the finals of the Skittle-Bowl world championships played out by poolroom characters against a “Hustler”-type background.

During the final moments of the special, a fourth commercial highlighted all three products making the point that in Aurora’s world of miniaturization—a race track, a bowling alley and a train empire—all can be set up in a space no larger than the top of a bridge table.

New Path • Buying the first TV special for a toy manufacturer took a lot of courage both from the agency’s and from the client’s point of view.

We have already witnessed (with an enormous presell for the products to be shown on the show) the confidence the industry feels in this TV buy. The approaching Christmas season will give us the final proof, we believe, that an unusual family show and commercials geared to both children and adults can, in a one-time shot, sell toys.

This move may well be the beginning of successful and thoughtful TV decisions for toy manufacturers.

D. W. Silverstein is president and a partner with TV actors Don Adams and Bill Dana in Adams Dana Silverstein Inc., New York—a 17 month-old agency. Mr. Silverstein began in advertising as a copywriter for Atlantic Advertising Co., New York, and became account supervisor and vice president at Harold J. Siesel Co., New York, from 1958-59. After that he worked as director of advertising and marketing for Aurora Plastic Corp.
Bob Menefee, Philadelphia's last angry morning man, is now back in business on WPEN

For years Bob Menefee has been the big voice around town. Now, after a brief intermission, he's back on the air doing the kind of morning show he's famous for: some musical favorites, irreverent phone conversations, opinionated but lovable philosophy, and the usual news, weather and traffic. Home-town hero Robin Roberts pitches in with sports reports, too. Bob's big following has moved to WPEN right along with him, and so have lots of his old sponsors. They don't call him Mighty Mouth Menefee for nothing. And the Menefee mouth is open for business from 6 to 10 AM.

The good news doesn't end there. Back-to-back with Bob, Ted Steele does his four hours worth... and that combination makes your advertising dollar an almighty one.

For further information, write or call: The Katz Agency, national representative.
We've taken the
Today's lowest cost high band machine for making and playing color tapes.

Here's the newest member of the RCA tape line. This recorder is designed for high band color quality... plus economy. All high band color modules are solid state RCA standard types. It's factory tested before shipment—ready to produce high band color as soon as you get it. The TR-50 is the most economical high band color recorder available today.

The equipment is compact in size, occupying only 24 x 33 inches of floor space. It's a total-capability recording and playback machine, with finest professional monitoring (pulse cross picture monitor). Features include precision-aligned tape deck and expanded waveform monitoring. Also air-bearing headwheel and air-lubricated tape guide.

It's part of the complete “Matched Line” of equipment for broadcasters—matched in features, styling and performance. It's all engineered and built by RCA. There's single source responsibility... a better investment for the purchaser.

For further information about this low-priced high band recorder, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey 08102.
Timely talk.

William Penn said, "Time is what we want most, but what alas! we use worst." It is our job, you might say, to prove otherwise. We've spent more than three decades helping advertisers make the most of time.

The Felzer Stations

WKZO  WKZO-TV  KOLN-TV  KGIN-TV  WJEF
Kalamazoo  Kalamazoo  Lincoln  Grand Island  Grand Rapids
WWTV  WWUP-TV  WJFM  WWTV-FM
Cadillac  Sault Ste. Marie  Grand Rapids  Cadillac
New assault on TV frequencies

Hidden time-bomb in FCC-sponsored report:
signs of a campaign to put all TV on cable,
allocating spectrum to 'more valuable' uses

Spectrum-hungry land-mobile radio users gave new thrust to their drive for space now occupied by television channels with the delivery of an 800-page report to the FCC last week. The bulky document also gave their drive what for broadcasters was an ominous twist with the suggestion that the nation's communications interests would be better served if all television channels were reallocated to land mobile and other services and if television were distributed by cable.

The report contains the findings and conclusions of a commission-created government-industry Advisory Committee for the Land Mobile Radio Services, which for the past three years has made an exhaustive study of the possibility of wringing additional use out of the spectrum now allocated to land-mobile radio.

Several recommendations are made. But the ultimate conclusion is that, even if all steps suggested are taken, land-mobile's spectrum needs will still not be met. The ultimate conclusion, then: "Genuine relief, which is needed immediately, can only be achieved by the allocation of additional frequency spectrum to these services."

UHF Source — The committee does not say where the spectrum space should be obtained. But land-mobile users have made no secret of the fact that they covet space now assigned to UHF television — particularly the seven lowest UHF channels. These begin at 470 mc, where the major chunk of spectrum assigned to land mobile ends.

VHF, which unlike UHF is fairly saturated with stations, has not so far been openly sought by the land-mobile forces.

The suggestion that all television channels be reallocated to other services is cast in terms of an idea that should be given serious consideration; it is not a recommendation. The committee was limited by the commission to considering only the better utilization of frequencies already allocated to land-mobile radio.

And there was no indication last week the commission would entertain such an idea. Officials said efforts would probably be made to keep dislocation at a minimum; the effort to move even the 30 stations now occupying the seven lowest UHF channels would be enormous, according to one commission source, in terms of the cost to the stations — and the legal battle they would give the commission.

Economic Proof — But the report provides an economic comparison between land-mobile radio and broadcasting that indicates the former contributes more to the national economy, in terms of the megacycles of spectrum each uses. It also states that while there is no substitute for land-mobile radio, there is for television — CATV.

The report states that land-mobile radio users are spending $1.6 billion annually for communications, or $37.3 million per megacycle. Broadcast television, which occupies 10 times as much spectrum space, represents an expenditure of $4.2 billion annually, or $8.6 million per megacycle, the report says.

(Land-mobile costs are said to include such factors as set price, investment and amortization, maintenance, operation, etc.)

Landmark report given to commission

Industry members of the FCC-established Advisory Committee for the Land Mobile Radio Services presented the committee's 800-page report to the commission in a special ceremony last Thursday.

They are (1-r in front of bench) Ray Ransome, Shell Communications Inc., William J. Weisz, Motorola, and David Pinkerton, General Electric Co. Behind the bench are (1-r) Commissioner Kenneth A. Cox, who served as chairman of the government-industry committee, and FCC Chairman Rosel H. Hyde.

Mr. Ransome was later named president of the new Land Mobile Council, established by the industry members of the advisory committee to succeed that organization. Other officers of the new group are Max Guiberson, Washington state Department of Natural Resources, vice president; Claude McDoulette, the Halliburton Co., secretary; E. W. Downer, Cleveland Electric Illuminating Co., treasurer; and Herrick W. Davis, Lockheed Aircraft Corp.
Task force moves to assert its authority

A traffic light went up on the telecommunications highway last week with the stop and go lights being directed by the President's Task Force on Telecommunications.

Among the first signals: a red stoplight for a domestic satellite system; a green light for the assignment of spectrum space for land mobile services for police and safety, and presumably business. Both actions have been under long and increasingly serious consideration by the FCC.

The word on how the task force looks at things came last week from Frank E. Loy, deputy director of the White House-sponsored group of government officials named last August by the President to study the telecommunications policy of the country. Mr. Loy's regular job is deputy assistant secretary of state for transportation and telecommunications.

His remarks, to a Washington luncheon of the telecommunications committee of the National Association of Manufacturers, were hedged with caution and sprinkled liberally with caveats, but the hints were unmistakable: Neither the FCC nor the Office of Telecommunications Management should make any long-range, important policy decisions without hearing from the task force. Definitely among the decisions to be postponed is any approving a domestic satellite situation, Mr. Loy told Broadcasting later.

This, he pointed out, is one of the charges given to the task force by the President.

But, he told his audience, decisions that have to be made on urgent matters should not be held up. Among these, he said are those relating to more space in the radio spectrum for the land mobile services (see page 27).

In his NAM talk, Mr. Loy said it was his impression that the task force would be impressed with the significance of making certain that the radio spectrum is devoted to meeting national goals (he mentioned education and public safety as two of these).

"Good management" of the spectrum, he added, seems to mean that the spectrum be allocated to those functions that "only over-the-air broadcasting" can furnish. To that extent, he continued, where mobile services provided such necessary services to the economy and culture, they should have allocated to them an "appropriate share of the available resources."

Nonpartisan - Mr. Loy stressed time and again during his 45-minute talk to the manufacturers' group that none of the members of the task force, or the staff (Broadcasting,

NEW ASSAULT ON TV FREQUENCIES continued

and cost of operation. Broadcast costs are station and home set operating expenses, including amortization.)

The report also notes that land mobile radio makes possible savings to the national economy of between $8 billion and $13 billion annually, over and above the costs of ownership of land mobile units. Television services, it adds, "could be provided without the use of the radio spectrum at all, at an added annual cost to the economy of $3.6 billion." This figure represents the cost the committee estimates would be incurred in switching to an all-cable system.

The committee acknowledges its proposal would represent a "startling departure" from the present system, but says: The additional annual cost could "very easily be recovered" in an economic sense, by the alternative uses to which the spectrum could be put by other claimants." It also says that the commission's "professed objectives" to obtain a competitive television system could be achieved "without incurring the penalties imposed by the present 'stockpiling' of frequencies."

Added Dividends - The report also notes that there are other economic benefits to be derived from land mobile—"in the contribution it makes to safety of life, to prevention of injury and to amelioration of the effects of disaster. It concedes that television provides "real economic and human value" as a source of entertainment, instruction and news.

But the report says this service "could well be provided without use of the spectrum." Land mobile radio, on the other hand, is pictured as a service dependent on the spectrum and bursting the narrow confines in which it has been housed. It occupies 4.7% of the spectrum best suited to it—that stretch between 25 mc and 890 mc—yet provides a home for 1/4 million transmitters, with applications for new ones received at the rate of 15,000 monthly.

The report contains two principal recommendations for commission action—reduce channel spacing in the 450 mc band, and relax the block allocation system to permit channel sharing among land-mobile radio services on a geographical basis.

High Cost - The first proposal is already the subject of a proposed rule-making. And both, if implemented, will require land-mobile radio users to spend "millions of dollars" on replacing present equipment, according to the report, without meeting the "desperate need for additional land-mobile radio channel space."

"Therefore," the advisory committee concludes, "if the public is to continue to receive the benefits, services and efficiencies provided to it by all areas of the land-mobile services—which can only be so provided—benefits, services, and efficiencies which are indeed is the public interest, convenience and necessity—additional frequency spectrum must be allocated for this use."

Good Ammunition - The report should make it easier for the land mobile forces to achieve a reallocation of channels—not, certainly, all of them, nor even necessarily the seven lowest UHF frequencies. But most engineers
Nov. 27) has any biases or has made any judgments.

The ultimate aim of the group, Mr. Loy said, is "not a system but an environment" that will permit the establishment of a "national communications system" serving the nation's needs. He also emphasized that the group must survey and make recommendations to serve the nation's international communications goals.

The group, he explained, was using State Department personnel as the nucleus of its staff, but is also relying on other agencies and departments for manpower. Outside help will be used also, he added. And, he stressed, the task force is soliciting the views of private telecommunications firms and people, ranging, he said, from the National Academy of Engineering to common carriers. He promised that the views of all segments of the economy would be sought, before the final report is submitted to the President.

When the President established the task force last August, he asked for its report and recommendations within a year.

The task force, Mr. Loy said last week, hopes to bring in "a blueprint for tomorrow," leading to a "good, expanding, cheap, reliable and efficient" telecommunications structure. The President charged the task force with the responsibility of studying and making recommendations on (1) the use and management of the electromagnetic spectrum, (2) the role of the government as a regulator and user of telecommunications, (3) the feasibility and economic impact of a domestic satellite system, (4) the U.S.'s position in international telecommunications, and (5) the present status and prospective future of the Communications Act of 1934 and the Communications Satellite Act of 1962. More recently, when the Educational Broadcasting Act of 1967 was signed (BROADCASTING, Nov. 13), the President asked the task force to look into the feasibility of establishing what he called "knowledge banks," combining communications and computers.

Chairman of the Task Force is Eugene V. Rostow, under secretary for state for political affairs; vice chairman is James D. O'Connell, the President's telecommunications adviser and director of the Office of Telecommunications Management. Only two weeks ago, the top executive staff of the task force was announced: Alan R. Novak, a State Department assistant to Mr. Rostow, was named executive director; Mr. Loy, deputy, and Leland J. Johnson, research director (BROADCASTING, Nov. 27).

have long since assumed that some allocation would be necessary to meet land-mobile's needs, and the report provides what land-mobile users can point to as proof of that assumption.

FCC Chairman Rosel H. Hyde, in accepting the report in a ceremony in the commission meeting room, thanked the committee members for their work and hailed the document as a "landmark report." However, he said its significance will be better established "when it's implemented." The meeting was attended by most of the 200 committee members. And the industry representatives who contributed to the brainpower that helped prepare the report are not resting on their accomplishment. Following the delivery of the report, they met to organize themselves into a new committee to continue the work of the now disbanded government-industry advisory unit.

The new committee, called the Land Mobile Communications Council, will take steps to inform members of developments of mutual concern in land-mobile radio and provide a forum for consultations, according to Ivan Loucks, a former FCC engineer now with the Association of American Railroads, who helped set up the new group.

Lobbying * He said he does not foresee a committee-backed effort to persuade Congress or the commission on the question of reallocating television channels to land-mobile—at least in the immediate future. The interests of the 140 members might not be easy to harness in a single undertaking, he indicated.

But he didn't rule out lobbying on the part of the individual companies and associations that make up the membership. And these include some of the most powerful economic forces in the country—like the National Association of Manufacturers, General Motors, General Electric, AT&T; airline, railroad and oil-company associations, as well as individual companies in the air and land transportation business. Law-enforcement and conservation groups are also in the membership.

These forces have long since demonstrated an ability to persuade important committees of Congress to take an interest in their problem. Time and again the Commerce and Appropriations Committees of both Houses, as well as the House Small Business Committee, have pressed the commission for action to relieve the congestion in the land-mobile field.

Thus far, the commission has attempted to deal with the problem by squeezing additional use out of the space assigned to land-mobile radio. But increasingly the commission has made it clear it recognizes that some more radical solution would be necessary.

Sharing Test * It is sponsoring an industry-government test of the feasibility of land-mobile radio sharing of VHF channels; the test is being conducted on channel 6 in Washington, which is unused.

And this month a committee of staff members, under the chairmanship of Chief Engineer Ralph Renton, is expected to report to the commission on the feasibility and desirability of reallocating some UHF channels to land-mobile radio. The committee, established in May (BROADCASTING, May 8), has been divided into three subcommittees, which have concentrated on the lowest seven channels, the top 14, and the unused channels in between.

FCC Chairman Rosel H. Hyde has already cheered land-mobile users with the observation, in a speech before the board of directors of the National Association of Manufacturers and the NAM's Telecommunications Committee in May, that he looked forward to the successful conclusion of the sharing tests and the studies looking to the reallocation of UHF frequencies (BROADCASTING, May 22). He is expected to discuss these matters further in a speech Thursday to the Vehicular Conference of the Institute of Electrical and Electronic Engineers in New York.

Commissioner Kenneth A. Cox, who served as chairman of the advisory committee, said at the ceremony at which the report was presented that the commission "must move ahead in finding additional spectrum space" for land-mobile users at the same time that it implements the recommendations in the report.

"If we don't," he said, "we'll stifle land-mobile development."

Resigned * Some broadcast-industry representatives appear to have accepted as a foregone conclusion the loss of some channels. Dwight Martin, the National Association of Broadcasters' Future of Broadcasting Committee, and Lester Lindow, executive director of Association of Maximum Service Teletesters, told broadcasters at the NAB convention in Chicago in April they expected such a loss (BROADCASTING, April 10).

Commission officials who might be ranked on either side of the question of whether UHF frequencies should be reassigned to land-mobile radio indi-
Learning from the boss in off-hours

In order to acquaint employes of WHYN-AM-FM-TV Springfield, Mass., more fully with the various phases of the broadcast industry, Eugene W. Wilkin, vice president and general manager of the stations, has been holding monthly two-hour seminars at the company’s studios. Approximately 40 employes have been showing up for the sessions. The latest seminar focused on CATV and its relationships with the FCC, the NAB, the networks, the telephone company and equipment manufacturers. Attendance at these sessions is voluntary and refreshments are served at the conclusion of the discussion.

Eugene Wilkin, general manager of WHYN-AM-FM-TV Springfield, Mass., provides an insight into the complexities of CATV.

cated last week there are too many unresolved questions to answer to before an estimate of impact on present and future service could be made. Presumably, the commission committee headed by Mr. Renton will answer some of these. In addition, Earl A. Cullum, a consulting engineer, has been working on a computer study to determine whether the number of stations now envisaged by the commission’s allocations policy could be accommodated in fewer frequencies without impairing service. Mr. Cullum has been retained by the Allocations Research Council, which includes many of the same members as those in the new Land Mobile Communications Council.

WAKO faces $5,000 fine

The FCC has issued a notice of apparent liability to Lawrenceville Broadcasting Co., WAKO Lawrenceville, Ill., for 10 violations of commission rules. The station faces a possible forfeiture of $5,000. Rule infractions cited include failure to have a properly licensed operator on duty, falsification of the operating log and the Emergency Action Notification equipment not in operation. WAKO operates on 910 kc with 500 w, daytime only.

FCC okays sale of Brush-Moore stations

The sale of WHBC-AM-FM Canton, Ohio, from Brush-Moore Newspapers Inc. to William H. Vodrey Jr. and family was approved last week by the FCC. Price for the two stations is $2.8 million.

Disposal of the station was required because the Brush-Moore Newspaper chain (12 newspapers) has been bought by the Canadian-owned Thomson Newspapers Inc. for $72 million (BROADCASTING, Aug. 28). U. S. broadcast stations may not be owned by noncitizens.

The buyers all have been associated with Brush-Moore in various capacities. In addition to Mr. Vodrey and his family, of East Liverpool, Ohio, others in the buying group are Joseph Kelly Vodrey of Canton, and Mr. and Mrs. Gerald F. Boyd and family of Portsmouth, also in Ohio. Mrs. Boyd is the former Louise Vodrey. Mr. Boyd has been an administrative assistant in the Brush-Moore organization; formerly he was station manager of WPAY-AM-FM Portsmouth, Ohio.

The new owners will continue WHBC programming and operating policies, G. Gordon Strong, president of Brush-Moore, said, and there will be no changes in management or personnel. Paul Gilmor is station manager.

WHBC was founded in 1925 and acquired by the Brush-Moore interests in 1938. It operates fulltime on 1480 kc with 5 kw. WHBC-FM is on 94.1 mc with 44 kw.

NAB radio code list loses nine members

The radio code of the National Association of Broadcasters showed a net loss of nine stations between Sept. 15 and Oct. 15 as nine were added and 18 withdrawn from the code roster. In the same period, KMEG(TV) was added to the NAB television code.

Radio additions: KDOT Scottsdale, Ariz.; WINT Murphysboro and WKLJ-FM Macomb, both Illinois; WCLC Baton Rouge; KICS-AM-FM Hastings and KEBR Scottsbluff, both Nebraska, and WOGC-AM-FM Kingsport, Tenn.


Stanton urges artists’ residencies in industry

Corporations were urged last week by Dr. Frank Stanton, CBS president, to finance annual “residencies” by artists in laboratories and other industrial facilities where they could gain firsthand knowledge of new materials, techniques and technologies.

In a speech to the North Carolina State Arts Society in Raleigh last Wednesday (Nov. 29), he announced that the CBS Foundation will provide residencies for a painter and a sculptor next year in facilities of their choosing, not necessarily operated by CBS. The amount of these residencies has not been determined.

BROADCASTING, December 4, 1967
KSTP-TV
News • Weather • Sports dominates the TOP TEN in Minneapolis • St. Paul!

KSTP Color TV’s 10:00 p.m. NEWS with John MacDougall and the 10:15-10:30 p.m. WEATHER and SPORTS with Johnny Morris and Al Tighe, dominate the top ten Minneapolis-St. Paul market ratings as reported by A. C. Nielsen, September 28 through October 25, 1967 period.*

THE TOP MINNEAPOLIS-ST. PAUL PROGRAMS ARE AS FOLLOWS:

2. KSTP-TV Thursday 10 p.m. News
3. NETWORK variety show
4. KSTP-TV Tuesday 10 p.m. News
5. NETWORK movie
6. KSTP-TV Wednesday 10 p.m. News
7. NETWORK situation comedy
8. KSTP-TV Thursday 10:15 p.m. Weather-Sports
9. NETWORK situation comedy
10. KSTP-TV Sunday 10 p.m. News

In addition, the KSTP-TV Tuesday and Wednesday 10:15 p.m. Weather and Sports tied for 13th in the ratings to complete an outstanding record of dominance in this most important programming area.

NUMBER ONE?
Oh yes, a fella’ named Martin.
Dean Martin — on KSTP-TV, of course.

*NSI September 28 through October 25, 1967
Homes data are estimates only and are subject to the qualifications set forth by the indicated service.
The $73,000 Bargain

... or why the Norelco PC-70 3 Plumbicon tube color camera is a better buy than any 4-tube color camera.

To begin with, it's a bargain in the keep-the-sponsors-happy department. With the PC-70, performers do not turn green or magenta, even when moving against a dark background. Nor do white doves, white knights or high-flying washing machines. The PC-70 has virtually eliminated the dangers of lag. But 4-tube cameras invite lag. For one thing, they must use a 4-way light split which "robs" light from RGB channels to "feed" the luminance (4th) channel. For another, their optical systems are too complex (more complex optics mean still more light loss).
The picture speaks for itself.
The use of three tubes instead of four motivated the only original color camera design in the industry: the first practical application of the "contours-out-of-green" principle to provide sharper edges in the vertical as well as horizontal direction.

Instead of a space-consuming fourth tube and its complex associated circuitry, the PC-70 improves sharpness electronically—to almost any degree you desire. Because of the low frequency characteristic of the vertical aperture correction, you produce a sharper image on the home receiver (not just on the studio monitor), in color and monochrome. You profit from greater long-term economy... far less optical, circuit and operational complexity.

There are more reasons why it's the "$73,000 bargain."

Your video-men and cameramen will find the PC-70 to be as simple to operate as an 8mm movie camera. (Well, almost.) This is a result of the 3-tube concept. Another reason: the PC-70's unique 3-way beam split prism

Because of it, there are no shading controls to fuss with. (Some 4-tube cameras require as many as 16!) There are no set-up controls required at the camera head. All are at the Camera Control Unit where they can be adjusted in the quiet control room—instead of the hectic and noisy studio!

For your maintenance-men, the PC-70 means adjusting and maintaining one less of everything that may need their attention: optical channels, deflection yokes, focus coils, deflection and processing amplifiers. The PC-70 saves time. And time still means money.

For color or monochrome, in bright lights or shadows, in the studio or on remote, the PC-70 picture stays sharp, natural, rich in detail and easily matched from one camera to another.

The Norelco PC-70.

A bargain any way you look at it.

Write today for a detailed brochure. Contact us—or our representative, Visual Electronics. To help you verify everything we've said, we'll include our references: a list of stations that now use Norelco Color Cameras. Two of the three major networks do.

"A viewer commented recently that KXTV has the 'cleanest' picture in town. This layman summed up in a word the superior sharpness of our picture, the realistic color saturation and better signal-to-noise ratio we get with the Norelco 3 Plumbicon tube color camera. In the final analysis, it's the viewer we have to please. The Norelco camera does that, so we're pleased too: we're buying more PC-70s."

Don Ferguson, Chief Engineer, KXTV, Sacramento, California

Norelco PHILIPS BROADCAST EQUIPMENT CORP.

299 Route 17, Paramus, N J. 07652 - 201/262 7300

*Registered trade mark for television camera tubes
FCC is finally under one roof

The remaining offices of the FCC moved to the commission's new home at 1919 M Street, N.W., Washington, over the weekend. Included in the move were the offices of the commissioners, the executive director, opinions and review, information, the secretary, duplicating, and the mail room. Following room and telephone (in parentheses) assignments are effective today (Dec. 4).

Office of the chairman: Rosel H. Hyde, chairman, 814A (632-6336); Robert V. Cahill, legal assistant, 818B (632-6366); John F. Cushman, administrative assistant, 818A (632-6366); C. Phyll Horne, engineering assistant, 814B; Vera F. Nordness, confidential assistant, 814 (both 632-6336).

Commissioner Bartley's office: Robert T. Bartley, commissioner; Philip S. Cross, legal assistant; Farrell D. McGonigal, confidential assistant, all 802 (632-6446).

Commissioner Lee's office: Robert E. Lee, commissioner; Ross Marie Borda, confidential assistant; Byron E. Harrison, legal assistant; Robert G. Weston, engineering assistant, all 832 (632-6996).

Commissioner Cox's office: Kenneth A. Cox, commissioner, 810A; Allen Gordon, legal assistant, 808A; William L. North, engineering assistant, 808B; Martha Shaffer, confidential assistant, 810, (all 632-7007).

Commissioner Loewinger's office: Lee Loewinger, 828; W. Louise Florencourt, legal assistant, Lucille Robey, confidential assistant, 826; John M. Taff, engineering assistant, 828, (all 632-7117).

Commissioner Wadsworth's office: James J. Wadsworth, 820A (632-7227); Daniel Jacobson, engineering assistant, 822B (632-7029); Joseph J. Kessler, legal assistant, 822A (632-7229).

Commissioner Johnson's office: Nicholas Johnson, commissioner; Simon Lazarus, legal assistant; Marsha O'Bannon, confidential assistant; Robert S. Thorpe, special assistant (economist), all 838 (632-7557).

Office of executive director: Max D. Paglin, executive director, 852B; Stanley E. McKinley, deputy executive director, 852A (both 632-6390).


Office of the secretary: Ben F. Wave, secretary, 222A (632-6410).

Dockets division: Jessie R. Blaine, chief, 230A (632-7535).

Changing hands...

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

- KYXI Oregon City, Ore.: Sold by Republic Broadcasting Co. (John C. Hunter, president) to McLendon Corp. (Gordon B. McLendon, president) for $1.4 million. Republic Broadcasting is 100% owner of KIMN Denver. McLendon Corp. is licensee of KLIF and KNUS(FM) Dallas. The later is awaiting FCC approval for sale to Robert D. Hanna; KLTI and KZAP(FM) Houston (also awaiting FCC approval for sale of both stations to LIN Broadcasting, group broadcaster); WYSL-AM-FM Buffalo, N. Y.; WWWW(FM) Detroit; KABL Oakland, Calif.; KABL-FM San Francisco; WNSU-AM-FM Chicago; KOST (FM) Los Angeles, and KCND-TV Pembina, N. D. McLendon Corp. is also applicant for new UHF (ch. 29) in Dallas, and is awaiting FCC approval for acquisition of WIPY(FM) Philadelphia from Melvin Gollub and associates for $428,000. KYXI operates in Portland, Ore., area on 1520 kc with 50 kw days, 10 kw nights.

- WCHV and WCCV-FM Charlottesville, Va.: Sold by Roger A. Neuhoff and associates to Edward S. Evans Jr. for $390,000. Mr. Evans is a resident of Charlottesville and a Detroit industrialist. Mr. Neuhoff retains WHAP Hopewell, Va., and WCVS Springfield, Ill. No change in management of the stations is contemplated. WCHV is on 1260 kc with 5 kw days, 1 kw nights. WCCV-FM operates on 97.5 mc with 3.4 kw. Broker: Blackburn & Co.

- WCVL Crawfordsville, Ind.: Sold by Richard E. Lindsay and Ralph J. Bitzer to John and Robert M. Sinclair and Saul and Lewis Cohen for $225,000. Buyers are Charleston, W. Va., businessmen; the Sinclairs are of Richmond, Va., and are the owners of Shoney's "Big Boy" drive-in restaurants in Georgia. WCVL is fulltime on 1550 kc with 250 w. Broker: R. C. Crisler & Co.

- WTRW-AM-FM Two Rivers, Wis.: Sold by Kenneth A. Daum and associates to Jerry J. Collins and group for $200,000. Mr. Collins and his associates own WIKK Waupon, Wis. WTRW is daytimer on 1590 kc, with 1 kw. WTRW-FM operates on 102.3 mc with...
Hoving suggests joint summer TV workshop

A joint commercial-noncommercial TV workshop for college students and educational-station personnel was proposed last week by Thomas P. F. Hoving, chairman of the National Citizens Committee for Public Television.

Mr. Hoving called for "a special seminar workshop next summer" to provide "intensive and constructive laboratory experience." Addressing the International Radio and Television Society in New York, Mr. Hoving said the workshop could "go even further, could help qualify [and] bring more Negroes into management and production responsibility."

Mr. Hoving denied that he is "an avowed enemy of commercial broadcasting. I am not against free enterprise... The committee most certainly acknowledges that commercial broadcasting is necessary for a vital, strong economy."

But he found time to answer his critics: "I initially thought of those who blasted me and my committee's hopes for public broadcasting as third-

EXCLUSIVE BROADCAST PROPERTIES!

CALIFORNIA —Non-directional fulltimer in single station market with primary trade area of 46,000. Excellent facilities. Annual billing nearly $60,000. Sales oriented owner can substantially increase sales. Potential is definitely there. Price $120,000—29% down—liberal terms.

Contact Don C. Reeves in our San Francisco office.

SOUTHWEST —VHF television station in medium size market with major network affiliation, color equipped. Station not profitable, but could be. Have made complete analysis of market and competition. Only principals whose net worth exceeds a million dollars should make inquiry.

Contact George W. Moore in our Dallas office.

Donrey Media Group adds 8 newspapers

A total of eight Southern California newspapers, including the Pomona Progress-Bulletin and Ontario Daily Report, were acquired from the Progress-Bulletin Publishing Co. by the Donrey Media Group, Fort Smith, Ark. Purchase price was not disclosed. The Donrey Group, headed by its founder and president, Donald W. Reynolds, now owns 21 daily newspapers, six weeklies, six radio and four television stations and three outdoor companies.

Included in the latest purchase are the two dailies and six weeklies operated by the Bonita Publishing Co., a subsidiary of the Progress-Bulletin.

FCC publishes year-old CATV data

CATV information that is already out of date and somewhat unrepresentative of its subject matter is now available from the FCC in the form of a 97-page computer print-out report.

The report, purporting to be the first "in-depth view of the CATV industry," provides a profile of about 1,500 systems serving 2,300 communities as of Dec. 1, 1966, based on questionnaires distributed to known CATV operators (Broadcasting, Oct. 3, 1966). The report comprises 11 charts including system designations as to regions, communities and markets; services carried by individual systems; numbers of subscribers and distant signals carried.

In issuing the report the commission noted that though the figures are "largely complete," they may not coincide with the total number of systems in operation last year because "all systems did not respond to the questionnaire."

Future of Radio meeting set

The initial meeting of the National Association of Broadcasters Future of Radio committee is scheduled for Tuesday (Dec. 5) in Washington. Basically an organizational session, the committee is expected to take up the possible effects of CATV on AM and FM, attempts of recording artists to gain additional royalty payments through new copyright legislation, the place of radio in today's society and types of research needed in the medium. David Morris, KJZ Houston, is chairman of the committee.
Membership doubled in Hoving's PTV committee

The addition of 38 prominent Americans to the National Citizens Committee for Public Television last week brings its total membership to 110. The announcement came from Thomas P. F. Hoving, chairman.

The committee was formed last May by Mr. Hoving, author Ralph Ellison, ETV officials Devereux C. Josephs and Ralph Lowell, and Newton N. Minow, former chairman of the FCC, now an attorney and a director of noncommercial WTTW-TV Chicago. It was funded with $250,000 in grants from the Danforth, Kellogg, Sloan and Ford Foundations, the Twentieth Century Fund and the Carnegie Corp.

The committee's purpose is "to develop support in all walks of American life for the proposed new non-commercial broadcasting system." It is organizing local, state and regional citizens committees, serves as a spokesman for all of public television.

Mr. Hoving also supported the Public Broadcast Laboratory's concept of editorial balance that will be accrued over a series of shows rather than imposed in each individual show, saying: "I think there should be this balance, certainly as long as PBL is the only magazine of its kind on the air."

He suggested the possibility that in time, other magazines of the air would espouse still other points of view. "There's a lot of private money around" to support the presentation of "conservative views" as opposed to PBL's "liberal point of view," he said.

CATV's told to delay
Canadian TV prerelease

Four New York CATV operators were ordered by the FCC last week to grant program exclusivity to WNYT-TV Carthage-Watertown, N.Y., for domestic network programs previously received from two Canadian stations, CJCH-TV Ottawa and CKWS-TV Kingston, both Ontario. In this third such Canadian prerelease case the commission said that special relief to assure program exclusivity for network shows should be afforded TV stations operating near the Canadian border.

Commission action was requested by WNYT-TV against the CATV systems, which were airing programs from Canadian stations in advance of U.S. release dates. The systems involved are Ogdenburg Video, Ogdenburg; Carthage Video, Carthage, both wholly owned by multiple-CATV-owner Newchannels Corp.; Lowville Video Communications Inc., Lowville, and Community Antenna Inc., Gouverneur, all New York.

Kornegay will not run
for House in 1968

Representative Horace R. Kornegay (D-N.C.), a member of the House Commerce Committee and the second-ranking majority member of the Communications Subcommittee, has announced he will not seek re-election to Congress next year.

The 43-year-old congressman, now in his fourth term, said he would resign at the expiration of his present term because of "personal reasons." At a news conference last Monday (Nov. 27) he explained that the increasingly longer sessions of Congress did not leave enough time for normal family life. "I'm going to resign and get reacquainted with my family," he said.

Last month Mr. Kornegay provided a key subcommittee vote for a Commerce Committee resolution against hasty action by the FCC on pay TV (Broadcasting, Nov. 20, 13). The congressman, from Greensboro, N.C., ranks eighth among the 19 Democrats on the Commerce Committee and seventh on Veterans' Affairs.

Media reports...

Market planner • RKO General's research and marketing and sales development department will make available for distribution to advertising and broadcasting executives a sixth annual "television market planner" next March. The planner will contain over 50 pages of TV audience data based upon the American Research Bureau survey of all U.S. markets conducted in November of this year. Markets will be ranked nationally and by geographic regions, with information presented in demographic groupings of the TV audience according to early evening, prime and late evening hours. Copies will be priced at $8 apiece.

Attention: ex-Du Monters • The 12th annual reunion of employees of the former Du Mont Television Network will be held today (Dec. 4) at the Friar's Club in New York. The gathering will give recognition to ex-Du Monters, who have risen to the office of president of their respective companies. The list includes Ed Kletter, Parkinson Agency; Frank Martin, John Blair & Co.; Donald H. McGannon, Westinghouse Broadcasting Co.; James O'Grady, Adam Young-VTM; Chris Wittig, Crouse Hinds; Chuck Bernard, Country Music Network, and Don Softness, The Softness Group.
NOW
GATES MONITORS GATES

Three new solid-state FM monitors from Gates... supplier of the most complete line of FM broadcast equipment from a single-source manufacturer. From microphone to antenna, and everything in-between.

Advanced modular design of our monaural monitor permits conversion for stereo, a bonus feature for monaural users. Space program integrated circuits add to Gates reliability. And, of course, they can be used to monitor whatever brand of FM transmitting equipment you have.

Available from stock, our new solid-state FM monitors are fully FCC approved and thoroughly field tested. So check with Gates first – your single source for all FM broadcast equipment.

GTM-88S FM Stereo Modulation Monitor
Integrated circuits for greater dependability. Full provision for adding SCA adapter. All controls accessible from front panel. Silicon solid-state circuitry.

GTM-88M FM Monaural Modulation Monitor
Convertible to stereo operation. Provision for adapting to SCA operation. Integrated circuits for highest reliability. All controls accessible from front panel. Silicon solid-state circuitry.

GTM-88F FM Frequency Monitor
Wide-band pulse counting detector. No tuned circuits in pulse detector. All controls on front panel. Fully temperature compensated. Silicon solid-state circuitry.

GATES
GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation

BROADCASTING, December 4, 1967
Agency commercial-production authorities reported themselves highly impressed with the prospects of the new Broadcast EVR system of electronic video recording last week after hearing a presentation by CBS Laboratories, which developed it (Broadcasting, Oct. 23, et seq.).

Gordon Webber, Benton & Bowles vice president and director of TV commercial production, who heads the American Association of Advertising Agencies commercial production committee, said after his committee had heard the presentation: "I think agencies and clients will quickly go to Broadcast EVR—once CBS Labs has the facilities to provide commercial recordings and stations have the equipment to play them."

He also recalled recent predictions by Benton & Bowles authorities that in a few years there would be more commercials at higher prices (Broadcasting, Nov. 20) as further reason for agencies and their clients to be interested in BEVR.

"Once a station has the EVR camera," he said, "all it needs is program material on EVR film—and CBS Labs plans to provide that service."

Committee members said the presentation, by Dr. Stafford L. Hopwood Jr., CBS Labs vice president for business development, didn't add much detail to what they had read about EVR and Broadcast EVR, which CBS Labs now calls BEVR.

Unanswered Questions = Dr. Hopwood was quoted as saying that the company was "six months away from answering all the questions," including detailed questions about costs. Some members speculated that pending patent applications figured in the reluctance to go into greater detail.

Mr. Webber said he was "very much impressed" by the presentation and by the prospects of BEVR, assuming it will perform as effectively and as inexpensively as CBS Laboratories officials say it will.

He said he was especially impressed by two claims made for it: that it would eliminate variations in the color quality of 16mm prints and that its costs would be a fraction of those for 16mm color prints now.

Samuel Zurich of N. W. Ayer & Son said BEVR would be "revolutionary" in the commercial field if it lives up to its billing.

Generally similar views were advanced by George Wolf of Lennen & Newell and by two other AAAA committee members who asked not to be identified.

Dr. Hopwood told the agency executives that "it is a little too early in the history of EVR to come up with exact or quotable figures" regarding its application in their field. Although "we can give a reliable indication," the trend, he suggested, is well below the costs of current techniques.

With BEVR, he said, "you could produce as many 16mm reels as you need for as many clients as you desire to serve [and] the quality of BEVR definitely can be the same in Yuma as it is in New York."

He said he understood the AAAA committee members were responsible for production of "some 11,000 television commercials now in use" and suggested that "perhaps EVR can be the vehicle for producing the next 11,000."

Dr. Hopwood stressed again that
BEVR will enable a station to get 35mm color quality without investing in 35mm film projection equipment, "an investment which is well over the heads of most affiliates and small stations."

The average station, continuing to use its current 16mm projectors, can get 35mm color print quality," he said, "simply because color, in the EVR system, is locked in electronically, not by chemical processes [and] is locked in to stay.

"The electronic beam recorder can take the image from a standard 35mm film and record it on a master without any loss of quality or color. This can be duplicated on standard 16mm black-and-white film for broadcast through an EVR camera which scans the projected 16mm film."

Dr. Hopwood told the agency executives that "not only can you look forward to using this medium without upsetting any of the present methods of doing business, but you can also anticipate moving toward EVR without inflicting any high costs on yourselves or your clients."

He estimated that about "15% of the small stations and affiliates" do not have their own color facilities, primarily for financial reasons, but said that when they can tool up "for one-third the usual investment and obtain the full quality of 35mm film like that of the networks, I think you are going to see a lot more small stations gearing for their own color programming."

In the presentation, held Tuesday (Nov. 28), Dr. Hopwood reviewed the EVR system, developed for classroom and home use and to be introduced first in Europe (Broadcasting, Aug. 28), and the broadcast version, BEVR, which CBS plans to begin testing in CBS-TV network service early next year.

In the EVR version, programming is recorded on an EVR master film and transferred to 8.75mm sprocketless film that is put into cartridges and played on the home screen through a device—an "electro-optical transducer"—attached to the home TV set.

Costs * In his talk, a copy of which was made public by CBS Labs, Dr. Hopwood reiterated earlier estimates that the playback unit would probably cost less than $300 and said the cartridges—one seven-inch cartridge can provide an hour of black-and-white programming or a half-hour of color—should cost $7 to $14 each.

He said duplicates from the EVR master can be made quickly and "without any qualitative loss. We can reproduce a 20-minute program in 30 seconds at the present stage of development in EVR but in the next year or two we fully expect to reduce this."

In Broadcast EVR, Dr. Hopwood said, the master recording process is identical to that in the basic EVR, but the master is made on 16mm, sprocketed "special thin film" rather than on the sprocketless 8.75mm film used in home and classroom EVR. Instead of cartridges, BEVR uses reels of 16mm film, and instead of a playback attachment it uses a specially designed EVR camera.

Cost of the special camera was estimated by Dr. Hopwood at "less than $20,000" or "approximately one-third the cost of a normal broadcast color chain," Earlier estimates by CBS Labs officials pinpointed "less than $20,000" at $15,000 to $20,000.

Other members of the AAAA committee contacted by Broadcasting were also enthusiastic about the system, which CBS Labs says will provide 35mm-quality color on 16mm film—and at costs below those for conventional color film or tape commercials and programs.

Bigger selling guns for radio

Intensified sales drive and other projects for '68 unveiled at RAB meeting

The Radio Advertising Bureau intends to launch the largest and most comprehensive sales campaign in its history in an effort to garner added radio billing from national and regional advertisers.

The sales drive, called "Operation 5200," was announced in Miami Beach last Wednesday (Nov. 29) by RAB President Miles David during the bureau's board of directors meeting. He said the 1968 campaign would consist of 100 individual sales calls and presentations each week, bringing to national and regional advertisers "documentation of radio's reach and effectiveness never before available."

Mr. David also announced plans for the opening of an RAB office in Detroit sometime in 1968. In recent years RAB has established sales offices in Chicago and Los Angeles.

The board of directors re-elected the following officers for 1968: Lester M. Smith, Seattle, Portland & Spokane Radio Group, chairman; Mr. David, president; A. Louis Read, wosu New Orleans, finance committee chairman; Robert H. Alter, executive vice president; Howard Brahm, assistant secretary-treasurer.

Among other 1968 projects noted by Mr. David were an RAB-commissioned study to develop measurement techniques for radio commercials and a campaign to simplify spot radio buying by encouraging standardization of the basic paper work involved.

Mr. David reported that RAB's income over the past two years has increased by more than 20% and said this added revenue "is important only because it gives RAB the additional resources to sell national and regional advertisers more effectively."

To Repeat Workshop * The RAB board also heard that the one-day radio workshop attended this year by top advertising executives will again be sponsored in 1968 by the bureau in cooperation with the Association of National Advertisers (date and location to be announced soon) and that a new report on radio co-op plans, containing about 600 individual compilations, will be available during the first quarter of next year.

Among other bureau executives who spoke on various facets of RAB operations were Mr. Alter; Carleton F. Loucks, director of regional sales, and Mr. Brahm.

New members elected to the RAB board of directors were Grover Cobb, kVGB Great Bend, Kan.; Lou Faust, kP0L Los Angeles; Clark B. George, WCBS New York; Ben Holmes, Edward Petry & Co., New York; David Morris, KNZU Houston; John Murphy, Aveco, Cincinnati, and Abe Veron, wooL (PM) Philadelphia.

Commenced on their completion of service on the RAB board were Arthur Hull Hayes, who recently retired from CBS; George I. Chatfield, WFGO Fitchburg, Mass.; Thomas C. Harrison, Blair Radio; Robert B. Jones Jr., WPBR Baltimore and Daniel Weinig, WPAT Paterson, N. J.

Rep appointments...

- KSWO-AM-TV Lawton, KGWA Enid, and KHRD Duncan, all Oklahoma, and KMBW Midland-Odessa, Tex.: Avery-Knodel, New York.
- WQDY Calais; WHO Houlton and WMR Milinocket, all Maine: Nona Kirby Inc., Boston.
TV in the year 2000
Zeltner tells D.C. media workshop that advertisers will spend more and get less for their dollars

The cloud of mystery was lifted from the crystal ball last week and media men heard that they will be paying more and getting less (in total audience) in the years ahead.

The pundit of the future was Herbert Zeltner, senior vice president and director of marketing services of Needham, Harper & Steers, New York. His subject: "The Years Ahead. Tomorrow's Markets, Media and Careers."

Among his prognostications for the year 2000:
- There will be a strong increase in rates in all media, particularly TV, as advertising volume builds and availabilities dwindle.
- Efficiency standards will be markedly lower as prices go up and individualized exposures in media increase.
- VHF-TV will still be the "standard mass audience device" with the three networks and key independents maintaining programing dominance.
- CATV will be more widespread, as a vehicle for improved reception, not as a major programing facility.
- Increase in multiset homes will help UHF grow significantly by supplying specialty programing.
- Public television will not be a major threat to commercial station audience totals.
- The 30-second spot will become the standard of most packaged-good advertisers.
- TV sponsors will have to rely more on ratings by individuals than by homes.
- FM and FM stereo will create a re-emergence of in-home radio listening.
- Radio buying will revert from purely spot to experiments in sponsorship of regularly scheduled programs.
- Costs for radio will increase noticeably and move the medium out of the bargain-basement category.
- Government influence will increase to the point that broadcast advertising in certain areas will be restricted and a rebalance of media usage will result.
- Automation usage will expand, possibly to processing of more accurate and complete competitive information.

Speaking at Advertising Age's Media Workshop in Washington, Mr. Zeltner called on trade organizations to jointly sponsor a study on how to gather and report competitive activity, buy local broadcast schedules, estimate and control budgets and monitor the appearance of the campaigns. In these fields today, he maintained, the ways in which these projects are handled "are almost shamefully primitive and unduly."

He called on the Association of National Advertisers, American Association of Advertising Agencies and the media's promotion organizations (Television Bureau of Advertising and Radio Advertising Bureau) to form working committees to look into several proposals.

One would create a central industry-wide clearing house for all broadcast time buys. It would operate on the order of a stock exchange and bring "buyer and seller physically together for instantaneous submission of availabilities; selection and confirmation on the spot." Such a method, he said, would eliminate the present "inefficient, inequitable and error-prone" techniques in spot buying and would lessen the cost of broadcast buying by agencies.

A second proposal calls for a nonprofit, industrywide organization to collect information on advertising activity to date and disseminate it to all interested parties. Currently advertisers, agencies and media spend millions on such efforts.

A third proposal would see creation of a joint advertiser-agency-media device designed to provide "meaningful" affidavits of performance for all media. In addition to "minimizing the growing apprehension among many of us that we might not be getting all we pay for," he continued, the joint service would cost "markedly less" than present services.

Mr. Zeltner also offered criticism of agency media departments, media sales organizations and advertiser groups for the "many years of neglect in recruitment and personnel practices." Too often, he said, a "half-trained assistant buyer or media-research junior analyst is lured away" by the competition with an "unrealistically high salary and nothing more."

The answer to this problem, he went on, is not just matching the proffered salary, but in properly training the juniors of the industry. What this means is that persons of responsibility should take the time to exercise that responsibility.

The agency executive also felt that recruitment of new talent should be "more deliberate and effective" than it is. Instead of depending on the over-the-transom resume, he said, agencies and media should establish relationships with universities and colleges in their communities. Media, in particular, he continued "can serve a unique purpose due to its classic role as a means of entry to the advertising business. Members of media departments and media sales organizations should be encouraged to offer their services to schools as instructors, guest lecturers and suppliers of meaningful teaching aids."

That TV is moving into "a long-term buyers' market" was the central point made at a TV session of the workshop.

Exchanging buyer-seller views were Paul Roth, director of media, Kenyon & Eckhardt, New York, and John Dickinson, vice president, Harrington-Righter & Parsons, New York.

They indicated that the expansion of inventory would be one major factor creating the buyers' market and that the developing switch to the 30-second commercial as the standard would almost double the commercial time available. The increasing number of TV stations and competition from UHF stations and independents will also offer buyers more time.

Stronger print and radio competition will also eat into television's dominance, especially the growth of network radio and further developments in regional print, they pointed out. And the continuing network-spot TV battle will also help the advertiser to become the boss of the medium again. Spot TV should become stronger as stations protect their inventories from network cut ins and pre-empt more time for local movies and specials in prime time. Stations are becoming more selec-
Now, from a single source, a full range of TV studio engineering services.

Studio engineers seeking the best in TV broadcasting technology rely on Federal Electric Corporation's full range of studio services, backed by the experience, skill and resources of ITT, world leader in communications research and engineering.

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We design systems, select, install, tuneup and checkout equipment, and deliver as-installed records and technical manuals. Whether you are building a station from the ground up... adding remote pickup... converting from monochrome to color... or merely adding updated or expanded recording facilities, you’ll find that service from Federal Electric brings you top professional people, fully matured in TV studio engineering.

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Media are not all powerful

Loevinger says they're persuasive on minor issues, weak on important ones

FCC Commissioner Lee Loevinger told an ad industry gathering last week that mass media and the advertising that support them are not so all-powerful in shaping the human condition in this country as is sometimes alleged. They may be persuasive when the issue is relatively minor, he said; but when it's important, they count for little. But for that very reason, he said, they help provide an environment in which Americans have enormous choice and personal freedom.

The commissioner, addressing a dinner meeting at the 1967 Media Workshop in Washington last week, took issue with his fellow commissioner, Nicholas Johnson as well as with statements made by Justice Department Antitrust Chief Donald F. Turner, and economist and author J. Kenneth Gal...
Commissioner Johnson two weeks ago told a group of broadcasters in Chicago that they and their colleagues will "in largest measure" be responsible for what America becomes in 1968, for they will tell "me and 200 million other Americans what to think, what to buy, what is stylish, what my problems are, who to vote for and who I am" (Broadcasting, Nov. 20).

Mr. Turner, Commissioner Loevinger noted, has said that advertising tends to produce market concentration and has suggested that current antitrust policies might have to be supplemented by those dealing with "adverse influences of advertising..." and Professor Galbraith, the commissioner added, says that the management of consumer demand by advertising is similar to the regimentation of the public by authoritarian governments.

Commissioner Dissents * The commissioner, in a speech in which sources from Plato to Marshall McLuhan (and Loevinger) are quoted, says such remarks overstate the power of advertising in particular and mass media in general. Media influence ideas, he concedes, but they don't control men's minds and conduct—"either for some particular purpose or in the interest of general social reform."

He noted that President Roosevelt won elections despite the overwhelming opposition of newspapers and broadcasters. And more recently, he said, the strong movement for civil rights for Negroes "originated and flourished in areas where the media either ignored or opposed it until it was too widespread and potent to ignore. . . ." He cited black power extremism and urban riots as examples of current social movements that have been opposed rather than encouraged by the media.

"Many, if not most of the bitter divisions on social and political issues that now exist in our society are the product of social forces that the media have tried to suppress or discourage." He also said that the mass media are not qualified—and should not seek—"to control men's minds and conduct." He said the ownership of a printing press or the possession of a broadcasting license doesn't "bestow either wisdom beyond that of other men or some superior right to impose ideas on society."

Media Don't Lead Him * Commissioner Loevinger specifically rejected the assertion that the media "really tell me and 200 million other Americans what to think . . . and who I am, for this would be a complete negation of any idea of personal choice, liberty or responsibility." He said such a position implies "a disavowal of personal responsibility and a projection of a strong sense of personal impotence."

He said he cannot gauge precisely the power or influence of the media and the advertising they carry—other than that they lie somewhere between the extremes of controlling society and of having no influence at all. But he expressed the view that "media influence is very important to the importance of the subject. I would probably choose a toilet soap on the basis of an advertising suggestion; I would most certainly not choose my wife that way."

Advertising, he added, is like the media in which it appears in that it "reflects the environment from which it originates and has only slight and indirect power to influence that environment..." He doesn't think that advertising creates or significantly changes the nature of demand, although "it may arouse latent wants which then become economic demands, and it probably directs attention to and establishes preferences for one rather than another commodity that satisfies demand."

But after damning the effectiveness of the persuaders in his audience with such faint praise, the commissioner said they should be happy not to have the power "which commentators Galbraith and Turner and the evangelists of the cult of salvation by communication would attribute to you." For such
power, he said, “would imply responsibility which does not belong to any private group” and which would inevitably entail regulation and government control. He suggested that some of the motivation for the attribution of such great power to the media is the desire to impose such regulation.

But most important, he said, “is the fact that as citizens and members of the public you can join me in proclaiming and rejoicing that the public is not subjugated to the media, and that the American citizen today has access to more information about the world, ... and has a wider area of personal freedom than any other group of citizens in the world in all history.”

“Fairly judged,” he concluded, “I think our system of advertiser-supported media, with all its shortcomings and imperfections, affords business, the media, and the public a greater degree of freedom and responsibility than any other system that is in existence or has been proposed.”

The Media Workshop was sponsored by Advertising Age.

Business briefly . . .

Commercial Credit Co., through W. B. Doner & Co., both Baltimore, will begin its first major national advertising campaign Feb. 7, 1968 on the CBS-TV News special, Destination North Pole, the story of the first Plained Expedition early this year. Commercial Credit, which has over 200 active subsidiaries, plans to sponsor another CBS-TV special some time in the fourth quarter of 1968.

Mutual of Omaha Insurance Co. through Bozell & Jacobs, both Omaha, has bought 52-week sponsorship of the On the Line With Bob Condisine feature segment that began a four-times-a-weekend schedule in NBC Radio’s Monitor on Dec. 2-3.

United Artists Corp., New York, over this past weekend (Dec. 2-3) planned to launch a major TV-radio and print campaign for the new motion picture “Fitzwill,” set to premiere Dec. 3 in New York. UA in contracts with exhibitors at some 300 theaters across the country plans to share costs in the campaign, which includes various spot radio (60-, 30- and 10-second) and TV (60-, 20- and 10-second) announcements. The company has prepared an open-end interview record with the stars, plus a 3/4-minute TV featurette based on actor Dick Van Dyke’s role in the film. All materials are offered gratis to exhibitors. The campaign, which will continue beyond Christmas, was prepared by Diener-Hauser-Genthal Co., New York.

Mrs. Smith’s Pie Co., Philadelphia, will broaden its marketing effort in 1968 to an $850,000 ad campaign including participations in NBC-TV’s Today and Tonight shows. Company’s first venture into network TV advertising will use live and taped spots with Ed McMahon, Barbara Walters and Hugh Downs.

Ogilvy & Mather gets Con Ed

The Consolidated Edison Co. of New York and BBDO end a 35-year relationship on March 1, 1968 when the utility account shifts to Ogilvy & Mather. The account bills about $2.5 million, of which an estimated $1.5 million is in television and radio in the New York area. Charles F. Luce, board chairman of Consolidated Edison, who announced the change last week, said that several finalists, including BBDO, received “serious consideration.” He voiced the view that O&M will “provide us with the creativity, initiative and the will to be strong partners in our determination to improve the performance and the sales of our company.”

BROADCASTING, December 4, 1967
This petroleum food farm could help stave off the one threat greater than nuclear war: starvation.

(The steels are ready whenever you are)
Cigarette ratings draw mixed reactions

MAGNUSON PLEASED, DIXON DISSENTS, AND INDUSTRY IS CAUTIOUS

The first government ratings of tar and nicotine levels for various brands of cigarettes were released last week by Senate Commerce Committee Chairman Warren Magnuson (D-Wash.). The Tobacco Institute promptly called the rankings "meaningless," while cigarette advertisers and their agencies sat back to gauge the report's impact, if any, on the marketplace.

The test results also immediately drew caveats from highly placed critics. The chairman and one member of the Federal Trade Commission, which supervises the newly created cigarette-testing laboratory that supplied the data, indicated their dissent to the lab's reports.

Criticism of the testing program, which was said to have perhaps provided the first example of the federal government releasing data on competing brands of a consumer product, focused on the wide variation in the length to which the various kinds of cigarettes were smoked by the testing apparatus.

Butt-Length Problem • FTC Chairman Paul Rand Dixon and Commissioner A. Everette MacIntyre said that because the commission's laboratory could not smoke all types of cigarettes to a uniform 23-mm butt length (the standard that was adopted in the face of their earlier opposition) "the comparative value of the tests is doubtful."

They noted that of the 59 kinds and sizes of cigarettes tested, only 16 were capable of being smoked to 23 mm because of variations in filter and over-wrap configurations. If a 30-mm butt length had been adopted, as more typical of actual usage, they added, only six types would have necessarily exceeded this standard, resulting in more meaningful data for comparisons.

Getting the Maximum • Senator Magnuson hailed the release of the first set of figures for the FTC's lab, established at his suggestion. He countered the charge that butt-length variation invalidated the comparisons. Smoking each type of cigarette to its feasible minimum, he said, would indicate maximum tar and nicotine values that the consumer could encounter.

Earle Clements, president of the Tobacco Institute, said "the question is whether the government's or any comparative ratings have any meaning in terms of health." The Tobacco Institute charged that "there is no scientifically established relationship between 'tar' and nicotine levels and human health."

The institute also said the published FTC results demonstrated that the 30-mm butt length should have been used and noted that commission ranked only 59 kinds of cigarettes. "There are more than 150 kinds and sizes of cigarettes produced in the U. S. today," the institute said. One of the missing brands, observers noted, was Benson & Hedges 100's, a heavily advertised brand that was one of the first 100-mm cigarettes on the market.

The cigarette-advertising guidelines of the National Association of Broadcasters' code authority indicate that cigarette companies could use the tar and nicotine ratings released by the FTC, but only if no claims regarding health or well-being are made. The guidelines say advertisers "should be prepared to substantiate the figures through bona fide tests." Despite the caveats about butt length, there was no doubt that the FTC's figures would qualify.

Cautious • Cigarette advertisers and their agencies adopted an apparent "wait and see" attitude last week toward publication of the FTC's tar and nicotine findings. Publicly, tobacco and advertising people said significant changes in brand marketing strategy and advertising would occur only after the impact, if any, of the report had been determined.

Industry, industry sources doubted that publication of the tar and nicotine findings would precipitate massive shifts in the respective market shares of the 23 cigarette brands dealt with in the report—at least not immediately. They did indicate, however, that release of the figures would probably be followed by a slight shift in consumption towards cigarettes with lower tar and nicotine listings.

They cited earlier publication of tar and nicotine findings by the Roswell Park Memorial Institute of Buffalo, N. Y., and by Reader's Digest maga-
zine, which has published its own findings on two previous occasions. All three of these reports were followed by slight swings toward low-tar-content cigarettes and larger shifts toward filter brands.

Lower Findings - Several cigarette companies expressed surprise at the report's findings. An executive of one large manufacturer told Broadcasting that the FTC findings were "much lower than our own studies and slightly lower than previous independent studies." He admitted, however, that periodic release of tar and nicotine findings has led tobacco companies to "bring down the [tar and nicotine] levels in their various brands."

Agency sources said that while publication of such figures would probably stimulate the switch to low-tar-content filter brands, no tobacco company could take advantage of the report—if they produced a brand with low tar and nicotine levels—because of present provisions in the advertising codes of the NAB and the tobacco industry's own Cigarette Advertising Code.

"Unless we can say in the commercial that some doctors say 'the less nicotine, the healthier the cigarette,' we can't do much more than simply list the tar and nicotine levels. No health claim can be implied under present rules," one source said.

Blocked Out - Spokesmen for Stephano Brothers, Philadelphia, manufacturers of three of the four cigarettes rated lowest in tar and nicotine in the report (Marvels, regular and king, and Cascade), said present restrictions in the NAB's code kept them out of radio and television:

"We'd like to get into broadcasting—especially radio—but unless we can say there is some benefit to smoking one of our brands we'll stick with print. We have submitted copy to the NAB in the past, but it was rejected because it did not conform to code provisions."

One spokesman for Stephano Brothers said the company has been doing a land-office business since publication of the FTC report. "I don't know if there has been a rush to the stores or whether our wholesalers were just anticipating, but we've never taken so many orders," said a sales executive.

American Tobacco Company, whose Carlton brand ranked third lowest in tar content, said that its print advertising for that brand has been "beefed-up over the past couple of months." Spokesmen would not comment on possible changes that might result from publication of the government report.

Executives of P. Lorillard in New York denied reports that the company was planning any massive changes in its advertising strategy as a result of the report. Lorillard's True was rated sixth (menthol) and seventh (regular). Spokesmen said that recent buys in print media were made to augment, not to replace, buys already made in broadcasting and transit.

Reaction of antitobacco forces to release of the report was favorable, but was expressed with some qualifications. The American Cancer Society said in a statement that while it supported listing tar and nicotine levels, its best advice remains "don't smoke."

Banzhaf wins another round on cigarettes

John F. Banzhaf III, the young New York lawyer whose opposition to smoking was so strong he successfully persuaded the FCC to characterize cigarette advertising on the air as a controversial issue—therefore falling under the fairness doctrine—claimed another victory last week.

A federal court in Washington ruled that Mr. Banzhaf's appeal from the FCC's decision (he feels the commission didn't go far enough) was first, among several, and therefore must be heard in the District of Columbia Circuit Court of Appeals.

The action came two weeks after the court heard argument on a motion by the National Association of Broadcasters and WTRF-TV Wheeling, W. Va., that Mr. Banzhaf's appeal should be dismissed because it was filed without a copy of the FCC cigarette-fairness order (Broadcasting, Nov. 20). The NAB and WTRF-TV jointly filed an appeal against the same order in the fourth circuit appeals court in Richmond, Va., on Sept. 12, three days after Mr. Banzhaf filed his in the Washington court.

The D. C. court's ruling, in an unsigned order, dismissed the NAB-WTRF-TV petition, giving no reason. The argument was heard by Chief Judge David L. Bazelon and Carl McGowan. Senior Judge Henry W. Edgerton was not present at the argument.

As a result of the D. C. circuit's order, the FCC was planning at week's end to inform the Richmond court that it had filed the record in the case with the D. C. circuit, and asking that the NAB-WTRF-TV appeal, as well as those filed by intervenors—ABC; CBS; NBC; Corinthian Broadcasting; WAVE-AM-FM-TV Louisville, Ky.; WSPA-AM-FM-TV Spartanburg and WNOK-AM-FM-
'Think it out square, then say it with a flair'

My daughter, the copywriter, came to Los Angeles last week and, with Judy Holiday delivery and Gertrude Berg body English, wowed a ballroom full of the town's most sophisticated advertising executives.

Shirley Polykoff, looking as if she just stepped out of a Levy's bread ad, first gave her most candid opinion of the so-called new wave of creativity in advertising and then followed with a blow-by-blow account of every account she worked on for the last 12 years.

Miss Polykoff, vice president and associate creative director of Foote, Cone & Belding Inc., New York, and the renowned author of such deathless slogans as "Is it true blondes have more fun?" and "Does she or doesn't she?" came up with a new one for her appearance before the Advertising Club of Los Angeles: "Think it out square, then say it with flair."

Square's Flairs * The line is really the secret of her success, Miss Polykoff indicated to an overflow crowd.

"We feel we not only have to know everything there is to know about our product, but everything there is to know about the people we want to sell it to," she explained. "We think it out square—then, we say it with flair. And when I say square, I mean square. And when I say flair, I guess I mean that too."

But before Miss Polykoff elaborated on her flair she had a few choice words to say about "the kooky, swinging young Turk school" of advertising so much in evidence today—admen who would rather be wrong than square. "I simply do not believe that any ad is OK just because it stops the consumer, shocks the consumer or entertains him so that he falls on the floor laughing," the American Advertising Federation's "advertising woman of the year" asserted.

Citing some of the current crop of TV commercials, Miss Polykoff pointed out that "when a car falls 50 stories just to show me the impact of a collision, I don't drive in any car, at all, that week," and "when hoodlums are advertised as coveting my car, I want to buy a car they'd spun."

Personal Problems * To Miss Polykoff this seems to indicate that copywriters are turning all their "anger and hate" against the consumer, "who we always used to woo." She said that if some of the contemporary advertising, whose "new status is nonstatus," with the hoodlum as its symbol, is considered stoppers, "then the first thing they stop is me from buying."

She told her luncheon audience that they must "dig deep" into and recognize their own motivations before they can understand what it is that other people want. "Tell me who could be more unperceptive than a writer who talks about the average person making everybody but himself?" Miss Polykoff asked.

"Isn't it true, that for the most part what appeals to me appeals to you, appeals to the man in Manhattan, the lady in Dubuque and it seems, even appeals to the lady in the USSR."

Miss Polykoff, who has been with FCB since 1958 went on to tell all the campaigns she handled for agency client Clairol Inc. during that period. She showed films of TV and slides of print campaigns for such haircoloring-product campaigns as Nice 'n Easy, Loving Care, Hi-Lightening, Innocent Blonde, Summer Blonde and Lady Clairol. These campaigns, she reported, have increased the use of haircoloring by women in this country from 7% in 1955 to more than 50% today. With TV commercials and magazine ads advertising the way, Nice 'n Easy was spurred into becoming "the biggest single drug introduction" in the U.S. and is now "about three times as big as its closest outside competitor" in the permanent shampoo-in-hair-coloring field.

tv Columbia, both South Carolina; \(\text{wFB}(\text{tv})\) Evansville, Ind.; \(\text{wFR}(\text{tv})\) Green Bay, Wis.; \(\text{wAY}(\text{tv})\) Raleigh, both North Carolina, all backing NAB-\(\text{wTR}(\text{tv})\)—be transferred to the Washington court. Only one intervenor has filed in favor of the FCC's position: the Heart Disease Foundation, New York.

The dispute about Mr. Banzhaf's appeal centered on a provision of the Communications Act prescribing that an appeal from an FCC order shall be heard in the court in which the first appeal is filed. The NAB-\(\text{wTR}(\text{tv})\) attack was on Mr. Banzhaf's failure to include a copy of the order in his filing. The commission's announcement on the cigarette issue was made on Sept. 8. A single copy of the order was available in the FCC's information office at the time it became generally available on Sept. 12. On that date, Mr. Banzhaf filed a request with the D. C. circuit to supplement his original appeal with a copy of the order. This request was also granted last week.

Mr. Banzhaf's disagreement with the FCC order is that it doesn't, he claims, give him what he asked: time for anti-smoking announcements "equivalent" to the time given for cigarette commercials. The commission ordered that "reasonable" time be given to such health announcements (Broadcasting, Sept. 11).

Elvis radio special on 2,400 stations

What began four years ago as small-scale, 30-minute radio buys to promote Elvis Presley records, and earlier this year grew to exposures on over 300 radio outlets on Palm Sunday (March 19) and some 255 on Mother's Day (May 14), has now snowballed into a half-hour Christmas radio "special" that, authorities said last week, will be broadcast up to a total 4,000 times on approximately 2,400 stations.

About 2,200 stations were scheduled to air the program yesterday (Dec. 3). A repeat broadcast Dec. 10 will be carried by many of these stations and by another group—half cleared on ABC Radio and half on the Mutual network—to bring the total to about 2,400 stations, it was reported.

Ken Clanton, head of Ken Clanton Advertising Agency, Tampa, Fla., which is handling the project, said last week that time purchased from the stations has been either at a regular half-hour rate, or where no such rate exists at a negotiated rate. Prices, he indicated, range from $25 up to $500. Of the 2,400 outlets set to program the special over 100 were said to broadcast with 50 kw power.

The taped special features selections
Attention TV Stations:

We’ve got news for you!

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

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

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

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

**FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM**
This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

**TORQUE MOTOR TAKE-UP** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and FE-50 models as standard equipment. Don’t settle for less!

**TEMP-GUARD** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

**TURBO-FLOW** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

**ZERO DOWN TIME** The reputation of any film processor is only as good as its reliability. The combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline’s “Push the button and walk-away processing” allows inexperienced operators to turn out highest quality film.

**MATERIALS, CONSTRUCTION AND DESIGN** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Additional Features included in price of machine (Not as extras).

- Magazine load, daylight operation
- Feed-in time delay elevator (completely accessible)
- Take-up time delay elevator (completely accessible)
- Red brass bleach tank, shafts, etc. Prehardener solution filter
- Precision Filmline Venturi air squeegee prior to drybox entry
- Air vent on prehardener
- Solid state variable speed D.C. drive main motor
- Bottom drains and valves on all tanks
- Extended development time up to two additional camera stops at 50 FPM
- Pump recirculation of all solutions through spray bars
- Temperature is sensed in the recirculation line
- All solutions temperature controlled, no chilled water required
- Built-in air compressor
- Captive bottom assemblies assure you constant footage in each solution
- Change over from standard developing to extended developing can be accomplished in a matter of seconds
- Impingement dryer allows shorter put through time.


Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathe Labs, Precision Labs, Meca Labs, Color Service Co., Capilite Film Labs, Byron Films Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecolor Film Labs, Gulf States Film Labs, A ONE Labs, All Service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WAPI-TV, WRP-TV, WHAM-TV, WXYZ-TV, WJLB-TV, WJAR-TV, WJW-TV, KEVL-TV, WFTV-Tv, WEAT-TV, WCBS-TV, WABC-TV, WABC-TV, WAVY-TV, KTVN-TV, KGPO-TV, KITV-TV, WSyr-TV.

When you buy quality Filmline Costs Less

Send for Literature. Time & Lease Plans Available.

All prices F.O.B. MILFORD, CONN.

BD-67

BROADCASTING, December 4, 1987
Commercial preview: a true-color test

The color-set owner is afforded an opportunity to test the trueness of his TV's performance in a new commercial that Jerrold Electronics Corp., Philadelphia, and its dealers are cooperatively placing in various markets. Gray & Rogers Inc., also Philadelphia, is Jerrold's agency.

In the new one-minute color commercial, "Just One Line," the announcer indicates the hues that should be seen as the visual portion of the spot shows various colored lines. This leads into the suggestion that improper reception could be due to the antenna and an explanation of how the Jerrold Coloraxial shielded antenna systems can solve such problems.

Added bonuses to this Gray & Rogers creation are that the 20-second opening of the same commercial is being used by kon-tv Albu-

from Elvis's RCA Victor Christmas album and two of his sacred-music albums. The program includes a spot announcement for Christmas Seals by Dale Robertson, star of ABC-TV's Iron Horse series. At its closing, local stations are allowed time to insert a one-minute spot announcement as a public service "for the charity of their choice."

Budget Up 400% • Authorities said the promotional effort is being paid for by Colonel Tom Parker, personal manager of the famous singing star, and head of All Star Shows, Madison, Tenn. Colonel Parker was said to have boosted his budget by 400% to promote the Christmas program and advertise the theme, "Give Elvis for Christmas." The project is being organized by Mr. Clanton's agency, which also worked on the Easter and Mothers Day shows.

Mr. Clanton told Broadcasting that the effort is a testimony to the fact that Mr. Presley and Colonel Parker are sold on radio. "The Palm Sunday program, he said, resulted in net album sales that exceeded total sales in the last 10 years for Mr. Presley's previous sacred album. And that, he added, was just in several weeks after the program.

Colonel Parker's advertising agency has prepared a promotion package for radio outlets that includes Presley record and stereo catalogues, 50 Presley Christmas cards, 50 Presley 1968 calendars, and a package of Christmas seals.

RCA Victor Records is backing the promotion with a special kit mailed to stations, which includes tape, script, posters, an Elvis single and other materials.

New VPI Color Center scheduled for January

Video Pictures Inc. (VPI) will open a new multimillion-dollar complex on Jan. 12, 1968 on East 62d Street in New York to provide total post-production commercial-film services, it was announced last week by George Tompkins, VPI president.

The new complex, he said, will include an optical division, color laboratory, a shipping company and facilities for animation, color timing, print distribution and print storage. Mr. Tompkins said it will "immediately double the company's post-production capacity" and "will save agencies and independent producers up to 35% in costs."

He said the complex, called the VPI Color Center, can effect savings because the company can offer volume discounts to clients that want to consolidate all or portions of their post-production work with VPI.

Angels' radio sponsors sign 3-year contracts

The football championships are yet to be decided, basketball has barely dribbled into view, ice hockey is still warming up, but kmpc Los Angeles last week took a long look ahead to spring and signed all of its baseball sponsors to new contracts. The Golden West Broadcasters-owned station, which has been carrying all of the games of the California (see Los Angeles) Angels for the last seven years, announced a standing-room-only situation—complete sponsorship—in its baseball broadcasts on Kmpc and on a total of 19 other stations that will make up the Angels' regional radio network. The contracts with advertisers reportedly are for three years and will gross some $1.6 million for the station each season.

For the first time, four sponsors will share equally in the play-by-play descriptions of the games. P. Lorillard, through Grey Advertising, New York, will join Standard Oil of California, out of BBDO, San Francisco (which is in its seventh year); Busch Bavarian beer, Gardner Advertising, St. Louis, (fourth year), and Continental Airlines, through Needham, Harper & Steers, Chicago, (second year), in sponsoring one quarter of the broadcasts on a rotating basis.

Also renewing in full on Kmpc only are sponsors of the two-minute pre- and post-game shows and another program that is slotted between games of scheduled doubleheaders. Next season's schedule of 184 games—22 pre-season and 164 regular season—will be broadcast by the full 20-station regional network. It's estimated that they will reach a potential 13 million listeners in California, Arizona and Nevada.

Bufferin case dismissal urged by FTC examiner

A Federal Trade Commission examiner has recommended that a complaint against Bristol-Myers Co., filed almost a year ago charging false advertising for the company's Bufferin, be dismissed.

The FTC complaint, issued last January, charged that Bristol-Myers had distorted and misrepresented a clinical study of arthritis patients published in the June 28, 1965 issue of the Journal of the American Medical Association (Broadcasting, Jan. 30).

The examiner ruled that FTC counsel had failed to sustain the charges that the Bufferin advertisement was false in claiming or implying that the Bristol-Myers analgesic resulted in permanent or long-lasting beneficial effects upon arthritis with true remission in 87% of the cases, in failing to reveal that other medications were used in the study, in reproducing "before and after" photographs to demonstrate Bufferin's beneficial results, and in claiming that Bristol-Myers is a leader in arthritis research.

The examiner did find that, contrary to the facts, the advertisement implied

50 (Broadcast Advertising)
...to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

**American Medical Association's**

**1967 Medical Journalism Awards**

**Categories of Competition**

1—**Newspapers:** For a distinguished news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week. Sunday supplements with nationwide distribution will be considered in the magazine category.

2—**Magazines:** For a distinguished article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—**Editorial:** For distinguished editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

4—**Radio:** For distinguished reporting on medicine or health on a United States radio station or network.

5—**Television:** For distinguished reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

**Awards and Presentation**

The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

**General Rules**

1—Deadline for receipt of all entries is February 1, 1968, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1967.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and, except for editorials, a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording, a kinescope or a videotape. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1968.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

**Judging of Entries**

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.
that Bufferin did not cause stomach upsets in the tests. But, he stated, no useful purpose would be served by entering an order dealing with this matter.

The initial decision is not a final order; it may be appealed, stayed or docketed for review by the full commission.

Interpublic may lighten the load

Reports indicate that firm will drop some activities, employs

Further cutbacks at the Interpublic Group of Companies appeared certain last week following persistent reports—that neither confirmed nor denied by agency officials—that the sprawling advertising-communications-marketing complex had shed some subsidiaries and dismissed several hundred of its employees. Reports indicated that, in an effort to pare costs, Interpublic has dissolved its Corporate Expansion Services Inc.; McDonald Research Ltd., a Canadian-based firm; Fashion International, a consulting service based in Paris; and its publications division. Interpublic is also in the process of dissolving its four-plane commercial flying service, and has sold its Long Island dude ranch.

It was also learned that Interpublic's recently named president, Robert E. Healy (Broadcasting, Nov. 13), has ordered what one source called a "weeding out in the executive suite" as well as a corporate staff reduction of at least 500 people out of an estimated 7,000 to 8,000 employees worldwide.

First Signs = Reports of changes already implemented or contemplated follow earlier reports of financial difficulties at Interpublic. These reports were given some substance with the Nov. 5 announcement that the Fletcher Richards Co., ad agency, would be absorbed by another Interpublic agency, The Marschall Co. (Broadcasting, Nov. 13). Speculation on Interpublic's financial health was further heightened by an obvious retrenchment among company officials to discuss corporate activities. The company's distress appeared to be confirmed when Mr. Healy assumed the duties once held by Marion Harper Jr., Interpublic's founder.

Mr. Harper retained his title as chairman and holds the largest block of stock in the privately held corporation, but he was not named to a newly formed executive committee.

A corporate spokesman acknowledged that Interpublic had experienced "a money-losing year in 1967," but said prospects for 1968 were brighter. Interpublic is said to have billed about $700 million in 1966.

Some Losers = Company sources indicated that Interpublic began feeling a financial pinch more than a year ago when it became apparent that several of its activities not directly related to advertising or public relations became "counter productive."

About a year ago, Interpublic was made up of 11 advertising agencies or advertising-related activities; two public relations concerns that, in turn, were further divided into a number of subsidiaries; and a number of other activities designed to provide the client with a full range of marketing services.

Informed sources say that earnings of Interpublic's ad agencies, especially its four largest, kept the corporation together. Interpublic's key agencies are McCann-Erickson, which this year will bill $118 million in broadcast; Jack Tinker and Partners with $29.1 in broadcasting; Marshchalk with $22.1 million in broadcasting, and Erwin Wasey, which will spend $19.2 million in broadcasting this year.

Newspaper study compares Dodge ads

The Bureau of Advertising, American Newspaper Publishers Association, last week released results of a survey based on what it calls the "most widely distributed" newspaper supplement in the "history of automotive advertising." The bureau survey was made of a recent Dodge "fever" supplement carried in 608 newspapers. Some 50 million copies of the eight-page supplement were distributed during the weekend of Sept. 17. The same weekend saw presentation of Dodge "fever" commercials on television.

The bureau later made 401 telephone interviews of male car owners in Chicago, Minneapolis-St. Paul, Seattle and Toledo, Ohio. Interviewees were asked if they had seen any new car advertising, what brands, where they had seen it, etc.

Of those respondents who saw Dodge-sponsored TV shows and read a newspaper containing the Dodge supplement, 38% spontaneously mentioned having seen Dodge advertising. If they had read only a supplement, and had not seen any of the TV commercials, 30% mentioned Dodge. "However, when one or both TV shows were seen, but not the paper carrying the Dodge unit, only 15% of the car owners identified Dodge," the bureau said.

The bureau report quoted one Dodge official as saying that while program research indicated excellent awareness was achieved through the use of TV, "between awareness and readiness to buy lies the important element of conviction. We find that newspapers have their strongest impact here."

ANA study shows TV cost trends

A compilation of audience and cost data for some 500 commercial television stations, showing trends from 1962 to 1967, was released by the Association of National Advertisers last week.

The report, the third such study by ANA in the past three years, was compiled through the facilities of American Research Bureau and Standard Rate & Data Service under supervision of the ANA television committee, headed by Sanford Buchsbaum of Revlon.

Unlike some of ANA's similar studies covering other media, the TV report includes no summary data for TV stations as a whole. Instead, it reports on stations individually, presenting them in alphabetical order by state and by market within each state.

"This third edition," according to the foreword, "is intended to provide the buyers and sellers of television time with an historical reference on trends in the rates (network and spot); estimated circulation (homes reached) and costs per thousand homes reached for those U.S. commercial TV stations for which ARB data are available."

Specifically, the 86-page report lists for each station the network affiliation, estimated average quarter-hour homes reached (7:30-11 p.m.), a measure of the statistical reliability of the estimate, the network gross class A hourly rate for time and how this translates into average cost-per-thousand homes, and highest rate and average cost per thousand homes for a prime 20-second spot.

This material is presented for each year from 1962-63 through 1966-67. Indices showing rate trends since 1962-63 are also included. The audience figures are based on averages of November and March nationwide ARB studies.

The foreword, by William Kistler, ANA vice president, says: "It is recognized that the quantitative estimates, including cost per thousand, are not necessarily the primary yardstick of desirability of purchase in broadcast or any advertising medium."

ANA's announcement of the report said it was issued as "an aid to advertisers, agencies and broadcasters in as-
sensing cost trends and advertising values provided by some 500 commercial stations.”

The report, “Television Circulation and Rate Trends (1962-67),” is available to ANA members at no cost and to nonmembers at $15 a copy from ANA, 155 East 44th Street, New York 10017.

Avco rep firm gets new name, setup

Broadcast Communications Group, New York, last week announced adoption of a new name—Avco Radio Television Sales Inc.—and reorganization of the company, effective Dec. 1.

As part of its personnel expansion, the firm has added Arthur C. Elliot to manage television sales in the Eastern division. Mr. Elliot and Todd Gaultcher, vice president and manager of television sales, Eastern division, will each head a group of stations, working out of New York headquarters.

Moving to Chicago as manager, television sales, will be Vincent DeLuca, account executive in the New York office. Ralph Glazer will continue as vice president and general manager of radio sales, with William Lee as his radio sales manager in the Chicago region.

Other Avco Radio Television Sales offices are located in Los Angeles, San Francisco, Detroit-Cleveland and Dallas. An additional office to serve the Southeast area will be opened by Jan. 1, according to H. Peter Lasker, president of the firm.

At present the firm is located at 415 Madison Avenue, New York 10017. Company officials reported that negotiations for a new location are underway with plans to move to triple New York office space.

In addition to Avco’s five TV’s and six radio stations, the firm represents five other TV stations and five radio stations.

New Avis campaign to stress ‘bugs’

Avis Rent a Car System Inc. this week departs from a successful advertising formula when it launches a revamped campaign emphasizing “bugs” instead of Avis’s number-two position in the car-rental business. The $6-million campaign begins in print today (Dec. 4) and on television on Feb. 5, 1968.

Officials of Avis’s agency, Doyle Dane Bernbach, said last week that 49% of the slightly more than $6-million time-and-space budget for 1968 will go to spot TV. The other 51% will be evenly divided between magazines and newspapers. The 1968 budget is slightly more than Avis spent on time and space in 1967.

Six 20-second television commercials are now in production and the first of these will be presented in February. Agency officials said DDB plans to buy spot radio in the top-20 markets, but indicated they have not yet allocated money for a radio campaign nor have they decided when radio buys will be made.

The new campaign, second to be prepared for Avis by DDB, eschews emphasis on the company’s market share in favor of an emphasis on customer service and rental-car condition. Whereas Avis’s first campaign, started by DDB in late 1962, was built around such phrases as “Avis is only number two,” and “we try harder,” the new campaign is built around the phrase “Avis is winning the battle of the bugs.”

DDB has invented 47 different “bugs” that annoy motorists. Broadcast commercials and print ads will show the bugs—“mirror smearer bugs,” “clutterbugs,” “flat-spare bugs,” and a few—being vanquished by Avis’s attention to customer service and car condition. The company’s well-known “Avis tries harder” will be retained in all broadcast and print advertising copy.

Truth-in-lending bill gets ad restrictions

Credit information in broadcast advertising could be severely restricted if terms in a House “truth-in-lending” bill, approved last week by the Committee on Banking and Currency, becomes law. The Senate has approved a similar measure, but without the advertising stipulations.

In some circumstances, requirements that would be imposed by the House language would clearly rule out radio or television advertising by insisting that detailed and extensive collateral information be provided. Length limitations on spot announcements could preclude inclusion of all the data the law would require.

In other cases, the bill might have a more limited effect but still could require changes in advertising copy. Basically, the bill (H.R. 11601, as amended in committee) would require the finance charge to be expressed as an annual percentage rate in any advertisement that specifies the rate. But if

Finger-tip information issued 6 times a year:

- maps of NSI (end/or Metro) areas
- roster of reportable TV stations
- Day part average audience estimates (¼ hr. & cumes)
- and more

all in one handy volume

For complete details call, wire or write

Nielsen Station Index

NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE
NEW YORK (10019)
1290 Avenue of the Americas - 955-2500

NSI SALES/SERVICE OFFICES
CHICAGO (60601)
360 N. Michigan Ave. - 373-3810
HOLLYWOOD (90028)
1690 N. Vine St. - Hollywood 8-4391
SAN FRANCISCO (94104)
68 Post St. - Yukes 5-6437

a service of
A.C. Nielsen Company
CHICAGO (60645)
2101 Howard Street • 465-4400

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the amount of an installment payment or the dollar amount of the finance charge is mentioned, the advertisement must also give the cash price (or amount of the loan, if a loan is being advertised); the downpayment, if any; “the number, amount, and due dates or period of payments scheduled to repay the indebtedness if such credit were extended,” and the rate of the finance charge expressed as an annual percentage rate.

These requirements are waived, the bill says, if a residential real-estate transaction is the object of the advertisement.

Open-End Plans = Another subsection of the bill says that if an advertisement mentions "any of the specific terms" of an open-end credit plan (such as a revolving charge account for general merchandise) then other conditions must be given. These would include the annual rate expressed as a percentage, the basis for computing service or other charges, and methods of repayment that could avoid such charges.

The bill provides no requirement that annual rates be given for advertisements involving "installment open-end credit plans." These involve big-ticket purchases in which the seller maintains an equity or lien interest in the merchandise until the contract is paid.

But all sellers are enjoined, in still another subsection, against advertising specific sizes of installments or down payments, unless the creditor "usually or customarily arranges" payments or down payments in those amounts.

No floor action is expected on the committee-approved bill this session, but a spokesman said the end of January, early in the next session, would be the target date for passage. A committee report on the legislation is due to be released this week.

Waack says radio follows public's lead

Radio has probably led all media in adjusting to the changes taking place in the U. S. cultural scene, according to Alfred G. Waack, vice president—advertising, Household Finance Corp. and chairman of the Radio Advertising Committee of the Association of National Advertisers.

Mr. Waack makes this observation in an article in the November issue of The Viewer, published by the National Audience Board. As an example, he describes how advertisers and stations have shifted their approaches to the "youth market."

"Formats were repeatedly changed, talent was replaced, and contests and giveaways tried and discarded," Mr. Waack writes. "The audience was surveyed and resurveyed and consultants were consulted in ever growing numbers."

Mr. Waack adds that it was "the public who pointed the way and alert station operators followed in hot pursuit." As a result, Mr. Waack writes, program formats began to crystallize along selective lines and stations "found ways to compete in the new marketplace by capturing groups of listeners with 'special interests'."

Blair sets up group to advise on spot TV

Formation of a new department at Blair Television that will work directly with advertisers and agency planners in the development of additional spot-television business is being announced today (Dec. 4) by Frank Martin, president of John Blair & Co. (Closed Circuit, Nov. 27).

Mr. Martin said that Melvin A. Goldberg, who has been vice president of planning and research for Blair, has been named to head the new department and will devote full time to explaining spot television to top management of major companies.

Mr. Goldberg will be assisted by Robert Schultz, formerly media supervisor at Ted Bates & Co. and manager of special services at the American Research Bureau, who has been named a marketing specialist at Blair, and Robert Ubaldo, previously a media planner at Sullivan, Stauffer, Colwell & Bayles, who has been appointed research director of the new department.

Mr. Martin said there is "clearly a need for better sales communications between the spot-television industry and top marketing management." He voiced the view that the new department will initiate and sustain an effort to bring "the facts about spot TV" to the attention of top companies.

Also in advertising...

Gold coast move = WGN Continental Broadcasting Co., licensee of WGN-AM-TV Chicago, and group broadcaster, has moved its wgn-tv sales department from its broadcast center, 2501 Bradley Place to 500 North Michigan Avenue, that city. The new offices, which will have about 7,300 square feet of space, will be ready for occupancy early next year.

Expansion plans = Videotape Productions of New York Inc. reports it is planning an expansion program, which will include the purchase of more than $1 million worth of equipment and the addition of personnel. This move will facilitate the taping and post-production requirements of TV commercials within the normal working hours, according to a company spokesman.

Switch = Tele-Tape Productions, New York, has moved its offices from Givaudan Advertising to Kingeneleppa O'Dell Inc., both New York. Tele-Tape does commercial taping, program production and film production.

Possible merger = Ed Shapiro Inc. has moved its offices into the facilities of the Ted Barkus Co., in the Lewis Tower building, Philadelphia. The agencies have entered into a "working agreement" with the possibility of a merger in 1968. Ted Barkus stated that his firm has doubled its billings within the past two years, and that "additional personnel should contribute to further growth in 1968." Ed Shapiro will continue to operate as a separate agency utilizing the personnel and management of Ted Barkus Co. H. H. Shapiro is president.

New pet spots = Lewis Food Co., Los Angeles, through Rullman & Munger Advertising, that city, has started production on a new series of television commercials to promote its Dr. Ross dog food and cat food products. David P. Lewis, vice president and creative director for the agency, is supervising production. Charles Chaplin of Swift-Chaplin Productions, Hollywood, will direct. Music will be composed and arranged by Jack Fascinato. Bob Garson is featured as "Dr. Ross," the Pied Piper-like character of the pet world.

Agency building = A six-story structure at 8730 Wilshire Boulevard in Beverly Hills has officially been named the MacManus, John & Adams building. MJ&A's expanding West Coast operation moved to the new address under
a long-term arrangement. A consideration in the lease negotiations was to rename the building after the agency. MJ&A is the major tenant occupying the entire fifth floor.

Target: the teen • RKO General Broadcasting has released its seventh study in the "Target: The Consumer" series, one on the "Presence of the Teenager as it relates to Family Spending Patterns." The report, which contains a "value index" to show varying advertiser significance of each family type, documents data to prove teen families spend more for products and services than do families with younger children, or no children at all. It is available free to advertisers and advertising agencies.

Strategy maps • The U. S. Census Bureau announced four more 30- by 42-inch maps in its GE-50 series. Based on data from the 1963 census of business, the maps show retail trade in the U.S. (No. 18); sales of retail shopping-goods stores in major metropolitan areas (No. 19); wholesale trade in the U.S. (No. 20), and hotel-motel receipts in the U.S. (No. 21). GE-50 series maps are 50 cents each and are available from the Superintendent of Documents, U.S. Government Printing Office, Washington 20402.

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.

Fletcher Coleman, agency producer.
Dick Goodman, Ray Krivavy, agency producers.
Pacific Gas & Electric Co., San Francisco (dishwashers); one 60, one 20 for TV, live on film, color. Delmont Nodine, production manager. Agency: BBDO, San Francisco, James Baier, agency producer.
Focal Presentations Inc., 400 Park Avenue, New York 10022.

Parke, Davis enters TV

Parke, Davis & Co., Detroit-based pharmaceutical firm, will make its TV sponsorship debut on Friday, Dec. 8, according to WXYZ-TV Detroit.

Parke, Davis will sponsor Interlochen: For a Musical America, a music documentary on the National Music Camp at Interlochen, Mich., on the station. The one-hour prime-time special will be narrated by Garry Moore.

Parke, Davis commercials for the special were produced by the commercial videotape division of WXYZ.


For ITV, UHF-TV, VHF-TV and FM

- Directional and Omnidirectional TV Antennas
- Directional and Omnidirectional VHF Antennas
- Dual Polarized Directional and Omnidirectional FM Antennas
- May be top or side mounted

AMCI Antennas are ruggedly designed and constructed of noncorrosive materials such as 6061-T6 aluminum, copper, and stainless steel. This type of construction, combined with an electrical design that requires few transmission line seals (from 1/4 to 1/2 as many as other comparable antennas), yields an extremely dependable antenna that requires essentially no maintenance.

AMCI also custom designs antenna arrays to meet particular requirements. For a description of one of AMCI's custom designs (an FM antenna on the Chrysler Building), write for Bulletin 10.
ATR revises its microwave plan

FCC asked to drop 84 of 150 applications for microwave stations

An ambitious, proposed 1,610-mile point-to-point microwave system for relay of television signals to CATV operators has become less of an aspiration as the result of action taken by its proponent, American Television Relay. In a Nov. 22 letter to FCC Secretary Ben F. Waple ATR requested that 84 of its 150-odd applications for construction permits for microwave radio stations in the network be dismissed without prejudice. ATR alleged that “changes have occurred which make it undesirable for the applicant to prosecute these applications further.”

ATR, 100% owned by CATV entrepreneur Bruce Merrill, proposed to relay distant signals to CATV’s along three routes: California to Oregon, California to Texas and Illinois and Indiana to Kentucky and Alabama (BROADCASTING, Oct. 3, 1966 et seq.). Broadcasters into whose service areas the signals would pass and their trade associations alike raised vigorous objections to the proposals and called for a full evidentiary hearing before the FCC on all the applications (BROADCASTING, March 27). Among other complaints broadcasters have alleged that ATR is attempting to divide up the national market for common-carrier CATV microwave service and that ATR is not financially able to construct its facilities.

(In November Mr. Merrill, president and principal stockholder of Ameco Inc., CATV equipment manufacturing firm, reported for the fiscal year ended June 30 a net loss for the company in excess of $2.5 million [BROADCASTING, Nov. 13]).

Areas Dropped: The applications ATR requested to be dismissed (none of them have been designated for hearing by the commission) are for CP’s along the following routes: Wiggins to McAllen, and Orla to McAllen, all Texas; Frazier Mountain, Calif., to Sweet Home, Ore.; St. John, Ind. to Huntsville, Ala.; Salem, Ill. to Huntsville, Ala., and Horse Cave to Richmond, both Kentucky.

Accompanying the dismissal request was a statement that an “unexpected delay” in commission action on objections to the applications made prosecution of them “undesirable.” ATR also cited that there had been withdrawals of

Customized equipment reduces time of on-location filming

Some five years ago when Sheldon Leonard filmed a television special on location in Paris he needed six trucks to carry equipment and could only make two major moves a day while shooting maybe six pages of dialogue. Now, as executive producer of NBC-TV’s I Spy series filming on location in such exotic settings as Morocco and the Greek Mediterranean islands, he manages four to five changes of locale a day, eight to 12 pages of script and uses only one truck.

What happened to turn a 10-truck caravan into a single-unit operation? A dedication to mobility, portability, lightness—that’s what happened. And the startling thinking may bring major changes to Hollywood television film production. Certainly it has made the taking of a TV film show out on the road more feasible.

Custom Built: The truck is the key innovation. It’s a quite ordinary looking Ford panel truck, the empty shell of which costs $2,400. But the inside of the truck has been customized, recessed to hold a staggering amount of equipment with a minimum of complications. Equipment doesn’t have to be lashed down

Bird’s-eye view of the truck, crew and moveable equipment
customer requests for service "in certain instances."

One of those instances occurred in July when KRGV-TV Weslaco, Tex., and Southwest CATV Inc., operator of six Texas cable systems (one in McAllen), signed a precedent-making arrangement that would forestall the importation of distant signals in the Lower Rio Grande Valley. As part of the agreement Southwest would notify "other common carriers" (specifically ATR) planning to relay distant signals to CATV customers in the area that it no longer was interested in that service (Broadcasting, July 31).

Opposition Doubtful = ATR also said that the applications are being dismissed so that it may "direct its efforts to serve the public interest demonstrated in other pending applications." But Washington attorneys Koteen & Burt last week, on behalf of their clients opposing the ATR plans, speculated that if ATR were to obtain grants of the remaining applications the carrier might refile the applications it has dismissed. That action, the attorneys said, would succeed "in frustrating over-all commission review of [ATR's] entire proposed network and thus, in effect, will have forced the commission into piecemeal consideration of that network."

The attorneys said the commission should require ATR to furnish a sworn statement as to its intentions not only with respect to the applications it has dismissed, but also with respect to all future applications that it intends to file. And as part of that statement the attorneys said ATR should identify "clearly" those applications which it has not dismissed and the relationship of those applications to its total network plan.

EIA sets up laser group

Formation of a Laser Subdivision by the Electronic Industries Association was announced last week following a meeting in Washington. The new group is being sponsored by the Government Products, Industrial Electronics, Tube, Semiconductor and Parts divisions of EIA. Users as well as manufacturers of laser devices will be eligible for membership, as will other manufacturers who are not members of EIA or who are presently not eligible for membership.

The first meeting of the subdivision's executive committee will take place in mid-January.

FCC rejects five presunrise waivers

Five stations that requested waivers of the FCC's presunrise rules received a thumbs-down from the commission last week. The commission however indicated that its denials might be modi-
ied after U.S. and Canadian discussions on presunrise operations.

The requests came from Storer Broadcasting Co., KGBS Los Angeles; Argonaut Broadcasting Co., KFAX San Francisco; Cornell University, WCHU Ithaca, N. Y.; KFAB Broadcasting Co., KPFA Omaha, and Sharon Broadcasting Co., WPIC Sharon, Pa.

Both KGBS and KFAX, limited time class-II stations sharing channels with I-A stations in Cleveland and Pittsburgh, were operating in violation of the June ruling (BROADCASTING, July 3) permitting sign-on at 6 a.m. local standard time. Both stations contended that no Canadian facilities operated on their frequencies and that therefore their operations were of no interest to Canada. The stations further claimed they were not interfering with any class I-A stations on their assigned channels.

Unmoved • But their arguments proved unpersuasive to the commission. Noting that the absence of Canadian stations on the channels did not indicate lack of permanent interest on the part of that country, the commission said the further U.S.-Canadian parleys could result in a modification of the order denying the stations' requests.

WCHU received a commission denial of its request for extension of an interim operating authorization that expired Nov. 30. The station, a daytime-only class-II station using the same channel as WWL, a class I-A station in New Orleans, inspired a further rulemaking in October (BROADCASTING, Oct. 16). That rulemaking will reopen the question whether class-II daytime stations located east of a co-channel I-A station should be eligible to begin operations at 6 a.m. local standard time. The commission denied the station's extension request noting that interference to WWL prohibited such operation.

Canadian Agreement • KFAB, a class I-B station sharing a I-B clear channel with WAT Charlotte, N. C., was prohibited by the June order from presunrise use of daytime facilities by shared I-B channels. Though the station claimed that an adverse ruling would reduce its "wide-area coverage" assured by the rules, the commission stated that under Canadian agreement the privilege of presunrise will not be extended to class-I stations. The commission said however that the question will be studied further to determine if it should be included in future discussions with Canada.

WRC, a class-III daytime-only station operating at 1 kw, is restricted by the June order to 156 w for presunrise operation.

The station urged presunrise operation at 300 w contending that lack of any Canadian complaint proved concurrence with its proposal. But the commission noted that since Canada was not notified of the station's operations, no opportunity was available for objection. The commission further noted that because of the proximity of a co-channel full-time station at Brampton, Ont., the maximum power allowable for presunrise operations under the U. S.-Canada agreement is 156 w.

The commission action on the five requests was by a 4-1 vote with Commissioner Lee Loevinger dissenting. Commissioner Nicholas Johnson did not participate.

A new delay in antenna-farm case?

For almost 10 years, five television stations in Minneapolis-St. Paul have been seeking a suitable site for their antennas. During this period, they have repeatedly proposed sites to the Federal Aviation Agency, only to have them rejected. Early last year, after agreeing to reduce the antenna heights from 2,649 feet above mean sea level to 2,375 feet, the FAA approved an antenna farm for the Twin Cities' TV stations at Shoreview, nine miles north of Minneapolis. And last month, an FCC examiner recommended that permission be granted for the move, notwithstanding an objection by the Association for Maximum Service Telecasters (BROADCASTING, Nov. 13). AMST opposed the move on the part of KSMF-TV because it would leave that channel 9 station short-spaced to cochannel WAOW-TV Wausau, Wis.

And now a new bedevilment looms for the stations. Control Data Corp., a manufacturer of electronic controls and devices, manufactures computers at Arden Hills, Wis., a bare half-mile from the twin television antenna farms. Control Data's officials fear that the heavy saturation of VHF signals from the TV complex may give their computers the jitters. The electronics firm has hired Kear and Kennedy, Washington consulting engineering firm, to study the situation.

Besides KSMF-TV, the other Minneapolis-St. Paul stations proposing to move from downtown Minneapolis are WTCN-TV and WCCO-TV. Two noncommercial educational stations, KTCA-TV and KTCH-TV, both operating in St. Paul, also intend to move to the antenna farm. KSTP-TV, the fourth commercial station, was not a party to the FCC proceedings.

Technical topics . . .

Location recorder • Telaudio Centre, an audio-video product distributorship and recording studio complex based in Garden Grove, Calif., has come up with what it calls the "Video Tape Mobile," a television location recording unit. The unit, said to be totally contained, is equipped for broadcast-quality video taping and contains three cameras with electric zoom lens. The audio section accepts as many as five microphones and includes disk turntable and tape recorder playback. According to Oliver Berliner, president of Telaudio Centre, the unit will be made available to producers, advertisers, entertainers, and for educational and industrial use.

Olympic order • ABC-TV has ordered a special mobile six-camera telecast facility capable of operating at altitudes of 10,000 feet. It will be used by ABC in its coverage of the 1968 Winter Olympic games from Grenoble, France, this February, according to F & M Systems Co. (division of Fischbach and Moore Inc., New York) which has been commissioned to build the facility.

New opening • ITV Inc., division of Riker Video Industries, Hauppauge, N. Y., has opened new regional offices at 101 Industrial East, Clifton, N. J. ITV is an independent organization in the closed-circuit television and videotape recording field. The company reported that the Clifton facility houses equipment and personnel designing, fabricating and servicing all audio-video communications systems. It also contains an equipment display area, a full television studio and a video tape duplication center.

Viewfinder • The GPL Division of General Precision Systems Inc., Pleasantville, N. Y., has introduced a high performance viewfinder camera designed for open or closed circuit use in broadcast and educational studios. The price of the solid-state Precision 1500, exclusive of the vidicon tube and zoom lens is under $5,000. It weighs 65 pounds and is 184 inches high by 11½ inches wide by 3½ inches long, excluding the lens. The core of the viewfinder is GPL's Precision 1000 camera which has plug-in modular construction and all silicon, solid-state circuitry. For information write: TV Marketing Department, GPL Division, General Precision Systems Inc., Pleasantville, N. Y. 10570.

Expansion package • Jampro Antenna Co., Sacramento-based manufacturer of television and FM broadcast antennas, is expanding its services by offering a transmission package that will include antennas, engineering, tower and transmission line equipment, in addition to complete installations provided anywhere in the world. Jampro recently merged with Computer Equipment Corp., South El Monte, Calif.
These two SRDS services wanted by buyers of broadcast are available without charge to broadcasters who will supply them:

### In Spot Television Rates and Data Listings

Complete, definitive rate information — either in coded form with price disclosure (as an alternate to non-disclosure cards that do not reveal the cost of a spot under consideration) — or in this sample:

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**IN SPOT RADIO RATES AND DATA LISTINGS**

A description of what your station puts on the air — and when — in 100 non-promotional words. Here are three samples of acceptable copy, (there are many others):

**SAMPLE “A”:**

Programmed for housewives and commuters. FAMOUS 5-9 AM. 3 men, interviews, market reports, music and news. 9-11 AM, network news, features, personal interviews. 11-12 noon. business interviews, middle-of-the-road, music and disc jockey. 12-1 noon, sales, liner board, news reports, network features, business news. 1-3 PM, guest interviews, trends, music. ENTERTAINMENT NEWS, 3-5 PM, network news, network features, disc jockey. 5-7 PM, general popular music, featuring standbys, show tunes, easy music, middle-of-the-road. 7-9 PM, music, featured interviews, middle-of-the-road, news. 9-11 PM, network news, features, business news. 11-12 midnight, disk jockey.

**SAMPLE “B”:**

Programmed for adults. News and telephone conversations. Top 12-city telephone lists, 11 AM, work and news, network news, network features, middle-of-the-road music, disc jockey. 1-3 PM, network news, network features, business news, disc jockey. 3-5 PM, network news, network features, disc jockey. 5-7 PM, network news, network features, middle-of-the-road music, disc jockey. 7-9 PM, network news, network features, disc jockey. 9-11 PM, network news, network features, middle-of-the-road music, disc jockey. 11-12 midnight, network news, network features, middle-of-the-road music, disc jockey.

**SAMPLE “C”:**

Programmed for general interest. AIR PERSONALITIES handle all segments. NO TIMES. 5 min. every half hour, 30 min. every hour. Network news, network features, business news, business, disc jockey. 1-3 PM, network news, network features, disc jockey. 3-5 PM, network news, network features, disc jockey. 5-7 PM, network news, network features, disc jockey. 7-9 PM, network news, network features, disc jockey. 9-11 PM, network news, network features, disc jockey. 11-12 midnight, network news, network features, disc jockey.

**COMMERCIAL POLICY:**

Discontinued. All announcements are flat 95-97 cent, and are not applicable. 8-second spots are immediately permissible by announcements of greater length.
AT&T prefers cost-plus rates

But broadcast-industry attorneys object to lack of ceiling, though they endorse rate principle

AT&T favors a method of pricing based in part on what customers call a what-the-market-will-bear philosophy, but it designed its proposed new rate structure for radio and television program transmission without checking with broadcasters, and in the face of evidence that 195 commercial and educational television stations find present rates already too high.

Broadcast-industry attorneys brought this out last week in cross-examination of William M. Ellinghaus, vice president of AT&T in charge of marketing and rate plans department, in the FCC's continuing hearing on the company's rate structure and the rate-making principles that should be used.

The company is advocating use of a so-called additional-cost system, under which the company determines its cost in providing a service, then figures a rate that will cover that cost, including a return on capital, with some left over, if possible, to contribute to the entire enterprise. The system provides for a floor but no ceiling—other than that imposed by market conditions; officials say the aim is to achieve the "optimum contribution" possible.

Broadcast-industry attorneys in general endorse the additional-cost theory, but object to the lack of a ceiling, and their questioning of company witnesses has been aimed at discrediting the company's market estimates. Under the new rates proposed, but not yet filed, video transmission costs would be increased some $20 million, to $65 million, and audio costs, some $4 million, to $27 million. These are in terms of the full-additional-cost system.

Mr. Ellinghaus, under questioning by Joseph Kittner, said 177 commercial and 18 educational television stations are connected to the networks through such non-Bell System means as private microwave facilities or miscellaneous common carriers. He said that this was the reason the company is not considering an increase in any of its charges for interchange channels (the major trunk lines between cities) for contract users.

The number of such non-Bell connections in 1960 was nine. The company has provided the networks with some data on a study made for it comparing its costs to stations against those of non-Bell services. The material, currently being studied by the networks' experts, has not yet been placed in the record.

Mr. Kittner, who was representing the three networks, also developed through his questioning of Mr. Ellinghaus that the company did not consult with the customers themselves on what their reactions would be to higher rates whether they would in fact drop AT&T's service.

Mr. Ellinghaus said the company's proposed new rates were developed with the aid of officials of subsidiary companies who serve as liaison with the networks and the stations. These are account executives from the long lines

Teen-Age Fair returns to TV with youth-market programing

"Would you like to see my portable bar?" asks the neat, trim, young-looking man in the trim, modernistic office on Hollywood's Sunset Boulevard. Visitors invariably head for the credenza-type bar more apprehensive than curious. When they get there the top slowly opens and a pale, wax-like hand curls out with a promotion folder lightly held between two fingers.

In the bar is a fresh-faced, silk-haired teen-age beauty queen, curled up and cramped. She's out of the stable of Teen-Age Fair Inc., a company born of television to become exposition promoters and now turning back to television as a way of providing service to its exhibitors. The man behind the desk, Al Burton, president of the company, has been pulling off such sight gags and promotional stunts for the last six years, or ever since Teen-Age Fair was formed. 

TV's Children — Mr. Burton and his partners Frank K. Danzig and Bart Ross are first-generation offspring of the television age. They produced, directed, sold and promoted for local television in Los Angeles since the earliest days of the medium. The first Teen-Age Fair, staged in 1962, actually grew out of a successful television series, Spotlight on Youth, produced in Los Angeles by the Messrs. Burton, Danzig and Ross.

Soon the tail began to wag the dog. The Teen-Age Fair, just a spin-off idea at first, grew into one of the nation's largest entertainment events designed solely for young people. It amounts to a world's fair for the young generation. It includes exhibits, stage events and participation activities all supposedly reflecting the interest, desires, needs and ambitions of the nation's most swinging consumer group. During the last six years, the fair has been staged in 20 major markets and reportedly attracted more than 8½ million youngsters. Next year, which figures to be its biggest, the fair will play Hollywood, San Jose, Calif., Baltimore, Pittsburgh, Portland, Ore., Cincinnati, Kansas City, Mo., Denver, Cleveland, Houston and Atlanta.

Return * And what happened to television in this dynamic success story? For a time, the Burton, Danzig and Ross combination had it all it could do hanging on to a runaway express. But then their youth exposition concept began to come around full cycle. Each year a one-hour special on KTLA-TV Los Angeles brings local viewers the finals of the "Miss Teen U.S.A. Pageant." For the last two years ABC-TV has carried the finals of the "Miss Teen International Pageant." Both contests are spin-offs of—and are produced by—Teen-Age Fair Inc.

In addition, this season, the Messrs. Burton, Danzig and Ross also produced a one-hour special for PepsiCo called Go!, while Teen-Age Fair was associated with Peterson Productions in the production of the summer ABC-TV series, Malibu U.

Some of this television production has been the direct result of Teen-Age Fair's relationship with exhibitors, who also are big television advertisers. Go!, for example, was...
group, who work with the networks, and industry representatives, who deal with the stations.

“We feel we get a much more objective view from an analysis of our own people who work in this thing rather than trying to get some determination as to what the reaction of a customer would be in the face of a rate increase or a rate decrease.” In view of Mr. Ellinghaus’s emphasis on the intimate knowledge the subsidiaries’ liaison men had of the broadcast industry customers’ needs and problems, the witness surprised Hearing Examiner Arthur Gladstone with an answer to a question posed by Robert Hankins, attorney for the National Association for Broadcasters.

Mr. Hankins asked whether the proposed increases in the rates wouldn’t lead the networks to discontinue affiliations with stations that are “the least profitable or are marginal to the networks.” And Mr. Ellinghaus responded: “I am not sure I can answer the question relative to what the particular networks might do with respect to their internal operations.”

Examiner Gladstone found this surprising in view of the witness’s earlier statements as to the thoroughness of AT&T’s knowledge of the needs and workings of the networks and stations.

“I can’t quite square the two statements,” he said.

Mr. Hankins then modified his answer to indicate the company had some knowledge of the likely impact of the increased rates. He said a study indicated that “only in a very few cases that there may be some reduction in the number of stations on the network . . . .” He said it was so small that no percentage figure was attached to it.

Norman Schwartz, representing the commission’s Common Carrier Bureau at the hearing, has suggested that the company present for questioning some of the liaison officials on whom it has relied in making judgments. Attorneys for the company said they would find out who is available and report back this week.

CBS drops ‘Spectacular’ for live sports events

TV’s oldest sports anthology series, The CBS Sports Spectacular, after an eight-year run (13-to-17 weeks annually) will go off the air in 1968. The move will leave ABC-TV a clear field with its 90-minute Wide World of Sports series (52 weeks a year), on since 1961. NBC-TV’s Sports in Action anthology, comprising 53 shows from October 1963 to January 1966, was dropped because “not enough good material was available [at the time] on a weekly basis.” CBS officials confirmed last week that the network will not carry the 90-minute Spectacular series because of an attempt in 1968 to begin year-round live Sunday afternoon sports programing. The schedule opens with a National Hockey League Game of the Week on Jan. 28. (The initial NHL games are set for Saturdays, Dec. 30, Jan. 6, 13 and 20, to avoid conflict with CBS’s closing of the National Football League Sunday games.)

Following the NHL Stanley Cup playoffs in April, CBS will switch its National Professional Soccer League coverage from Saturdays to Sundays (May 26-Sept. 8) and continue into the network’s pickup of the 1968-69 NFL season.

CBS was quick to add that cancellation of the Spectacular series did not necessarily spell its death—it might come back later.

Latest Nielsen shows no movies in top 10

For what was believed to be the first time in this season, a Nielsen rating report appeared last week with no movies in the top-10 programs. It was the fast weekly Nielsens for Nov. 13-19 and it showed CBS-TV ahead in the average ratings (7:30-11 p.m.) with 20.6, followed by NBC with 18.0 and ABC with 16.5.

Beverly Hillbillies, Jackie Gleason Show and Green Acres, all on CBS, took the top-three spots. Top-rated movie was CBS’s Friday-night entry, “Call me Bwana,” which ranked 13th. NBC’s Tuesday-night movie, “Tammy and the Doctor,” was tied for 14th, CBS’s Thursday-night movie, “Woman of Straw,” was tied for 17th, and NBC’s Saturday-night movie, “Adventures of a Young Man” was 24th. ABC’s Sunday-night movie, “Dear Brigitte,” fell below the top 30, as did “Dial M for Murder,” a special production that replaced ABC’s Wednesday-night movie that week.

Minow wants free time for presidential races

Newton N. Minow, Chicago attorney and former FCC chairman, last week recommended free TV time for all presidential candidates.

Speaking before a dinner of the lawyers’ division of the Jewish Federation’s 1967 campaign fund in Chicago,
ETV gets Ford money to fill Detroit news hole

The Ford Foundation last Monday (Nov. 27) announced that it had authorized a $3,000 weekly grant to WTVS(TV) (ch. 56) Detroit, a noncommercial station, for an experiment in news coverage to fill the gap created by Detroit's newspaper strike, which started the day before Thanksgiving (Nov. 22).

WTVS(TV) began using the money the day of the announcement for a special one-hour news program (7-8 p.m.) on a Monday-to-Friday basis. Ford's grant is for 10 weeks unless the newspaper strike ends sooner.

Ford said the grant will be used primarily for the station's employment of idle staff members of the Detroit Free Press. (The city's second paper, the Detroit News, had not cut off its editorial employees' salaries.)

Dr. Paul B. Richard, executive secretary of Detroit Educational Television, which operates WTVS, told Broadcasting that the experimental TV news program has been "a great success" with numerous telephone calls applauding the effort. He described the experiment as one of "a different approach where 10 Free Press reporters actually create a television newspaper that has all the appearances of a city desk newsroom."

After an anchorman introduces the show, "on come a radio-TV critic, a lady who reads the comics, an educational news editor, etc." He said the reporters sit behind their typewriters and report the local news "as they dig it out."

The net effect, he explained, is a news program with "more believability, more credibility, more freshness," which produces the picture of a working press—not like the polished news broadcaster who leaves viewers with the impression that somebody behind them got the news and they are only performing." He asserted that the reporters' initial nervousness is overshadowed by these other qualities.

In a quick aside, Dr. Richard added that he hopes the strike will continue so that the program too will survive. WTVS, he said, hasn't the funds to program such a news show, and in recent years has scheduled only in-depth news discussion programs.

One big story has already broken with WTVS's TV newspaper on hand to cover it, Dr. Richard said. On Nov. 28, Detroit's city council voted on an open-housing act. The station reported the vote and interviewed a council member.

Channel 56 is using the studio facilities of Wayne State University, which produces and pays for production costs of the news program. The station usually programs seven days a week (8 a.m. to 11 p.m.). It has pre-empted and rescheduled some of its National Educational Television and National Association of Educational Broadcasters' programs to accommodate the news program. Some of these programs have extended the station's broadcast day, Dr. Richard reported.

Mr. Minow noted that "one hour of television time now costs political candidates about $200,000." With TV's rising costs, he said, "the only candidates who will be able to appear on television will be wealthy ones, or ones with vast financial resources."

To remedy this situation, he suggested that networks should give presidential candidates a specified amount of free time, perhaps an hour a week, in the four weeks before a national election. In the event they do not offer free time, he said, the FCC should see that they do.

"The United States," he commented, "is the only country in the world where candidates must buy television time."

Television in this country, Mr. Minow added, "is in command of 200 million people. If democracy is to survive, the television people must use the public air to inform and educate."

Show to honor Philharmonic

WNDT(TV) Newark-New York, non-commercial station, will present Beethoven on Broadway: The 125th Anniversary of the New York Philharmonic Thursday, Dec. 7 (9-9:30 p.m.), with the aid of a $15,000 grant from the Olivetti Underwood Corp. and its electric typewriter and calculator divisions. Aaron Copland, Leonard Bernstein, Leopold Stokowski, Richard Rogers, Marya Mannes, Amyas Ames and Carlos Mosel will be among the celebrities.

'BPL' draws mostly praise

Favorable audience response of "90% or better" to the first four Public Broadcast Laboratory shows was reported last week by a dozen non-commercial stations in the East, Midwest and West to the National Citizens Committee for Public Television.

Ben Kubask, the committee's executive director, said the stations had been polled in connection with efforts to organize local, state and regional citizens committees (see story, page 36). "One Midwestern station we called," he said, "reported only one negative letter."

The stations polled were: WGBH-TV Boston, WQED(TV) Pittsburgh, WHYY-TV Wilmington, Del.; WETA-TV Washington, WMVS(TV) Milwaukee, WIZZ(TV) Cleveland, WTTW(TV) Chicago, KCSB (TV) Kansas City, Mo., KETC(TV) St. Louis, KUON-TV Lincoln, Neb., KQED (TV) San Francisco, and KETC(TV) Los Angeles.

AFTRA local to hear ABC employs

The New York local of the American Federation of Television and Radio Artists decided last week to hold a special meeting devoted solely to appeals of ABC newsmen and personnel who were fined for crossing picket lines during the recent strike of the National Association of Broadcast Employees and Technicians.

An AFTRA source said the subject was taken up last Monday (Nov. 27) during a general membership meeting, which had considered other subjects, but no decisive vote was taken. The date of the special meeting will be announced soon.

Under the union's constitution, AFTRA members who have been fined and censured may appeal to their local membership, to the national executive board and to the annual convention.

A union spokesman said 28 members employed at ABC in New York were censured and/or fined.

BROADCASTING, December 4, 1967
CATV's object to proposed microwave rule

SYSTEMS SAY PROGRAM ORIGINATION WOULD BE HURT

CATV interests served notice on the FCC last week that they are unhappy with the proposed prohibition of microwave stations in the business-radio service from relaying locally originated programming to CATV systems. In response to an October notice of proposed rulemaking (Broadcasting, Oct. 23), the CATV operators charged that the commission action would, in effect, foreclose the use of any private microwave frequencies for transmission of CATV programing.

At issue is a commission attempt to close a loophole in its 1965 order establishing a new class of service for noncommon-carrier microwave operators serving CATV's (Community Antenna Relay), placing them in a new spectrum location — 12,700-13,200 mc band (Broadcasting, Oct. 18, 1965), and eventually permitting CATV to absorb the present CATV-serving microwave relay systems in the business radio service (12,200-12,700 mc band). The commission also provided CAR licensees with an interim allocation of 250 mc in the 12,700-12,950 mc band, presently used by TV auxiliary stations, until technical standards could be established.

In adopting CATV the commission expressed concern with the burden TV-program transmission places on the spectrum, and said that change was needed in the interest of more efficient spectrum management. But the 1965 order was limited to programing originating with TV stations.

FCC's Intent * With its rulemaking proposal two months ago the commission said the same rationale applies regardless of the source of programing intended for CATV distribution. Commission action would affect, for instance, closed-circuit telecasts of local, live events (high school football games, etc.). The commission further said it would take no action on applications for business-radio-service stations serving CATV's until after completion of the rulemaking proposal.

Though the commission said its proposal not be read as a judgment on the merits of CATV program origination, the CATV interests claimed the commission should defer action on the proposal until either it had made up its mind on the merits of such origination or made "adequate provisions" for CATV transmissions in other services.

Multiple-CATV-owner H&B Communications Corp. said the commission should hold up its decision until "it has resolved whatever doubts it may have" about such origination. If the commission should resolve that question, H&B

Writers vote on credits

The TV-radio branch of the Writers Guild of America, West held a very special, very in, vote in Los Angeles last week. It concerned the most important issue, next to money, that Hollywood talent ever faces: credits. By a vote of 237-122, TV-radio branch members approved the current system of awarding on-screen credits. At stake was a newly adopted clause that allows production executives to share writing credit if they merely help make "substantial" changes in a script. Previously they had to make a 75% contribution to the script before credit was awarded.

So-called nonhyphenated writers are convinced that the more liberal clause heavily favors producer-writers and director-writers and they brought about last week's vote in hopes of winning a return to the percentage formula.

NEW HOUSTON FEARLESS COLOR-MASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW— THAN ANY OTHER COLOR FILM PROCESSOR.

Easy to operate; one man can do it. Durable stainless steel construction means longer life, less down time. Unique modular construction permits easy conversion to any new process or requirements.

HOUSTON FEARLESS CORPORATION
11801 West Olympic Boulevard, Los Angeles, California 90064 (213) 272-4331

BROADCASTING, December 4, 1967

63
Nixon urges presidential-candidate debates

In recent years, Richard M. Nixon has been apt to disarm audiences with the candid admission: "I fumbled debating in 1960." Yet last week Mr. Nixon, who stands a good chance, according to informed speculation, of capturing the Republican nomination for President again in 1968, indicated he was ready for another round of presidential debates on television.

On a National Educational Television network interview program Monday (Nov. 27) the former Vice President and Republican nominee for President in 1960 said he hoped President Johnson would reverse his stand of 1964 and consent to debates in the forthcoming campaign.

(Bills that would suspend Section 315 of the Communications Act, permitting debates between top candidates without leaving stations vulnerable to demands for equal time by minor candidates, have been introduced in Congress but have thus far generated little support. Observers say unofficially that the administration isn't interested and without presidential pressure in their behalf the bills have practically no hope for passage.)

Mr. Nixon said he hoped next year's Republican candidate would conduct a different sort of campaign than he did in 1960, but he added: "I believe there should be debates. I believe that the debates of 1960 served a great cause in creating tremendous interest in the campaign and also in educating people about the great issues."

United Artists names Serrao as TV manager

United Artists Broadcasting Inc. began to implement its entry into TV station ownership last week when it announced the appointment of John A. Serrao as vice president and general manager of the company, effective Dec. 11.

Mr. Serrao will direct his immediate attention to the company's WUAB-TV Lorain, Ohio, which is scheduled to go on the air next year on channel 43. United Artists Broadcasting also holds an FCC permit for KUAB-TV (ch. 20) Houston.

Mr. Serrao, who will make his headquarters in Cleveland, has been most recently manager of Screen Gems Broadcasting in New York. Earlier, he was with Kaiser Broadcasting Corp. as vice president, sales, and as general manager of Kaiser's WKBD-TV Detroit and KXVH-AM-TV Honolulu. Mr. Serrao also served for eight years with Peters, Griffin, Woodward as sales manager of its Los Angeles office.

Changes made in SG's executive suite

The advancement of Abe Schneider from president of Screen Gems to board chairman and chief executive officer and of Jerome S. Hyams from executive vice president and general manager to president was announced at the company's annual stockholder meeting Nov. 28 in New York.

Mr. Hyams told the meeting that he is "confident" that fiscal 1968 earnings will surpass those of fiscal 1967, which was a record-breaking year, and said the company's diversification program was a factor in the strong performance this past year. He noted that aside from its main business of producing and distributing programs and features for TV, Screen Gems has expanded over the past nine years into television commercial production, station ownership, product licensing, music publishing, records and audience and consumer research.

He reported that Screen Gems is "assured" of at least one new one-hour program and two new half-hour series on ABC-TV during the 1968-69 season, in addition to some of the company's present series that are expected to be rescheduled. After the meeting he disclosed that the one-hour series, still untitled, will be a western starring a white man (Don Murray) and a Negro (Otis Young) who are antagonistic toward one another.

Incumbent directors were re-elected for one-year terms.

Radio series sales . . .

30 Hours of Christmas (Triangle Stations): KCJY Pueblo, Colo., and KOGT Orange, Tex.

Doctor's House Call (Signal Productions): WAZY Lafayette, Inc., and KUMA Pendleton, Ore.


More For Your Money (Signal Productions): KTBB Tyler, Tex.

The World of Money (Signal Productions): KTBB Tyler, Tex.

Voices from Vietnam (Gospel Radio Network): WNAH Nashville, and WWMO Redsville, N. C.

Tucson trial-news injunction lifted

A temporary injunction against all broadcast and print news media in Tucson, Ariz., in connection with an impending murder case was lifted last week after heated debate. Robert O. Roylston, Pima county superior court judge, who last month ordered Tucson news media and local court and police officers to desist from commenting about the defendant's past criminal record (BROADCASTING, Nov. 27), denied a defense motion to continue the restraining order. In his ruling, Judge Roylston said that "the press has asked to govern itself in the past and this action will allow the press to do just that."

He threatened, however, to get tough if the news media didn't follow rules. "If it is felt that the press is not accepting this responsibility," he cautioned, "an injunction will be reinstated."

urged the prohibition of the mobile microwave frequencies for CATV use because such use would be inconsistent with its 1965 order. Filing with Jerrold were Cosmos Cablevision Corp., National Trans-Video Inc., Cox Cablevision Corp. and Newchannels Corp.

The Association of Maximum Service Telecasters claimed it would be "unwise" for the commission to bar CATV use of the service until it has determined whether use of a frequency assigned to "any service for this purpose would be in the public interest." AMST said that CAR might be "less desirable" for CATV transmission than the present business-radio-service frequencies and that it would therefore be "undesirable" to have completed the proposed rule-making barring the service.

Among others who filed comments were the National Cable Television Association (against) and KRLD-TV Dallas-Fort Worth (in support).

64 (PROGRIMING)
New data on local TV news

Katz's research shows affiliation, starting time and length affect ratings

Network affiliation, starting time and length are the major factors influencing the ratings of early evening local-TV news shows, according to a study released last week by Katz TV.

Katz commissioned a special tabulation by the American Research Bureau of the February/March 1967 ratings for evening news shows on 279 stations in the top-100 markets. Among the factors examined were network affiliation, time zone, number of stations in the market, time, length of show, and relationship to other programming.

Katz offered the following principal conclusions:

Network Affiliation - The average ratings, shares and demographics of CBS-TV and NBC-TV affiliates were almost identical, and somewhat higher than for ABC-TV affiliates and independents. News on ABC stations attracts generally higher proportions of young (under 50) adults, however.

Starting Time - In general, the later the starting time of local evening news shows, the higher their ratings. Similarly, they attract more adults and fewer teen-agers and children.

Length - Half-hour news shows (the most prevalent length) have the highest ratings. But shows 45 minutes or longer, while their total ratings are lower, attract more adults per 100 homes, and consequently about the same adult audience as the half-hour shows. The homes turning out of the longer shows appear to have more teenage and child viewers.

High Rating - In general, the report concludes, shows starting at 6 p.m. or later and half-hour shows tend to have the highest ratings. And these are indeed the most common starting times and show lengths.

The study found that most (233) of the 279 stations schedule their local news immediately before (122) or after (111) the network news. Most ABC stations schedule local before network. Two-thirds of stations in the Eastern and Pacific time zones schedule local before network, while the opposite pattern prevails in the Central and Mountain zones.

Local news shows following the network news tend to fare better in the ratings, particularly on ABC and CBS stations. But the difference appears to be a function of later starting time, according to the report.

In general, scheduling local news before, after, or "wrapped-around" the network news, the nature of the lead-in program, and starting time in relation to scheduling format have little or no specific effect on the ratings, according to the study.

Chertok to head W7 advertising

Further appointments in the newly constituted Warner Brothers-Seven Arts television operation are being announced today (Dec. 4) for the organization's advertising, promotion and publicity department.

Harvey Chertok, director of television advertising, promotion and publicity for Seven Arts since 1961, becomes executive director of worldwide television advertising, promotion and publicity. From 1958-61 he was supervisor of advertising, United Artists Associated.

Gordon A. Hellman, formerly director of marketing and research for Warner Brothers Television, has been named director of television sales development and promotion for W7, and Martha Torge, who has been assistant director of advertising, promotion and publicity for Seven Arts, has been appointed director of television advertising and publicity.

Program notes...

Another from Hazam - NBC News said last week it will produce The Art Game, an examination of the economics—not aestheticism—of art, to be scheduled on NBC-TV next spring. The program, touching on such aspects as art investments, art donations, donations for tax exemptions, art fakes, mass merchandising of art and suggested reforms in the business of art, will be written and produced by Lou Hazam. Mr. Hazam's credits include American Profile: The National Gallery of Art, Vincent Van Gogh: a Self-Portrait and Michelan-
Editorial hits 'conflicting interests'

The FCC's ruling that the fairness doctrine applies to cigarette advertising has been attacked in editorials broadcast by WTMJ-AM-FM-TV Milwaukee. The stations have called it a "classic example" of one government agency operating at cross purposes with another and both "using your tax money to support conflicting interests."

At the heart of the editorials is the FCC's ruling that stations are obligated to offer free time in opposition to cigarette commercials. The four editorials aired Nov. 22-27 note that while the government is attempting to counteract cigarette advertising in the U. S. it is spending money to promote cigarette sales abroad. According to the stations it spent nearly $30 million in the last fiscal year to regain and expand foreign markets for U.S. tobacco.

They also note that the cautionary statement required on cigarette packs is not mandatory on cigarettes packaged for export. The editorials also point out that the U.S. Department of Agriculture will spend $240,000 in Japan, Austria and Thailand to promote local tobacco products containing large amounts of U.S. tobacco.

Also cited was Agriculture's $106,000 outlay toward production of a documentary film extolling U.S. tobacco. The film, made in Hollywood, is for European theater use only and will not be shown in the U. S.

Thus the activities of the Agriculture Department and the FCC, the editorials conclude, represent "another Washington conflict on the subject of tobacco and your health. How could a film extolling the pleasures of tobacco be shown here when American radio and television stations are forced to carry anti-cigarette messages?"

ABC's 8th flick • ABC-TV has ordered a movie-length, taped dramatic special for showing in a movie night slot, and last week announced the signing of several stars to appear in the production, A Case of Libel. The two-hour show will be produced by Talent Associates, the firm's eighth such production for ABC this season.

The TV adaptation is based on the Henry Denker Broadway dramatization of Louis Nizer's autobiography, "My Life in Court," and will star Van Heflin, Jose Ferrer, E. G. Marshall, Anthony Quayle, Lloyd Bridges, Angie Dickinson, George Grizzard and Marc Connelly. A date for telecast has not been selected. Producer for TA is David Susskind and director is Charles Jarrott.

Special Christmas offer • The Sacred Heart Program, on radio and television throughout the world, is making available to all radio stations in the U.S. two 30-minute and two 15-minute special Christmas broadcasts. This offer marks the first time that seasonal programs have been made available to radio stations other than the 520 which regularly air the program. Broadcasts will include music prepared and performed by the Roger Wagner Chorale of Hollywood and the Cal St epan Choral of Cleveland. For copies contact: Sacred Heart Program, 3900 Westminster Place, St. Louis 63108.

Third 'Portrait' set • James Mason will be the third star to be featured in the Portrait series of specials now being produced in Hollywood for syndication. Four Star Television is distributing the series. Already completed by Hollywood newsreel syndicate for video productions are "portraits" of Robert Mitchum and Omar Sharif.

Secret of Agriculture Orville L. Freeman, seated, examines a special copy of the NAFB report as Mr. Nance (c), and Lester Frankel, executive vice president of Audits & Surveys Inc., New York, which conducted the survey, look on.

NAFB's Nance cites need for expertise

Farm broadcasting's job is becoming even more complex with the changing face of the U.S. farm, Bob Nance, WMT Cedar Rapids, Iowa, outgoing president of the National Association of Farm Broadcasters, told the annual NAFB meeting in Chicago Nov. 24.

Today's farm reporter must be an expert in taxes, urban expansion, labor legislation and import-export problems as he is in agricultural basics, he indicated.

Mr. Nance also reported broad agency acceptance for the national farm radio survey issued last month indicating the depth of farm radio's reach (Broadcasting, Oct. 9).
First leased news wire marked as historic site

Bronze plaques were unveiled in the offices of the Associated Press in New York and Washington last Wednesday (Nov. 29) to mark the establishment by AP of the first private leased wire for news transmission in 1875.

The plaques, presented by Sigma Delta Chi, a professional journalism society, denote an historic site in journalism. The plaques were the 29th and 30th "historic sites in journalism" that have been marked since the SDX program began 25 years ago.

In a talk following the dedication in New York, Paul Miller, AP president, who is president of Gannett Newspapers (which includes radio-TV stations), quoted from a report of the Sigma Delta Chi historic sites committee as follows:

"Today's newspaper production, radio newscasts and even television network broadcasts are possible because of the historic breakthrough in 1875 when the Associated Press established the world's first leased wire."

Drumbeats . . .

Rock promotion = KRLA Pasadena, Calif., a contemporary music station, is conducting a psychedelic-oriented promotion that involves a diamond and multicolored rocks. The diamond is station account executive Lex Diamond who has presented hand-painted, person-alized, rocks to hundreds of key agency people over the last six weeks. The campaign stresses "Rock Can Be Beautiful . . . on KRLA" theme.

Awarding admn = John W. Burgard, vice president, advertising, Brown and Williamson Tobacco Corp., Louisville, Ky., has been named to receive the 1967 Human Relations Award of the Broadcasting and Advertising division of the American Jewish Committee's Appeal for Human Relations. The agency, founded in 1906, "protects the civil and religious rights of Jews and advances the cause of improved human relations for people everywhere." The award will be presented Dec. 12 at the New York Hilton hotel.

DIAL-A-STAR = WAII-TV Atlanta (ch. 11) may have solved the problem of misplaced TV program guides. Beginning Sunday, Nov. 19, the station inaugurated a new public service. By dialing 892-3191 in Atlanta, Georgians are able to hear the television industry's celebrities relate the evening's complete television lineup, including program, time of broadcast and leading stars.

PR merger = Jack McGuire/Associates Inc. and William F. Corcoran & Associates, both Chicago-based public relations firms, merged Dec. 1. The firm will operate under the name of Jack McGuire/Associates Inc. from offices at 20 North Wacker Drive, Chicago. Mr. McGuire retains position of president and Mr. Corcoran has been appointed a vice president of the firm.

Edwin Johnson honored by Pioneers

Edwin C. Johnson, former governor of Colorado and chairman of the Senate Commerce Committee from 1949 to 1955, has been made a lifetime member of Broadcast Pioneers. His Senate service began in 1937, and as a Commerce Committee member he took an early interest in prewar experimental television transmissions.

Governor Johnson (l) was given his membership certificate in a Denver ceremony held Nov. 21 and led by Ward L. Quaal (r), president of WGN Continental Broadcasting Co., parent company of KGW-TV Denver. Mr. Quaal represented Glenn T. Marshall, national president of Broadcast Pioneers, at the Denver presentation.

Governor Johnson served one term as lieutenant governor and two terms as governor of Colorado before he began his Senate career. After three terms in the Senate he returned to Colorado in 1955 and was re-elected governor.
Filmways net off; expansion planned

Filmways Inc., New York, last week reported 1967 fiscal net income down by 11% from last year's comparable period. The company in its consolidated statement said 1966 results have been combined to reflect three acquisitions in fiscal 1967: Sigma III Corp. (film distributor), New York; and Acme Film & Videotape Laboratories and Cineflex Inc. of California (optical effects specialist), both Hollywood.

Martin Ransohoff, president and chief executive officer said the new acquisitions "place Filmways more solidly than ever in key areas of motion pictures and television." The company, he noted, is now "in a stronger position than ever to consider and execute further expansion, including acquisitions. We enter fiscal 1968 with enthusiasm and confidence."

Mr. Ransohoff said Filmways has expanded from being a TV commercial producer to a TV program producer and syndicator, and independent motion picture producer, distributor and supplier or related technical services.

In TV, Filmways now has three "popular and durable" programs on CBS-TV (The Beverly Hillbillies, Petticoat Junction and Green Acres), two other "popular" ones on NBC-TV (Eye Guess and Personality), and two TV series in syndication (Pat Boone in Hollywood and The Addams Family).

The company's newer TV properties include a half-hour comedy series, Doc, sold in a "pilot deal" to NBC-TV; and four specials, three of them plays by William Shakespeare, being produced in arrangement with the Royal Shakespeare Company of England for CBS-TV. The fourth, A Journey to Jerusalem, featuring Leonard Bernstein, Isaac Stern and the Israel Philharmonic, has not been completed.

Another proposed TV series, entitled Lassiter, about a journalist, is now being reworked into a feature film, the company reported.

For fiscal year ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.33</td>
<td>$1.40*</td>
</tr>
<tr>
<td>Revenue</td>
<td>31,608,677</td>
<td>34,981,629</td>
</tr>
<tr>
<td>Net income</td>
<td>1,176,838</td>
<td>1,312,468</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>8,888,152</td>
<td>9,797,704*</td>
</tr>
<tr>
<td>Restated for 2% stock dividend in May 1967.</td>
<td></td>
<td></td>
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H&B American's profit shows sharp rise

H&B American Corp., Beverly Hills, Calif., one of the nation's major CATV operators, showed a substantial increase in net profit for the first three months of its current fiscal year. Gross revenue also rose but not as significantly as profit.

For the period ended Oct. 31:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.90</td>
<td>$0.68</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>1,652,988</td>
<td>1,367,470</td>
</tr>
<tr>
<td>Net profit</td>
<td>226,236</td>
<td>140,279</td>
</tr>
</tbody>
</table>

W7's 1st-quarter loss less than was expected

 Warner Brothers-Seven Arts will show a net loss of "less than $500,000" in its first fiscal quarter ended Sept. 30. The loss is less than anticipated, Eliot Hyman, chairman, told the New York Society of Security Analysts last week.

He said the loss was attributable to writeoffs of unprofitable pictures along with expenses resulting from the merger of Seven Arts and Warner Brothers earlier this year. No comparative figures for a year earlier will be reported because Warner Brothers-Seven Arts is the survivor of the consolidation.

Mr. Hyman told the analysts that his company is seeking to expand into the areas of educational and industrial film production and distribution, and, as earlier reported, in broadcast station ownership.

He provided additional details on W7's recent purchase of Atlantic Recording Corp. for a price that could approach $17 million. The initial payment, he said, will be $6 million in cash; $1.5 million in notes and $2.5 million in W7 stock valued at $40 a share. The remaining $7 million, he added, is to be paid on an incentive basis out of earnings of Atlantic in future years.

Film service, photo lab acquired by Fuqua

Fuqua Industries, diversified Atlanta-based corporation that includes multiple broadcast ownership, is paying out more than $4 million in stock to acquire Modern TeleService, New York ($3.2 million) and Champagne Color Inc., Orlando, Fla. ($1 million). Acquisitions are the fifth and sixth for Fuqua this year. It is also acquiring Rome Industries Inc., earth-moving equipment manufacturer, and McDonough Industries Inc., maker of power lawn mowers (Broadcasting, Oct. 9).

Modern TeleService deals principally with ad agencies and TV stations and has film exchanges in New York, Chicago and Los Angeles. It will operate as part of Fuqua Communications, which runs firm's radio-TV stations.

Champagne Color, processing and photo finishing concern, will operate as a part of Fuqua's photographic subsidiary, Colorcraft Corp., Durham, N. C.

Norris Grain buys into Tors

Norris Grain Co., Chicago, a diversified, privately owned corporation, has acquired a minority stock interest in Ivan Tors Films Inc., Miami, a TV and motion picture production firm. The transaction was described by both companies as an initial step in the planned expansion of Tors's activities, which include the development of a "major attraction" featuring Tors's "affection-trained" wild animals, and an "African rodeo" traveling show.

Norris lists among its properties the Detroit Red Wings, a team in the National Hockey League.
Trans-Beacon shows healthy earning gains

Trans-Beacon Corp., New York, reported an increase in operating revenues and earnings for the nine-month period ended Sept. 30.

Trans-Beacon distributes motion picture and television films, and operates theaters and refreshment concessions in the United States and Canada. Through its wholly owned subsidiary, Weston Merchandising Corp., it acts as merchandising representative for personalities and entertainment properties.

Trans-Beacon is traded on the American and Pacific Coast Stock Exchange. Sheldon Smerling is president.

For nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earning per share**</td>
<td>$0.17</td>
<td>$0.01</td>
</tr>
<tr>
<td>Operating revenue</td>
<td>6,546,623</td>
<td>6,531,810</td>
</tr>
<tr>
<td>Cost of sales</td>
<td>4,186,936</td>
<td>4,165,506</td>
</tr>
<tr>
<td>Net income</td>
<td>327,918</td>
<td>29,014</td>
</tr>
<tr>
<td>Sales</td>
<td>32,152,863</td>
<td>31,152,863</td>
</tr>
</tbody>
</table>

**Excludes special credits in 1966 of $927,863 or four cents a share.

Financial notes ... 

* Republic Corp., Beverly Hills-based film processor among multichemical and industrial enterprises, last week reported that preliminary net earnings from operations for the fiscal year ended Oct. 31 were $2,689,000 on operating revenues of $63 million. PER share earnings were $1.01. By comparison, earnings reported by Republic in fiscal 1966 were $103,000 on operating revenues of $57,218,000, amounting to a loss of 12 cents per share.

* Trans-Lux Corp., New York, declared a regular quarterly dividend of 15 cents a share and a 5% common stock dividend, both payable Dec. 20 to stockholders of record Dec. 8.


Rollins plans stock split, dividend boost

Directors of Rollins Inc., Atlanta-based diversified company with group broadcast holdings, announced a 5-for-4 split on its two classes of common stock and revealed that it intends to raise the dividend rates on the new shares.

The split will be issued Jan. 25 to stockholders of record Dec. 26.

The board also declared regular quarterly dividends on the common stock of 7 1/2 cents per share, and on the class B common stock of 334 cents per share. Payment will be made Jan. 25, 1968 to stockholders of record for both classes as of the close of business Dec. 26.

Quarterly dividends are expected to be declared on the same basis after the stock split as before, which, the firm stated, will result in a dividend increase of 25%.

Rollins, in its six-month report ended Oct. 31 (BROADCASTING, Nov. 27), had 3,152,863 shares of common stock and class B common outstanding.

20th-Fox offers debentures

A 25-year financing plan has been started by 20th Century-Fox Film Corp., New York. Proceeds will be used to pay "bank borrowings originally incurred for working capital purposes, primarily for the maintenance of film inventory." The offering allows company shareholders to subscribe for $28,138,600 of 5 3/4% convertible subordinated debentures, due Dec. 1, 1992, based upon $100 principal amount of debentures for each 25 common shares, held as of record Nov. 22, 1967. The debentures are convertible into common stock at $25 a share. The subscription deadline is Thursday (Dec. 7).

FM registers 43% of all radio sales

Sales of FM radios now account for almost 43% of all radio sales and will probably equal the sales of AM radios in 1968, according to William B. Keepin, manager of the Norelco radio department of North American Phillips Co.

"This compares with 35% of all radio sales in 1966, and only 10.4% in 1960. At this rate of growth, FM sales will jump to 60% of total sales by 1970," according to Mr. Keepin.

Columbia's income sets record

Columbia Pictures announced last week that both gross income and net income were at record levels for the first three months of the current fiscal year.

For the three weeks ended Sept. 30, 1967 and Sept. 24, 1966:

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earning per share**</td>
<td>$0.66</td>
<td>$0.39</td>
</tr>
<tr>
<td>Gross Income</td>
<td>49,000,000</td>
<td>48,125,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,418,000</td>
<td>947,000</td>
</tr>
</tbody>
</table>

**Excludes special credits in 1966 of $927,863 or four cents a share.

Fates & Fortunes

BROADCAST ADVERTISING

Kensinger Jones, executive VP and creative director, Campbell-Ewald Co., Detroit, resigns effective Jan. 2, 1968. He has been with agency 10 years.

Jack Sidebotham, creative director, LaRoche, McCaffrey & McCall, New York, joins William Esty Co. there as senior VP and creative director, also in charge of art services.


Herbert Gandel, media director for Harvey & Carlson, New York, joins Delehanty, Kurnit & Geller, that city, in newly created post of VP, media research and planning.

Thomas Tilson, VP and general sales manager, Metro TV Sales, New York, named to new post of executive VP and general manager.

Susanne Kirtland, creative director for A C & R Advertising Inc., subsidiary of Ted Bates & Co., New York, elected VP.

Ernest Hachmeister, with WJHL Rochelle, Ill., named sales VP.

Boris Pritcher named VP of public relations and sales promotion for Pablo Ferro Films, New York commercial producers.

Rocco Campanelli, VP and senior art director, McCann-Erickson, New York, joins Kenyon & Eckhardt, that city, as senior art director on Mercury account. Louis Centlivre, McCann copy group head, joins same account at K&E as senior copy writer.

Dick Reynolds, with WEEZ Chester, Pa., named VP and general sales manager.


Edward G. A. West, assistant director of marketing with Gray & Rogers,
Kirkpatrick named by farm broadcasters

Keith Kirkpatrick, WHO-AM-TV, Des Moines, Iowa, was elected president of National Association of Farm Broadcasters Nov. 26, succeeding Bob Nance, WMT-AM-TV Cedar Rapids, Iowa. Other officers elected at annual NAFB meeting in Chicago include: VP, Wayne Liles, KBTN Portland, Ore., resigns as general manager of KOWN Escondido, Calif., to become general sales manager of WSLR Akron, Ohio. Perry A. Frey, account executive at WSLR, appointed local sales manager.

Thomas P. Brown, formerly with WCJM Gulfport, Miss., WEXX Salem, Mass., and KALY Lynn, Mass., and William J. Collins, with WDBR-AM-FM TV Boston, named account executives for WDBR-AM-FM.

Robert Pates, with WCPF Chicago, named account executive for WIND, that city.

Gary Popkins, with WCPA New Kensington, Pa., and WYDD(FM) Pittsburgh, appointed account executive at KQV Pittsburgh.

Robert J. Bullen, with Grey Advertising, New York, joins Stone Representatives there as sales executive.

Joel B. Harris appointed account executive for Cotton Maid Laundry Starch account, D'Arcy Advertising Co., St. Louis. Jack Forcelledo joins D'Arcy as assistant account executive for Banquet Canning Co. account.

Betray Jones, TV producer for J. Walter Thompson Co., appointed producer with Videotape Center, New York.

Dwight Reed Jr., H-R Radio, St. Louis, manager, named to Chicago radio sales staff, replacing Rex Lathen. Fred Johnson, Bomar Lowrance & Associates salesman, replaces Mr. Reed in St. Louis. Ron Leppig, Chicago salesman, named assistant midwestern sales manager. H-R television's VP and director of station relations in Chicago. Grant Smith, elected VP in charge of Chicago sales. He replaces Bill Hunefeld, whose plans will be announced later.

Kathy B. Koop, radio and TV media supervisor and copy writer for Eagle Food Centers Inc., Milan, Ill., joins creative copy group of Sperry-Boom Inc., Davenport, Iowa.

Ken Glover, with Oscar Mayer Packing Co., Chicago, and Dreher Packing Co., Columbia, S. C., appointed regional sales representative for WLOS-TV Asheville, N. C.

Stephen E. McCallum, with electronic components division of General Elec-

tric Co., Chicago, appointed head of newly established public relations department of Jack M. Doyle Advertising, Louisville, Ky.

William J. Lahr III, with Al Paul Lefton Co., Philadelphia, named assistant controller.

Robert Hartman, with Cleveland office of Look magazine, joins WHW-TV there as account executive.

Robert Young, manager of NBC Radio Spot Sales, San Francisco, named account executive for NBC-owned KNBR, that city.

MEDIA

Charles H. Cash Jr., with WJBR-TV Atlanta, named general manager of WYNX Smyrna, Ga.

Paul Jay Jacobson, with WIL St. Louis, WCCO and KSTP-AM-FM-TV, both Minneapolis-St. Paul, appointed station manager of WQQA Moline, Ill.


John B. Summers, staff member of general counsel's office of FCC, Washington, appointed assistant general counsel of National Association of Broadcasters, that city.

Claire Feldman named to newly created position of manager of administration and purchasing control for CATV division of Teleprompter Corp., New York.

PROGRAMING

Jack McLaughlin, manager, United Artists Television's service headquarters, Cincinnati, elected VP in charge of station services.

Ray Orford, program director for WURL Rochelle, Ill., named VP of operations.


Rufus J. Pederson, production manager at KATU(TV) Portland, Ore., joins
KBHK-TV San Francisco as executive producer.

Robert Gilmore resigns 10-year association with WWHO-TV Boston as producer-director and managing producer to form own company, Image Arts Inc., Brockton, Mass., production company and consulting service for TV, motion pictures, radio and related communications media.

Albert W. Uzzell, production manager for WTVW-TV Evansville, Ind., joins staff of KTHI-TV Fargo-Grand Forks, as operations manager.


Arthur J. Wander, formerly with WGMT (now WHM and WOR-FM, both New York and WKSW Buffalo, N. Y., appointed national program director for Group One Radio (WAKR Akron, and WONE Dayton, both Ohio; KBOX Dallas).


Gary T. Bourgeois, with Northern Michigan University, Marquette, appointed production director of WJPR Ishpeming, Mich.

Duke Martin, country-music broadcast personality, named director of program operations for KEEN San Jose, Calif.

Hal Moore, on-air personality for WHK Cleveland, appointed program manager for WYKE, that city.

Raul Davila, actor, named assistant program director for Spanish-language station WNJSU-TV Linden-Newark, N. J.

David Connell, producer with Robert Keeshan Associates, New York, and executive producer of Captain Kangaroo on CBS-TV, resigns to become VP, Ken Snyder Enterprises, that city. Al Hyslop, named VP at Keeshan, continues as Captain Kangaroo producer and assumes Mr. Connell's duties.

Leslie Stevens, director and writer, named producer of Universal TV's It Takes a Thief series to start on ABC-TV Jan. 9, 1968.

Tom Benko, film editor for KNXT (TV) Los Angeles, joins film editor staff of WJH-TV, that city.

Tom Sheldon, news director, appointed program/news director, and David P. Conrad, assistant production director, appointed sports/program director at WFIN Findlay, Ohio.

William H. Capellaro, assistant news director of WSNM-TV Milwaukee, named news director succeeding Jon Esther, who resigns to become area sales manager for Field Enterprises Educational Corp. in Milwaukee.

Herman Kogan resigns as assistant general manager of news and newspapers for Field Communications Corp. and WFLD(TV) Chicago to become editor of Book Week, Chicago Sun-Times literary supplement, effective Jan. 2, 1968.

Steve Delaney, news director at WSOC-TV Charlotte, N. C., joins NBC News as Columbus (Ohio) reporter for NBC News bureau in Cleveland.

George Reading, newsmen with WBBM-TV Chicago, joins WBB-TV Boston as anchorman-reporter on station's 11-11:30 p.m. news.


EQUIPMENT & ENGINEERING

Aaron R. Wall, general manager for Telepro Industries Inc., Cherry Hill, N. J., named president.

Bryce S. Durant, president, RCA Sales Corp., Indianapolis, assumes additional duties as division VP and general manager, RCA Victor home instruments division, effective Jan. 1, 1968. He succeeds Raymond W. Saxon, appointed to new position of VP, consumer products services. Mr. Durant has been with RCA 17 years, Mr. Saxon 27 years. Both will continue at Indianapolis center, reporting to Delbert L. Mills, who assumes new post of senior executive VP, consumer products and components, Jan. 1, 1968.


Gilbert K. Jaeger, systems engineer for RCA since 1959, named manager of systems engineering for Ward Elec.

TELEVISION

FANFARE

Robert P. Rimes, assistant advertising sales promotion manager for Westinghouse Broadcasting Co., New York, named to newly created position of manager, station group promotion.

Robert M. Grebe, with Grey Public Relations, New York, since 1964, elected VP, Grey PR.


Herren P. Pressler Jr., VP for public relations, Humble Oil & Refining Co., Houston, retired after 34 years with company. He will return to general law practice, becoming fourth partner in Houston firm of Anderson, Brown & Orn.


Marvin M. Freeman, promotion manager for KFIR-TV St. Louis, joins WKBS-TV Burlington, N. J.-Philadelphia as promotion manager.

Alan Ebner, in television press department of Universal City Studios, Universal City, Calif., named manager of department.


Dennis M. Collins, advertising manager of Volkswagen Mid-America Inc., Volkswagen distributor for Arkansas, Missouri, Nebraska and Kansas, joins account service staff of Ridgway Advertising Agency, St. Louis.


Thor Holmes, promotion and PR consultant, named promotional manager for Davis Broadcasting Co., Santa Ana, Calif.

Larry A. Wagner, promotion manager for WBBW-AM-FM-TV Topeka, Kan., joins promotion department of WDAP Kansas City, Mo.

Bruce F. Jensen, production coordinator for ABC Radio network news, New York, appointed on-air promotion writer for WINS, that city.

Adele Klate, house accounts supervisor for The Mort Salowitz Organization, Hollywood promotion agency, appointed supervisor.

Melvin S. Warenback, assistant advertising director for F. W. Woolworth Co. in 11 western states, joins KBHK-TV San Francisco as promotion specialist.

INTERNATIONAL

Jacques Filteau, executive assistant to general manager of I.T. Television de Quebec (Canada) Ltd., Quebec City, appointed general manager of CJRC Ottawa, due to go on air next spring.

William H. Watkins, deputy chief engineer of FCC, Washington, elected by International Telecommunication Union as one of two representatives of Americas to join experts from nine other countries in Geneva for purpose of drafting constitutional type of charter for ITU to replace organization's present basic document.


Grant Worrell, with The Interpublic Group of Companies Inc., New York, appointed chief of broadcast support division of Voice of America, Washington.

DEATHS

Clarence D. Newell, 91, who retired in 1950 as president of Newell-Emmett Co., later reorganized as Cunningham & Walsh, died Nov. 27 at his home in Montclair, N. J. He was one of founders of Newell-Emmett in 1919 where he served as senior partner and president. He was also former chairman of American Association of Advertising Agencies. His wife, Alberta, and daughter survive.

Albert Warner, 84, one of four brothers who founded Warner Bros. Pictures, now Warner Bros.-Seven Arts, died Nov. 26 in his winter home in Miami Beach, Fla. With brothers Jack, Sam and Harry, Albert Warner started international film production, distribution and exhibition company with family theater in New Castle, Pa., in 1903. Before retiring from Warner Bros., Mr. Warner was VP and treasurer, specializing in financial matters of New York-based company. He is survived by his wife, Bessie, and brother, Jack.

Fred Hamer, 55, VP in charge of Cincinnati office for MCA TV, New York, was killed when struck by car near his home Nov. 21. Mr. Hamer joined MCA TV in 1954 and became VP in November 1965. Prior to joining company, he had been account executive with WCPO-TV Cincinnati. He is survived by his wife and daughter.

John Franklin Carter, 70, NBC radio commentator in 1938 and 1939, died of heart attack Nov. 28 in his office in Washington. Mr. Carter worked as aide and speech writer for Presidents Franklin D. Roosevelt and Harry S Truman. He is survived by his wife, Sheila, and daughter.

Cameron Prud'homme, 75, radio, television, film and stage actor, died Nov. 27 at Chilton Memorial hospital, Pompton Plains, N. J. Mr. Prud'Homme had roles in many major radio dramas before advent of television, then continued his career with appearances in TV dramatic shows such as Robert Montgomery Presents and Studio One. Surviving is his daughter.

Aaron Michelson, 89, active in international broadcasting for 33 years, died in New York, Nov. 25. In early 1930's, Mr. Michelson was responsible for exporting American radio transcriptions to Australia, and in 1956 with his son, Charles, became active in exporting U.S.-TV film series to Australia and other overseas markets. He retired three years ago.

Albert McGeagh, 66, deputy chief of communications branch of U.S. Information Agency's press service, died of heart attack Nov. 28 in ambulance while enroute to George Washington University hospital in Washington.
As compiled by Broadcasting, Nov. 22 through Nov. 29, and based on filings, authorizations and other actions of the FCC.

**Abbreviations:** Ann. announced; ant. antenna; sur. pursuant; CATV community antenna television; ch. channel; date of construction permit; D-day, DA—directional antenna; ERP—effective radiated power; km., kw.—kilometers, kilowatts; Lo—location; sun. set; mc.—megacycles; mod.—modification; N—National Commission; SCH—special service nighttime; SHF—short hours; SCA—special temporary authorization; trans.—transmitter; VHF—very high frequency; UHF—ultra high frequency; Unlimited—unlimited hours; VHF—very high frequency, vis.—visual; watts—watts; educational.

**New TV stations**

**FINAL ACTION**

Arciero, P. R.—Caribbean Broadcasting Corp., Broadcast Bureau granted UHF ch. 54 (710-716 mc); ERP 5.75 kw, vis. 1.15 kw, surf. height above terrain minus 100 ft.; above ground 140 ft. O. P. address: 22 John St., Binghamton, N. Y. Associated with telegraphic coordinates: 42° 39' 32" north lat.; 76° 46' 42" west long. Type trans. 7,775 ft.; condition. Action Apr. 21.

**OTHER ACTIONS**

Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 1949-1, 1952-1-3, 1954, granted appeal of Antwin Theatres Inc., concerning examiner’s denial of his petition to intervene, filed Sept. 29; vacated order (April 29, 1954) denying Antwin’s petition to intervene; granted motion to intervene filed Aug. 21, by Antwin Theatres Inc.; made Antwin Theatres Inc. a party to this proceeding; denied motion to enlarge issues, filed Aug. 21, by Antwin Theatres Inc.; and made any party to the proceeding (Antwin Theatres Inc.) a party to this proceeding.


Review board in Jacksonville, Fla., TV broadcast proceeding, Docs. 1706, 1707-1-2, granted appeal of Antwin Theatres Inc., concerning examiner’s denial of his petition to intervene, filed Sept. 29; vacated order (April 29, 1954) denying Antwin’s petition to intervene; granted motion to intervene filed Aug. 21, by Antwin Theatres Inc.; made Antwin Theatres Inc. a party to this proceeding; denied motion to enlarge issues, filed Aug. 21, by Antwin Theatres Inc.; and made any party to the proceeding (Antwin Theatres Inc.) a party to this proceeding.

Review board in Broward County, Fla., TV broadcast proceeding, Docs. 1700, 1701-1-2, granted appeal of Antwin Theatres Inc., concerning examiner’s denial of his petition to intervene, filed Sept. 29; vacated order (April 29, 1954) denying Antwin’s petition to intervene; granted motion to intervene filed Aug. 21, by Antwin Theatres Inc.; made Antwin Theatres Inc. a party to this proceeding; denied motion to enlarge issues, filed Aug. 21, by Antwin Theatres Inc.; and made any party to the proceeding (Antwin Theatres Inc.) a party to this proceeding.

**ACTION ON MOTION**

Hearing Examiner Jay A. Kyle on Nov. 21, R. Lasgo, Fl., WLCT-TV Inc. (WLCT-TV) TV proceeding, granted request by WLCT-TV Inc. and extended time for filing reply findings from Nov. 30 to Dec. 4 (1954).

**FNE**

Commission has ordered Community Television Inc., licensee of WABI-TV, Bangor, Me., to pay forfeiture of $1,000 for repeated violation of operating requirements of Sec. 317 of Communications Act of 1934, as amended, and Sec. 73.84 of commission’s rules. Action by commission Nov. 22, by memorandum, opinion and order; Commissioners Bartley, Lee, Cox, Loewinger, Wadsworth and Johnson, concurring.

**CALL LETTER APPLICATION**

Call Letter Application for New TV station in San Antonio, Tex. Requests KSAT-TV.

** applications**

Monticello, Miss.—James Ernest Clinton. Seeks 1270 kc. 1 kw-D. O. address: 1006 Ashling, Clinton 29066. Estimated construction cost $12,504.50; first-year operating cost $16,896; revenue $16,896. Principal: Mr. Clinton is marketing services officer with commercial bank.

Camuy, P. R., Camuy Broadcasting Corp. Seeks amendment to application, which requests CP for new AM, to delete request for nighttime operation, and change from DA to ID. Action by commission Nov. 22.

Crozet, Va.—George G. Cory. Seeks 810 kc. 250 w-D. O. address: Route 4, Box 263, Charlottesville, Va., 22901. Estimated construction cost $65,000; revenue $76,000. Principal: Mr. Cory owns best cattle farm and is sales manager in real estate company. Ann. Nov. 22.

**FOR THE RECORD**

**STATION AUTHORIZATIONS, APPLICATIONS**

Industries is owner of WJPB-TV Inc., licensee of WDTV(DTV), ch. 5, Weston, W. Va., and through its stock ownership in LIN Broadcasting Corp., has interests in five AM, one FM, and in WAND-TV, ch. 17, at Decatur, III. Theodore Granik, one of principals of Granik Broadcasting, is 51% stockholder and director of Granik Corp., President of Granik Corp., President of Granik Corporation, which has interests in CATV systems. Broadcast

**INITIAL DECISION**

Application of Selma Television Inc., licensee of WSLA-Selma, Ala., for CP to change trans. location and increase power has been denied in an initial decision by Hearing Examiner Forest J. McLennan, Oct. 17, 1954 (Doc. 15888). Selma had applied for either directional or nondirectional operation, and had asked for CP to change trans. location, specify ant. site at West Blount, increase ant. height to 1,844 feet, and increase vis. power to 216 kw. Commission designated application for hearing on March 22, 1955. Initial decision becomes final unless appealed by one of parties or reviewed by commission on its own motion. Action Nov. 21.
SUMMARY OF BROADCASTING

Compiled by FCC, Oct. 31, 1967

ON AIR

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TOTAL

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STATION BOXSCORE

Complied by FOC, Nov. 20, 1967

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OTHER ACTIONS

- CALL LETTER APPLICATIONS
  - Lake Powell Broadcasting Co., Page, Ariz. Requests KPCG.
  - Durbin Associates Inc., Gardiner, Me. Requests WKPG.
- CALL LETTER ACTIONS
  - Tri-Lakes Broadcasting Co., Water Valley, Miss. Granted WLYL.
  - Charles Lutz & Erwin Claudenberg, Shell Lake, Mobile, Ala. Granted WCWS.
  - Tomahawk Broadcasting Co., Tomahawk, Wis. Granted WILT.
- DESIGNATED FOR HEARING
  - Wanchese-Midway Park-Mayville, N.C. (Outer Banks Radio Co., Onslow County Broadcasters, Hendon M. Harris), AM applications designated for hearing. Commission has designated for consolidated hearing those applications for daytime AM stations to operate on 1530 kHz; Department of Commerce, Phil. Wicker, d/b/a Outer Banks Radio Co. to operate with power from 1530 to 1550 kHz.
  - Maysville, Ky. (M. Darrel H. Mays, W.V.L. Broadcasting Co.), AM applications for daytime and nighttime operation.
- RULEMAKING ACTION
  - Pullman, Wash. (Washington State University [KWBC]), application accepted for filing.
- ACTION ON MOTION
  - Hearing Examiner H. Gifford Trion on Nov. 23 in telephone AM broadcasting proceeding, granted WPCTD (KUPD) AM proceeding, continues prehearing and reopens for motions, granted for Nov. 30 to 10 a.m. on Dec. 1 (Dec. 1777).

ACTION ON MOTION

- Hearing Examiner H. Gifford Trion on Nov. 23 in telephone AM broadcasting proceeding, granted WPCTD (KUPD) AM proceeding, continues prehearing and reopens for motions, granted for Nov. 30 to 10 a.m. on Dec. 1 (Dec. 1777).
- RULEMAKING ACTION
  - Pullman, Wash. (Washington State University [KWBC]), application accepted for filing. Commission has designated for consolidated action the requirements of Sec. 373 of rule 6, to modify the conditions of the station, filed by Washington State University, for use of a noncommercial AM station at Pullman, Wash., to move its antenna site 4.7 miles and modify its power from 1 kW to 250 kW at 100 ft. Move is necessary because of new dormitories on WSU campus. Proposal is in addition to existing application for an adjacent channel overlap with KVNI Coeur d'Alene, Idaho, KVUV and KUVW, with additional interference. Action Nov. 22.
Mr. 300 kw.

WAGS

authority granted

Paula, enue none.

112 action Coral Gables, Fla.,

sunrise times (PSA)
tions 7; 1530 KSWM

6

Louisville, Ky.; is 5% owner of Valleva

Cash TV Inc. -CATV-50% owner of real estate company. Mr. Evans is an

mmerce, Ind. and has to sell 14% ownership


London, Ky.—London Broadcasting

Seeks 103.9 mc. ch. 280, 3 kw. Ant.

height above average terrain 171 ft. P. O. address: Box 339, London 64761. Estimated cost

construction cost $3,400; revenue $2,000. Principals: Elmore Mill Martin, significant owner WFTG

Louise Nov. 24.

Cape Girardeau, Mo.—KGMO Radio-TV

Seeks 100.7 mc. ch. 316, 3 kw. Ant.

height above average terrain 171 ft. P. O. address: Box 14, Cape Girardeau 43701. Estimated construction cost $16,660; revenue $10,000. Principals: William M. Bryan, presi-

dent, and J. A. Cox, secretary-treasurer KGMO

Cape Girardeau, Nov. 24.

Rene, Nov. in re, J. R. Cobbs, seeks 106.9 mc. ch. 295. kw. Ant. height above average

terrain 665 ft. P. O. address 101 Kietzke Lane, Reno 89502. Estimated construction cost $12,000; revenue $18,000. Principals: Mr. (FM) Reno, of which eight 7.14 Mc Cob was

Ann. Nov. 22.

Pryor (416), president; R. V. Doll (91),

executive vice president; W. C. Clay Jr. (79), technical director; S. C. Bawell, treasurer; J. C. Lucas (23), vice chairman; T. M. Edwards, secretary, has no stock

in the stockholders of the company. KRG is

licensed of WMST by Commission.

Application for review of the decision of

the FM, 3 kw. Principal: Mr. Cobbs was appointed 7.14 Mc of KRG was not.

Nov. 26.

Williamson, W. Va.—Harvit Broadcasting

Corps. Seeks 96.5 mc. ch. 243, 5.2 kw. Ant.

height above average terrain 171 ft. P. O. address: Box 291, Williamson 26561. Estimated construction cost $4,500; first-year operating cost $7,000, revenue $6,000. Principal: Mr. (FM) William- son 26561.

Nov. 22.

New FM stations

APPLICANTS

-Dowser Grove, Ill.—School District No. 19, DuPage County, Seeks 89.1 mc. ch. 208, 10 kw.

P. O. address 137 W. Green, Elmhurst, Ill. 60126. Estimated construction cost $7,760; first-year operating cost $3,500; revenue $6,700. Principals: Dorothy Pederson, L. L. Moore, J. K. Seidenleider.

-Hutchinson, Kan., Sound Sales Inc.—Seeks amendment to application, which was

accepted Sept. 18, for 92.1 mc. P. O. address 1308 E. Kansas Ave., Hutchinson, Kan. Estimated

construction cost $12.000; first-year operating cost $4,000; revenue $6,700. Principals: Dorothy Pederson, L. L. Moore, J. K. Seidenleider.

-Elizabethtown, Ky.—Billy R. Evans and Robert Hardin.—Sterling City Broadcasting Co. Seeks 103.5 mc. ch. 292, 3 kw. Ant. height above average terrain 153 ft. P. O. address 300 W. 5th St., Elizabethtown, Ky. 42701. Estimated construction cost $40,000; first-year operating cost $1,000; revenue $5,000. Principals: Mr. Reising owns and manages WDRX-PM Louisville, Ky.; is 5% owner of Valleva

Cash TV Inc. -CATV-50% owner of real estate company. Mr. Evans is an

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Seeks 103.9 mc. ch. 280, 3 kw. Ant.

height above average terrain 171 ft. P. O. address: Box 339, London 64761. Estimated cost

construction cost $3,400; revenue $2,000. Principals: Elmore Mill Martin, significant owner WFTG

Louise Nov. 24.

KDSN-FM Denison, Iowa.—Broadcast Bureau granted modify of CP to change type trans., type ant. Action Nov. 27.

WHDJ-FM Jacksonville, Fla.—Broadcast Bureau granted covering issuance of new type trans., change ant. type and ant. Action Nov. 27.

WHMM-FM Jackson, Miss.—Broadcast Bureau granted modify of CP to change type trans., type ant. license held for 70 days to secure temporary license for extension of time to file an application for issuance of change of type trans. and ant. Action Nov. 27.

KTYK-AM Newark, N. J.—Broadcast Bureau granted modify of CP to change type trans. and ant. Action Nov. 27.

WFMJ-FM Pittsburgh.—Broadcast Bureau granted modify of CP to install new type trans., vertical polarization, dual polarized ant. Action Nov. 27.

WHCR-FM York, Pa.—Broadcast Bureau granted modify of CP to change type trans., license held for 70 days to secure temporary license for extension of time to file an application for issuance of change of type trans. and ant. Action Nov. 27.

WBFM-FM Jackson, Miss.—Broadcast Bureau granted modify of CP to install new type trans., vertical polarization, dual polarized ant. Action Nov. 27.

WVRY-FM York-Hanover, Pa.—Broadcast Bureau granted modify of CP to change type trans., type ant. ERP 16.5 kw, ant. height 45 ft. Action Nov. 27.

WISA-FM Isabela, P. —Broadcast Bureau granted modify of CP to change type trans. and ant. Action Nov. 28.

WLEO-AM Ponce, P. —Broadcast Bureau granted modify of CP to change type trans. and ant. Action Nov. 28.

WATOM-FM Oak Ridge, Tenn.—Broadcast Bureau granted modify of CP to install new type ant., ERP 2.50 kw, ant. height minus 45 ft. Action Nov. 28.

KING-FM Seattle, Wash.—Broadcast Bureau granted modify of CP to install new type ant., ERP 0.0 kw, ant. height minus 45 ft. Action Nov. 28.


WJW-FM Storey Broadcasting Co., Cleveland. Requests WCUW/FM. Action Nov. 28.

RENEWAL OF LICENSES, ALL STATIONS


■ Broadcast Bureau grants renewal of license to following stations (and supporting authorities: WHSN Harrodsburg, Ky.; WHON Bardstown, Ky.; WHOG Glasgow, Ky.; WBNM Madisonville, Ky.; WMOH Paducah, Ky.; WDRJ Newport, Ky.; WBBN Madisonville, Ky.; WAO V Lebanon, Ohio; and WYNE Ypsilanti, Mich. Action Nov. 22.

Translators

ACTIONS

■ Pleasant View, Colo. Four Corners TV Club.—Broadcast Bureau granted CP for new VHF TV transmitter to serve Dove Creek, operating on frequencies and coordinates of KBTV, ch. 9, Albuquerque, N. M.; condition. Action Nov. 20.


■ Commission has granted temporary emergency authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 43, to serve Punxsutawney, Pa., for construction of a new VHF TV translator to serve Punxsutawney, Pa., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 48, to serve Pottsboro, Ill., for construction of a new VHF TV translator to serve Pottsboro, Ill., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 57, to serve Ponce, P. R., for construction of a new VHF TV translator to serve Ponce, P. R., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 67, to serve Sandpoint, Idaho, for construction of a new VHF TV translator to serve Sandpoint, Idaho, for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 77, to serve Pound Ridge, N. Y., for construction of a new VHF TV translator to serve Pound Ridge, N. Y., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 87, to serve San Dimas, Calif., for construction of a new VHF TV translator to serve San Dimas, Calif., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 97, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 107, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 117, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 127, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 137, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 147, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 157, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 167, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 177, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 187, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 197, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 207, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 217, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 227, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 237, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.

■ Commission has granted temporary authorization until Feb. 21, 1968, to the University of Idaho for construction of new one-watt VHF television booster station on ch. 247, to serve St. Louis, Mo., for construction of a new VHF TV translator to serve St. Louis, Mo., for commercial purposes. Action Nov. 21.
HELP WANTED MANAGEMENT

Branch studio manager-sales, announcing, copy, news, possibly sports, etc. Excellent salary, established Indiana AM-FM. Details plus phone number. Box L-219, BROADCASTING.

Manager, Active First son community Opportunity for management. Indiana well-established only please!

Manager for Carolina small market station. Management experience not essential but must be well diversified in radio and strong on copy. Opportunity for promotion. Box M-16, BROADCASTING.

Sales Manager—Dynamic, self-starter, able to direct, motivate and control sales force. New England's 3,000 watt giant. 4th oldest station in America. Successful track record. Must be well diversified in FM. Excellent potential for capable person who can demonstrate ability and drive. Tape, photo, resume. Box M-53, BROADCASTING.

SALES (Cont'd)

Executive type salesman. Draw against 25% of monthly sales. Could be interested in a larger city. Must be interested in sales and have the idea man. No phone call. Box L-164, BROADCASTING.

Self starter—thick skin—Can sell MOR FM? We want a salesperson who can sell unlimited potential. Mid-south 100 kw stereo. Pros and Cons. Box L-212, BROADCASTING.

Opportunity for management, Indiana well-established AM-FM branch studio. Need education and experience. Must be interested in the business end. Must be interested in sales. Box L-16, BROADCASTING.

Top salesman to take over sales staff on 5000 watt MOR. Ideas man has outstanding opportunities in future in New York medium market. Box M-16, BROADCASTING.

Salesman—announcer for top Pulse-rated FM in competitive Great Lakes half-million market. Long established, stable corporation. Excellent potential for capable person who demonstrates ability and drive. Tape, photo, resume. Box M-53, BROADCASTING.

First phone—Sales, announcing, helpful. KHJL, Wilcox, Arizona.

YOU HAD A RADIO—Like to sell. Like to make money. Excellent sales opportunity. Salesman can sell a dual country and western station serving metro Raleigh, N.C. Write Box 1441, Raleigh, N.C. Active futurist needs active sales manager. Must be creative, be able to direct salesmen and able to lead by example. Five figure income with excellent future. Call or write Manager, WQMT, Marion, Wisconsin.

HELP WANTED (Cont'd)

Giant 5,000 watt in southern New England looking for smart, quick-moving announcer with 1st phone but if you're good enough, we will accept 3rd ticket. Salary is open for right man.WOMT, Box M-54, BROADCASTING.

Publisher—For top Pulse-rated FM in competitive Great Lakes mid-million market. Long established, stable corporation. Excellent potential for capable person who can demonstrate ability and drive. Tape, photo, resume. Box M-53, BROADCASTING.

WPMM-FM needs smart second phone able to work MOR board. Send resume and tape to C/O Broadcasting, 1375 Delaware St., N.W. Washington, D.C. 20036

ANNOUNCERS

Announcer—Salesman—we promoted one of our salesmen to commercial manager of our FM and now a salesman or saleslady who wants a chance to grow with this station and chain, please contact us. Radio selling experience essential. Must be willing to work in southern New Hampshire for a few months. Resume and a recent photo. Box L-215, BROADCASTING.

Announcer—Man must be experienced and ready at any moment to fill several parts. Must have Machism and excellent voice. Salary competitive. Box L-213, BROADCASTING.

Announcer—Want to be branch studio manager at AM-FM Indiana well-established station? Sales ability absolutely required as do sports, etc., hard worker, educated, family man needed. Phone number. Box L-221, BROADCASTING.

Announcer—Wanted: experienced announcer who can handle all aspects of MOR radio. Send resume, return call and phone number. Box 525, BROADCASTING.

Two fast moving capable men wanted on major market MOR station in southern Nevada. A DJ and voice talent. Apply to: Bernie Barker, National Program Director, 313-395-7122.

20 moving capable men wanted on major market MOR station in the South. A DJ and voice talent. Send resume, return call and phone number. Box 525, BROADCASTING.

Two moving capable men wanted on a major market MOR station in southern California. A DJ and voice talent. Send resume, return call and phone number. Box 525, BROADCASTING.

Major market station needs pro, tight, bright, mature voice DJ, 3rd ticket. Rush resume. Box L-221, BROADCASTING.

Announcer—Ultra-modern Florida east coast AM-FM, 1st phone required. $100, 371 hours, benefits. Box M-8, BROADCASTING.

Major market contemporary looking for 1st phone announcers and newsmen. Ticket not necessary, but desirable. Top pay. Box M-26, BROADCASTING.

MOR morning man. First phone preferred but not imperative. Suburban market near New York City. Box M-49, BROADCASTING.

Announcer—For top Pulse-rated FM in competitive Great Lakes half-million market. Long established, stable corporation. Excellent potential for capable person who can demonstrate ability and drive. Tape, photo, resume. Box M-53, BROADCASTING.

Art W. Wolf, 2911 Sunset Circle, Snook City, Iowa.

First phone-MOR announcer. Outstanding opportunity for capable announcer. Send tape, resume and phone number. Box B-5, Gulf, New Mexico.


KKXK has an opening for an announcer with writing and production experience. Salary starting $900. Box L-165, BROADCASTING.

WKAR—Group One Broadcasting has a rare opening for a good fresh phone all night man.... excellent facility and working conditions to go with Group One's great expansion programs and ability to move up with the Group that concentrates on people. Tape and resume should be sent to Art Wander, National Program Director, Group One Broadcasting, P. O. Box 150, Akron, Ohio 44309, (216) 782-8811.

Announcer/salesman, college town, immediate. College graduate, 2 hour A.M. DJ show then take over active account list. Salary, mileage, benefits. Box M-100, BROADCASTING.

Wanted, afternoon personality MOR station. Good pay, fringe benefits. Send resume and phone number. Box M-100, BROADCASTING.

Wanted experience in interview, telephone talk shows, and knows good MOR music. Play-by-play helpful but not necessary. Send resume, photo and tape to Cappa Sutherland, Program Director, WCLO, Janesville, Wisconsin.

First phone announcer—Experience in early morning program helpful. Matinée voice, pay and fringe benefits. Call or write Robert D. Baker, KDVR, P. O. Box 189, Fremont, Ohio.

Experience needed MC's heavy news/sports MOR. Salary $150, first phone. WHMC, Gaithersburg, Maryland.


Wanted staff announcer. Experienced production and music. Contact Bob Thorburn, WRFL, Carrboro, Georgia.

Experience needed announcer with production capabilities: Immediate opening on 5,000 watt Southern Ohio station. MOR format. Permanent position with top pay, vacation and fringe benefits. Contact manager of W MI O Radio, Middletown, Ohio or phone 992-5355.
Announcers—Continued


Unexpected opening creates an announcing job at Philadelphia’s fastest growing FM stereo station playing the greatest hits! Excellent pay, benefits. Send resume and picture to: Box 91, Hartford, Connecticut.

FM station soon to add AM, needs 1st phone announcer. New building, new equipment, pleasant community. Write or call WTRG, Greensboro, N. C., 312-1960.

Christian station has immediate opening for announcer with good voice to join fast-growing station. First class market in N. Y. state. Write Box 784, Troy, N. Y. or call Tel. 572-1015. Essays and resume. Let's see why you would be a position? Top professionals will critiqued your audition tape and personal problems. We will help you get the better jobs and show you how to prepare an effective audition tape. Send resume, references to: Public Relations, Philadelphia Broadcasting, P. O. Box 8344, Milwaukee, Wisconsin, 53201.

TECHNICAL—Continued

1st class licensed engineer wanted by WQTE, Monroe, Michigan. Must be experienced with broadcast school diploma in continuous segments. Do you have: a rich mind, a sharp wit, and easy promotional ability? and broadcast experience? A 3rd Class Licenc?e to work in America’s 4th largest market? Approximately $100.00 a week. Box O. Box L-259, Broadcasting.

Announcers—Continued

1st year experienced MOR adult announcer. Qualified, dependable, married, 1st ticket. 3rd phone, age 30, available February 3rd. Resume on request. Stable organization. Only Box L-190, BROADCASTING.

Professional announcing talent. Top broad- casting, new and Westminster. Box O. Box L-259, Broadcasting.

Qualified Top 40 Program Director desires big break. Box L-258, BROADCASTING.

Top 40 winner with first class license and first class skills. Box L-224, BROADCASTING.

Great Top 40 look ready for big break. Box L-259, BROADCASTING.


Young experienced Mid western daytimer. Mobile, Alabama. Send salary expected, willing to travel. Box M-19, BROADCASTING.

Strictly Top 40, less than year experience, want to learn “Good” production, 3rd, 24, veteran Broadcast school grad. Box M-27, BROADCASTING.

Imagination—the key. No screamer, good music sense. Must have MOR format, can be molded to soul, pop, etc. Latin soul, "new" music style. First class station. Box M-38, Broadcasting. 3rd phone, age 30. Must relocate. Better than year experience, want just a job. Want to start, and settle, immediately. Box M-39, BROADCASTING.

Experienced Top Forty singer. Strong baritone. Must have production. First Phone, Box M-36, BROADCASTING.

Qualified Top Forty program director, ideas, experience) Box M-31, BROADCASTING.

Switching or opening a Top Forty Station? Open or on the right guys, with the dynamic sound I can mold as Program Director, Box M-32, BROADCASTING.

Rock Jock—afternoon drive time in 9th market—available contact Box M-36, BROADCASTING.

First phone announcer DJ, broadcast school grad, draft exempt, good delivery, no experience. Seeking Job In Florida. Box M-37, BROADCASTING.

Graduate school for announcing/DJ. Three years college work. Bright, swinging sound. Wants to settle, Not a Roster. Box M-46, BROADCASTING.

Top-notch bookkeeper, seeking new location. Send experience. Box M-52, BROADCASTING.


First phone, married. Top 46. Straight jock, good voice, experienced, 25 yrs. Box M-45, BROADCASTING.


Announcer DJ, 1st phone experience preferred. Top 46 or C&W. 305-641-6493.

Texas announcer will relocate anywhere. Desires permanency, 3rd phone, age 42, experienced. Edward H. Narron, 2923 Cam- brick, #296, Dallas 528-1109.

Want Pittsburgh area, it’s home Jock, have done jazz to MOR, would enjoy rock. Doing DJ spot, very young, reliable. Get in touch: (412) 833-3506.
Technical

1st phone available January. Box L-191, BROADCASTING.

Florida looking northward. Low five figure salary. Box M-14, BROADCASTING.

NEWS

Michigan State University December M.A. graduate looking for challenging news position. Undergraduate degree in political science with 4-yr. on-radio, staff announcer experience including reporting, editing, airing newscast. Barry Lester, 7040 Owen Hall, East Lansing, Michigan.

Los Angeles newsman available Jan. 15 for position staff job. Seven years experience. Qualified and ready. Box M-24, BROADCASTING.

Production—Programming, Others

Modern country programing expert, first phone, presently major market, looking for reposition opportunity. Box M-9, BROADCASTING.

Programming personality seeking advancement. Experienced in clean, modern studio. Box M-15, BROADCASTING.

Woman in early 30's interested in working on air work in radio or TV anywhere in U.S. Versatile experience. 1932 W. 162nd, Gardena, California.

TELEVISION—Help Wanted

Management

CATV manager. Well paid CATV job available in clean, pleasant modern office in central area. Medium sized operation. Technical training preferable and CATV equipment essential. Opportunity for advancement. Reply with summary of education, TV and CATV experience to Box M-51, BROADCASTING.

Sales

National sales manager—channel 20 San Francisco. Must have at least 3 to 5 years rep. experience and on national sales experience at an indie. If you can’t take over and go, don’t respond. West Coast background desired but not required. Call or write Dan Hasen, 715-780-2336, U.S. 8 Communications, 1300 Walnut St., Phila. 19102.

Announcers

If you’re a young radio announcer with a good voice and a pleasing appearance, here’s your chance to take your act into television. Group owned VHF in midwest has opening for TV station announcer. Send resume, on radio tape to Box L-203, BROADCASTING.

Experienced commercial announcer, some news, for a rapidly-expanding vacationland VHF. Resume or tapes to Production Manager, KIFI-TV, Idaho Falls, Idaho. Will consider radio background.

Southeastern UHF needs both announcers. Good voice, also on camera possibilities if qualified. Will consider man with solid radio background. Box M-13, BROADCASTING.

Technical

Immediate opening for TV transmitter engineer with fast growing concern in south Texas. Write Box L-68, BROADCASTING.

Four television broadcasting technicians needed, strong on maintenance, four years experience, midwest top 20 markets, union shop, group or new station. Box L-228, BROADCASTING.

Engineer. 1st ticket, mature, thoroughly experienced, in VTR, xmr, micro-wave, etc. Operation, troubleshooting, maintenance. Matu and supervisory and management potential. Southern South would live well where western show place on $150 weekly which includes some overtime. Join open first of year. Reply fully. Box M-20, BROADCASTING.

Technical (Cont’d.)

Maintenance man to take full charge of studio maintenance including VTR & Color cameras, VTR’s, with good pay. Box L-256, BROADCASTING.

Transmitter supervisor for VHF station in Southeast. Communicate with management and background. This is not an operator’s job. Box L-257, BROADCASTING.


Full color VHF offers opportunity to first class licenced operator, maintenance and studio in transmission. Experience desirable. Send resume to Glenn Coleman, 301-772-6829.

Opportunity for engineer with black and white television experience to learn color in a new plumbing camera and high band VTR’s. Chief Engineer collect today. 313-326-6611.


Immediate opening for engineer with first class license to work at transision transmitter. Call Glenn Bohlen, 319-334-4011, Waterloo, Iowa.

Operates, maintains, repairs and installs all types of studio transmission systems, including camera chains, monitors, scopes, synch and other picture generating units, transmission of audio network, audio control boards, amplifiers, tape records, etc. Operates control room and studio equipment to make live productions. Performs video tape recording, playback and maintenance. Should have First Class Radiotelephone Operators License, two yrs. college level training and min. two yrs. experience. Salary $767 to $831. Excellent employee benefits. Send resumes to: Univ. Admin. Bldg., 460 Hilgard, Los Angeles, Calif. 90024.

Maintenance Engineer, experienced with cameras and video tape recorders, systems design experience desirable. Contact Frank Beemish, Instructional Resources Center, State University of New York, Stony Brook, Long Island, New York 11790, 246-8749. (Area Code 516).

Production—Programming, Others

Art director—San Francisco TV station. Must have 2 yrs. TV graphic experience. Especially at home with color. Clever and creative. Contact or write Len Stevens 215-755-2320, U.S. Communications, 1500 Walnut St., Phila. 19102.

TV Situations Wanted

Management

Trouble-shooter—8 years television experience—including sales and general manager of small ABC affiliate. Unique ability to recover lost business, improve community relations and station image. Box L-135, BROADCASTING.

TV Station manager with twenty years VHF and UHF experience will consider location with television station, advertising agency or educational institution. Currently employed. Prefer west or southwest, Box M-3, BROADCASTING.

Technical

TV engineer ist phone, interested in trans- mission operation of American Optical AE and RCA TTV-30 transmitter. Box M-15, BROADCASTING.

Engineer, not quite a beginner, 1st ticket, some experience in university or educational operation preferred. Box M-25, BROADCASTING.

NEWS

On 2nd TV news position wanted, east coast desired. Experienced in newscast, Radio & TV news reporting. Degree, Am able to get into action quickly. 1st phone BROAD- CASTING.

Production—Programming, Others

8 yrs. experience studio/remote camera, studio managing, set design, art work. Photograph and print color slides. Box M-21, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 500, 50 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Hurttic St., Lawrence, Texas 78640.


Merchandise—Midwest smaller market TV station needs portable TV truck. Price is not of concern, TV truck is being tossed. Call IBM radio for pricing. Trade-Card rate against retail value. Call Turk, 1-517-474-9340.

Wanted gued, uniform cross section 400 ft. insulated tower. Give price & description, plus location. (Area Code 613), 311-793-3363.

Old time radio recordings, discs or tapes of dramas and comedies. Send in information to D. Brush, 15 Greenhouse Blvd., West Hartford, Conn. 06110.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro- Find, 460 Columbus Ave., N.Y.C.

Co-axial switch—11/2 Andrew #7970, 50 ohm type. Price $150. May sell direct or through local reps. Automatic switching. Unused $600.00 each. Box L-191, Oaklad, Oakland, Call 784-333. Phone 415-343-3337.

Equipment—Top brands, buy, sell, trade. Special offers. Audio Vox, Box 7067-M, Miami, Florida 33155.

One RCA TK-41C, used less than six months, in excellent condition. Box L-141, BROADCASTING.

Spotter, Rucker, QSK, Get the best deals from Audio Vox, Box 7067-M, Miami, Florida, 33155.

RCA TT-3A, Channel 5 transmitter with sideband filter, WM-12, WM-13 visual modulation converters and power supply. No control desk. RTA Communications, Southern Colorado State College, Pueblo, Colorado 81004.

2-RCA TK-41C color camera chain one year old, $35,000.00 each. Box L-204, BROADCASTING.

Sales at clearance prices. Ampex VV-1000 A & B component units. Perfect condi-

tion. Write or call for price. Box 2770, Richmond, Virginia 23225.

Gates 500 watt transmitter, good condition, university owned, all tubes and spares. Call collect, Dean Richard Thompson, 513-479-4684.

Electro-voice 666, $45.00. Private party, Krvatt, 10790 Palms Blvd., Los Angeles, Calif. 90034.

Uher model 4000S, complete accys, perfect, 1964, used list $300.00, (415) 224-1604. Chickasha, Oklahoma 73018.

"Oldies but Goodies" are a must for today’s contemporary format. Fantastic 10 year collection now available. 1956-1963 75% complete...1962-1967 100% complete. Most transcription types. We’re the main event. They’re worth in extra rating points and sales dollars. We’re the main event...best bid takes. Box M-18, BROADCASTING.

240" sied heavy duty self-supporting tower, built by P.R. Baker of Winter Haven, Fl. All metal to date. Used 400 hrs. $2,500. Marty Shalek (617) 258-1714, Malden, Mass.

Gates 24G4C transmitter $550.00. Gates 500 watt transmitter-complete voltage regulator, $1,000.00. Gates 500 watt transmitter $1,500.00. Gates 150 watt amplifier $250.00, Gates 110 foot guyed tower. Ready to load $1,500.00 Nems stations $750.00. Flashers $150.00 Beacons $275.00 All in excellent condition.

For Sale: Western 301-1, P. B. Brewer, 206th 11th Ave., Greeley, Colo. 80631.
FOR SALE—Equipment

continued

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 urged. End date Jan. 10, April 10. For information, references and reservations write William B. Castro, Radio Opera-

ional Engineering School, 5075 Warner Avenue, Huntington Beach, California 92646. (Formerly of Burbank, California.)


R.E.I. in the center of the U.S. can train you for their First Class Radio Telephone License in only 5 weeks. Total tuition $550. Job placement free. Rooms & apartments $114-131 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call WE-1-3444 or write 3123 Gilham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Frederick, Virginia. But it's R.E.I.'s famous (5 week) course for the 1st Phone License you can complete in only 3715-1441. Tuition and class schedule is the same for all R.E.I. schools.

Be sure to write, BROADCASTING INSTI-
TUTE. P.O. Box 601, New Orleans, La. for radio-

nouncing careers.

Earnings are substantial. Weekly, last class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s Radio School specializing in training 1st class F.C.C. technicians and announcers.

Announcer Training Studios, 8 W. 43 St. New York City. Licensed free approved by N.Y. State. Phone OX-5-9425.

Workshop training in all phases of broad-

casting: announcing and disc jockey tech-

iques, writing, programming, news, new-

spapers. Doctors approved for veterans training. Instructors are real "jocks" at nation's oldest broadcasting school. Earnings up to $25-35,000.00. If you are 36-45 years of age and can prove an established track record in the top 15 market, $25-35,000.00. Call Ben Curtis, 312-337-5318. Nationwide Broadcast Personnel Consultants. No Fee.


INSTRUCTIONS—Cont'd

I need several eminently qualified reader-for-recorders (Min. 5-10 yrs Maj. Mkt Exp.) for Broadcasting's highest

news jobs.

BOB JORDAN
ARCHER EAST ASSOCIATES
301 Madison Ave., M. Y., N. Y.

TELEVISION—Help Wanted

SALES MANAGER
Top 15 market, $25-35,000.00. If you are 36-45 years of age and can prove an established track record in the top 15 market. Call Ben Curtis, 312-337-5318. Nationwide Broadcast Personnel Consultants. No Fee.

Central Dynamics Corp. has openings on the West Coast and the Chicago area for two experienced TV equipment sales engineers. Liberal sal-

ary, expenses and incentive plan. Relocation if necessary. Please send resume and salary require-

ments, or call collect.

James Lundy
Central Dynamics Corp. 903 Mears Street
Cambridge, Mass. (617) 547-1600
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Be careful. It's not nōōz frahm VYETnam.
Most good announcers know the difference. A few good students do too.
They're the ones who go to the Columbia School of Broadcasting.

COLUMBIA SCHOOL OF BROADCASTING / 23 OFFICES IN THE U.S. / ADMINISTRATIVE OFFICE SAN FRANCISCO.
Not affiliated with the Columbia Broadcasting System, Inc.
A Rare Opportunity

Established brokerage and authorities have openings for the Coast. Qualifications are: Must be sales oriented, ten years in the broadcast industry with either an outstanding management record or ownership experience. Applicant should aspire and make effort to earn $50,000 or more annually. You will be trained at company expense. Send resume to Box M-55, BROADCASTING.

NEWS

TV News Director

Midwest major market needs top news director, Minimum 15,000. All replies answered.

Box M-7, BROADCASTING.

Radio to Television

Are you a radio News-announcer that wants to switch to television? Position requires handsome personality for live week-end news and some commercials. Air resume, tape and photo to Box M-48, BROADCASTING.

WANTED TO BUY

Stations

WANT TO BUY RADIO STATION

Qualified buyer wishes to purchase profitable operation with gross sales in $100,000 range. Prefer station with own real estate in Northeast or Southeast. All inquiries strictly confidential. Send your proposal and financial data and be kept confidential. Send particulars to: Andrew N. Vladimir c/o Mount Pleasant, N.Y. 6Vanderbilt & 44th St., New York City

FOR SALE—Stations

Att: SNOWBIRDS

Beautiful S, Fla-150M, Ideal for well financed individual or co., who can afford some losses against large growth potential. Tom Carr, Bkr. Box 66, Atlanta, Ga. Phone 237-5383.

(Continued from page 77)

lary-treasurer, Mr. Harry Willard Linder owns KYBO and KTOE Mankato and KDMA Montevideo, all Minnesota and a supply company, real estate company and franchise for Muskrack backgrounders. Other principals are for the most part in same businesses. Ann. Nov. 29.

KOAY Missoula, Mont.—Seeks assignment of license from Christian Enterprises Inc. to Mission Broadcasters Inc. for $35,000. Principals: Karl E. Perry, president (30%) and Mr. Perry, president (70%). Box M-57, BROADCASTING.

WVOX-AM-FM New Rochelle and WHGQ-AM-FM Kingston, both New York—Seeks transfer of control from Whitney Communications Corporation to Hudson-Westchester Radio Corp. for $1,000,000. Box M-55, BROADCASTING.

WVGT Charleston, W. Va.—Seeks assignment of license to the Charleston Development Corp. which, in turn, is owned by Suburban Radio Inc., which, in turn, is wholly owned by W.C.C. Buying corporation contemplates merger of two subsidiaries into W.C.C. Application is being executed by Harry M. Thayer, president of both assignee and assignor, and will be chairman of board and one of the two chief executive officers of assignee corporation following closing. In essence, Hudson-Westchester is purchasing all stock of W.C.C. from Whitcom (former name of Whitney Communications) for $1,000,000. In addition, prior to closing, Whitcom will transfer to W.C.C. as contribution to capital, still outstanding stock of W.C.C. as preferred stock of W.C.C. as well as notes and other indebtedness. Interest to Whitcom, John Hay Whitney owns, directly or indirectly, approximately 40% of shares of Whitcom and has majority interest and control of Hudson-Westchester Corp. which owns all of shares of licenses of WVOX-AM-FM, WHGQ-FM, and WVOX-TV in Houston, Tex., KXTV(TV) Sacramento, Calif., WISH-FM Indianapolis and WANE-TV Fort Wayne, Ind. Ann. Nov. 29.

WKBR-FM Manchester, N. H.—Seeks assignment of license from Granite State Broadcasting Inc. to Media Concepts Inc. for $25,000. Principals: Ralph Gottleib, who owns 89.9% of WKBR and 91.6% of WJUI. H. James M. McCann, 10.1% owner of WKBR and 9.6% owner of WJUI. Ann. Nov. 24.

WGIV Charlotte, N. C.—Seeks assignment of license from Charlotte Radio and Television Corp. to WGVG Inc. for $710,000.

FOR SALE—Stations

Continued

FM Top 10 markets. Class B. $400,000.

TV in excellent growth area. Network affiliate. 3.5 million dollar cash.

La Ray Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
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8048 PEACHTREE, ATLANTA, GA. 30306

BROADCASTING, December 4, 1967

Sales

(For The Record) 83
license from Paul A. Brandt to Central Michigan Broadcasters Inc. for $455,000. Principals: E. A. Brandt, chairman; Hugh K. Cook, treasurer; Raymond C. Cook, secretary; and David C. Horowitz, vice president (each 25%). Mr. Brandt, whose firm has been described as Dr. Hugh Cook is general practitioner. Dr. Raymond C. Cook is attending physician and holder of 3715A stock in WIOH East Tawas, Mich., has applied for FEA subsidiary for CATV installations. The Michigan CATV is described as "a sub-" interested in that station. Dr. Cook is described as "a very enthusiastic."

**WBFG** Ferny Strings, N. C.—Broadcast Bureau granted license to Ferny Strings for CATV installations in New Bedford, N. C. Mr. J. C. Jones, vice president and general manager. Ferny Strings is a subsidiary of CATV Development Corp., a holding corporation with interests in CATV systems. Ferny Strings is described as a "company that plans to build and operate CATV systems in the Western United States." The CATV system will consist of 16 channels and will be located in New Bedford, N. C., a town of approximately 5000 population. Tom Jones, president, and Stephen J. Jones, vice president, are the principals in the company. Ferny Strings is also described as a "company that plans to build and operate CATV systems in the Western United States." The CATV system will consist of 16 channels and will be located in New Bedford, N. C., a town of approximately 5000 population. Tom Jones, president, and Stephen J. Jones, vice president, are the principals in the company. Ferny Strings is also described as a "company that plans to build and operate CATV systems in the Western United States."
Jerry Feniger of Grey Advertising, New York, is a blend of Main Street, Madison Avenue, Broadway and Wall Street.

It's been 19 years since he left Davenport, Iowa, but he still retains the accent and the easy informality of the small-town Midwesterner. But during his long residence in New York, he has added other dimensions that reflect a career and association in such diverse and vital areas of communications and entertainment as production, sales, announcing, media, business administration, and finance.

"I'm forever grateful to my old bosses at Cowles Communications, Mike Cowles and Marvin Whatmore, because for the first time, I became really involved in business during my four-and-a-half years there," he related. "I learned something about taxes and finances and other items that are important to me in my current job."

Mr. Feniger is vice president, TV programing, for Grey Advertising, the ninth largest broadcast agency. Mr. Feniger's post represents another rung up the ladder in a career that began to take shape 25 years ago in Davenport.

Jerome R. Feniger Jr., says he always enjoyed talking to people, entertaining them, communicating with them. This involvement with people and ideas led him into high school and college dramatics and stints as a teen-age announcer in Iowa City.

Active * * He is still the involved individual today—on a professional level as a TV program executive and in his personal life as an active participant in social, educational, philanthropic and political undertakings.

At 40, Mr. Feniger is a tall, robust individual who does not fit the agency executive stereotype of slickness. He works in shirt sleeves in a comparatively small office and occasionally will light up a large cigar during the course of the business day. But he radiates alertness, enthusiasm and professionalism.

"I enjoyed my tenure at Cowles, where I was responsible for broadcast, films and CATV," he remarked. "But I was happy to get back into agency work and still happier that I was able to move over here to Grey. It was among the hottest agencies around when I joined the company in the spring of 1966 and it's still going strong."

Television is a key medium at Grey with approximately $103 million out of a total domestic billing of $160 million allocated to network and spot TV. Mr. Feniger plays a pivotal role in selecting the network programs on which Grey clients, including General Foods, Procter & Gamble, P Lorillard and Revlon, among others, are represented.

"But it is important to point out that the proliferation of UHF stations and community-antenna systems over the next four or five years will have a profound impact on TV programing."

"With more UHF stations on the air, the viewer's choice is going to expand tremendously," he pointed out. "There will be opportunities, in my opinion, for all-news TV stations, for example; there will be more specialized programs to appeal to all kinds of demographic subgroups, and there will be some stations that will be the TV equivalent of sophisticated magazines."

"I think the viewer's choice will be further enlarged as more and more CATV systems start to originate programs. Some systems are beginning to carry stock-market and financial news, and I think this is one way of appealing to the generally light viewers."

For the immediate future, Mr. Feniger envisions a continuing accent on the longer TV program form. He reasoned that the 60-90 and even the 120-minute show, particularly but not exclusively specials, can compete more effectively with feature films.

Mr. Feniger puts in long hours at Grey, but he still manages to find time for a variety of outside activities. He is a governor of the International Radio and Television Society and has helped arrange some of the IRTS programs.

He is also a political buff. He is a member of the Reform Independent Democrats in New York, and in 1960 he campaigned arduously for the election of the late President Kennedy. But he scoffs at the suggestion that he may run for political office some day.

Broadcast Interests * His drive toward involvement has led him into a partnership with several other individuals, including Chet Huntley of NBC News, in Island Broadcasting System Inc. The company is the licensee and operator of WALK-AM-FM Patchogue and WRRV Riverhead, both New York, and is holder of a construction permit for WRVR-TV.

"Of course, my own participation in the affairs of Island Broadcasting has to be very minimal because my main job is here at Grey and it takes up a good deal of time," he emphasized. "But with my experience in radio sales and in media and programing, I think I can make some suggestions from time to time that can be helpful and useful."

Mr. Feniger and his family live in Manhattan. His marriage could be termed a broadcast affair, he said, and added: "I always say I met my future wife over the telephone. Marian was a secretary at CBS in November 1950. I was in the media department at Cunningham & Walsh. She had to call her boss from time to time, and we became friendly. We were married the following June."

A touch of the Midwest on Madison Avenue

At Grey, the media and programming departments work very closely in deciding where and how our dollars for television are spent," he stressed. "Though I like to spread a client's investments around in different types of shows at different networks as a general rule, this is by no means a fixed principle. The marketing requirements of a client at a particular time will dictate what the TV advertising strategy will be."

Mr. Feniger is a sharp observer of television trends. He is convinced that...
First round

AFTER a careful reading of the briefs filed in the broadcasters’ attack on the constitutionality of the FCC's fairness rules, we herewith offer the lay opinion that this case could be the start of something good. The vigor, clarity and comprehensiveness of the arguments submitted a fortnight ago by CBS, NBC, the Radio Television News Directors Association and a group of station licensees prove that the appellants have engaged skilled lawyers and are prepared to support them in pursuit of ultimate justice.

The arguments, which were described in last week's issue of this magazine, address themselves to the narrow question of whether the First Amendment is violated by the FCC's recently adopted rules requiring the offer of time for presentation of rebuttals to political editorializing or personal attacks. But if those arguments were to be accepted in a final decision by the courts, they would constitute an emancipation proclamation of much wider consequence.

In essence the appellants have said—and eloquently—that broadcasting is entitled to the same freedoms that the framers of the First Amendment accorded to the then-existing press, and that the federal authority to license stations confers no federal authority to take away any First Amendment rights. If those principles were to be accepted as applying to the FCC's fairness rule, they would be equally applicable to the whole regulatory function. The hard-line members of the FCC would be deprived of basic justification for all of their ventures into program supervision.

No doubt the FCC will muster its best legal resources to resist the appeal, and there is no way of foretelling whether the courts will find a way to reach decisions without dealing directly with the constitutional issues presented here. But the broadcasters’ challenge had to be made at whatever risk. The challenge, it seems clear to us, is in good hands.

Where broadcast billings count

IT could have surprised no one in the business to read in Broadcasting’s annual report on the billings of the top-50 TV-radio agencies, presented here a week ago, that the rate of broadcast-billings growth has slowed this year. The top 50 are putting more money into the broadcast media than in 1966, but the increase is only a little over one-third as much as 1966’s gain. It’s been that kind of year, not only for radio and television, but for all major media.

At times like this it is sometimes reassuring, and may even be instructive, to look back briefly. Before 1967, two of the slowest years the broadcast media have had in recent memory, in terms of combined growth rates, were 1961 and 1957. So let’s look at the 1967 top-50 agencies in the context of those years.

In 1967 we find seven agencies investing more money in TV-radio than the number-one agency did in 1961. J. Walter Thompson, number one then and now, has almost doubled its broadcast investment, from $125 million to $230 million. Only 13 of radio-TV’s top-50 agencies in 1961 actually billed more than the $46.2 million by which one new agency—Wells, Rich, Greene—increased its broadcast billings in 1967.

Going back to 1957, the picture is the same, only more so. Ten agencies now exceed the $103-million broadcasting investment that made McCann-Erickson number one in 1957. And 18 of the 1957 list couldn’t have made it at all by this year’s standards—their billings weren’t up to the 59.5 million that represent 50th place in the current rankings.

In that 1957 top 50 are many once-important agencies whose names you don’t hear any more—agencies that have merged or undergone other major ownership changes, or simply disappeared. Of the 10 agencies that were spending the least in radio-TV in 1957’s top 50, five are no longer in business under the same ownership, and some are not in business at all. The same is true of seven of the 10 ranked 31st through 40th, and also of five of the 10 between 21st and 30th.

Thus there have been major changes in 17 of the 30 agencies then ranked below 20th place. Yet among the 20 there has been only one such change, and in the top 10—none. There must be a moral in there somewhere.

Overnight oracle

AS business goes so go the fall conferences of the National Association of Broadcasters. Because 1967 hasn’t been a vintage year the conferences lacked exuberance.

This year’s eight conferences wound up on a particularly sour note, supplied by the FCC’s 33-year-old junior member Nicholas Johnson. Although programming is none of the FCC’s concern, Mr. Johnson lectured delegates on their shortcomings in handling the race issue, using production techniques (prepared at taxpayers’ expense) to punctuate his brow-beating.

Mr. Johnson, in his 18 months on the FCC (he lasted two years as maritime administrator) has demonstrated a propensity for getting publicity. He gives newspapers hand-delivery service, not only of his speeches, but of his dissenting opinions wherein he has accused his colleagues of abdicating responsibility and has castigated them for failing to think big enough.

Perhaps members of the FCC will have to take it from the junior commissioner in his dissenting opinions as long as he serves. But we are not aware of anything chiseled in stone or inscribed on parchment that requires the NAB to provide a platform for an FCC member who makes a practice of beating his captive audience over the head.
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