TV code board meets facing CBS-TV threat of revolt. p21
ABC-TV plans to lengthen three breaks to one minute. p22
Will NBC-TV yield to pressure for 30-second commercials? p28
CATV forces elated as Supreme Court takes copyright case. p48

Senator Dirksen tells the Christmas story for the entire family in this one hour color entertainment special. Available exclusively through SCREEN GEMS.

THIS KID JUST PRODUCED A GREAT COMMERCIAL WITH THE CRC MONEY MAKER AND NEW WORLD PRODUCTION LIBRARIES.

While these two professional production libraries are most valuable in the hands of "old pros", either one can make a Production Man out of that local boy who has gone ape over music. Everything your sales staff needs to produce selling radio spots is at your fingertips. Call or write CRC, Box 19726, or World Broadcasting System, Box 19246, Dallas, Texas. Phone (214) 748-8004.

CRC
First in Pittsburgh!

Only WIIC-TV has the new RCA Traveling Wave antenna. Here's what people in the Pittsburgh market are telling us about our new signal . . .

Mr. J.J. Gdovka, Carmichaels, says: Great improvement. In color we no longer have to fine tune.

Mrs. Jesse Pore, Monessen, agrees: reception perfectly clear.

Mrs. Dorothy Kacharian, Baden, writes: three cheers for the tower of power!

Mrs. Harry F. Lilly, New Brighton, claims: better reception . . . everything nice & sharp.


Mrs. Elliott Dunn, Greensburg, thrills: Now! Wow! Picture comes in clear.

Our new “Tower of Power” is just another step in our continuing effort to give Pittsburghers the finest viewing possible. And you the best market possible.

FULL COLOR WIIC-TV

Basic NBC Television Affiliate. Represented by Blair Television.
WTEV
Serving the Greater Providence Area

greater audience reach, increased sales power

The new WTEV antenna reaches 1049 feet above sea level to achieve 100 Kw ERP. The result is greatly increased coverage. In addition to its new antenna system and new transmitter, WTEV is recognized for skillful programming of marketwide interest. The result for advertisers: a larger, growing audience with increasing loyalty and responsiveness.


BROADCASTING, December 11, 1967
Exit cue

American Association of Advertising Agencies has quietly given notice that it plans to withdraw from Broadcast Rating Council, but there's still hope—on both sides—that differences can be reconciled and decision rescinded. AAAA feels its BRC investment thus far—$10,000 annually since council started Jan. 1, 1964—is money well spent, but that council ought to involve itself more in research methodology and similar activities to improve ratings, rather than to concentrate on auditing rating services. Council officials say it isn't that easy—that there are serious differences as to whether BRC can legally set minimum standards. They've tried to get advisory ruling from Justice Department, but were refused.

If AAAA withdraws, council will become essentially broadcasters-only organization. Association of National Advertisers has two "observers" acting as liaison with council but has never joined (fact that adds nothing to AAAA's happiness, in view of its own $10,000 annual outlay for two board seats). Aside from AAAA, board is made up (at $5,000 per year per seat) of five representatives of National Association of Broadcasters and one each from Television Bureau of Advertising, Radio Advertising Bureau, Station Representative Association, ABC, CBS and NBC (Mutual dropped out some time ago). In addition to AAAA, National Association of FM Broadcasters sends "observer."

Squeaky vote

By 4-to-3 vote FCC has approved transfer of five UHF construction permits by Overmyer Communications Co. to AVC Corp. (formerly American Viscose). Action on issue, which created considerable controversy within commission, had been held up for several weeks as one commissioner after another asked for time to write his separate views. These views, along with basic order, will be released this week.

Also approved, along with transfer of CP's, was sale of WBHL-TV Philadelphia to AVC Corp. Majority is said to comprise Chairman Rosell H. Hyde, Commissioners Robert E. Lee, Lee Loewing and James J. Wads worth, with Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson dissenting. Overmyer acquisition is for $1 million plus $3 million in loans to other Overmyer interests. There is no direct payment for Philadelphia station. Businessmen who own it, including William Banks, controlling stockholder of WHAT-TV FM Philadelphia, will acquire 30% of AVC subsidiary that will be licensee corporation.

Anticompetitive?

Although nothing may come of it, there's report that Antitrust Division of Department of Justice is looking into joint ownership of television stations and CATV systems. There has been motion on part of certain antitrust lawyers that TV and CATV are competitive and presumably that joint ownership constitutes concentration of power.

Some basis for this is seen in contention made by Antitrust Division in its opposition to ITT-ABC merger that ITT had planned to go into CATV nationally to "compete" with network TV. ITT's rejoinder was that it had investigated CATV and decided against making it major project.

More originals

CBS-TV has decided to place "major creative and financial effort" into original drama, hopefully establishing CBS Playhouse on schedule of one each month during Fall-Winter television season. Policy enunciated by Michael Dann, senior vice president, programs, covers remainder of this season and into 1968-69 season. According to Mr. Dann, Playhouse is abandoning—except in rare cases—adaptations and will concentrate on original scripts.

Movie bundle

First package of feature films to be released by Warner Brothers-Seven Arts since company's consolidation last summer is slated to hit syndication market in early January. Package is now being assembled and will consist of approximately 35 pictures, many of which are expected to be drawn from Warner Brothers stock of recent vintage. It's reported package will contain some important films.

Inventory

Report circulated last week that ABC-TV is turning back about 100 daytime minutes to its affiliates in December, and was generally confirmed by network authority. Warren Bocrom, director of daytime sales, said that "if we cannot sell the minutes and it looks like they might go down the drain, we turn them back to the stations. But I doubt it is as many as 100. Only 8% of our 4,680 minutes in the fourth quarter remain unsold."

Situation at CBS-TV is somewhat better. Bob Stoofi, vice president-director of daytime sales, said network was 95% sold out through December and was not considering turning back any minutes. NBC-TV claims to be completely sold out in fourth quarter.

Younger blood

Top-level changes are expected momentarily at Walter Schwimmer Inc., Chicago-based TV film subsidiary of Cox Broadcasting Corp. Syndication pioneer Walter Schwimmer is to drop presidency, become consultant to firm. Slated for top post is Arthur Pickens, now executive vice president, who in turn is to be succeeded by Howard Christensen, now sales vice president. Schwimmer firm, acquired by Cox year ago, is to continue heavy in program packaging with long-range eye on feature-movie production.

Cause of it all

CBS-TV's willingness to renegotiate its long-term contract with National Professional Soccer League reportedly was major factor in announcement of merger of NPSL with United Soccer Association. NPSL, which has not had sanction of soccer's governing international body, has had 10-year, $15-million CBS contract in its back pocket since late 1966. While USA has had official blessings it was never able to generate more than modicum of local radio-TV interest for its 10 teams.

Reportedly CBS was paying 10 NPSL teams $2.1 million over first three years and has annual option to league's games for additional seven years. Before leagues got down to serious merger talks, it's understood USA officials went to CBS and asked if merger league could renegotiate contract. Network reportedly said it would not stand in way of merger. If International Soccer Federation sanctions merger, league-network talks to reopen although CBS has right to refuse new talks.

To these beginner typists, Humble is an extra key.

Cap and gown retired, most high school graduates look forward to continued education or that first paycheck. But for some without work skills, the future is often rows of closed doors. HELP is on the way. In 1966, we began HELP (Humble’s Earn and Learn Program) designed to train young women for stenographic positions. The nine-month program is demanding. But the rewards are worthwhile. HELP provides a scholarship to an accredited business college, financial assistance to the student and work experience in Humble offices. Students attend classes in typing and shorthand as well as seminars on office procedure, grooming, telephone etiquette and filing systems. The final twelve-week phase of training gives each girl the opportunity to perform in an actual work setting and demonstrate her capabilities. HELP helps open some of those forbidding doors. This program guarantees no jobs. It does guarantee one thing: every one of these girls will be better equipped to make her own way, earn a better living, look the world square in the eye. HELP helps America’s most important natural resource: its people.

HUMBLE Oil & Refining Company and the people who make it America’s Leading Energy Company
WEEK IN BRIEF

Showdown between stations, networks may come during Miami meeting of NAB's TV code review board. At issue, proposals for limits on number of commercials; CBS-TV letter hints at code defection. See ...  

CRISIS FOR TV CODE ... 21

Little enthusiasm generated for ABC-TV plan to lengthen three prime-time station breaks a week to 63 seconds while shortening six others to 33 seconds. Plan already approved by affiliates' board of governors. See ...  

MINUTE BREAKS ... 22

Canadian-ad-firm study shows that viewer recall on clustered commercials progressively deteriorates from first to third spots; suggest lower rates based on position within cluster group. See ...  

DOES CLUSTER HINDER RECALL? ... 24

Spector of split 30-second commercials haunts Palm Springs meeting between NBC-TV affiliates' board of delegates. Net's "long-pledged resistance" to such sales may be weakening. See ...  

NBC-TV TO SPLIT 30'S? ... 28

Growing broadcast group, Malrite Broadcasting Inc., buys WMIL-AM-FM Milwaukee, WMIN-AM-FM Minneapolis-St. Paul for reported $1 million. FCC approves $3.6-million sale of KTVE(TV) El Dorado, Ark. See ...  

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FCC, caught in economy squeeze along with other agencies, faces 2% cut in payroll funds along with expected demand for 4.5% increase in federal salaries. CPB may not get funds until next year. See ...  

FCC FACES 2% CUT ... 34

Broadcasters hope major attack on fairness doctrine launched in Chicago can be merged into Red Lion case accepted for review by Supreme Court. Red Lion accedes, but FCC opposes deferral. See ...  

TOO MANY COOKS? ... 40

Supreme Court to review landmark United Artists-Fortnightly CATV copyright case. Cable forces pleased; court observers see action indicating several justices have doubts about correctness of lower-court decisions. See ...  

HIGH COURT TAKES COPYRIGHT ... 48

Pattern of copyright cooperation between broadcasters and CATV operators appears to be emerging from informal Hatch-Stern ad hoc committee. Unsettled issue is how to treat CATV program origination. See ...  

SUMMIT TALKS ON CATV ... 48

Great color-TV X-ray scare of 1967 may have rerun in 1968. Representative Rogers, U.S. Public Health Service claim modified GE color sets still emit excess radiation, cite possible industry-wide problem. See ...  

NEW X-RAY SCARE ... 54

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Few parents today are sufficiently aware that teenage use of marijuana and LSD is reaching alarming proportions. This first-hand WLBY-TV report ... ESCAPE TO HELL ... is a teenage drug user's account of the widespread use of hallucinatory drugs in South Florida senior and junior high schools. It has been acclaimed by parents, teachers, educators, medical personnel and enforcement agencies as the most effective, valuable, significant and unusual local television program ever presented.
Luckies drop Manoff, switch to N. W. Ayer


Manoff explained switch in agency memo: "We have been fired because we have been philosophically, professionally, ethically opposed to the client's insistence that we develop Lucky Strike advertising according to their prescription."

"That prescription can't work. It hasn't worked. Lucky Strike is a losing brand and the thinking that has gone into it in recent years has been a 'loser's thinking.'"

Agency added that its relationship with client was "losing struggle from the start. They were torn between wanting 'the new way' and being unable to forego the old. It turned out to be 'their way' or 'no way.'"

Ayer in September 1965 acquired American Tobacco's Montclair and Carlton cigarettes (estimated $5 million), and in early 1967 added Half and Half cigarettes and pipe tobacco. Fifty Fifty cigarettes in test market and Colony 100's. New Lucky Strike account includes regular, filter and filter-menthol brands.

Lucky Strike in first nine months of 1967 spent $3.9 million in TV ($2.6 million in network, $1.3 million in spot), according to Television Bureau of Advertising, and $99,000 in radio in first half of year ($47,000 in spot and $52,000 in network) according to Radio Advertising Bureau.

Broadcasters, ASCAP in cordial session

Representatives of Georgia radio stations and of American Society of Composers, Authors and Publishers conferred in New York Friday (Dec. 8) in effort to compose differences over ASCAP music rates but did not come to terms, participants reported afterward. They said session was "friendly" and "pleasant," however, and that another meeting would be scheduled.

Group of Georgia stations who claim they pay ASCAP too much considering amount of ASCAP music they play, have said they will sue if necessary to get lower ASCAP rates. Current rates were negotiated by ASCAP and All-Industry Radio Station Music License Committee in settlement of committee's suit against ASCAP and have been accepted by most U. S. radio stations.

Participants in Friday session included Edwin G. Mullinax, WLAW LaGrange, Ga.; Tom Brown, Atlanta attorney, and Herman Finkelstein, ASCAP general counsel.

Johnson gives support to Negro programing

FCC Commissioner Nicholas Johnson sees fracturing of radio's audience as "lucky break for America" insofar as it has led to efforts to meet programing needs of Negroes. He says market pressures have exerted "more beneficial influence on radio's product" in this respect than have pressures of conscience on television's product.

Commissioner made statement in connection opinion issued Friday (Dec. 8) in connection with FCC approval of transfer of WAVE(FM) Indianapolis from Calojay Enterprises Inc. to Indianapolis Radio Corp. for $85,000.

Station currently devotes 95% of its programming to classical music and commentary on it. Indianapolis Radio, whose president and largest shareholder, Frank P. Lloyd, is Negro, will orient its programing to city's 20% Negro population—rythm and blues music and public affairs programing of special interest to Negro community.

Convention in Chicago last month said radio-TV should make greater effort to meet Negro's programing needs (BROADCASTING, Nov. 27). In statement Friday he said that Mr. Lloyd and another co-owner are Negro provide assurance that promise to serve Negro community will be fulfilled. He noted that of 350 Negro-oriented radio stations, all but about five are owned by whites.

Commissioner said FCC had made "complex social decision"—whether to approve transaction, which would deprive Indianapolis of only "highbrow" radio station and provide it with only "soul" station—by deferring to the market.

CBS remains on top

CBS-TV led by 2.9 in 30-market Nielsen rating averages for week of Nov. 27-Dec. 3. Report, out Friday (Dec. 8), showed that for 7:30-11 p.m. period that week CBS-TV had 20.9, NBC-TV 18.0 and ABC 16.2.

NCAA's Plant backs RFK's 'anti' moves

Drive of Senator Robert F. Kennedy (D-N.Y.) to get cigarette spots removed from televised football games has gained influential support from within National Collegiate Athletic Association, it was learned Friday (Dec. 8). Marcus L. Plant, NCAA president, told senator he agreed that "it is not desirable" to have cigarette advertising on NCAA programs.

In November letter to senator, NCAA president said he did not have "direct control of this phase of [NCAA's] affairs," but said he would "use every influence possible to reduce and eventually eliminate appearance of such advertising" on NCAA events. Decision is up to NCAA TV committee, he noted.

Earlier letter to senator from Walter Byers, NCAA executive director, said matter would definitely be discussed next time TV committee considers sponsorship (BROADCASTING, Nov. 27).

Kennedy correspondence file, opened for inspection by news media, showed no response from ABC to senator's telegram asking that football games not be used as vehicle for cigarette spots. ABC has contract with NCAA through 1969 season. It permits cigarette spots.

File also showed NBC's President Julian Goodman earned senatorial tongue-lashing for noting that Congress had considered and rejected curbs on broadcast cigarette advertising. Using congressional nonaction as policy standard was "inappropriate," Senator Kennedy indicated.

"Congress's failure to act does not diminish responsibility of other Americans for voluntary action in public interest," senator explained.

KGYN gets II-A status in unusual FCC action

FCC Review Board, in action made public Friday (Dec. 8), granted application of KGYN Guymon, Okla., to operate on 1210 kc as full-time class II-A station with 10 kw. Station currently operates on 1220 kc as class II-
administration, becoming second-rank-
ing officer of W & L while continuing
his major account supervision. Ted
Douglas, until recently VP and national
director of sales for ABC Radio, has
joined Warwick & Legler as VP and
member of general executive board.

William W. Fir-
man, director of sales
for news and
specials at
ABC-TV, New
York, since 1963,
elected to new
post of VP and
director of news
and specials. Before
coming to
ABC, Mr. Firman
worked for CBS
Radio, starting in Chicago in 1951, and
moving up to manager of Detroit of-

cine, eastern sales manager and assis-
tant general sales manager in New York.

For other personnel changes of the week see FATES & FORTUNES

Conn. PUC restudying CATV system grants

Place of telecasters in CATV's future
may be determined significantly by
Connecticut Public Utilities Commis-
sion. It is reconsidering grant last
March to Outlet-BT Co., for Groton-
Stonington area, and is awaiting legal
briefs from that firm's attorney on ques-
tion of conflict between TV broadcast-
er and CATV ownership.

When state PUC issued grants for
CATV in Connecticut earlier this year it
enunciated policy of disqualifying
broadcasters with TV interests in cable
TV areas. This policy is being chal-
enged in state courts by Triangle Pub-
ications Inc. (which owns WNHC-TV New
Haven and which applied for CATV
there) and by WHNR-TV New Britain,
both of which were disqualified under

WEEK'S HEADLINERS

Werner Michel, VP and director of
radio-TV for Sullivan, Stauffer, Colwell
& Bayles Inc., New York,
named program-
ing VP for Wol-
per Productions,
New York, ef-
fective in Jan-
uary. Mr. Michel,
with SSC&B for
last four years, previously was pro-
ducer for Kenyon & Eckhardt; execu-
tive producer for Dumont television
network; VP and director of radio-TV
for Reach, McClinton & Co. and served
as consultant for N. W. Ayer & Son,
Air Transport Association, Nationwide
Life Insurance Co. and John H. Breck
Inc.

John F. Welsh, senior VP of Warwick
& Legler, New York, appointed to new-
ly created post of executive VP for
daytime only with 1 kw.

KGYN application was paired with
request of WCAU Philadelphia to change
facilities. WCAU operates on 1210 kc
as dominant class I-A station.

Board action was unusual in that it
severed KGYN application from pro-
ceeding and granted it without prejudice
to WCAU's request—action opposed to
commission rules. Board felt that
sufficient showing of public interest re-
quiring immediate grant of KGYN peti-
tion was made.

Mediastat radio study attracts 17 agencies

Seventeen advertising agencies have
signed for Mediastat's continuous
radio circulation study, it was an-
nounced Friday (Dec. 8). Agencies spend $139 million in spot radio
and more than $175 million in network and
spot radio.

They are Ted Bates; BBDO; Leo
Burnett; Campbell-Mithun; D'Arcy Ad-
vertising; William Esty, Foote, Cone &
Belding; Leenen & Newell; Mac-
Manus, John & Adams; Arthur Meyer-
hoff Associates; John F. Murray Adver-
sisting; Needham, Harper & Steers;
Norman, Craig & Kummel; Ogilvy &
Mather; Sullivan, Stauffer, Colwell &
Bayles; J. Walter Thompson, and
Young & Rubicam.

Hill Blackett dies

Funeral services were to be held
Saturday (Dec. 9) in Chicago for Hill
Blackett, 75, radio daytime-serial adver-
sising pioneer, who died Dec. 6 in
Florida. Mr. Blackett began career in
1915 with Lord & Thomas and in 1923
founded Blackett, Sample & Hummert,
which subsequently became one of na-
tion's biggest buyers of radio time.

H. M. Dancer, J. G. Sample and C. L.
Fitzgerald, officers of BS&H, pulled out
of agency and formed Dancer-Fitz-
gerald-Sample in 1944. Mr. Blackett
after having reformed as Hill Blackett &
Co. then merged with Grant Adver-
sising in 1949 with Mr. Blackett con-
 tinuing as consultant until 1955. His
survivors include son, Hill Jr., board
chairman of Clinton E. Frank Inc.,
Chicago.

Somebody up there likes television

Television may get morale booster
before year's end in form of inde-
pendent report showing that three
groups of four TV viewers have "positive"
attitudes about medium and
like it just as it is.

Board of governors of Methodist
Church's TV-Radio-Film Council,
meeting in Miami this week, will be
presented with preliminary results of
church's October "TV Valuation
Month" project in which some 2.5
million cards seeking evaluation of
programming were sent out. Results so
far indicate 75% of viewers—repre-
senting many religious denominations—
find no fault with medium; 20% are
generally critical; and 5% say they like
some aspects but are

9/7

BROADCASTING, December 11, 1967
IT'S A MATTER OF LIFE AND BREATH

USE CHRISTMAS SEALS

FIGHT TUBERCULOSIS • EMPHYSEMA • AIR POLLUTION

CHRISTMAS 1967 • GREETINGS 1967

THIS SPACE CONTRIBUTED BY THE PUBLISHER AS A PUBLIC SERVICE
RUST CRAFT
experts in creative color select
the best in color broadcasting...

RCA TK-42 "Big Tube" Cameras and
TR-70 Highband Tape Recorders

In the Rust Craft business, finest color reproduction is most important
whether in greeting cards or broadcasting. RCA TR-70 highband
recorders are a perfect match for RCA TK-42 studio cameras, giving
Rust Craft stations an unbeatable combination in producing highest
quality color programs and commercials.

Medium market stations, like those in the major markets, demand the
best in color. The fact that many group-owned stations are ordering this
RCA color combination is an indication of the emphasis on quality.
Some of the many Rust Craft artists at work, illustrating various stages in design of cards, party goods and gift wrap. In all these, the creative use of color combinations is basic to the appeal and sales of Rust Craft products.

Creative color combination: TK-42 color camera and TR-70 highband tape recorder in operation at WROC-TV, Rochester, one of the Rust Craft stations.

A Sound Market

$6,147 per household retail sales (Ranks 24th nationally), total $953,855,000 (62nd nationally). Latest SALES MANAGEMENT SURVEY OF BUYING POWER ranks the Lansing Metro Area among the top 100 markets for all categories—Population, Households, Effective Buying Income, and Retail Sales. Generous balance of government (state capital), education (Michigan State University), and industry (home of Oldsmobile, Fisher-Body, Reo-Diamond and Motor Wheel) keeps Lansing's spending habits stable.

A Sound Buy

WILS delivers Lansing's "Buying Power." Latest PULSE shows WILS with GREATEST SHARE OF ADULT AUDIENCE BY A WIDE MARGIN! 20% more ADULT AUDIENCE than the 2nd station. And our primary signal (5,000 watts) reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot.

For complete cost/M and other audience data, write or call:
ALAN TORBETT ASSOCIATES, INC.

DATEBOOK

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

Indicates first or revised listing.

DECEMBER

• Dec 11—Luncheon meeting of New York chapter of International Advertising Association. Speaker will be R. W. McNealy, vice-president, Allied Artists Pictures Corp. 
• Dec 12—FM-WMME (our sister station) annual meeting of Headline Club. Sheraton-Blackstone, Chicago.
• Dec 11—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. Biltmore hotel, 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—Deadline for reply comments on FCC's proposed rulemaking concerning the public value of precurson operation by class II stations via-a-vis co-channel U.S. 1-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which station should be allowed and the degree of sky-wave interference protection to be afforded U.S. 1-A stations, which at present derive their basic protection from the exclusivity of the 1-A band, within the North American Region.
• Dec 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MECO 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 20—Annual stockholders meeting. Columbia Pictures Inc. to increase authorized common stock from 3 million shares at $3 par value each to 10 million at $2.50 par, to create new class of preferred stock consisting of 2 million shares at $1 par, and other matters. 515 W. 54th St., New York.
• Dec 22—Annual stockholders meeting. Filmways Inc., to elect eight directors, increase common shares by 500,000 and create class of preferred shares. Biltmore hotel, New York.
• Jan 1—Special meeting of stockholders, Wometco Enterprises Inc., to increase common stock by 3 million shares to 6 million shares, Miami.
• Dec 25—Deadline for comments on FCC's proposed rulemaking that would permit standard broadcast stations to operate by remote control to transmit some telemetry signals by intermittent subsonic tones.
• Dec 27—Special meeting of stockholders. Plough Inc., to increase total number of all shares from 5 million to 16 million and to act on acquisition of Maybelline Co., in pooling of interest transaction. Memphis.

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—Newsmaster luncheon sponsored by the International Radio and Television Society. Speakers include newsmaster 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 to operate 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, Florida CATV Association, Lido Beach.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.

Jan. 13-14—Retail Advertising Conference. Workshop sessions include retail use of radio-TV. Knickerbocker hotel, Chicago.


Jan. 15—Deadline for U. S. TV and radio entries in ninth annual competition of American TV/Radio Commercials Festival. Judging by board of 250 advertising and production professionals, headed by David Ogilvy, creative director, Ogilvy & Mather, New York, will take place in nine centers in February and March. February, 1968, is deadline for entries in international TV and Cinema categories in third annual competition.

Jan. 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MECO 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. 16—Meeting of the Utah-Idaho AP Broadcasters Association, Boise, Idaho.


Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.


Jan. 26-27—The second annual color-television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. Roland Renaud, c/o Station
SOPHISTICATED ROUGHNECKS
FROM TWO TO TWELVE CAMERAS

The only TV broadcast vans built by broadcasters for broadcasters! Each van is made to order — big, small, or in-between — to fit the needs of each station. And each van (as well as the equipment inside) is built to last long after others are dead and gone.

Only CBS Laboratories now makes a rolling TV studio that can scramble around in the roughest places — yet carry the most sophisticated equipment imaginable. The interior shown is a portion of the production area of the van above. Not shown are the audio, video, and other control areas that can handle virtually any kind of broadcast needed... film, tape, color — you name it. But any van can be designed from the bottom up to handle what you need. Write for details. Or phone (203) 327-2000.

PROFESSIONAL PRODUCTS
CBS LABORATORIES
Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.

BROADCASTING, December 11, 1967
TV MOVIES ARE THE BIG WINNERS THIS SEASON
IN BIRMINGHAM THE BIG LOCAL MOVIES ARE ON WAPI-TV

Two views on radio selling

EDITOR: In Broadcasting, Nov. 20, an article quotes BBDO's Richard J. Mercer to the effect that in the past two years radio sales reps have been remiss in not calling on the creative people at the ad agencies.

Our organization, for one, can take exception to his comments. After long months of preparation and scheduling, Radio Advertising Representatives teamed up with Klein/Bazerman, Los Angeles creative and production consultants, and took its show on the road.

Since early May of this year, RAR and Bob Klein of Klein/Barzman have conducted luncheon workshops in seven major cities. Over 1,000 "creative" advertising agency and client people responded to our invitation. What they saw and heard was a 45-minute pitch on creativity and the unlimited possibilities of creative radio usage.

More luncheon workshops are being scheduled for 1968 of course. Mr. Mercer—you're invited.—Marvin L. Shapiro, president, Radio Advertising Representatives Inc., New York.

Radio data delayed, due soon

EDITOR: What has happened to the annual FCC reports showing radio revenue? This usually appears in an October issue of Broadcasting. Have I missed it?—Richard H. Voorhis, station manager, WSLI-AM-FM Jackson, Miss.

(The FCC's annual financial report for radio has been delayed this year by the agency's move to new quarters. We expect it within the next few weeks and will present it in detail.)

Lesson from the golden era

EDITOR: I would like to call attention to a record album that in my belief should be required listening by every
station owner and his staff.

The album is Jack Benny's "Golden Memories of Radio" (Longines Symphonette Society, Gold Medal Productions). In almost three hours of playing time, Mr. Benny and Frank Knight do the most superb job of the hardest "soft sell" for the industry ever presented. The range covers the full spectrum of what radio was designed for....

To the older broadcaster it will refresh his goals and to the newer type it will give real meaning to the word broadcaster.—Chris Watkins, P. O. Box 1837, Savannah, Ga.

Sara Lee's agencies

EDITOR: In Broadcasting, Nov. 27 issue, you have a very nice writeup of the speech by our president, Mandell Kaplan.... It was a very good story, but I should point out that... our current agencies are Doyle Dane Bernbach, New York, and Edward H. Weiss Co., Chicago.—Charles R. Patton, group product and merchandising manager, Kitchens of Sara Lee, Deerfield, Ill.

Book Notes


The subject of this book is clearly explained in the introduction by CBS President Frank Stanton: "How television rose to this awesome occasion (the assassination of President Kennedy, Nov. 22, 1963)—the hour-by-hour story of jobs done with imagination, discipline and perseverance in spite of the situation."

In his first published book Navy Lieutenant John B. Mayo Jr. tells about the role played by the broadcasting media in bringing the impact of the President's death to the public.


Professor Edgar E. Willis of the University of Michigan provides a handy, up-to-date textbook for students interested in writing for television and radio. Major chapters deal with traditional script considerations (inventing plots, creating characters, finding themes) as well as more specialized topics (script formats, writing for children's programs, comedy, commercials and continuations). A liberal sprinkling of examples from TV's "golden heyday" of drama to current situation comedies is included in Professor Willis' book.
MONDAY MEMO from KEITH OLSON, Colle & McVoy, Minneapolis

TV's success in developing snowmobile's regional market

During the 1967-68 winter season, Colle & McVoy is launching its greatest advertising campaign for the Polaris line of snowmobiles, and, not surprisingly, more than 50% of its total budget will be used throughout the snowbelt states on television.

Our spot campaign began in early September and will run through late February. In each of the areas we are stressing the sports and family-fun combination in both the 20- and 60-second spots.

Our markets cover every major city in the snow belt, stretching from Bangor, Me., to Seattle. This gives us solid coast-to-coast exposure in the important snowmobile markets on a consistent basis.

The campaign is a two-prong effort aimed at the man of the house on National Football League games and at the housewife in prime-time 60-second spots promoting the snowmobile as a vehicle of family fun.

The prime market Colle & McVoy strives to reach is the group normally restricted by winter weather to indoors due to lack of sufficient outdoor recreational equipment.

So great is this market that Allan Hetteen, president of Polaris Industries Inc., Roseau, Minn., estimates that this season the Polaris snowmobiles will more than double last year's sales of $7 million to about $15 million, and he anticipates total industry sales of more than 150,000 snowmobiles.

And television, through the glamour, excitement and zest of the commercials we use, is the medium we feel will deliver even more than our projected quotas.

First Experiences - Our excursion into major spot-TV purchases in the markets serving the snow belt began after several experiments with a modest spot schedule during the 1966-67 season and a special documentary filmed for us by the KSTP-TV Minneapolis-St. Paul film division.

We found that television, like football, has the exciting potential of the "long bomb," and, as the football pass play aims to go all the way, so does its television equivalent.

The "long bomb" in our case was the promotion of the Polaris snowmobile by the documentary, "The Great 500," a film of a snowmobile race from Winnipeg, Man., to St. Paul.

When we began our promotion of the Polaris snowmobile, our major purpose was to popularize its use as an exciting new sport that not only provided a thrilling pastime, but also had special appeal as a family vehicle for winter pleasure.

The film crews did an excellent job covering every inch of the sub-zero four-day race and capturing the exciting highlights. This provided us with a "gut" color film, running 27 minutes.

At the time of the initial planning sessions, our commitments in TV were modest, but "The Great 500" documentary attracted high interest among TV program managers. More than 50 stations around the country have requested the film and hundreds of private, civic, sports and other organizations have shown it.

Fast Start - The success of the promotional film was a strong introduction for our ad campaign this fall. The film did more to gain us national attention than any other effort. We estimate that throughout the country viewers exceed 4 million, and it reached such non-snow areas as Texas, Georgia and the Carolinas, where the Polaris-name exposure is important for future product diversification.

From this broad identification base we were able to target our key market areas. With the racing action of the snowmobiles (they can do 50-60 miles an hour) already recorded, our next step was to reach the prime market that we felt had the greatest potential for future sales—the snow-bound family.

Our research indicated that the appeal of the snowmobile would be greater if directed to the housewife as a vehicle of family fun. It also indicated that since the most popular snowmobiles cost about $1,000, the husband would normally have the final say in the purchase, whether for family fun or for personal use.

Experience also pointed up another unique feature through which we were able to set up a significant part of our distribution program. Most of the markets in the snow belt are fine markets during the spring and summer for boating. Marine dealers, whose work is seasonal, welcomed the opportunity to change their business into a year-round one.

The experience of the marine dealer—his ability to sell the benefits of pleasure-oriented products and the fact that he is at home with big-ticket items—made for a natural liaison with Polaris and provided us with a well-organized and equipped distribution system.

Because the main features of the snowmobile are both as a sports and family-recreation vehicle, our TV campaigns stress both of these facets.

Winter Fun - The theme of our commercials is that winter is no longer a stay-indoors time and that with the snowmobile the family can enjoy outdoor activity in winter as they can during the summer.

The popularity of the snowmobile has zoomed with its exposure on television. Snowmobile clubs have been formed by the hundreds and many companies have added the snowmobile to their motor departments as service vehicles.

Television has only tapped the surface of eventual sales, but it has, along with the promotional film that received such great acceptance, given us a pretty accurate barometer of the market.

The snowmobile has developed a major recreational industry, and television has done a major portion of the selling of this exciting new product.
AMBASSADOR BRIDGE. Symbolic of international goodwill, the flags of the United States and Canada stand side by side midway across the mighty span that links Detroit and Windsor, Ontario. Opened in 1929, the Ambassador Bridge accommodates more than 7 million people and 3½ million vehicles annually.

Just as Detroiters regard this border landmark as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 47 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiter which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV
OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC.
NATIONAL TELEVISION REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • NATIONAL RADIO REPRESENTATIVES: McGAVREN-GUILD-PGW RADIO, INC.
EQUATION FOR TIMEBUYERS

ONE BUY X = DOMINANCE

WKRG-TV • MOBILE ALABAMA

*PICK A SURVEY --- ANY SURVEY

Represented by H-R Television, Inc.

or call

C. P. PERSONS, Jr., General Manager
Crisis for television code

Showdown between stations and networks may come in dispute over limits on numbers of commercials;
added fillip: ABC offers longer station breaks

Threat of a revolt against the television code broke into the open last week as the TV code review board of the National Association of Broadcasters prepared to come to grips with the issue of numerical limits on commercials.

The CBS-TV network sent to NAB authorities a letter supporting "a strong industry code" but warning that "restrictive and inflexible ceilings on the number of network commercials might be so burdensome that a network could not agree to comply with unreasonable limitations on their commercial practices."

The letter suggested that some hard-line proposals being advanced by individual stations and station groups would also impinge on "basic business considerations" that rightfully should be left to private negotiations between networks and their affiliates.

It also touched a sensitive political nerve, asserting that NAB-code attempts to limit network commercial time "would appear to raise legal questions and, further, would appear to conflict with the concern expressed in Congress and elsewhere that the small advertiser have increased access to network advertising."

The letter was sent by William B. Lodge, CBS-TV vice president for affiliate relations and networking, who is also a member of NAB's TV board, after its contents had been "discussed at considerable length by the management and by the legal advisers of the CBS television network."

It went to Clair R. McCollough of the Steinman Stations as chairman of the TV code board, with copies to all other members of that board, all members of NAB's television board, NAB President Vincent T. Wasilewski and NAB code authority director Howard H. Bell.

Meeting Week * The timing was influenced by this week's scheduled meeting of the code board and an obvious belief that the networks would be outvoted there—Mr. Lodge pointed out that station members outnumber network members 6 to 3 and questioned whether there was any point in attendance by CBS-TV's representative, William H. Tankersley, program practices vice president.

But it was far from clear late last week that the other networks would go as far as CBS indicated it was prepared to go, although it seemed unquestionably clear that the basic issues would find the networks on one side and stations on the other.

ABC and NBC officials declined to say precisely what positions their representatives would take when the code board meeting opens at Miami Beach Tuesday (Dec. 12), but there was considerable speculation that while they would join CBS in opposing "unreasonable" limits they probably would stop short of withdrawing or threatening to withdraw from the code.

For that matter it did not seem likely that CBS, even if it should decide to withdraw, would do so before January, because no matter what the code board does this week, its actions must be approved by the NAB TV board before they can become effective. The TV board meets the week of Jan. 21 in Sarasota, Fla., and the CBS letter seemed intended for that group as much as for the code board.

An ABC official would describe his...
ABC-TV offers minute breaks

But there's mixed reaction among affiliates; Taft sees danger to spot TV

ABC-TV affiliates appeared divided last week over a long-studied but hitherto undisclosed plan to lengthen three prime-time station breaks a week to 63 seconds while shortening six others to 33 seconds.

The plan has been approved by the network and the affiliates' own board of governors. If adopted by a majority of the ABC-TV affiliates, it could:

- Become effective next month.
- Set off a chain reaction which might result in longer, one-minute prime-time station breaks not only at ABC, but at CBS-TV and NBC-TV as well.
- Make commercial policy more responsive to agency trends towards the 30-second commercial form.
- Result in a new spate of advertiser and viewer criticism since it was felt in some quarters that adoption of the 63-second break would result in an over-all increase in commercial time. It could do all or none of these things, for it has not been adopted yet. And indications late last week were that some of the people most directly involved—ABC affiliates—were not as enthusiastic as had been expected.

The plan, said to have been formulated at the request of a majority of the affiliates, calls for 63-second breaks at 9:30 p.m. on Mondays, Tuesdays, and Fridays. Breaks at these times are currently 43 seconds long.

In order to maintain the present level of commercial time—a requirement currently imposed by ABC-TV—the plan calls for 33-second breaks in lieu of the 43-second breaks now spotted at 8:30 and 10 p.m. on the three evenings. As presently envisioned, then, adoption of the three 63-second breaks would not increase total commercial time, a subject now under discussion by the National Association of Broadcaster's code board (see page 21).

Chilly Reception • Although ABC-TV has agreed to establish three 63-second positions, adoption of the plan was not assured since reaction among some affiliates to the plan has been cool, and at least in one instance, has prompted a major group operator—Lawrence H. Rogers II, president of Taft Broadcasting—to wire affiliate board members that he was "unalterably opposed" to the plan.

Still another group described itself as "indifferent" to the idea.

Mr. Rogers' statement of opposition was made in response to a memo to all primary ABC-TV affiliates from Burton Ladow, KTVK-TV Phoenix, chairman of the affiliates board of governors.

In his letter, dated Nov. 28, Mr. Ladow informed affiliates that the governors were "very pleased that... the network has agreed to establish three 63-second positions in prime time, with the proviso that on each of the nights when it is established two 43-second break positions be reduced to 33 seconds each, so that the overall balance of commercial content and program material is not affected.

"This forward move will give ABC affiliates a total inventory of 10, 20, 30 and 60-second prime-time availus, thus improving our competitive position in the market place," he wrote.

Mr. Ladow indicated that the network's position to lengthen the 33-second breaks came as a result of a "poll of ABC affiliates [which] indicated by a 75 to 5 vote that the majority of stations were in favor of establishing some 63-second break positions."

Long Study • He also said that the affiliates board of governors had evaluated the request over a period of months, both alone and in conjunction with network representatives.

In his memo Mr. Ladow said that the network's primary concern, as expressed by Thomas W. Moore, ABC-TV president, was "that nothing be done which would affect or damage the network's attempts to reduce clutter, and that total commercial time not be increased."

Mr. Moore apparently had reiterated to the board statements he made earlier in the year to the effect that ABC-TV planned to reduce clutter and hold the line on commercial time (BROADCASTING, April 3, 10).

Mr. Ladow's memo, however, indicated that the plan, as now formulated, might lead eventually to more than the three 63-second breaks now con-

CRISIS FOR TELEVISION CODE

network's position only as "flexible," explaining that "we've got to wait till the meeting and see what goes."

In apparent support of some of the CBS arguments, however, he noted that ABC historically has argued that the number of commercials should be governed "by the market-place."

An NBC official also declined to specify how far his network was prepared to go but said that NBC felt—as Mr. Lodge's letter said CBS did—that the code should not be "an instrument of business considerations" and that NBC would oppose "anything impracticable and undoable."

Ceiling for Commercials • He said NBC has always felt—but has not been able to convince the NAB—that the best a code can do in the commercial area is to set a ceiling on commercial material and give broadcasters maximum flexibility in scheduling it. No single rule can be adopted that will cover all situations fairly, he contended.

There was no clear picture, either, of what CBS would consider "impractical," "unreasonable" or unduly "burdensome" restrictions.

CBS officials said they were not against limits on the number of commercials but that they feared, from some proposals that have been advanced by station operators, that the limitations would be "unrealistic" and "unlivable."

Sources close to CBS speculated that it would regard as unacceptable any code provision limiting the number of consecutive prime-time commercials to fewer than four—which is exactly what is urged in four of the five formal proposals that had been prepared for the code board late last week.

Donald H. McGannon of Westinghouse Broadcasting, Charles H. Tower of Corinthian, Bill Michaels of Storer (also a code board member) and Lawrence H. Rodgers II of Taft have all submitted plans that, among other things, advocate that commercial clusters be limited to three messages, although they disagree to some extent in their definitions of the messages.

The code authority's proposal would put the ceiling at four.

The CBS letter was the most dramatic event of the week's preparations for the code board meeting tomorrow and Wednesday, but it shared honors at least tangentially with the surprise disclosure that ABC officials and the board of directors of the ABC-TV affiliates association had worked on a plan—which was fast proving to be controversial—looking toward expansion of some ABC-TV prime-time station breaks from the present 43 seconds to 63 seconds (see story above).

The length of station breaks as well as the number of commercials that may be carried in them is also dealt with in the proposals submitted by Messrs. McGannon, Tower and Michaels, and some of them anticipate prime-time breaks less than a minute in length. The standard prime-time break length now is 42 seconds between programs, but
Mr. Ladow wrote that “this plan will serve as a starter and give us all a chance to appraise the value of prime-time 63-second breaks. It is our belief that further steps may be made in the future if time proves this to be helpful.”

Mr. Ladow told affiliates that “each board member has considered this plan and its ramifications and the board recommends it.” He indicated that the board was working “with the network to expedite this action so it can start in January 1968. If we do not hear from you by Dec. 8, we will assume your approval of the plan. If you disapprove or have comments, please call or write. . . so we may consider all angles before we take this important step,” he wrote.

In Question * By Friday (Dec. 8), however, adoption of the plan by affiliates was still in doubt, if only because response to Mr. Ladow’s request had been not very negative. Although Mr. Ladow on Thursday would say only that the “results of the responses at this point are inconclusive,” several ABC affiliates told Broadcasting that response to the plan has not been as enthusiastic as it was hoped and speculated that the Dec. 8 deadline would be extended. One major market operator said that while he supported the plan, “there is a great deal of objection to it on the part of some affiliates. A majority may have indicated they want longer breaks, but from what they tell me now, many don’t want this plan.”

Strongest opposition was voiced by Mr. Rogers, who, besides being “unalterably opposed” to it, said that “Tom Moore’s commitment for ABC to hold the commercial line deserves the solid support of all affiliates.

“Adding 63-second breaks provides only increased opportunities for more piggybacks,” he said. “It can only have the effect of reducing national spot budgets by increasing piggybacks inventory at no increase in cost while providing no compensatory advantages.”

Other ABC affiliates remarked privately that adoption of the plan would lead only to more commercial time. “We have a tough enough time justifying our present level of clutter and commercials. If it increases, we may alienate even more viewers—and advertisers—than we already have. Both are becoming more sophisticated.”

Proponents of the plan, however, say lengthening the breaks to 63 seconds means only that the industry is adapting to new developments in commercial production. “The 63-second break is ideal. What we have is an increase in the use of 30’s as the standard form of television commercials, and a decrease in the use of 20’s. The longer break fits the newer forms.”

Another View * Another affiliate agreed that the 63-second break, coupled with 33-second positions, was better suited to trends in commercial production. “Actually,” he said, “the benefits in adopting the plan are negligible in terms of income. Adoption is necessary to cope with the increasing number of 30’s. We’ll also be decreasing our inventory greatly and be able to offer avails in all lengths more often,” he added.

Opposes Inflexible Rules * In his letter Mr. Lodge said CBS had amply demonstrated its belief in “a stronger industry code,” and asserted that it already “adheres to self-imposed commercial-time limits which are more restrictive than those permitted under the code.

“We are convinced, however,” he said, “that the addition of inflexible commercial strictures with doubtful viewer benefits will not serve the best interests of the code or the industry.”

He noted that the code had already been changed, this past fall, to put a ceiling on the number of interruptions within a program (Broadcasting, Oct. 9). These changes were intended to protect the interests of the viewer, he said, but in practice they require “few changes in the number or placement of network commercials and cannot be used as justification for a limit on the number of commercials.”

Mr. Lodge said he didn’t want to “sound arbitrary” but that it seemed “appropriate” to advise the two boards that restrictions might be made too burdensome for “a network” to accept. Because CBS’s positions “conflict with the views expressed by some NAB television board members and because it may be impractical (for business or legal reasons) for a network to comply with severe limitations on the number of commercial availabilities in network programs,” Mr. Lodge concluded, “it has seemed wise to state our position prior to the December meeting of the NAB television code board.”

Despite his question about the wisdom of CBS-TV’s Mr. Tankersley’s attending the meeting, it was understood late last week that in all probability he will be there. The other network members are Alfred Schneider of ABC-TV and Ernest Lee Jahncke Jr. of NBC-TV. The station members, in addition to Messrs. McCollough and Michaels are: Robert Schmidt, KYW-TV Hays, Kan.; Reese Owen, WGTK-TV Chattanooga; Harold P. See, KRON- San Francisco, and Mike Shapiro, WFAA-TV Dallas-Fort Worth.

Proposals * Here are highlights of the five proposals they will have before them:

Code Authority: A maximum of four announcements (commercials, billboards, promos or public service) in any program interruption or station break in any time period. This proposal does not distinguish between prime and nonprime time or between programs and station breaks. It would set up only one criterion for deciding if a commercial is integrated (to be counted as one commercial) as opposed to a piggyback (to be counted as two or more commercials)—if the commercial appears to the viewer to be a single announcement.

Corinthian: In prime time, a maximum of three consecutive separate commercial messages and not more than five total separate commercial messages in a half-hour program. In non-prime time, a maximum of three consecutive separate commercial messages
Does clustering hinder recall?

Canadian study shows first spot is by far the most effective

A study of the effects of clustering TV commercials, perhaps the most extensive research project yet directed at that subject, came to light last week as the television code board prepared to deal with the issue (see page 21).

The study was conducted among more than 10,000 viewers in Canada by Baker Advertising Ltd., Toronto, in cooperation with CPFL(TV) London, Ont. Details were obtained by Broadcasters Code Authority sources after Dr. Cesare G. Ruscone, research manager of Baker, had presented them to the Broadcast Research Council in Toronto.

They show that when commercials were presented in groups of three, viewers’ ability to recall them fell sharply—and, on average, suffered progressive deterioration from first to second to third positions in the group. The comparisons were with recall as found when the same commercials were presented as the first of two one-minute commercials, which in Canada is called “isolated” positioning.

In a telephone interview last Thursday Dr. Ruscone told Broadcasting how the tests were conducted and said the findings suggest that advertisers ought to be charged lower rates when commercials are clustered and that the rates should vary from one position to another within the group, because they pay for “different things.”

Regrets Delay - Dr. Ruscone also said, as he had done in presenting the findings to the research council on Oct. 26, he felt it was unfortunate that grouping had become so widespread in Canada before any “serious” attempt was made to learn what its effect would be on the efficiency of advertising.

In the U. S. similar views have been advanced by a number of sources. Representatives of the National Association of Broadcasters Code Authority said last week they were familiar with a number of studies dealing with clustering, but not with the Baker project.

The NAB television board two months ago adopted code changes that encourage clustering by limiting the number of times a program may be interrupted, and at its instructions the TV code board is meeting this week to consider whether the number of commercials should also be limited.

The practice of clustering three minutes of commercials has grown rapidly in Canada, Dr. Ruscone said. Some piggybacks may be included in the groups but he reported that in its tests the Baker agency used single-product one-minute commercials.

The tests were conducted in on-air operations on CPFL, which Dr. Ruscone said was the only station that continued.

### CRISIS FOR TELEVISION CODE

and not more than 10 total separate commercial messages. Station breaks of 60 seconds or less, in prime and nonprime, would have a maximum of two separate commercial messages, and a maximum of three separate commercial messages for breaks of 60 seconds or longer. This proposal favors a multiple product announcement (MPA) definition similar to the one now in use by the code, although adding one provision. (The code now says an integrated spot must have products or services related in character, purpose or use: must treat the products in audio and video to appear to the viewer as a single announcement, and must construct the spot so it cannot be divided into two or more separate announcements). To this Corinthian would add that the products must be produced by the same company.

Westinghouse: A maximum of six commercial messages in a prime-time half-hour program and a maximum of 10 commercial messages in a nonprime half-hour program. Each commercial cluster could contain a maximum of three consecutive commercials. Prime-time breaks would be 42 seconds and have a maximum of two consecutive commercials. Nonprime breaks would be limited to 70 seconds. A maximum of three consecutive commercials would be allowed in a 70-second break and a maximum of two consecutive commercials would be allowed in a nonprime break of 60 seconds or less.

When viewers were given hints, recall levels increased, but on average the trend was still down, down, down when the commercials appeared in groups of three. In terms of aided as well as unaided recall, the performances of individual commercials varied. Some messages did better in second and even third position in a group than they had done in first, and the Campbell’s commercial’s “isolated” appearance was its lowest performance (above). But these were exceptions. Both for the three commercials and for all nine, the averages were lower when the messages were grouped.

### UNAIDED RECALL %

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### AIRED RECALL %

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met the two requirements set by Baker: (1) It had not used the grouping technique, which permitted researchers to get a reading of recall when commercials are presented under normal conditions, and (2) it was willing to cooperate with the agency and switch to the grouping technique long enough to permit further measurements for comparison with the original reading.

**Tried Several Messages** Nine commercials were used, with the cooperation of the agencies representing the clients involved. There were four “waves” of interviewing, which averaged about 2,500 respondents each.

The first wave checked awareness and recall of the commercials in normal prioritization. This established the “controls” against which to measure later findings. Then CFPL switched to the grouping technique and six weeks later the first of the three additional weekly waves of interviewing was conducted.

Three commercials were studied in detail, according to Dr. Ruscone, and were alternated within the clusters in one program—Lost in Space, which CFPL carried each week in prime time—so that each appeared in first, second and third position. In the initial, “control” survey, each of these had appeared in first position in a pair of commercials.

In the waves of interviewing, each of which was conducted on the day following the program, the average number of respondents able to recall the rotated commercials without assistance dropped from 8.5% in the control (“isolated”-position) survey to 5.9% when the messages appeared in first position in a group of three, 5.8% when seen in second position and 3.7% in third. Thus when they were grouped the commercials were from 43.3% to 69% as effective in evoking unaided recall as when they appeared in “isolated” positions (see “unaided recall” table).

For all nine commercials, Dr. Ruscone said, the average unaided recall was 6.2% when shown “isolated” but dropped, when they were grouped, to 3.7% in first position, 3.1% in second position and 3.2% in third position.

**Check Out** Similar results were found when viewers who couldn’t recall the commercials without assistance were given hints. In terms of aided recall, the commercials ranked 96.5% in first position, 81.6% in second and 79.2% in third, as compared with their aided-recall levels when not grouped (see “aided recall” table.)

Aside from recall, Dr. Ruscone said the study checked the theory that longer interruptions in the program give people more time to leave the room. He reported other findings from the study, including some he couldn’t explain.

One was that from 72% to 80% of the people interviewed said they were not watching TV between 7 and 8 o’clock on the night before they were interviewed.

"Is this due to the fact that the episodes were reruns, or to the fact that people do not watch television in the summer time?"

Another was that average recall—both aided and unaided—went down from one wave to the next. If unaided recall is given an index number of 100 for the first wave, he said, it dropped to 62.8 in the second, 57.9 in the third and 41.8 in the fourth. Individually, he said, five of the nine commercials dropped significantly in unaided-recall scores between wave one and wave four, three others dropped but not significantly, and only one increased (from zero in the first wave to 1.4% in the fourth).

"A theory was expressed that this may be an effect of the wear-out of the commercials," Dr. Ruscone told the Toronto council. "Personally, I don’t think so, because it seems to have been proven a long time ago that advertising has a cumulative effect. Is a period of 10 weeks long enough to destroy the cumulative effect and build such a strong resistance or wear-out?"

"I have no answer."

**NAB week in Miami Beach**

The Ivanhoe hotel in Miami Beach is taking on the look of a small National Association of Broadcasters board meeting this week. On Tuesday and Wednesday the TV code board meets (see page 21). On Wednesday and Thursday the association’s Future of Television committee holds sway and on Friday the NAB executive committee will be in session.

Outside reports from Spindel-top Research and Ernest Jennes, Washington communications attorney, will highlight the FTV meeting. In addition to those reports, the committee is expected to discuss CATV, pay TV, the President’s telecommunications task force and satellites.

The executive committee will take up any recommendations that may emanate from the FTV meeting, discuss NAB’s stand on pending litigation on the fairness doctrine and CATV, hear a report on the recently concluded fall conferences with possible recommendations for changes in the conferences’ programs, hear a report on the 1968 Chicago convention and go over possible sites for future board meetings.

consecutive commercials and/or promos in a prime break. In nonprime time, a maximum of four consecutive commercials and/or promos in the program and a maximum of three consecutive commercials and/or promos in a nonprime break. This proposal would generally retain the present MPA standards for integrated spots.

**Taft: A maximum of three commercial announcements in any program interruption or station break in prime and nonprime time. This proposal does not set a limit on the length of station breaks.**

**Business briefly...**

Birds Eye Division of General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, will use television and print advertising to support introduction of a new frozen orange juice concentrate in selected markets in New England and the Midwest.

Campbell Soup Co., through Leo Burnett Co., Chicago, is introducing its line of "In the Mood" quality frozen foods with heavy spot TV and print campaign in the 11-state Midwestern area. Products, which have been in intensive concept, consumer and market testing for more than two years, will be introduced nationally over period of next four to six months.

Shell Oil Co., through Ogilvy & Mather, both New York, has bought sponsorship in NBC News’ The Frank McGee Sunday Report, on NBC-TV, 5:30-6 p.m. EST, and seven nighttime series on NBC-TV: The Saint (Saturday, 7:30-8:30 p.m., effective Feb. 24), Jerry Lewis Show (Tuesday, 8-9 p.m.), Tuesday Night at the Movies (9-11 p.m.), The Virginian (Wednesday, 7:30-9 p.m.), Run for Your Life (Wednesday, 10-11 p.m.), Ironside (Thursday, 8:30-9:30 p.m.) and Star Trek (Friday, 8:30-9:30 p.m.).

The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor a repeat telecast on NBC-TV of Jack and the Beanstalk live-animation one-hour special Tuesday, Jan. 16, 8-9 p.m. EST. Gene Kelly was the star, producer and director of the show, first seen last Feb. 26.

Pizza Specialties Inc., Torrence, Calif., through its just appointed agency, Boyl-
hart, Lovett & Dean, Los Angeles, will begin an ambitious regional radio cam-
paign starting next month to promote the company's 21 franchised Pizza Pal-
ace restaurants. Key purchase of the campaign will be one-half sponsorship of
the Johnny Magnur Show, six times weekly on KMPC Los Angeles, backed by spot schedules on area radio sta-
tions in Santa Ana, Long Beach, Ont-
tario, San Bernardino, Riverside and
Ventura, all California.

Embassy Pictures is supporting the re-
lease of its Mike Nichols-Lawrence
Turman feature film production, "The
Graduate," with an extensive radio and
television campaign in the New York
market. AM and FM stations will
carry 60-, 30-, 20- and 10-second spots
two weeks before the premiere Dec. 20.
The television campaign uses 60- and
York, is agency.

Dodge Division, Chrysler Motors Corp.,
Detroit, through BBDO, New York,
has bought a sports-entertainment spe-
cial, "The First Annual Academy of
Professional Sports Awards," Feb. 14,
10-11 p.m. NYT on NBC-TV. Network
also reports following buys: Sperry
Rand Corp., through Young & Rubi-
cam, both New York, alternate weeks
of Meet the Press (starting Jan. 7);
Waterman-Bic Pen Corp., Milford,
Conn., through Ted Bates & Co., New
York, in The Frank McGee Sunday
Report, and four prime-time programs;
Menley & James Labs (division of
Smith, Kline & French Labs), Philadel-
phia, through Foote, Cone & Belding,
New York, in seven nighttime series;
and General Electric Co., New York-
Bridgeport, Conn., through Clyne Max-
on Inc., New York, in four nighttime
series.

General Electric's Housewares Di-
vision, Bridgeport, Conn., said it is plac-
ing "the largest campaign of television
spot commercials in the division's histo-
ry for the Christmas buying season." An-
thony F. Foroni, advertising and sales
promotion manager, said that the di-
vision is using 60- and 20-second TV
spots in the top 50 markets through Dec. 19. There are 2,250 spots with a
minimum of 45 spots in each market over a three-week period featuring housewares. This TV advertising is be-
ing accompanied by an NBC-TV spot schedule of 40 commercials. Clyne
Maxon Inc., New York, is agency.

Eastern Airlines, through Young &
Rubicam, both New York, is sponsoring holiday television specials in Buffalo
and Atlanta. A 90-minute telecast of
Gilbert & Sullivan's H.M.S. Pirat-
off will be on WGR-TV Buffalo, Monday,
Dec. 18, 8-9:30 p.m. from Studio
Arena Theater in Buffalo. And pro-
gram featuring sacred and secular mu-
sic by the Atlanta Symphony Chamber
Chorus, Cathedral Bell Ringers from
St. Phillips and others will be sponsored
Christmas Eve, Dec. 24, 10:15-11 p.m.
ons WSB-TV Atlanta. Shell Oil Co.,
through Ogilvy & Mather (products)
and Kenyon & Eckhardt (corporate),
all New York, will co-sponsor the At-
anta presentation.

Rep appointments ...  
- WAIT Chicago: Major Market Radio
Inc., Chicago.
- WEAN Providence, R. I.: Henry I.

Christal Co., New York.
- KAIL San Fernando, Calif. and KKHI
San Francisco: McGavren-Guild-PGW
- WHV Montgomery, Ala.: KVET Aus-
tin, Tex.; WCPE Chesapeake-Ports-
mouth-Norfolk, Va.; wnam Neenah,
Wis., and WNFL Green Bay, Wis.: John
C. Butler Co., New York.
- WOAY-AM-FM-TV Oak Hill, W. Va.: 
Regional Reps Corp., Cleveland.
- Hall Group (wnhh New Bedford,
Mass., WMSG WNKW WMMW Meriden, both Connecticut and WBPV
Beaver Falls, Pa.): Eckels & Queen
Inc., Boston.
- WSVA-AM-FM-TV Harrisonburg, Va.: 

WHAS-TV wins appeal against political rule

A federal appeals court in Cincin-
nati told the FCC last week that its
sponsor-identification rules, as far as
they refer to political sponsorship, are somewhat less than perfect.

In a unanimous three-judge opinion,
the U. S. Court of Appeals for the Sixth Circuit held that the FCC was
wrong in fining WHAS-TV Louisville $1,-
000 for "willfully" violating the com-
mission's sponsor-identification rules
during the 1963 Democratic primary be-
tween former Governor A. B. Chandler
and now Governor Edward T. Breathitt.
At issue was whether the station knew
that the reputed sponsor of an anti-
Chandler program was in reality sup-

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Networks</th>
<th>Week-ended Dec. 3</th>
<th>Cume Dec. 1</th>
<th>Cume Jan. 1</th>
<th>Day parts</th>
<th>Networks</th>
<th>Week-ended Dec. 3</th>
<th>Cume Dec. 1</th>
<th>Cume Jan. 1</th>
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<tr>
<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>$188.2</td>
<td>$336.0</td>
<td>$542.4</td>
<td>Sunday</td>
<td>ABC-TV</td>
<td>69.8</td>
<td>69.8</td>
<td>4,942.0</td>
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<td>Sign on-10 a.m.</td>
<td>CBS-TV</td>
<td>39.6</td>
<td>67.2</td>
<td>106.8</td>
<td>6-7:30 p.m.</td>
<td>CBS-TV</td>
<td>414.4</td>
<td>414.4</td>
<td>11,529.7</td>
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<td></td>
<td>NBC-TV</td>
<td>6,531.6</td>
<td>14,352.5</td>
<td>20,121.6</td>
<td>NBC-TV</td>
<td>200.0</td>
<td>200.0</td>
<td>6,757.7</td>
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<td>Total</td>
<td>20,121.6</td>
<td>34,784.0</td>
<td>54,845.6</td>
<td>Total</td>
<td>684.2</td>
<td>684.2</td>
<td>23,229.4</td>
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<td>Monday-Friday</td>
<td>ABC-TV</td>
<td>278.0</td>
<td>620.1</td>
<td>878.4</td>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>2,865.3</td>
<td>2,865.3</td>
<td>72,912.9</td>
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<td>10 a.m.-6 p.m.</td>
<td>CBS-TV</td>
<td>64,017.3</td>
<td>146,388.0</td>
<td>232,395.3</td>
<td>7:30-11 p.m.</td>
<td>CBS-TV</td>
<td>7,394.8</td>
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<td>NBC-TV</td>
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<td>871,648.4</td>
<td>972,234.8</td>
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<td>7,129.3</td>
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<td>Saturday-Sunday</td>
<td>ABC-TV</td>
<td>1,710.0</td>
<td>4,331.8</td>
<td>39,801.5</td>
<td>Monday-Sunday</td>
<td>ABC-TV</td>
<td>319.5</td>
<td>319.5</td>
<td>11,787.3</td>
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<td>Sign on-6 p.m.</td>
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<td>52,802.4</td>
<td>67,116.5</td>
<td>Sign-off</td>
<td>10.8</td>
<td>10.8</td>
<td>3,864.3</td>
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<td>NBC-TV</td>
<td>630.1</td>
<td>33,107.1</td>
<td>39,748.1</td>
<td>NBC-TV</td>
<td>81.6</td>
<td>81.6</td>
<td>18,362.6</td>
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<td></td>
<td>Total</td>
<td>33,107.1</td>
<td>95,231.3</td>
<td>128,339.5</td>
<td>Total</td>
<td>711.0</td>
<td>711.0</td>
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<td>ABC-TV</td>
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<td>347,885.5</td>
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<td>ABC-TV</td>
<td>137.7</td>
<td>15,715.6</td>
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<td>6-7:30 p.m.</td>
<td>ABC-TV</td>
<td>14,484.3</td>
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<td>6-7:30 p.m.</td>
<td>CBS-TV</td>
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<td>303.7</td>
<td>NBC-TV</td>
<td>11,685.7</td>
<td>11,685.7</td>
<td>456,800.8</td>
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<tr>
<td></td>
<td>NBC-TV</td>
<td>95.5</td>
<td>95.5</td>
<td>95.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>410.8</td>
<td>71,562.8</td>
<td>75,748.6</td>
<td>Grand totals</td>
<td>ABC-TV</td>
<td>35,851.4</td>
<td>35,851.4</td>
<td>1,359,349.7</td>
</tr>
</tbody>
</table>

The following correction has been made to the report for the week ended Nov. 5: NBC-TV, Monday-Friday, Sign on-10 a.m., increase $8,400.
ported by Breathitt backers.

A federal district court last year granted the station's motion for summary judgment, on the ground there were no disputes of fact to be tried.

Acting on an appeal by the FCC, Circuit Judges George C. Edwards, Anthony J. Celebrezze and John W. Peck found that the commission's rule requires, in the case of the sponsorship of other than commercial products or services, only an announcement of the name of the sponsoring corporation, committee, association or other unincorporated group. The section also requires the station to have on file for public inspection the names of chief executive officers, board or executive committee members, information which WHAS-TV secured.

The judges stated that they are not precluding the FCC from adopting regulations requiring a station to make reasonable efforts to go beyond the named sponsor of a political broadcast. There are difficulties, the court said, but, it added, " . . . it seems obvious to us that the commission should seek to face and resolve them in a published regulation rather than relying on the intuition of its licensees."

LHC grows fast, now has $5 million in billings

Lois Holland Callaway, a New York agency that opened its doors Oct. 15 with "zero billings," last week disclosed its business now totals "$5 million easily with about four-fifths of it in radio-TV."

George Lois, president, said the estimated-billings rate is based upon LHC's newest (seventh) account, Standard Household Products Corp., Holyoke, Mass., for Lestoil liquid bleach and detergents, plus an "entire line of new products." These billings—not including the new products—amount to over $1 million, he indicated. The client moves to LHC effective Jan. 1 from Ingalls Associates, Boston.

Estimating LHC's potential billings, Mr. Lois said business in his shop is now valued at about $15 million. Within a couple of years, the agency will bill at $25 million annually, he predicted. Currently, LHC handles six other clients: Edwards & Hanly (stock brokers), The New Leader magazine, Restaurant Associates, Ann Haviland's Perhaps perfume, P. Lorillard's Tabby cat food and Highlander sportswear.

Mr. Lois, a former first vice president of Papert, Koenig, Lois, joined with two other former PKL executives (Ronald Holland and James Callaway) to form the new agency in New York (BROADCASTING, Sept. 25).

Agency appointments . . .

- Leh & Fink Products Corp. (division of Sterling Drug Inc.) Montvale, N. J., for Dorothy Gray Cosmetics, the Ogilvie hair products and the fragrance line with billings in excess of $1 million, has assigned Warwick & Legler, New York, as its agency. The accounts leave Kenyon & Eckhardt Inc., New York.


- Lois Holland Callaway, New York, has been appointed by Standard Household Products Corp. as its agency for Lestoil detergents and new products (see story, this page). Wilson, Haight & Welsh Inc., Boston, continues to handle Standard Household's Bon Ami products, and Complete, a new laundry aid.

- Cornwall Corp., Boston, manufacturer of housewares and appliances, has appointed Austin Kelley Advertising Inc., New York, for advertising and public relations. Plans for testing radio and possibly television advertising in the first quarter of 1968 have been formulated.
Is NBC-TV moving toward split 30’s?

Fear that competitive pressures may force change felt at affiliates board meeting

The specter of "split" 30-second announcements on the television networks, a major concern of many stations since the advent of the 30-second form, reportedly took a prominent place in a meeting of NBC-TV officials with the NBC-TV affiliates board of delegates last week.

At least some affiliates came away with the impression that NBC-TV’s long-pledged resistance to such sales may sooner or later be weakened — and yield to competitive pressures, although NBC officials apparently did not explicitly say so.

This phase of the meeting, held Monday and Tuesday (Dec. 4-5) at La Quinta hotel near Palm Springs, Calif., was said by participants to have turned primarily on reports that CBS-TV had sold or was on the verge of selling minutes in the Edward Sullivan Show to American Tobacco and Dodge — one minute to each — with the understanding that they can "cross-exchange" 30-second segments, sharing equally in two different commercial minutes.

The resolution: This, it was apparent, could represent the biggest departure yet in the so-called "split-30" area in network selling. TV networks now allow advertisers on occasion to divide their own minutes into separately placed 30’s, but NBC says it grants this privilege only to alternate-week sponsors, while the others occasionally grant it also to participating sponsors.

CBS authorities said they had sold minutes in the Edward Sullivan Show to both Dodge and American Tobacco, but could not immediately confirm the "cross-exchange" report.

Critics of the "split-30" approach fear it will lead to what for them is an even more dreaded result — network sale, eventually, of isolated 30-second announcements or even shorter units. Generally they insist on maintenance of the 60-second announcement as the standard network length.

NBC-TV affiliates have been especially insistent in pressing NBC officials to oppose the fragmentation of network commercials, and NBC officials have repeatedly responded that they are against the idea, will resist it and earnestly hope it will not become an industry standard.

Last week’s discussion was part of a regular meeting between NBC officials and the affiliates board of delegates that also explored a wide range of subjects from programming to plans to "seize opportunities" in the long-range expansion of the economy. The meeting was described by one participant as "entirely harmonious.

Officials reported they had no plans to expand the Huntley-Brinkley early evening news show from its present half-hour length to an hour. (CBS officials gave their affiliates similar assurances regarding the CBS-TV Walter Cronkite news show a few weeks ago.)

They reiterated plans to provide gavel-to-gavel coverage of the political conventions next year.

New Series • The board of delegates also heard an outline of programming plans for the 1968-69 season, including details on 23 nighttime and six daytime series that are in various stages of development.

Among the half-hour evening series mentioned were Adam 12, a police-car program; Perils of Pauline; Doc, a situation comedy; Bob Newhart; New Adventures of Huckle Finn, live action and animation by Hanna- Barbera; Mondo’s Man, starring Diahann Carroll; Sheriff Who?; Who’s Girls; Where the Girls Are; The Ghost & Mrs. Muir, and Pioneer Spirit.

The hour-long series in development discussed were The Advertisers; Joaquin Mariettee, with Ricardo Montalban as a "Robin Hood of the American West"; My Friend Tony, with Sheldon Leonard as producer; Name of the Game, based on a World premiere feature carried last season; Hardy Boys, based on a "sneak preview"; Phyllis Diller Show; The Train; The City Beneath the Sea, and Outsider, based on a World premiere starring Darren McGavren.

Daytime series that are being prepared for 1968-69 are Easy Aces, produced and written by Goodman Ace; It Had To Be You, a Goodman-Todman panel show; Star and the Story, a background story of a Hollywood star; Who, What & Where, a game panel; Guessing Game, and an untitled panel show to be produced by Gil Gates.

Gridiron Action • An announcement was made that NBC-TV will continue to carry American Football League doubleheaders during the 1968 and 1969 seasons, as it has this year.

The delegates praised NBC-TV for its "continued leadership in color, for its strong audience position in nighttime programming and for its growth in daytime programming." Delegates also commended the new format of The Huntley-Brinkley Report for expanding its coverage of the day’s major events by providing greater in-depth analysis.

The meeting was attended by executives of NBC-TV and the NBC-TV board of delegates. Heading the list of NBC officials were Walter D. Scott, board chairman, and Julian Goodman, president.

The board of delegates was led by Chairman Harold Grams of KSRO-TV St. Louis and A. Louis Read of WBST-TV New Orleans, past chairman. Mr. Read was named to head a nominating committee for elections to be held at a meeting in New York in March.

Ervin flays Kennedy as prohibitionist

Senator Robert F. Kennedy’s (D-N.Y.) self-regulation proposals for cigarette marketers would amount to slow suicide for the tobacco industry, Senator Sam J. Ervin Jr. (D-N.C.) charged last week in a massive 200-page rebuttal to antismoking arguments entered in the Congressional Record.

Senator Ervin offered a heavily documented study to disclaim links between cigarette smoking and disease that doubled, he explained in a news conference, as a rebuttal to positions taken by the junior senator from New York. In particular, he rejected the view that any cause of cancer is known and proposed that energies now engaged in "prohibition" attempts should be applied to intensified research programs on all causes, including air pollution. If such research impeded cigarettes, he added, efforts should then be directed toward making cigarettes safe.

Voluntary Controls • In defense of industry advertising practices he noted that cigarette firms "spend no money whatsoever on institutional advertising...
designated to enlarge [their] market." Also, the industry has already "made important strides in self-regulation" by voluntarily avoiding programs aimed at young audiences.

"The truth is," he added, "that all cigarette advertising is brand advertising and has as its purpose gaining a larger share of the market for the manufacturer; and increasingly this advertising leads to larger markets for the lower- and-nicotine cigarettes." He cited advertising bans in effect in Great Britain and Italy and their failure in reducing cigarette consumption.

"It is clear that human nature being what it is, an absolute ban on advertising is not the answer," he said.

Senator Ervin was joined in presentation of the antiprohibition study by Representative Nick Galifianakis (D-N.C.).

Senator Kennedy's office said the senator had no immediate comment but that an answer to the Ervin-Galifianakis rebuttal would be forthcoming "in due time."

Ocean Spray, DDB part; Y&R, Bates new agencies

Doyle Dane Bernbach Inc., New York, announced last week it will part with the estimated $4.5-million Ocean Spray Cranberries account—some $3.5 million in radio-TV—effective March 4, 1968. The two-year relationship ends "due to a continuing difference of views regarding marketing and advertising philosophy," according to DDB.

Ocean Spray, Hanson, Mass., said it plans to "split the account about even" between Ted Bates & Co. and Young & Rubicam Inc., both New York. Although the company would not disclose what products each agency will take on, it's understood Bates will get the cranberry-juice cocktail billings (estimated at from $2.5 million to $3 million), while Y&R retains all other products including sauces, preserves, jellies and relish.

Seeks funds to curb ads

The American Council on Alcohol Problems, through the sale of "Christmas for Christ" stamps, is soliciting support for congressional action on legislation that would limit advertisements for alcoholic beverages on radio and television. In its letter enclosed with a supply of the stamps—to be used on holiday letters, cards and packages—the council says: "We especially need your help in our present battle in Congress to get alcoholic-beverages ads barred on radio and television between the hours of 3 p.m. and 10 p.m."

\textbf{ABC Radio's planned rates}

Ad agencies get verbal picture, but take their time on buying decisions

Ad agencies last week got a chance to study what it's going to cost them to buy time on any one of the four new radio network services ABC will begin providing Jan. 1.

Media buyers in key agencies were presented with a verbal account of the rate cards—the printed ones are still in the design stage—indicating that ABC is asking $2,500 a minute for 100% coverage on the American Contemporary Network; $1,500 a minute on the American Information Network; $1,250 on the American Entertainment Network; and $650 on the American FM Network.

According to ABC, the rates are based on a potential coverage of 100% of the nation based on retail sales. Theoretically, a buy of all stations affiliated with one of the four networks could give the advertiser close to complete coverage of a nation that spends some $304 billion in retail sales. Such coverage, of course, assumes an ABC affiliate in all of the 270 or so metropolitain markets in the country. If a network delivered only 130 of these markets (or 50% of potential retail sales), ABC's rates would be adjusted to reflect this.

In the past, advertising rates were computed on dollar volume clearance based on an hourly rate assigned to each station in the network's lineup. Such a rate is based on ratings, and often, it's said, on the station operator's ability to bargain with the network.

More Realistic • It's argued that ABC's new rate card is based on more realistic considerations, i.e., marketing potential, and that with the card, advertisers can more readily target their audience.

ABC's new card cuts discounts to a minimum: only consecutive-week discounts are available, and these are offered in 13, 26, 39, and 52-week buys.

Although ABC Radio salesmen are now armed with rate cards, they are still meeting agency resistance to their pitch, it's reported.

Network sources said sales for the first quarter of 1968 are off from first quarter 1967, a development attributable to the fact that many agencies understandably will not sign for any one or all of the four services until ABC finalizes station lineups.

\textbf{Target Date •} It's also been learned that some agency people have held back because they do not believe the ABC plan will become operational until some time after the Jan. 1 target date. ABC officials indicated, however, that the four networks go on the air on New Year's Day, "whether we have advertising or not."

Agency reaction to the rate card was noncommital, most ad executives deferring comment until "we see how many stations we're going to get for our money," as one official told Broadcasting.

Meanwhile, the station total for all four ABC services approached 400 outlets late last week, a network official indicated. ABC's station line-up was enhanced when WJZB Hackensack, N. J., signed as an affiliate of the American Entertainment Network, as did KDAY Santa Monica, Calif., WNEW St. Louis, and KSAY San Francisco.

Soon to join the American FM Network, it was learned, are all five of Taft Broadcasting's FM outlets: WKRC-FM Cincinnati; WTVN-FM Columbus, Ohio; WBRG-FM Birmingham, Ala.; WOR-FM Buffalo, N. Y., and WWDF-FM Kansas City, Mo.

Recently signed affiliates to the American Information Network are two Basic Communications Inc. stations: WWVA Wheeling, W. Va., a 50 kw outlet, and WYDE Birmingham, Ala.

\textbf{Also in advertising ...}

Traveling on • Hogan-Rose & Co., Knoxville, Tenn., national advertising, marketing and public relations firm, will lease a new building at 109 West Fifth Avenue. The new office building will have approximately 10,000 square feet, which will include radio and television recording and photographic advertising production facilities. Hogan-Rose, established in 1954, serves 45 clients in Tennessee, Georgia and North Carolina. It also has offices in High Point, N. C, President is Joseph P. Hogan.

Ayer adds consulting group • N. W. Ayer & Son, Philadelphia, has formed a marketing consulting group within its marketing services department, headed by William J. Luedke, vice president and manager. The group's activities will include many of the functions of the agency's former plans department.

Going it alone • KNBC(TV), the NBC-owned station in Los Angeles, has dropped the services of NBC Spot Sales and is going it alone in the local market. NBC Spot Sales personnel in Los Angeles, however, will continue to represent the network's four other owned

\textbf{BROADCASTING, December 11, 1967}
Since the days of the renaissance craftsmen, mastery of their media and pride in doing a superior job superlatively well have been the marks of the true professionals. In broadcasting today, the professional approach requires a similarly high degree of craftsmanship in every area of the industry. In programming, it means quality entertainment, top talent, unceasing attention to good taste, creative community service, responsible editorials. In operations, it means employing the finest equipment with the highest degree of technical skills. And in sales, it means that Storer’s national representatives and station sales personnel are completely reliable for market facts and demographics, for fast confirmation of availabilities, and on-time invoices in exact conformance with quoted rates. The thirteen Storer television and radio stations serve ten major markets from coast to coast. For full details contact Storer Television Sales or Major Market Radio—or the Store station in your city direct.
Breathtaking perfection in concept, design and execution mark the Rospigliosi cup in New York's Metropolitan Museum of Art.Attributed to Benvenuto Cellini, it is one of the world's great masterpieces of craftsmanship.

P...

The Metropolitan Museum of Art, Bequest of Benjamin Altman, 1913.
TV stations. Self-representation move is felt by station to be a “more effective means of selling” KNBC in Los Angeles.

Detroit marriage • A nine-month trial merger arrangement between two advertising agencies, E. W. Baker Inc. and Willard Smith, resulted in an official consolidation Dec. 1. The new agency is Baker/Smith Inc., located at 1750 Buhl building, Detroit. The merged agency has a total of 32 clients with gross billings reported at $2.5 million.

Boosts tape • MPO Videotronics Inc., New York, announced last week it has expanded its video-tape commercials operations from three to six sound stages in New York and has begun tape production in its Hollywood facility. MPO has produced taped commercials in recent months for Lennen & Newell, BBDO, Leo Burnett, Doyle Dane Bernbach, McCann-Erickson, Compton Advertising, William Esty Co., Needham, Harper & Steers, J. Walter Thompson Co. and Young & Rubicam.

Measurement and myths • Paul Klein, vice president, audience measurement, NBC, delivered a slide presentation before the Phoenix (Ariz.) Advertising Club last week to shatter what he called “the top-20 myths.” Citing latest statistics from various research organizations, Mr. Klein showed that contrary to some reports, the number of TV sets keeps growing each year; the upper income and better educated people have more sets and actually watch more TV than other groupings and the number of TV sets in use is up and not down.

Religious agency • Con L. Robinson, has opened an advertising agency “to supply all that is needed to initiate or expand a religious program.” The new Con L. Robinson Agency in Glendale, Calif., contains art, editorial copy writing, media purchase and billing departments, as well as a consulting service in program production “and the latest techniques in psychological motivation in direct mail.” Mr. Robinson formerly managed two religious radio stations, KREL Corona and KBFIF Fresno, both California.

Jeno's raises ad budget to $5 million for '68

Jeno's Inc., Duluth, Minn., has located in excess of $5 million for national advertising for its 1968 sales promotion, the food company announced last week.

According to Edward J. Jennings Jr., executive vice president of marketing, this expenditure is five-times larger than the 1967 ad budget.

Included in the campaign are 34 one-

THE MEDIA

Malrite adds four stations

Midwest AM-FM's price over $1 million; KTVE(TV) sale gets FCC approval

A growing broadcasting group, Malrite Broadcasting Inc., has purchased WMIL-AM-FM Milwaukee and WMIN-AM-FM Minneapolis-St. Paul. The price was said to be in excess of $1 million, and the transaction is from Gene Posner and associates. At the same time last week, the FCC approved the purchase of KTVE(TV) El Dorado, Ark-Monroe, La., by Gray Communications Systems Inc., from Fuqua Communications for $3,650,000. It also approved the relinquishment of control of the company by James Gray, principal owner. Purchasers of the four stations in the north-central region, subject as usual to FCC approval, are Milton Maltz and Robert G. Wright. Messrs. Maltz and Wright already own WNYR-AM-FM Rochester, N. Y.; WBBR-AM-FM Mt. Clemens and WTKA Garden City (Detroit area), both Michigan, and WTTF-AM-FM Tiffany, Ohio.

No change in personnel is contemplated, the prospective new owners said.

Mr. Posner and his family founded WMIL in 1947, and purchased WMIN in 1963. WMIL is a daytimer on 1290 kc with 1 kw; WMIL-AM-FM operates on 95.7 mc with 25.5 kw. WMIN is a fulltime station on 1400 kc with 1 kw days, 250 w nights. WMIN-AM-FM is under construction, holding a construction permit for 102.1 mc with 100 kw in the horizontal plane, 83 kw in the vertical.

New Public Group • Commission approval of the ownership transfer of KTVE(TV) came with only one dissent. Commissioner Robert T. Bartley voted for a hearing, as he usually does when multiple owners are involved. Commissioner James J. Wadsworth did not participate.

The transaction included KTVE's real-estate holdings in Monroe.

Gray Communications Systems was formed last June, and comprises WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.; the Albany (Ga.) Herald and a CATV system in Albany. Mr. Gray owns 81.5%, but following public sale of 205,800 shares he will own 42% of the communications firm (Broadcasting, Oct. 2).

According to the registration with the Securities and Exchange Commission in Washington last September (Broadcasting, Oct. 2), the public sale is expected to realize $2,675,400. Mr. Gray is selling 104,400 shares of the 304,400 he held, and the company, 101,400 shares. Chief underwriters were Bache and Co. and Courts and Co.

Profit • The company's registration statement showed that for the first half of the calendar year 1967, total operating revenues were $1,562,991, of which broadcasting accounted for $791,112. Income before taxes was $174,774; after taxes, $89,964 (24 cents a share). As of the end of 1966, the SEC filing showed, the company had total assets of $3,190,721 and long term debt of $720,252.

KTVE, which began operating in 1955, is on channel 10 and is affiliated with NBC and ABC. J. B. Fuqua bought the station from Veterans Broadcasting Corp. and William H. Simon in 1963 for $650,000 and obligations.

Cobb assails fairness doctrine

A blast at the fairness doctrine and an endorsement of the NAB's position on public broadcasting came last week from Grover Cobb, xvoB Great Bend, Kan., chairman of the National Association of Broadcasters.

In opposition to those who have preconceived ideas that broadcasters act only in their private interest, he claimed that broadcasters "have made, are now making and can make many, many more immense contributions to the public interest." The critics, he charged, too often ignore or overlook these actions in the public interest.

Speaking to the Federal Communications Bar Association luncheon in Washington on Tuesday (Dec. 5), Mr. Cobb assailed the fairness doctrine as an entity that puts the FCC "in a position of being both the prosecuting
ARB tries again in N.Y.

Issues second TV report with meter-dairy meld after Nov. 22 controversy

American Research Bureau was scheduled to issue its second revised "New York Television Audit Report" for October today (Dec. 11), with a single set of "married" meter and diary information. The first report, which had been revised before issuance to conform product-usage and demographics, appeared briefly with a Nov. 22 date, and was recalled "because of some critical industry reaction."

The problem with the first report was that its meter and diary information was listed separately, and in many instances was inconsistent and even contradictory. Metro ratings and shares were metered, all other information including households using television were derived from diary reports.

An example of one of the contradictions occurred at 10 p.m. Wednesday in the report. Dundee and the Culhane on wcbs-tv got a 12 rating, 20 share, against a 7 rating, 12 share for wnew-tv's 10 O'clock News. But the house- hold totals told an opposite story: wnew-tv was viewed in 571,300 homes, wcbs-tv in 547,800 homes.

In New York, one rating point theoretically equals 56,000 homes, but as an ARB spokesman described some of "the extraordinary differences in the report," a three rating "equaled anywhere from 75,000 to 250,000 homes, depending."

Revises Intent • He said that ARB had intended to use the separate listings for all reports in 1968, but would stick to the single set of "married" figures because of "pretty general complaints. This is in line with our policy of flexibility, maintained if possible with a continuous bobbing and weaving motion."

The inconsistencies and contradictions in the two sets of data sharpened years-old criticisms by broadcasters of the diary-derived data. As one independent station sales manager put it: "I don't want to say anything to denigrade Dr. [Peter] Langhoff's [ARB president] attempts to correct what he has done wrong, but would you like to see a grown man cry? We've been living with this diary information for years, trying to persuade buyers to buy on the basis of several-month averages to smooth out the inaccuracies, overlooking completely ridiculous demographics and product-usage figures, and now this."

"Would you believe the best place to get 50-and-over [viewers] is adjacencies to The Uncle Waldo Show, or The Little Dinkies? Would you believe that 12,400 children between [the ages of] 2 and 11 watch The Late Show?"

"In the past the diary figures were always applied against the meter information and raised accordingly. With the advent of product demographics, we were told that technique couldn't be used. Now, mysteriously, they seem to have discovered a method. We
wanted to know what it is, and it says in the letter they sent out when they re-called the report, "Call your local ARB office.' So we did, but they didn’t know anything about it."

FCC faces 2% cut of payroll funds

Economy-bloc action on the Hill may yet deny the FCC the fruits of its full $19.1 appropriation. The commission—along with other government agencies—may be forced to restrict its spending if a pending resolution with certain budget-cutting amendments is passed. Action on the resolution is due early this week.

Under terms of the amendments, agencies would be required to reduce payroll expenditures by 2% of the amount already appropriated for personnel costs and cut other expenses by 10%.

Representative John Dingell (D-Mich.) has sounded the alarm that across-the-board cuts can be particularly harmful to activities of regulatory agencies. A previous proposal that would have required agencies to hold spending to last-year’s levels prompted Mr. Dingell to ask a number of agencies how they would fare if forced to make do under such a plan.

The FCC replied: "A reduction in appropriated funds to this commission of the magnitude proposed would severely cripple our efforts in nearly every area of our statutory responsibility." The loss to the commission under this earlier economy plan would have totaled about $1.6 million. No estimate was immediately available from the FCC on how much would be at stake under the newer 2%-10% plan, or what programs might have to be curtailed.

Congressman Dingell also noted that reductions would come in the face of mandatory pay increases, when enacted. A pending measure would increase federal salaries 4.5% and is expected to pass this week. If both measures become law, the commission would be required to write fatter paychecks with 2% less total funds.

CPB Funds • On another appropriations front, it was becoming likely that no money would be forthcoming this session for the newly enacted Corp. for Public Broadcasting. It had been thought that the corporation’s funding (authorized for up to $9 million) would be sought in the supplemental appropriations bill that traditionally moves toward enactment during the final days of the session.

But as of Thursday (Dec. 7), no request for the CPB’s money had been received on the Hill from the Budget Bureau. The bureau would shed no light on the matter, but it was believed in some quarters that the administration would not seek the CPB’s funding until next year. The corporation has not yet been incorporated, observers noted, and probably cannot be until the President names 13 more members of the CPB’s board. Until then, it is doubtful that the CPB could officially receive its appropriation.

Hill leadership says the present session will adjourn this week; some members see final action coming as early as Wednesday. Legislation not already well advanced through the legislative process will most likely be now held until next year.

ACTS aims its guns at CATV rules

The FCC’s CATV procedures came under withering fire last week with the All-Channel Television Society providing all the salvos. In a spate of related actions ACTS:

• Wrote a letter to FCC Chairman Rosel H. Hyde proposing that the commission’s CATV Task Force be placed within the organizational framework of the Broadcast Bureau;

• Called on the commission to institute a rulemaking that would amend the CATV rules, eliminating the top-100 market distinction and making their provisions applicable in all TV markets regardless of national ranking;

• Requested a consolidation into one proceeding all other pending CATV rulemaking dockets;

• Urged commission inquiry into three main areas—impact of the copyright laws on the relationship between broadcasters and CATV’s, impact of CATV program origination on the development of local TV services, and formulation of a “definitive policy” on CATV distribution of distant signals,

• And requested a "total freeze" on CATV actions pending evaluation and disposition of its proposals.

The letter to Chairman Hyde was inspired by reports of Commissioner Robert T. Bartley’s proposal to delegate more authority to the task force to act on requests for waivers of the top-100 market rule (CLOSED CIRCUIT, Dec. 4). The rule, which requires a hearing when CATV’s in major markets propose to import a signal beyond its grade-B contour, has led to a backlog of similar requests.

ACTS alleged that the proposal “has been put forth solely for purposes of political expediency and in accord with an institutional bias in favor of the expansion of CATV irrespective of consequences,” and that the proposal represents “the easiest way” out of an administrative problem. If the task force can’t efficiently deal with its vast load (BROADCASTING, Sept. 11), then ACTS suggested the department might be placed within the organizational framework of the commission’s Broadcast Bureau. Pending such re-evaluation of the task force’s role, ACTS proposed a total freeze be placed on all CATV actions.

The letter followed rapidly on the heels of two separate, but related ACTS filings.

In a petition for rulemaking the association asked the commission to amend its CATV rules to make their provisions applicable in all TV markets. ACTS claimed that rapid developments in the CATV industry militate against the distinction made by the commission between the top-100 and other markets.

Among the developments cited were the expanding channel capacity of CATV’s (up to 20), increasing requests for microwave transmission of distant signals to CATV’s, increased CATV program origination, imminence of pay TV and the FCC’s "small-pace processing of requests for enforcement of its exclusivity rules.” All these factors, ACTS said, make nonduplication a "flimsy protective device" for television stations in the smaller markets.

100-Market Rule • The association noted that a concept of network audience retention apparently guided the commission decision to adopt its top-100 market rule. This, ACTS claimed, "led to a false sense that providing network program exclusivity would be adequate protection for the small-market stations.” The concept, the association maintained, is not fully applicable to the small-market situation because, with present technology, a single CATV system could fragment the maximum potential viewing audience available to local TV stations.

ACTS also claimed that the present rules place "an unreasonable burden upon those small-market stations seeking what little relief is available.” The rules permit a small-market CATV to continue its service pending commission action on a station’s request for stay, and frequently "forestall a valid assessment" of the CATV situation. "Who speaks for the unapplied-for channel allocation in the small market?” the association asked.

A commission request for comments on its proposed prohibition of microwave stations in the business-radio service from relaying locally originated programming to CATV systems (BROADCASTING, Dec. 4) prompted another
ACTS assault on commission procedure. Though ACTS said it would ordinarily support the proposal, there are "certain elements in the proceeding which are disturbing"—specifically, the commission's statement that its proposal should not be read as a judgment on the merits of CATV program origination. In skirting the main issue ACTS alleged the commission "implies its acceptance" if not "its resignation to the fact" of such origination.

**Consolidation** • Instead of accumulating "jerry-rigged" amendments to its rules, ACTS proposed the commission consolidate into one proceeding all five pending CATV rulemaking dockets (among them: relations between CATV's and TV stations, VHF-UHF translator proposal, and cross-ownership). Further the association proposed commission inquiry into the impact of the copyright laws on the relationship between broadcasters and CATV's, and an inquiry into the impact of CATV program origination on the development of local TV services. ACTS said it would propose rules "generally prohibiting" such originations except upon an evidentiary showing, through a survey of programming needs and interests of the community, that indicates a defined public interest not otherwise served.

And the association called for an inquiry that would form a definitive policy on CATV distribution of distant signals. Until such a policy is formed, ACTS suggested the commission should temporarily halt all action on CATV requests for distant-signal authorizations.

$400,000 suit filed on KTRG-TV sale

A civil suit asking for $400,000 in damages has been filed by Hawaiian Paradise Park Co., previous owner of KTRG-TV (now KIKU-TV) Honolulu, against Washington attorney A. Harry Becker. The complaint was filed in the U. S. District Court in Washington on Nov. 29, and asks for damages "arising from malpractice."

KTRG-TV was sold to group broadcaster Richard Eaton for $555,000 (Broadcasting, Oct. 2), following a hearing before the FCC.

Hawaiian Paradise Park charged that Mr. Becker without authority agreed to an extension of the cancellation terms of the original contract with Mr. Eaton.

Although not mentioned in the complaint, records show that Mr. Eaton brought suit in Honolulu to compel Hawaiian Paradise Park to abide by its contract. Last June 30, U. S. District Judge C. Nils Tavares ruled that the contract was binding.

**Tedescos offer plan to clear FCC record**

**BROADCASTERS WOULD RELINQUISH STATION CONTROL**

Contribution, not ordinarily a requisite for broadcast ownership, is what several broadcasters are banking on in their efforts to unravel a complex web of pending applications currently held up by the FCC and the courts. And with commission approval of their several proposed "self-inflictions," the broadcasters hope to clean the slate of alleged past transgressions.

The principals involved are Victor J. and Nicholas Tedesco, who each own 20% of Norseman Broadcasting Corp.

A previous FCC review board decision denying the Tedescos a construction permit for Bloomington, Minn., AM station (based on alleged trafficking charges involving four other Tedesco transactions) effectively tied-up other pending applications affecting Tedesco-Norseman properties. These applications include: license renewal of...

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

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

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

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APPROVED • The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 63).

*KITR Barstow, Calif.: Sold by Henry R. Phippo to Prudential Broadcasting Co. for $150,000. Principles in Prudential are John Parker, president, L. P. Nelson, vice president and treasurer, and Florence Taylor secretary. Mr. Parker has written and produced for local television and Mr. Nelson has been a radio news director and announcer. KITR operates daytime on 1310 kc with 500 w. Broker: G. Bennett Larson Inc., Hollywood.

*KZZN Littlefield, Tex.: Sold by Gerald H. Sanders to partnership of James G. Van der Donk, E. J. Harpole and T. H. (Bill) Harrell for $105,000. Mr. Van der Donk will become general manager. Mr. Harrell is vice president and general manager of KVOZ Laredo, and Mr. Harpole is president and general manager of KVOU Uvalde, both Texas. KZZN operates fulltime on 1400 kc with 250 w. Broker: Hamilton-Lands & Associates.

WGA Gainesville, Ga.: 99.74% of outstanding voting stock sold to Charles Smithgall to James L. Kirk II for $427,-300. Mr. Kirk is majority stockholder in KVOU Lafayette, La. He is also certified public accountant and has majority stock in Southern Melody Inc., franchised Muzak operation. Mr. Smithgall, with his wife, owns WRGG North Atlanta and WRGB-AM-FM Rome, both Georgia, and is officer of WAKA Gadsden, Ala. He is also 51% stockholder of Daily Times and Southeastern Poultry Times, newspapers (both Gainesville, Ga.) WGA operates on 550 kc with 5 kw days, 500 kw nights.

WHF Greenville, S. C.: Sold by Thomas C. Fleet Jr. and associates to Edwin S. Lowe and Beverly M. Middleton for $356,150. Mr. Lowe owns diversified businesses in New York, including toy and game manufacturing company and real estate management and advertising company. Mr. Middleton, former broadcaster, is supervisor of public information for Department of Motor Vehicles in Washington. WHFZ is daytimer on 1070 kc with 50 kw.

KJJO-AM Lubbock, Tex.: CP sold by John H. Walton Jr. to Bill B. McAllister for approximately $200,000. Mr. McAllister is licensee of KSEL-AM-FM Lubbock. Mr. Walton owns KVII-FM-TV

BROADCASTING, December 11, 1967
Radar puts calipers on radio

Network-commissioned study underscores enormity of medium's audience; it may become regular project

Initial findings from the RADAR study indicate that almost 140 million or 95% of all people 12 years of age and older listen to radio during the course of a week and exposure to the medium is "extremely high" among both adults and teen-ageds. These impressive highlights emerged last week from first disclosures on RADAR (Radio's All-Dimension Audience Research), which was commissioned jointly by ABC Radio, CBS Radio, Mutual and NBC Radio and was conducted by the Brand Rating Research Corp., New York. Supplementing these findings will be additional information released in the next few weeks and in January 1969 on specific periods of the national radio audience, including data on cumulative reach and frequency by individual national programs and on key demographic and marketing groups.

RADAR measured the listening of a nationwide sample of persons on a quarter-hour-by-quarter-hour basis over the span of one week. This provided data for tabulating daily and weekly audience levels on a reach-and-frequency basis. The study reveals that during the average quarter-hour 19.1 million homes are tuned to radio. During the course of an average day, it was said, more than three out of four people (113 million) listen to radio. RADAR shows that equally significant reach levels are achieved by network radio stations. Six out of 10 people (90.2 million) are tuned to network-affiliated outlets during the course of the week. The study reports that one out of three (52.4 million) listen to network-affiliated radio stations during the course of a day, and more than 7.1 million listen during the average quarter-hour from 6 a.m. to 12 midnight.

One demographic dimension noted by RADAR is that exposure to radio is

EXCLUSIVE BROADCAST PROPERTIES!

MIDWESTERN — A profitable daytimer in single station market grossing approximately $7,000 per month. Present owner wants to retire and has not developed potential. Price is $150,000 requiring $43,500 down, balance 10 years. Cash flow, based on present operation, adequate for good salary to owner plus making monthly payments.

Contact Richard A. Shaheen in our Chicago office.

WEST TEXAS — Good equipment, good business, good market, but absentee owner unsatisfied and wants to sell. This is a daytimer on a good frequency in a single station market. Station currently billing $6,000 per month. Price $120,000, includes real estate. Terms — 29 percent down — balance ten years. Less for CASH.

Contact George W. Moore in our Dallas office.

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BROADCASTING, December 11, 1967
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Everybody’s saying it!

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. . . and with good reason. Undoubtedly no other series has ever finished its network exposure with higher ratings and higher shares in the major markets than Man from U.N.C.L.E.

Now you don’t have to settle for anything but the original, number-one spy-adventure show.

128 swinging hour-long adventures* are moving fast. Call your MGM-TV representative in New York, Chicago, Los Angeles, Atlanta or Toronto today and say “U.N.C.L.E.”

Available for February start.

*Includes both Girl and Man from U.N.C.L.E.
high among both adults (18 and over) and teen-agers (12-17). The study shows that three out of four adults and four out of five teen-agers are exposed to radio during the span of a day, and among both groups, more than nine out of 10 listen to radio in the course of a week.

RADAR was based on a national probability sample of about 17,500 households throughout the country, with 14,000 participating coincidental interviews and 3,500 in recall interviews. The questioning was by telephone by Brand Rating Research Corp. interviewers over several weeks last spring.

Though there was no official word forthcoming from the participating networks, there appeared to be a good possibility that RADAR will be a continuous project on an annual or semiannual basis.

Ad agency buys control of WEOK CATV system

Foote, Cone & Belding, New York, last week announced an agreement in principle to purchase a controlling interest in WEOK Cablevision, a CATV system serving Poughkeepsie, N. Y., from Paul Smallen.

The system went into operation in November 1966, and has a subscription "in the low thousands," according to an FC&B spokesman. Mr. Smallen, president of WEOK Cablevision and of WEOK-AM-FM Poughkeepsie, will continue to direct operations.

FC&B was a partner last June in an unsuccessful bid for a CATV system in Colorado Springs.

Nicholson picked for FTC vacancy

The Federal Trade Commission, which in recent years has taken a strong stand on consumer protection—particularly most recently on smoking and health—may have a new cast when and if the Senate confirms President John.son's choice for the vacancy on the five-man commission. He's James M. Nicholson, a 39-year-old Indianapolis lawyer.

President Johnson nominated Mr. Nicholson last week to take the place of John R. Reilly, who resigned as an FTC commissioner on Dec. 1 to return to private practice. Mr. Reilly was considered an activist on the trade commission, his vote often putting the divided body on the side of greater involvement in consumer affairs. It was Mr. Reilly who sided with the FTC liberals providing a 3-2 decision to test cigarettes for tar and nicotine content and to make the results public. The trade commission is currently studying TV-network rates to determine if any unfair practices are involved. Mr. Reilly's term was to end Sept. 25, 1969.

Losing Candidate: Mr. Nicholson ran unsuccessfully last year as the Democratic candidate for Congress, losing to the Republican incumbent, Congressman William G. Bray of Indiana's sixth district.

He was born in Oklahoma City on July 11, 1928, and received his B.A. in 1952 from Knox College, Galesburg, Ill., and his law degree from the University of Michigan in 1954. He immediately joined his present law firm, now known as Cadick, Burns, Duck and Neighbours. He became a full partner in 1958. He served in the Navy during 1946-48.

Mr. Nicholson declined to discuss his views on business regulation, but he said he had campaigned last year by emphasizing his concern with the problems of urban areas—transportation, air and water pollution and highway construction.

PROGRAMING

Too many cooks in the courts?

Problem now facing broadcasters in attacks on constitutionality of FCC's fairness rule:

how to get the strongest case reviewed first

A move to consolidate in some way the challenges to the FCC's fairness rules is underway, following last week's U. S. Supreme Court order agreeing to review the Red Lion Broadcasting Co. case.

Still awaiting argument in the Seventh Circuit Court of Appeals in Chicago is the broadcasting industry's principal case against the commission's action last July codifying its policy on fairness and personal attacks into official rules and regulations.

The Supreme Court's action came after CBS and NBC called the court's attention to the Seventh Circuit case and urged that the Red Lion review be deferred, or that argument be suspended until a ruling has come from the Chicago court (Broadcasting, Oct. 16). Interestingly enough, Red Lion in a sense agreed with this viewpoint. The FCC and the solicitor general, however, disagreed completely, urging that the Supreme Court undertake consideration of the commission's fairness doctrine through the Red Lion litigation. It is no secret in Washington that FCC lawyers feel that they stand a much greater chance of success in the Red Lion situation than the Chicago appeal.

Constitutional Question: The industry appeal was filed by the Radio Television News Directors Association, the two networks and others. It attacks head-on the constitutional question of whether the FCC may impose qualifications on broadcasters' right of free speech as well as whether the commission may impose its own determinations of what constitutes fairness (Broadcasting, Nov. 27).

Just how the Seventh Circuit case can be consolidated with the Red Lion case before the Supreme Court when the Chicago case hasn't been argued yet is subject of much discussion among the lawyers representing industry clients. A meeting of industry attorneys was held last Tuesday, and a second meeting is scheduled tomorrow (Dec. 12) with Henry Geller, FCC general counsel, and his staff. The purpose is to attempt to persuade the FCC, and through the commission the solicitor general, to agree on a petition to the Supreme Court asking that it delay hearing argument on the Red Lion case until the industry case is decided by the Seventh Circuit and undoubtedly appealed to the Supreme Court no matter who wins.

This, it's understood, is the principal strategy. There are other possibilities, but they involve more complex and delicate legal and judicial questions.

Also uncertain at this time is the position of the solicitor general. Assuming that the FCC can be sold on joining the joint RTNDA-networks' point of view, there is no assurance that the solicitor general, who is the government's chief trial attorney, will also agree.

Notwithstanding this, however, a
Radio committee urges more FCC field trips

The FCC's commissioners and staff should get out in the field more often and attend as many industry functions as they can—at least broadcasters feel that way. The best way to know what's happening is to be out there, and the National Association of Broadcasters' fledgling Future of Radio Committee thinks the FCC definitely needs to be aware of events west of the Potomac River.

At its intial meeting in Washington last week, the committee commended the FCC personnel for past attendance records at industry sessions and urged an even greater participation in the future.

However, the FCC's budget may not allow the commission to fulfill the committee's hope. Last week the commission had to turn down a request for a speaker at the Idaho-Utah broadcasters' meeting in Boise, Idaho, on Jan. 17 because of a lack of funds. The commission did agree, however, to set up a conference call to the Idaho meeting.

The committee also called on radio stations to do a better job of promotion at the local level both with individuals and community groups. The medium has developed many new methods of service in the past 20 years, the commitee said, but it hasn't kept the public informed of its growth.

Moving into economics, the committee said there was a need for more station-representation firms and it called on the present reps to "make radio easier to buy" by keeping pace with technological changes.

The committee also heard staff reports on research, CATV and copyright matters.

**WBAI-fire charge dropped**

The charge of arson against Jesse Charles Wagner, a former part-time engineer for noncommercial WBAI New York, was dismissed last week by the criminal court in New York when a member of the fire marshal's office failed to appear as a witness for the prosecution.

Mr. Wagner has been accused in connection with two fires at WBAI facilities in Manhattan the night of September 12 that put the station, which is listener-supported, off the air for 20 minutes.

c+concerted try is being made.

Campaign in 1964 # The Red Lion case involves WOCB-AM-FM in that Pennsylvania community. It is principally owned by the Reverend John M. Norris. Both stations and Mr. Norris are considered ultra conservative and make no bones about it.

During the 1964 political campaign, WOCB carried a sponsored program in which the Reverend Billy James Hargis allegedly attacked Fred J. Cook, author of an anti-Goldwater book. Mr. Cook asked for free time, but Red Lion countered by offering to sell him time.

Mr. Cook demurred and complained to the FCC. The commission in 1965 told Red Lion that time must be made available to a person who has been personally attacked, whether or not the complainant can afford to pay. Red Lion appealed this ruling to the D. C. Circuit Court of Appeals which last June upheld the FCC's position. Red Lion's petition for certiorari followed.

In reciting the issues involved, Red Lion contended that the commission's fairness doctrine violates four constitutional provisions—free speech, due process, rights retained by the people and powers reserved to the states.

The requirement that a broadcaster must seek out persons attacked, furnish them with a script, tape or summary, and grant them free time to reply without respect to ability to pay, "places an obvious and unreasonable burden on free speech," the Red Lion petition said.

**Unfair Load #** Not only are these steps an "onerous" extra burden for broadcasters, Red Lion contended, but the entire responsibility places the broadcaster in peril when he carries any program involving controversial issues.

Red Lion noted especially the Supreme Court's decision in the New York Times and Associated Press cases three years ago, which held that the news media are immune from libel actions in attacks on public figures unless actual malice is proven. It quoted approvingly from the Supreme Court's New York Times decision referring to "the profound national commitment to the principle that debate on public issues should be uninhibited, robust and wide open . . . " The FCC's fairness requirements, Red Lion observed, contradicts this principle and "inevitably" will stifle free discussion.

In a related case, the court turned down a request that it review an FCC order setting for hearing, also on fairness issues, the renewal of WXUR-AM-FM Media, Pa.

WXUR's hearing, which has been underway since early this fall was ordered by the commission following com-
plaints by the Philadelphia Council of Churches and others (see this page). WXUR asked the D. C. Circuit Court of Appeals to overrule the commission's action, but failed when the appeals court last May said that until the hearing had been held and a decision rendered WXUR had nothing to complain about. One of WXUR's complaints involves the FCC-ordered issue of whether the stations have been used to serve sectarian and political views of its principals rather than the general public. This issue, WXUR contended, raised the question of freedom of religion.

The Media, Pa., stations are owned by Faith Theological Seminary, which bought them in 1965. The seminary is headed by Dr. Carl McIntire.

Media hearing turns into a 'shout in'

An FCC hearing to determine whether WXUR-AM-FM Media, Pa., will be permitted to continue broadcasting completed its seventh week of public sessions, but real progress in the case occurred in the chambers of the U. S. Supreme Court.

While attorneys argued—sometimes bitterly—in Media the high court agreed to hear a case testing the constitutionality of the commission's fairness doctrine, which WXUR is accused of violating.

The court refused, however, to hear a case challenging the constitutionality of the WXUR hearing now under way (see page 40).

The Supreme Court decisions caused some comment at the hearing but an angry outburst by WXUR attorney Benedict Cottone highlighted the week's activity.

Mr. Cottone, former chief counsel for the FCC, stalked out of the proceeding Wednesday in Media after clashing with Thomas Schattenfield, who represents the Greater Philadelphia Council of Churches. The council is one of 19 civic and religious organizations seeking to block renewal of WXUR's licenses.

Testifying during the week were John H. Norris, WXUR president and general manager, and a moderator of one of the station's programs, Carl Mau. Mr. Norris was on the stand during Mr. Cottone's walk out.

Boycott • The attorneys were arguing about an alleged boycott that reportedly dropped the station's commercial income from $7,000 a month to $500 a month.

Mr. Schattenfield, claiming he has seen no real proof that such a boycott existed, asked for concrete evidence that the station's opponents were putting pressure on WXUR advertisers.

Mr. Cottone refused to produce any additional records, saying Mr. Schattenfield had ample opportunity in the past to obtain all the station records he wanted. He also argued the "hearing record shows plainly that there was a boycott."

Before Mr. Cottone could say much more, Mr. Schattenfield interrupted him with a loud "bull."

Mr. Cottone stalked toward the hearing-room door shouting: "Mr. Examiner, unless you admonish him not to say things like that, I am going to walk out."

Mr. Schattenfield slammed into his chair, saying: "All right, I am admonished. Come back, Mr. Cottone."

The WXUR attorney stormed out the door, however, before Hearing Examiner H. Gifford Irion had a chance to say anything.

Brief Recess • The hearing resumed five minutes later when Mr. Cottone returned.

Earlier in the week testimony concerned the methods Mr. Mau used in interviewing guests on his program, Delaware County Today.

Mr. Mau said he tried to be objective and fair to everyone who appeared on his show.

Under cross-examination, however,
How do major companies like these gain world focus on their image and news? By reaching the newsmen who in turn reach the world—the newsmen of electronic journalism. And how to reach these newsmen? Through their most relied upon sources, BROADCASTING and TELEVISION.

Both publications are universally recognized by advertiser and reader alike as the Businessweekly and the Meaningful Monthly in the world of broadcasting.
KHJ-TV replaces movies with a live newspaper format

Some 10 weeks ago, KHJ-TV Los Angeles, in a move that will involve a close-to-$500,000 investment mostly for live on-camera talent in the next year, began producing what amounts to a newspaper of the air every day (BROADCASTING, July 31).

Delivered in 90-minute morning and evening and three-hour afternoon editions, the "Tempo" format, as it's called, is dedicated to reflecting what's happening in the Southern California community. It features a variety of guests from all walks; zoo, library and religion reports; film clips of mostly local news events; two-day telephone conversations with people in the news and with viewers, and a one-minute news report every half-hour told in somewhat extemporaneous, often fumbling, but occasionally refreshing style by four young newscasters, working live and on-camera.

The reasoning behind KHJ-TV's change from a station largely dependent on movie and other canned product to one that strives for the live and spontaneous may have deep significance for every independent and most UHF stations in the country.

For KHJ-TV, an RKO General-owned, nonnetwork-affiliated VHF operating in a market that offers 10 other commercial-TV signals, is out to develop a format that will give local viewers an alternative to network product instead of a pale imitation. In the process, the station hopes to break loose from the supposed tyranny of data that works against an independent station in such a competitive market, while adding the impact of innovation to those three media horsemen of reach, frequency and audience characteristics. On a broad basis, the station wants to create a new identity—one associated with value—on to increase its total audience circulation.

Grim Figures • What's the business and audience reading after more than two months? It's almost negative enough to make the fainthearted quit, but still glimmers sufficiently to make the resolve hopeful. Nearly disastrous for KHJ-TV, its new concept went to work in a marshmallow-soft business period, one that the station claims saw the Los Angeles TV stations taking in an aggregate of $1.5 million less in October of this year than they did during the same month last year.

Malcolm C. Klein, vice president and general manager of KHJ-TV, doesn't think the sales slump will end until mid-January at the earliest. But he's prepared for the long-haul and believes the station's move to the gathering and reflecting of the local happenings will take maybe two years to pay off. Meanwhile, he assures, the RKO General corporate family is not pushing the panic button. "Too many great ideas go down the drain because somebody gets panicy," he says. "I hope we get a chance to measure whether there's a place for this kind of programing."

The measurements that have been made have been encouraging.
taken so far are not impressive. They show KHJ-TV's "Tempo" editions getting 1 ratings. Yet, Mr. Klein emphasizes, this would still indicate a decided improvement over the 0.01 ratings some of the "Tempo" time periods were registering in the past. He says that the verbal reading from agencies has been good and that local business has responded favorably to the station's changes. National advertisers, however, insist on waiting for more impressive ratings before buying.

Raising Hope • KHJ-TV's own audience indicators give more reason for encouragement. An opinion poll the station conducts—two questions are asked each week—brings between 500 and 1,200 responses. The "Tempo" segments answer some 200 phone calls a week. More important, perhaps, Mr. Klein points out that now KHJ-TV "instead of being known as the movie station" has the new promotional handle of being the station "where those young kids come on with the news every half-hour."

Says Mr. Klein: "It's like Picasso putting an eye out of joint in a painting. We're getting attention. We're more and more in direct contact with the public. Our news is getting further and further away from conventional national coverage and moving instead to local features."

At the outset, Mr. Klein acknowledges, the changes have been expensive. The station signed an expanded contract for news film. It's staff of news and news-related people increased from three to 13. A half-dozen engineers were added, giving the station a little more than three full film and tape crews where formerly only two crews were available. The on-camera additions, constantly undergoing change, at last count involved nine new personalities. Altogether 22 people have been added to the station's rolls. The increased costs of these additions are projected to total about $450,000 for the next year. "That's like buying maybe 22 feature films," Mr. Klein comments.

Still Strong • The station, incidentally, has not abandoned the "Million Dollar Movie" concept, long a mainstay with the RKO General outlets. But here, too, the concept has been modified to fit KHJ-TV's new, young look. Instead of running one movie eight times a week as was done in the past, the station now programs eight different movies a week.

And that's only the beginning of the modifications that are likely to take place at channel 9 in Los Angeles. "Even our most recent changes are going to go through additional changes of format and positioning," promises Mr. Klein. "We have to keep changing with the times. This is going to be an evolutionary thing."

Is it all going to be worthwhile? Mr. Klein is confident about the value of what he's doing. He reports station managers from across the nation inquiring about the station's new direction. "We're part of one of the great experiments in television," he says. "We're trying to solve a real problem of the medium, the problem of producing new and fresh material without a network's resources. We're doing something television was meant to do from the start."

last week.

When the subcommittee opened its intensive investigation of racial disturbances in U.S. cities its chairman, Senator John L. McClellan (D-Ark.), said that the influence of television coverage would be one aspect to be probed by the panel (Broadcasting, Nov. 6). Since then the hearing has focused in depth on cities where television has been cited to testimony, was not a contributing factor or, conversely, where broadcast media was cited for cooperation in keeping communities cool.

But the subject of last week's testimony was a disturbance that followed a larger conflagration in a neighboring city—Newark, N. J. "The sensational coverage of the Newark riot," Mayor Hetfield told the subcommittee, "showed persons looting stores while the police took no action to halt them."

Not Sole Cause • He added: "A mob hysteria was created that affected weak persons who would normally be law abiding." In further testimony, however, he indicated that he believed that while television may have been a contributing factor, it was not the sole cause. "There is no doubt in my mind," he said, "that the Plainfield riots were planned, not spontaneous." He cited prior discovery by police of fire bombs and the fact that, at meetings with city officials, a "small hard-core group ... refused to listen to any reasoning whatsoever."

Another witness supported Mayor Hetfield's view that television coverage of the Newark rioting contributed to Plainfield's troubles. The Negro brother of a Plainfield city councilman who had attempted to restrain militants told the probers that the Newark coverage invalidated his efforts. But many Negroes who had opposed riots, he added, were exposed to "blatant injustices" and were encouraged to retaliatory acts.

A subcommittee spokesman said that after last week's testimony on Plainfield the subcommittee would probably not hold further hearings until the next session of Congress.

Radio series sales . . .


The Joe Pyne Show (Hartwest Productions Inc.): KIZZ El Paso, Tex.; KLOR-FM Ponce City, Okla.; Kubw Hutchinson, Kan.; Klwn Lawrence, Kan.; kaus Austin, Minn.; kccr Clarksville, Texas; KFTM Fort Morgan, Colo.; KOLR Sterling, Colo.; KJFJ Webster City, Iowa, and KGB New Braunfels, Tex.

BBC Music Showcase (Hartwest Productions Inc.): WAKA Atlanta, and WCAT Northfield, Minn.


The First Christmas (Woroner Productions): KCBC Des Moines, Iowa; WCAM Cambridge, Md.; KNEB Scottsbluff, Neb., and KWAT Watertown, S. D.

Easter the Beginning (Woroner Productions): KWAT Watertown, S. D.

Tips on Tots (Woroner Productions): KILE Galveston, Tex.
New Snow White series offered for children

CHILDHOOD PRODUCTIONS PLANS HALF-HOUR TV SHOWS

Childhood Productions, New York, which has used television as the cornerstone of its advertising for the past three years in promoting children's classic features for weekend theater matinees, is planning to expand into program production of TV series and specials.

Barry Yellen, president, last week said that its first TV project under development is a half-hour, live-action series, The New Adventures of Snow White and the Seven Dwarfs. The company intends to produce three half-hour segments in color late next spring and summer in the hope of making a network sale.

Mr. Yellen reported that Childhood has had "considerable success" in advertising through local television its list of 12 features already released to theaters, and he is confident that a live-action classic series can find a place on television. He noted that this year Childhood will spend approximately $150,000 of a total advertising budget of $477,000 on TV stations throughout the country. The agency is Diener, Hauser & Greenthal, New York.

Solid Market = "If children, alerted by television, find our features so appealing," he said, "why can't a regular series and groups of specials in the same genre prove successful? Our theatrical record shows that children from 3 to 10 do enjoy good features in addition to cartoons."

The latest Childhood release, "The Christmas That Almost Wasn't," is the first feature to be produced by the company and stars Rossano Brazzi and Paul Tripp. It will have played in about 1,000 theaters between Thanksgiving and New Year's, Mr. Yellen indicated.

Eleven of the 12 films that Childhood has already placed into theatrical distribution have subsequently gone into TV syndication through American International Television, New York. Among the titles are "Sleeping Beauty," "Snow White and the Seven Dwarfs," "Hansel and Gretel," "The Bremen Town Musician" and "The Seven Dwarfs to the Rescue."

Mr. Yellen said they have been sold in approximately 20 markets. These features were acquired from producers in England, Italy, Mexico, Bulgaria and Czechoslovakia, were dubbed into English and were provided with a completely new musical sound track.

Eight More = Childhood now has about 20 children's features, eight of which have not been released to theaters. Mr. Yellen observed that the group of films already sold to TV will be withdrawn from the medium after three years and re-issued theatrically.

Childhood was formed three years ago by Mr. Yellen, his father, Salem Yellen, who is vice president and general sales manager; and his brother, Howard, who is secretary-treasurer, because they felt there was a need for classic children features for weekend matinees.

War signs result in managed-news charge

Pro- and anti-Vietnam war signs that an NBC crew carried to Claremont Men's College in Los Angeles County has embroiled the network in a controversy as to whether it attempted to stage-manage news and incite disorder.

Howard Monderer, Washington counsel for NBC, said the network had attempted nothing of the sort. The crew's purpose in visiting the college, he said, was to produce a program "presenting a mature discussion" of the Vietnam war.

Mr. Monderer presented the network's account of the incident in a letter to the FCC, which had queried NBC as a result of a story that appeared in the Los Angeles Times on Nov. 4 and a number of complaints that it prompted.

The story and the complaints, the commission said, had raised a question as to whether the NBC crew had attempted to "stage manage" news and possibly incite disorder on the campus... by offering prepared protest signs to members of the student body.

No News = Mr. Monderer said, first of all, the program was not a news program but a debate between two students on the question of what policy the U.S. should follow in Vietnam. It was taped Nov. 3 for broadcast on Survey, which has been broadcast regularly by NBC's KNX-AM Los Angeles for more than eight years.

Furthermore, he said, the program had been planned in advance, with the cooperation of college authorities, and was designed to show that college students could debate the controversial issue without the threat of violence being present.

The controversy arose, he said, after students spotted six signs the crew had brought along, three containing "hawk" slogans and three "dove" slogans. They had been prepared in advance, Mr. Monderer said, at a time when it was thought they might be used "to depict 'sloganering' as opposed to the type of mature debate shown on the program, or merely as colorful additions to the set." They were not used.

However, the students became "concerned" about the signs, and apparently "had come to the erroneous conclusion that they would be asked to participate in some sort of demonstration," Mr. Monderer said.

The production staff attempted to explain that was not the case. And Bob Wright, producer and moderator of the program, read the students the prepared script, which explained the purpose of the program.

This, Mr. Monderer said, "helped calm" the students. So did the intervention of a faculty member who assured the students of the intent of the program. The debate was then taped without incident and broadcast the following day.

Municipal judge voids California libel law

In a decision that may have a future bearing on print and broadcast news coverage in the state, California's criminal libel statutes were declared unconstitutional last week. The ruling was made by Santa Barbara Municipal Judge Joseph Lodge. In a two-page decision based on a case involving a newspaper account of a police officer's investigation of suspected narcotics violations, Judge Lodge noted that the state legislature has failed to examine and update criminal libel statutes enacted 95 years ago. He pointed out that the legislation seeks "to punish malicious statements even if they are true." He was especially critical of a section of the libel statute that he claims holds that an "injurious publication is presumed to have been malicious if no justifiable motive for making it is shown."

Such legislation, he contended, "is seeking to require a defendant to prove that an unflattering statement about a public official, albeit true, is not malicious." Judge Lodge concluded that "a democracy cannot countenance such a restriction of free speech."

The libel case, which was brought by
a local police officer against the publisher-editor of a community newspaper, may be carried to the state supreme court. It eventually could lead to revision of the state's criminal libel statutes passed in 1972.

W7 revamps sales force for TV programs

Sales of Warner Brothers-Seven Arts television programs in the U.S. will be implemented by a 20-member staff headed by four newly named division vice presidents, according to an announcement today (Dec. 11) by George Mitchell, vice president and general sales manager.

Named were Lloyd W. Krause, vice president, Eastern division; John N. Heim, vice president, Midwest division; David Hunt, vice president, Southwestern division and Robert Hoffman, vice president, Western division. Mr. Mitchell said that under each divisional vice president there will be four regional sales directors—two for feature-film sales and two for sales of TV series, specials and cartoons.

The new domestic television sales department, it was said, will be responsible for the distribution of the combined Warner Brothers-Seven Arts' programming, consisting of about 900 features, nine first-run series, 17 off-network series, seven TV specials and more than 500 cartoons.

Older shows come back strong in Nielsens

The top-rated programs in the current Nielsen's read as in past seasons—Bonanza and Bob Hope on NBC; Lucy Show, Beverly Hillbillies, Andy Griffith Show, Jackie Gleason Show, Gunsmoke, Red Skelton Show, Smothers Brothers, Gomer Pyle, A Family Affair and Ed Sullivan, all CBS, and ABC's Bewitched. These were the principal shows in the top order of the ratings reports out last week.

CBS-TV was declared winner by all reports. It led in average-rating points by 1.7 in the report covering the two week period ended Nov. 19 (7:30-11 p.m.) and by 2.1 in the fast weekly Nielsen (Nov. 20-26). The network averages for the two-week period: CBS 20.4, NBC 18.7 and ABC 16.7. In the week ended Nov. 26: CBS 20.9, NBC 18.8 and ABC 15.6.

The movies slipped out of the top 10 in the two-week report (nearest contender was CBS's Friday night movie in 11th place), though "The Thrill of It All" on NBC (Saturday movie, Nov. 25) scored in seventh place.

Broadcast study group to analyze AP service

Assessment of the Associated Press's national broadcast wire will be made by a five-man committee, it was announced last Thursday (Dec. 7) by Theodore McDowell, manager of news and public affairs, WMAL-AM-FM-TV Washington.

Heading the radio-TV station committee will be Frank Balch, general manager, WJOY Burlington, Vt. Other members, one from each section of the country, are George Brown, director of news, WOR New York; Gene McPherson, vice president of news and special projects, WPGA-TV Jacksonville, Fla., and Daniel Cubberly, general manager, KUKI Ukiah, Calif.

Mr. McDowell said the committee would scrutinize wire operations from the viewpoint of the subscribers, meet with New York AP editors in March and will report its findings to the board of directors of the AP Radio-Television Association in September.

Taylor Hobson V.F.L.* lenses now in stock

The TH Varotal series of lenses comes in several models, each with a number of variations. Color and B & W. Indoor or outdoor use. Servo or manual controls. And each basic optical model is convertible to various camera image formats so that changes in camera technology do not necessarily obsolete the lens. We can now offer these 10:1 lenses for immediate delivery. (Sorry, due to demand there is still a short wait for our 16:1 models).

For more information, call Jim Tennyson at (914) 358-4450. Or write Albion, 260 N. Route 303, West Nyack, N.Y. 10994. Telex 137442
High court takes copyright case

CATV forces pleased that Supreme Court will hear
United Artists v. Fortnightly directly following
San Diego case on FCC's authority to regulate CATV

Jubilant was the word for cable-TV operators following notice last week that the U.S. Supreme Court had accepted review of the United Artists v. Fortnightly case.

The elation was not only for the Supreme Court's granting of certiorari but also for the terms of the order that (1) invites the solicitor general of the U.S. to file a brief on the subject, (2) grants permission for the National Cable Television Association to also file a brief as a friend of the court and (3) orders that the copyright case be heard directly following arguments on the San Diego case involving the FCC's authority to regulate CATV.

The court agreed to review the San Diego case six weeks ago (Broadcasting, Oct. 30).

Comments from CATV sources ranged from quiet satisfaction to virtual exultation. Frederick W. Ford, president of the NCTA, hailed the action as "an important milestone in communication's progress." By agreeing to review the copyright issue, Mr. Ford said, the court "has recognized the seriousness of the issues as they affect some 10-million Americans who now receive their television signals via cable." There will be at year's end an estimated 3,165,000 homes connected to 1,870 cable systems.

Optimistic Signs • A Washington attorney who has been close to the case termed the court's action "encouraging." He noted that in instances where the Supreme Court accepts certiorari, it usually means that several of the nine justices have doubts about the correctness of lower-court decisions.

Other Washington observers, principally in the CATV field, obviously were heartened by the court's call on the solicitor general for a brief "expressing the views of the U.S."

They recalled that in the summer of 1966, Edwin Zimmerman, first assistant to antitrust chief Donald F. Turner, told a Senate Judiciary Subcommittee that the Department of Justice was opposed to blanket coverage of CATV in the omnibus copyright bill. Mr. Zimmerman contended that there were anticompetitive potentials in the proposed sections covering CATV that might permit networks or stations to monopolize programs by withholding carriage permission from CATV systems. He also claimed the inclusion of CATV in the copyright law was

Summit talks on CATV copyright begin to bear fruit

A pattern of copyright cooperation between broadcasters and cable-TV operators is seen emerging from a series of bipartisan meetings beginning last summer. The informal Hatch-Stern committee is scheduled to meet again—probably for the last time—today (Dec. 11) in Washington to shape into final form a series of recommendations on copyright. These will be submitted to the National Association of Broadcasters and to the National Cable TV Association as a guide for those organizations in formulating their positions on the pending new copyright law.

Basic to today's deliberations is a six-page summary analysis of agreements and disagreements between the representatives of the broadcasters and CATV owners on the 18-man group. This was sent to all members by group broadcaster George C. Hatch, kutv(TV) Salt Lake City, who is also a multiple CATV owner, in a covering letter dated Nov. 8. The summary resulted from the ad hoc committee's meeting in Washington on Oct. 18 (Broadcasting, Oct. 30).

The committee has arrived at bringing together the divergent views of broadcasters and cable-TV owners on how CATV should be treated in the new copyright law. This legislation, the first total revision of the copyright law since 1907, already passed by the House, is under consideration in the Senate. The House bill originally contained a section (111) relating to CATV, but this was deleted when a conflict arose between the House Judiciary Committee and the House Commerce Committee on certain provisions of that section. The Senate bill, however, still contains the disputed provisions.

Much Agreement • The committee is under the joint chairmanship of Mr. Hatch and Alfred R. Stern, president of the multiple CATV group, Television Communications Corp. Both have emphasized over the months that as broadcasters and CATV owners get to know each other's problems more and more, agreements could be reached in many areas. The summary sent out last month indicates that broadcasters and CATV'ers are in basic agreement on the following:

• CATV systems carrying local TV stations in their normal coverage area, should be exempt from copyright fees.
• Cable systems bringing outside stations into underserved areas should receive a mandatory copyright license. An underserved area is one not receiving at least three network stations, one independent service and one educational service. This definition does not count service from translators or space satellites.
• Nonprofit operators of CATV systems or translators should be exempt from copyright payment, except where they are in direct competition with stations or CATV's or translators.
• Common carriers should be subject to copyright liability when they render direct service to the public. This alludes to the time when there may be direct broadcasting to the individual home from space satellites, or telephone company services directly to the home.
• Some form of retroactive exemption is necessary so that when an adequately or inadequately served area changes its character, the CATV systems would have a period of time to change their service to obviate disruption to the public.
• Some form of copyright ex-
ertoneous in principle (Broadcasting, Aug. 29, 1966).

It was noted, however, that the solicitor general is not a member of the Department of Justice staff, and does not necessarily take the same position that the attorney general's group does on occasion.

**Package Deal** *The fact that the Supreme Court in a sense packaged both CATV cases into one was also considered a hopeful sign by CATV sources. The court ordered that the copyright case (No. 618) be heard "immediately following" the San Diego cases (Nos. 363 and 428).

Attorneys for the litigants have been informed by the clerk of the Supreme Court that the cases probably will be argued in March. This requires that the Fortnightly brief be filed in mid-January and United Artist's in mid-February; and that the FCC's and the CATV's briefs in the San Diego case be filed on the same schedule.

Although the copyright case is significant, it deals only with the existing copyright law. A new copyright law is being considered by Congress and may very well be passed in the forthcoming second session of the 90th Congress next year. One version already has been passed by the House; the Senate is considering its bill. A section on CATV was stricken from the House bill, but this provision is still included in the Senate bill.

For the past six months a group of broadcasters and CATV operators have been meeting informally to try to establish agreement on copyright questions as well as other areas in disagreement. A final meeting of the group is scheduled for today (Dec. 11) at which time a statement on agreements and disagreements is expected for submission to the respective trade associations as a guide for each industry's position on copyright (see page 48).

**Infringement Suit** *The cable industry's pre-eminent copyright case began in 1960 when United Artists Inc. filed suit in New York federal district court against the Fortnightly Corp., publisher of the weekly Reporter magazine and at that time owner of two CATV systems in West Virginia, one at Fairmont and the other at Clarksburg. The systems are now owned by Jack Kent Cooke. UA charged that the CATV systems were picking up and relaying to their customers copyrighted TV programs from five outside TV stations—three from Pittsburgh, and one each from Steubenville, Ohio, and Wheeling, W. Va.—without paying royalties.

Ruling in May last year, U.S. District Judge William Herlands held that the CATV systems were infringing the copyright by not paying royalties to United Artists because, he ruled, cable systems are engaged "in a performance for profit."

Fortnightly asked the U.S. Court of Appeals in New York to review Judge Herlands' decision, and in May of this year, a three-judge panel of the appellate court upheld Judge Herlands' conclusion. The decision, however, varied somewhat from Judge Herland's, principally in suggesting that copyright infringement may not be involved if a CATV subscriber could receive the copyrighted programs from what it called "ordinary" rooftop antennas.

**Questions** *In its petition for review to the Supreme Court, Fortnightly posed five questions: (1) whether CATV operation is "performance" within the meaning of the Copyright Act, and whether any such performance is "public" within the meaning of the act; (2) whether the lower court is imposing exemption for AM and FM carriage by CATV systems is necessary. If CATV systems are required to pay copyright fees for radio, they probably would discontinue such carriage. Radio representatives felt that exemption should be granted, provided the system carried local AM and/or FM stations, notwithstanding carriage of more distant radio programs.

* Some form of statutory or mandatory copyright procedures, providing a simple system of collection and enforcement, would be beneficial to both CATV and broadcaster interests.

But still unsettled are several items. One of these involves origination by the CATV system of "entertainment programs or commercial messages." Broadcasters feel that when this occurs, all copyright exemptions should be suspended, because the CATV system then changes its character and is in direct competition with broadcasting. CATV representatives on the other hand contend that the particular services should be subject to copyright, but that station carriage liability should not be changed.

The other item that has not been resolved deals with the relationship of mandatory licenses for CATV systems serving "inadequately" served areas and exclusive contracts held by broadcasters. There is some feeling that some mechanism should be established in the act to review public interest considerations relating to provisions in copyright contracts dealing with restrictions on carriage of the program on CATV systems.

The FCC, the conference feel, is not expert enough in this field, and to leave the problem to the courts would result in lengthy delays and considerable confusion. One suggestion is that this conflict could be resolved if both broadcasters and CATV operators agree to arbitrate, or submit to decision by other agencies.

Unfinished Business *The group apparently came to no hard-and-fast conclusions regarding certain provisions in the pending copyright law that deal with simultaneous live broadcasts and taping, the special relationship of UHF stations, and the proposal to establish a test market to determine empirically the impact of CATV on television stations.

It recommended that the live broadcast-recording issue be reviewed to determine if it creates practical problems for either broadcasting or CATV; that a special group of UHF representatives meet with CATV delegates to review exclusivity and adequate coverage for the protection of new UHF stations to be built in the future, and that a special "Impact and Test Market Committee" review the test questions regarding Goshen, Ind. (Broadcasting, Sept. 18), and to determine specific tests that would result in helpful information for copyright purposes and policy questions between broadcasters and CATV owners. This group was also directed to look into the possible use of a "third party CPA" who would review financial data from FCC files that would be helpful in evaluating such a test.

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Mr. Hatch Mr. Stern

BROADCASTING, December 11, 1967 49
More color for Rose Bowl
Just about everything but the spectators will be dabbed with paint for telecast

As a rubbish detail swept away the last paper hurrahs of a junior college game played two days before, 14 men in busy suits met last week in the empty stands of a celebrated football arena and talked about color patterns and contrasts. It could have been a dress house on New York’s Seventh Avenue, or a tableau out of Better Homes and Gardens.

Instead it was the Rose Bowl in Pasadena, Calif., and the men were either members of the football committee of the Tournament of Roses Association or production people from NBC-TV. They were discussing colorization of the 54th Rose Bowl game on Jan. 1, when the University of Southern California clashes with Indiana University. Maybe in some other areas of the medium there’s still some question as to what will happen when color really starts delivering with tremendous impact, but in the annual Rose Bowl telecast, color hasn’t just arrived—it has completely taken over, dominating the proceedings.

As a result of last week’s grandstand huddle, it was decided to completely colorize the Rose Bowl field, grass, goal posts, benches, field markers and end zones (a move that was first made with last year’s game). The sports spectacle is going to be a brilliant blaze of crimson and cream, cardinal and gold hues, the colors of Indiana and USC, respectively.

There’s going to be a red rose, 15-feet in diameter on the field at the 50-yard line, the sideline numbers will be in gold, the Indiana end zone will be a cream base with crimson letters, while the USC end zone will be a gold base with cardinal letters. Likewise the Indiana goal posts will be cream with crimson stripes and the USC goal post will be gold with cardinal stripes.

Big Draw • For color contrasts the two opposing schools could have been better chosen. But for purposes of audience interest, NBC-TV people, at least, feel they have the best possible—USC, the number-one ranked college football team in the nation, against Indiana, the Cinderella boys, who specialize in last-minute triumphs over football royalty.

Because of this attractive matchup and the proven impact of colorcasting for this kind of an event, Chester Simmons, director of sports for NBC-TV, thinks this edition of the Rose Bowl game might turn out to be “the highest-rated sports event in television history.” The chances of this happening are especially good, Mr. Simmons points out, “if the weather in the East is bad on New Year’s Day.”

To do such an important event justice, NBC-TV is wheeling out its mightiest array of equipment. The game will be covered by a total of eight color and one black-and-white cameras. For the first time in an NBC-TV telecast of a college game, there’ll be one color camera in each of the end-zone areas, assigned to cover 50 yards of the field and used primarily for special effects. There’ll be two cam-
Diego, claimed that the San Diego CATV systems were jeopardizing the economic health of the regular TV stations there by bringing in Los Angeles programs, and that the carriage of distant signals by cable systems in the top-100 markets was forbidden unless waived by the commission.

The San Diego CATV operators challenged this complaint by asserting that the Los Angeles television stations placed a grade-B signal over most of the city and that this was permitted under the FCC’s top-100-market rule. This regulation prohibits a CATV system in any of the top-100 cities from importing a TV-station’s signal beyond that station’s grade-B coverage. San Diego is 54th among the top-100 markets according to the American Research Bureau’s calculations, the list used by the FCC in determining the top-100 markets.

After receiving the complaint, the FCC set the case for hearing, and at the same time issued an order prohibiting the CATV systems from expanding into other areas of the market with the Los Angeles signals. The CATV systems attacked this day and last year won a Ninth Circuit Court ruling that the commission lacked the authority to issue such orders against CATV systems because that type of order could be issued only against licensees of the FCC. CATV systems are not licensed by the commission. The court also implied that the commission does not have the statutory authority to regulate cable television. It is this decision which the FCC took to the Supreme Court.

During this period, the parties went to hearing before an FCC examiner, and in October he issued an initial decision recommending that all restrictions be removed from the San Diego CATV systems. He found that the TV stations (KFMN-TV has been joined in its protest by KAAV-TV and KJOG-TV [under construction]) had failed to prove adverse impact on their financial health by the CATV operations.

In asking the Supreme Court to review the San Diego litigation, the FCC and the solicitor general of the U.S. said there were two questions presented: (1) whether the FCC has jurisdiction to regulate nonmicrowave cable TV systems, and (2) assuming an affirmative answer to the first question, whether in the exercise of such jurisdiction, the commission has the power to issue an interim order maintaining the status quo pending the outcome of a hearing to determine the economic impact on local free television of distribution by CATV of TV signals from other areas.

Earlier this summer, the federal circuit court in Washington ruled that the FCC does indeed have authority over all CATV systems. This was the Toledo case, involving Buckeye Cablevision Inc. and its plan to carry WJIM-TV Lansing, Mich., to its customers. The grade-B contour of WJIM-TV falls short of Toledo, and under the FCC’s top-100 market rule, cannot be carried in Toledo. A unanimous three-judge panel held that the commission’s CATV regulations are “eminently reasonable” and that the commission’s procedure in top-100 markets proceedings is proper.

Still pending a decision is the CATV industry’s prime case against FCC authority to regulate the cable industry. This was brought in the Eighth Circuit Court in St. Louis by four major CATV companies and challenges the FCC’s authority to regulate any kind of CATV, whether fed by microwave or not. The case was brought by Midwest Video Inc., Little Rock, Ark.; Alice Cable TV, Alice, Tex. (owned by CATV-equipment manufacturer Jerrold Corp.); Buckeye Cablevision, and Trans-Video Corp., all multiple CATV owners. Backing the FCC in this case are the Association of Maximum Service Telecasters and the National Association of Broadcasters. Also an intervenor, but opposing the FCC’s assertion of jurisdiction, is the NCTA.

The original case was brought by Midwest Video in 1965, and was expected at the time as the first test of the commission’s jurisdiction over CATV systems served by microwave relay systems. This appeal was argued in November 1966. When the FCC issued its Second Report and Order early in 1966 assuming authority over all CATV systems, Midwest amended its original appeal and was joined by the others. A second argument before the Eighth Circuit panel took place last October.

eras in the press box and one in the telecast booth. Three more color cameras will beam out from grandstand portal positions (the Tournament of Roses Association does not permit any cameras on the field in consideration of spectators), one from each 20-yard line and one from a 40-yard line position. The black-and-white camera will be used for scores of other games and for superimposes. Also importantly involved in the production of the telecast will be two video-tape recorders and slow motion, stop action and instant replay techniques.

The Organizers - Altogether the Rose Parade and Rose Bowl game add up to maybe five hours of network time at a cost of some $1.2 million—$1 million for game rights, about $200,000 for production of parade and game (no fee is charged by Tournament of Roses Association for coverage of the parade). Who is and who is behind this super event? The Tournament of Roses Association, composed of some 1,400 unusually conscientious men and women from all walks of Pasadena and vicinity life who pay dues and wait in line for the privilege of working for nothing, produces the Rose Parade and sponsors the bowl game. Max Colwell, a former newspaperman, has been manager of the association since 1952. The entire Tournament of Roses endeavor, which formally starts with the association’s annual meeting the third Thursday of every January and continues at relentless pace throughout the year, is imbued with the amateur spirit.

“We don’t make any profit on the parade or game,” says Mr. Colwell. “The community profits only nominally since all the stores are closed. We do it because we feel we’re bringing joy and happiness to people everywhere. It’s become our way of life.”

The Gate: The last Rose Bowl generated game receipts of $1,847,096.04, the highest total ever. The Tournament of Roses share of these ticket receipts and also of television-radio rights and concessions is 15%. This pays the annual expenses of the tournament, usually with a good deal left over. The excess is turned over to the city of Pasadena, with one-half going for the upkeep of the Rose Bowl and the other half to a trust fund for civic improvements. Of the remaining 85% of gross revenues from the parade and game, 50% goes to the Pacific Eight conference and the other 50% goes to the Big Ten conference.

Mr. Colwell, the seventh in a line of tournament managers going back to
Yes, Santa Claus, there is a NORAD

More than 2,500 radio and 300 TV stations may not be able to capture the sound of 32 little hooves as they land on rooftops on Christmas Eve, but they will be able to deliver to their audiences a graphic description of what eight reindeer, a sleigh filled with toys and a rotund, elfin man look like on a radar screen.

The stations will be delivering progress reports from the time Santa leaves his North Pole headquarters until he becomes too difficult to track. All the information is being provided by the North American Air Defense command from its Cheyenne Mountain headquarters in Colorado Springs.

Traditionally AP and UPI in their Christmas Eve newscasts carry sporadic reports of an unidentified flying object moving south from the North Pole. Those reports have also come from NORAD.

This year Lieutenant Colonel Jim Matthisen and his public-information-office staff have put together five 60-second actualities designed to be dropped into radio station newscasts. The cuts are being sent out on a 45 rpm disk.

They will start with Santa leaving his retreat and moving toward Canada and the U.S., track him across Alaska by the Ballistic Missile Early Warning System, spot him on Canadian radar while getting an escort of Royal Canadian Air Force jets and then lose him as he comes over the U.S. and seems to be going everywhere at once.

To make the disk even more realistic each of the actualities will be done by a different person on the PIO staff.

For the TV stations NORAD has cut a 75-second black-and-white film clip showing planes in the air, an animated sleigh and reindeer and a voice-over describing the action.

In addition to sending disks to individual stations in the U.S., NORAD is also feeding the audio cuts to 100 Canadian radio stations, the Mutual network, the Armed Forces Radio Service and various other syndicated audio news services.

It's NORAD's way of saying: "Yes Virginia, there is a Santa Claus."

1916, is aided by a paid staff of nine, and principally, among the hardworking committee of nonpaid 1,400, by Lathrop K. (Lay) Leishman, a lumberman who's been chairman of the football committee since 1941, and H. W. Bragg, wholesale sales manager for Union Oil Co. and president of the Tournament of Roses Association (said to be the greatest thing that can ever happen to a Pasadena citizen). They have 17,000 of the Rose Bowl's total of 101,588 game tickets to distribute. The Big Ten gets 18,000 seats, with the remainder being handled by the Pacific Eight school.

Comments Mr. Colwell about what has evolved into one of the biggest single sports productions in the world: "No question about it. Television made the difference. It changed us from a selling committee into pure ambassadors of good will."

Newsmen opens closed session

Illinois's new open-meeting law for public bodies will work only if the news media make it work, a reporter for WIRL-AM-TV Peoria, Ill., reasoned. As a result he was able to stop a closed meeting of the local school board. Newsmen William Taylor discovered the school board of district 150 at Peoria in secret session Nov. 21 at its regular meeting hour so he protested to the school legal counsel there who promptly was able to bring the board back to its open session. The board has been dealing with racial policies and demonstrators have been appearing at the meetings.

Oakland police actions blamed on TV's lights

A California state assembly committee, hearing charges that police were unnecessarily rough in their treatment of news media covering an antiwar demonstration in Oakland, was told last week that television was the real cause of any attacks that may have occurred. According to Oakland Police Chief Charles Gain, television lights blinded his men during the demonstration last October. "A policeman has a lawful right to keep from being blinded," Chief Gain contended in Sacramento before an assembly criminal procedure committee. This was justifica-

tion, he added, for any use of force against newsmen.

The assembly committee was hearing charges made by the San Francisco-Oakland unit of the American Newspaper Guild that Oakland officers used clubs and gas on print and broadcast newsmen to try to prevent them from covering the demonstration at the Oakland Army Induction Center. Among other abuses that allegedly took place that day, officials of KRON-TV San Francisco claimed that police went out of their way to fire tear gas into the faces of a station newsmen and photographer.

The newspaper guild in its charge, said in part: "We sadly note that in a period when there have been disorders in many cities—some of them of far greater magnitude than those in Oakland—only in Oakland have newsmen been the subject of deliberate and focused attack."

Network shows offered as documentary package

ABC Films is placing into distribution to stations a package of 17 documentary programs that have been presented on ABC-TV, it was announced last week by Harold Golden, ABC Films president.


"Friends" clobber rest

The two-hour CBS Playhouse presentation of "Dear Friends" last Wednesday (Dec. 6) swept its competition in the 9-11 p.m. period in the New York area, according to figures from the American Research Bureau. The dramatic program on CBS-TV, written by Reginald Rose, scored a 23.8 rating and a 36.5 share in New York to outscore a Jack Paar special and Run For Your Life on NBC-TV, which had a two-hour average rating of 15.1 and a share of 23.2, and the Wednesday Night Movie on ABC-TV, which had an 8.6 rating and a 13.2 share.

52 (Programming)
Clear channels, class II's battle for time

LINES DRAWN ON FURTHER PRESUNRISE RULEMAKING

The FCC's further rulemaking proposal affecting presunrise operations by class-II stations generated over a dozen comments from broadcasters who filed under the commission's extended Dec. 4 deadline. And, not surprisingly, the positions assumed over the proposal remain intransigent.

One clear-channel voice, Clear Channel Broadcaster Service (CCBS), a group of 11 independently owned class I-A's, not only supported the commission proposal but also urged a reallocation of those class II's sharing co-channel assignments with I-A stations. The group further called on the commission to create "at least" 40 unduplicated clear channels and authorize higher power for class I-A's.

Meanwhile the commission's June presunrise order (BROADCASTING, July 3) and subsequent affirmation of the new rules (BROADCASTING, Oct. 16) continues to face court challenge. WJCU Ithaca, N. Y., which is licensed to Cornell University, has appealed the ruling to the U. S. Court of Appeals for the Second Circuit in New York City. Two weeks ago the commission denied WHCU an extension of an interim operating authorization (BROADCASTING, Dec. 4).

KODX Edmonds, Wash., has filed in the District of Columbia appellate court an appeal of the commission's action denying its request for waiver, hearing and stay. KODX, a 5 kw daytimer, sought a waiver to continue presunrise operations at full power at 5 a.m., an evidentiary hearing and a stay of commission action setting a presunrise authority (PSA) of 57 w for the station.

Background - At issue in the rulemaking are the early morning operations of class-II stations operating on I-A clear channels. The commission in June, in permitting class-II and class-III stations to begin operations at 6 a.m. standard time with 500 w, left open the question whether class-II stations to the west of class-I-A stations should be limited to 500 w before sunrise. These class II's (about 30) begin operations at 6 a.m. standard time or sunrise at the dominant station, whichever is later.

A second question is whether class-II daytimers located to the east of a co-channel I-A station should begin operations at 6 a.m. local standard time—or before the sun rises over the dominant station. The June order would prohibit such operations, on the grounds they would interfere with the nighttime skywave service of the I-A station. But the commission re-examined the issue after determining that the rule would affect the operations of only two stations: WJCU and WJLY Akron, Ohio. Both stations filed their comments in opposition to the proposal in November (BROADCASTING, Nov. 27).

The crux of the proceeding, as viewed by CCBS, is "not a choice between local service to one community and some extended skywave and groundwave to rural areas, but is whether one community should get an additional choice of service at the expense of all service in other areas."

CCBS came out four-square in favor of the proposals, but urged the commission to institute a further rulemaking that would prohibit all presunrise and post-sunset operations by class-II's on I-A clear channels, and revise "the present inadequate" critical-hour protection given to I-A's. Those critical hours were designated as local sunrise plus two hours and local sunset minus two hours.

White Areas - Engineering studies, CCBS claimed, show that during morning operations co-channel interference to the groundwave service of class I-A facilities caused by class-II stations "is so extensive as to increase materially the size of the white area"...an area receiving little or no radio reception. Besides the arbitrary limit of 500 w on all class II operations during critical hours, CCBS proposed a requirement that class-II's should not cause objectionable interference within the 0.1 mv/m groundwave contour of a co-channel I-A assignment.

CCBS further urged the commission to issue a notice of proposed rulemaking looking toward the reallocation of AM stations within the AM or FM band. With this reallocation should come a designation of "at least 40 channels" free from duplication and operated at powers in excess of 50 kw, the group said. CCBS claimed that the commission "has known for years that the only feasible means" of improving service to underserved areas is by boosting clear channel power authorizations.

That historical perspective was not shared by the class-II facilities, some
of whom complained that curtailment of services they had been providing for many years would affect not only their listening audience but their competitive parity with local stations as well. Most of the class-II's urged the commission to grant PSA's on a case-by-case basis.

Storer, whose KGHS Los Angeles is a class-II on a clear channel (1020 kc), termed the across-the-board 500 w power limit "entirely inappropriate, inefficient, and inequitable." The broadcaster maintained that its station would cause no objectionable interference to the I-A dominant station while operating presunrise with full-licensed power.

Storer further noted that there are wide variations in class-II assignments that show "obvious inutility of the generalized approach" proposed by the commission. The variations cited include licensed daytime powers, transmission paths to the dominant stations, the extent of presunrise interference and the size of communities served by class-II stations.

Community Needs * WRFD Worthington-Columbus, Ohio, a class-II on clear-channel 880 kc, said the FCC should adopt rules that would permit the commission to distinguish between pre-existing class-II operations that are providing "a needed service" to their audience and newly authorized class-II stations. The broadcaster claimed that such pre-existing stations, by virtue of their service to the community, "have built up certain equities." WRFD called for a full hearing on each PSA request.

KMMJ Grand Island, Neb., urged the commission to permit class-II presunrise operations until a "substantiated claim of excessive interference" is made by the dominant I-A station; then, hold a hearing.

WESC Greenville, S. C., a class-II on clear-channel 660 kc, asked the commission to expand the inquiry to include agreements between dominant I-A's and class-II facilities. The broadcaster noted it has such an agreement with WNBC New York that stipulates operations for WESC at 5 a.m. eastern standard time. WESC suggested that a rule be adopted that would regulate the amount of radiation permitted from a class-II's toward I-A stations. That proposal, the broadcaster urged, would be preferable to power limits, which it termed "a poor regulatory tool."

**Rogers sets off new X-ray scare**

Congressman says that 28% of GE color sets tested exceed industry standards

The great color-TV X-ray scare of 1967—thought laid to rest by a crash modification program by General Electric Co. and exhaustive congressional hearings—has been given a new lease on life by Representative Paul G. Rogers (D-Fla.), the U. S. Public Health Service and the Pinnellas county (Fla.) Health Department.

In a news release issued Wednesday (Dec. 6), and hastily confirmed by the PHS, Congressman Rogers said in-home checks of GE color sets made in Pinellas county showed that 28% of the sets still registered radiation in excess of the industry's voluntary standards. The tested sets were those that had been supplied with an internally shielded shunt-regulator tube under the GE modification program.

The PHS saw the tests as pointing toward "the possibility of an industry-wide problem" and asked the Electronic Industries Association to cooperate in a nationwide program to "evaluate the potential health hazard."

Broken Standards * It was noted that the major excess radiation in the GE sets—that emanating from the bottom through gaps in the chassis (a condition the shielded tube was to correct)—had indeed been stopped. But tests showed some sets were still emitting a much lower level of radiation (but still in excess of standard). This newly discovered radiation was found at the sides or rear surfaces of the sets. Patterns on X-ray film indicated that the sources were shunt-regulator tubes and high-voltage rectifier tubes.

Because the high-voltage rectifiers were implicated, the PHS noted, sets other than the GE models tested could be suspected of exceeding standards. The modified shunt regulators are only used in GE sets, the company has said.

The amount of radiation in excess of standard was not announced by the PHS but it was understood to be considerably less than that found in the downward-directed beam from the unshielded shunt-regulator tubes in the approximately 110,000 GE sets that were subject to the company's modification program.

Slight Danger * The surgeon general of the U. S., William H. Stewart, emphasized "that the potential biological damage is quite low," the PHS said. It was added that even this potential could be minimized by precautionary measures. These included keeping operating voltages in the set within recommended limits (and permitting adjustments to be made only by "authorized repair personnel with adequate equipment"), staying about six to 10 feet in front of operating sets and avoiding prolonged exposure to the rear or sides of the sets.

But Representative Rogers said "the potential health hazard can be great if all corrective measures are not taken soon."

James D. Secrest, spokesman for the EIA, said the industry association "has cooperated and will cooperate" with the PHS. He said the PHS proposal will be turned over to the EIA's special X-radiation committee, headed by Charles Hoffman of Warwick Electronics Inc., Chicago. "I'm sure that we will do anything reasonable," Mr. Secrest said.

**Technology's bright future cited by David Sarnoff**

The growth in technology is reason for optimism and not the pessimism voiced by many people here and abroad, Brigadier General David Sarnoff, RCA's board chairman, stated last week upon receiving the Salvation Army citation of distinguished service.

General Sarnoff, who was honored for his contributions to people as "a
pioneer in communications, asserted that through advances in technology there will come progress in education, information, agriculture, medicine, science and industry. If properly employed, technology can become "one of the most powerful forces civilization has known for the furtherance of individual aims and aspirations."

Hyde's view of land mobile

Says mobile users will get more spectrum space, sees no major shift from TV

FCC Chairman Rosel H. Hyde has given land-mobile radio users new encouragement in their effort to obtain additional spectrum space in which their burgeoning needs can be met. But at the same time he provided broadcasters with some assurance that the commission will not reallocate blocks of broadcasting frequencies to land-mobile radio. Sharing of UHF channels in communities where they are unassigned, the chairman indicated, is the solution he favors.

The chairman spoke at the Vehicular Communications Conference of the Institute of Electrical and Electronics Engineers in New York, Thursday (Dec. 7), a week after a government-industry advisory committee released a massive report on land-mobile radio's spectrum needs. The advisory committee concluded that genuine relief could be provided only through the reallocation of additional frequency spectrum to land-mobile radio (BROADCASTING, Dec. 5).

Chairman Hyde, in his remarks, reaffirmed the commitment he made in behalf of the commission at the time it received the report. He said the commission will give "high priority" to a study of recommendations in the report for making more efficient use of frequencies already assigned to land-mobile services.

And "we will . . . give high priority to finding additional frequencies for the land-mobile services," he said. He called reallocation "the long-term solution" to the problem. He noted that the commission staff is already far along in a study as to where additional frequencies might be found.

Impact on CATV • Chairman Hyde, at the same time, officially disclosed one of the findings of a group studying the feasibility of land-mobile sharing of VHF frequencies which indicates that the effort to provide spectrum space for land-mobile radio may pose problems for CATV (CLOSED CIRCUIT, Oct. 30).

The test, being conducted by a group of equipment manufacturers, in cooperation with the commission, involves land-mobile radio units' use of channel 6 in Washington. "A very interesting disclosure brought to light during the test is that of interference by land-mobile units to wired distribution systems," the chairman said.

"It would indeed be ironic," he added, "if we find that wired TV systems are pre-empting spectrum space allocated for radio systems." Commission engineers suggest that if such interference is conclusively found to be a problem, CATV would have to be barred from using channels ultimately assigned to land mobile, unless techniques could be found for shielding CATV-connected TV sets from land-mobile radio interference.

The chairman noted that one of the commission's major efforts in finding ways to meet land-mobile radio's needs is the study by a staff committee under Chief Engineer Ralph Renton on the possible use of UHF channels. The committee, which is expected to report to the commission this month, is checking into three possible areas: reallocation of the 14 upper UHF channels (70 through 83), geographic sharing of UHF channels in areas where they are assigned, and reallocating the lower four to seven UHF channels (14 through 20) to land-mobile radio.

Greater Latitude • Of the three, the chairman appeared to regard the possibility of sharing the most reasonable. He also said the study indicates it would offer "greater latitude" than the proposal for sharing VHF channels, and added: "I understand that the report indicates the possibility that some relief could be provided in a number of metropolitan areas, including New York City."

The other two possible solutions under consideration present serious problems. Reallocation of a few of the top channels would be preferred, in that the impact on broadcasting should be slight, he said. But land-mobile users are not interested in those channels since the equipment for operating on them is not available and would have to be developed. The chairman said that advancement in technology and the economies of mass production "can eventually overcome the problems of higher frequencies." But he acknowledged that land-mobile radio relief from that source "must be regarded in the long-range area."

The lower seven channels, which abut the frequencies now used by land mobile and on which existing equipment can operate, have long been the target of land-mobile radio users. But, the chairman noted, reallocating those channels would pose for the commission the question "of providing appropriate new operating assignments for a substantial number of stations already broadcasting or under construction."

The commission staff is confining the initial phase of its study to the area of the country bounded by Chicago, Boston and Washington. It is assumed that any plan that will meet the assignment problems of that area can be adapted to most of the rest of the nation, the chairman said.

In asserting the commission's concern with what he said was land-mobile radio's need for spectrum space, the chairman noted that some 2½ million transmitters are squeezed into 4.7% of that portion of the spectrum considered useful for land-mobile. And it is "reliably estimated," he said, "that by 1975 there will be over 5 million transmitters in these services."

Missile system won't interfere with TV-radio

Reports that the Department of Defense's antiballistic-missile system, currently under development, might play hobo with broadcast television and radio signals were denied by the Pentagon last week. It was conjectured that the high-powered radar the system will require might cause interference within a 50- to 75-mile radius of ABM installations.

The Defense Department said flatly that "no [broadcasting] interference will be expected. The components of the [ABM system] will be sited so that interference to radio and television will be insignificant."

Details of the operating equipment are highly classified. Communications experts in Washington noted that no speculation about possible interference could be fruitful unless power, frequency and location of the radar transmitters is specified. Other radar installations, however, have been known to cause problems for broadcasters, affecting microwave links and reception of primary transmission in areas close to high-powered equipment.

Visual gets KIRO-TV order

Visual Electronics Corp., New York, last week reported a $28,800 equipment order from KIRO-TV Seattle calling for video and audio switching and control systems. George H. Wagner, Visual vice president-sales, said it marks the first order to be fabricated

BROADCASTING, December 11, 1967
for Audio Switching and Control Systems, a manufacturing facility in Pasadena, Calif., acquired by Visual earlier this year. Also written in the order are a Visual pulse-assignment switcher system and auxiliary units, including a Favag master clock system distributed by Visual.

Technical topics...

Another gift Broadcast equipment valued at $14,496 has been presented to the Nebraska Educational Television Commission by John Fetzer stations KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska.

Gift to ETV • WPTV(TV) West Palm Beach, Fla., a Scripps-Howard station, has given $75,000 in broadcast equipment to the Instructional Television Center of Palm Beach county. The equipment, until recently in use at WPTV, has been replaced by the station in its change-over to full color operation. Major items in the transfer were an RCA-TR-11 video-tape recorder, and an RCA TK-21 vidicon tape chain. Also included were power supplies, amplifiers, monitors and a supply of videotape.

Vikoa goes Canadian • Vikoa Inc., Hobboken, N. J., has announced the establishment of Vikoa of Canada Ltd., Montreal. According to Robert E. Baum, vice president of marketing, the new firm will act as distributor, sellers and will service Vikoa CATV cable and equipment throughout Canada.

TV optics • Zoomar Inc., Glen Cove, N. Y., has available a new variospeed-hightorque-control unit that allows for a wider choice of higher and lower adjustment speeds with remote control TV Zoomar lenses. The solid-state electronic speed control, which is a lightweight, compact (21/4- by 5- by 6-inches) system suitable for rack mounting or table top use, will retail at $320, effective Jan. 1. Zoomar also has developed a 35mm SLR lens, employing telephoto focal lengths plus macro focusing for extreme closeups without extension tubes or bellows. This lens is under 5 inches and weighs 5 ounces.

Improved version • Superex Electronics Corp. has announced an improved version of its professional standard stereo headphone model ST-PRO-B, designed for use in all phases of audio reproduction. The ST-PRO-B uses a dynamic woofer for the low-frequency response, and a ceramic tweeter interconnected by a full crossover network, the company reported. The frequency response is 18-22,000 cps; impedance 8-16 ohms standard. The cost is $50.

Cohu camera • Cohu Electronics Inc., San Diego, has announced the availability of its 1000-series color television camera. The base price for the camera without viewfinder is $26,500, with delivery promised within two weeks.

From Britain • A new sound effects console produced by Mellottronics Ltd., and distributed by The Rank Organization, both London, with a delivery price in the U. S. of approximately $8,400 (excludes duty), has been announced. Reportedly, within 20 seconds any of 1,260 different sound effects can be found and one or more can be injected directly into motion picture films, TV and audio broadcasting at either the dubbing or initial recording stages, or in direct transmission.

RCA gets Kaiser's $2.26 million order

Kaiser Broadcasting Corp. has signed contracts totaling $2,260,000 with RCA to color-equip its two new U's—WKBP-TV Cleveland and KHDK-TV San Francisco.

RCA said last week that the new contracts cover studio and transmitting equipment for the stations, scheduled to go on the air in early 1968.

Each station has ordered three live color cameras, two color-TV film systems, two TR-70 high-band-color-TV tape recorders, a master-control switching system, audio equipment and a solid-state microwave system to link studio and transmitter sites.

Transmitting gear for each station includes a TTU-50C UHF transmitter and pylon-type broadcaster antennas. Remote-control equipment will permit the stations to operate the transmitters from the studio sites.

Kaiser intends to form a live, interconnected television network by the fall of 1970 (Broadcasting, Sept. 25, '68). The group owner, once its Cleveland and San Francisco UHF's are operating, will have six television stations.

G&W's net earnings rise 130% for year

Gulf & Western Industries Inc., New York, which says it intends to be a $1-billion corporation, more than doubled its sales and earnings in its fiscal year 1967, over the like period in 1966, with share earnings increasing 42%.

Gulf & Western is a diversified corporation with large holdings in heavy industry, mining, chemicals and a manufacturer and supplier of parts to industry and is also active in research and development. In the past 18 months, it consolidated its entry into TV entertainment with the acquisition of Paramount Pictures and its subsidiary International Telemeter and of Desilu Productions Inc.

The annual report for the period ended July 31, 1967, put sales at nearly $644.5 million, a 130% increase over the previous fiscal year, and net earnings at almost $46.2 million, or a 130% gain. G & W Board Chairman Charles G. Bluhdorn in a speech in Los Angeles last spring had predicted sales of some $500 million, noting that the company was reaching for an ultimate $1 billion in annual sales (Broadcasting, March 6).

In a breakdown of sources of sale volume by its various operating groups, Gulf & Western said TV production (primarily Desilu and rentals) accounted for more than $87.8 million in fiscal 1967 compared to over $46.5 million in the like period in the previous year; theatrical rentals and admissions and other such sales for $127.8 million-plus compared to $97.5 million, or a total of $215.6 million compared to $144 million in the "leisure-time" field.

Heavy in CATV • G & W also said in its report that its CATV systems in the U.S. and Canada (via International Telemeter Division and interests in the Famous Players Canadian Corp.) serve more than 157,000 subscribers. The corporation said the Chromatron color tube (patented by International Telemeter) would make its first appearance in the U.S. next year when Sony Corp. of Japan introduces its first color sets using the tube. Sony has an exclusive royalty license for the tube in Japan and a nonexclusive license for the rest of the world. At present G & W is working with a U.S. TV-set manufacturer "that may lead to use of the Chromatron tube in sets produced by this company."

G & W also said it was active in the development and production of electronic equipment for TV transmission and reception and in pay television (through International Telemeter). The corporation said it is one of the largest producers of television bezels—die-cast masks that frame TV picture tubes.

In the leisure time area, G & W's report noted its biggest activity to be in motion-picture production and distribution, television, theater, music and studio facilities. (Paramount only re-
Acquisitions cause big jump in Fuqua earnings

Fuqua Industries Inc., Atlanta-based corporation that includes broadcast ownership, has reported net sales for the nine-month period ended Sept. 30, up 171% above the comparable 1966 period.

During 1967, Fuqua has consummated four major acquisitions. Included are Colorcraft Corp., a photo processing firm, which subsequently has made a number of acquisitions in its field; Varco Steel Inc., a manufacturer of pre-engineered metal buildings; McDonough Power Equipment Inc., a manufacturer of power lawn mowers; and Rome Industries Inc., a manufacturer of lawn-clearing and other equipment.

Recently, other proposals for acquisition of Modern Teleservice Inc., New York for $3.2 million in Fuqua stock, and Champagne Color Inc., Orlando, Fla. for $1 million, were announced (BROADCASTING, Dec. 4).

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
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<th>1967</th>
<th>1966</th>
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<tbody>
<tr>
<td>Net Income</td>
<td>$3.91</td>
<td>$2.70</td>
</tr>
<tr>
<td>Net Sales</td>
<td>664,991,000</td>
<td>317,533,000</td>
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<tr>
<td>Earnings per share</td>
<td>$4.19</td>
<td>$2.07</td>
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<td></td>
<td>40,198,000</td>
<td>20,137,000</td>
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RCA raises quarterly dividend to 25 cents

The regular quarterly cash dividend on RCA common stock was raised from 20 cents to 25 cents a share by the RCA board of directors last Thursday (Dec. 7) during its monthly meeting.

RCA President Robert W. Sarnoff said the dividend increase reflects the current strength of the company's sales and performances and "our confidence in the outlook for continued long-range growth." He noted that RCA stockholders have been receiving dividends for 31 years without interruption.

The board also declared a regular quarterly dividend of 87 1/2 cents a share on the RCA $3.50 cumulative first preferred stock for the period Jan. 1, 1968 to March 31, 1968, payable April 1, 1968 to holders of record March 15, 1968.

Rollins sets new Dwoskin agreement

Rollins Inc., Atlanta, announced last week it has entered into a new agreement to acquire Dwoskin Inc. and Dwoskin Decorating Co., both Atlanta.

Under terms of the agreement, subject to a favorable tax ruling from the Internal Revenue Service, 40,000 shares of Rollins Inc. preferred stock will be issued for the outstanding stock of Dwoskin Inc., a wholesale distributor of wallpaper and wallcovering, and Dwoskin Decorating Co., a painting and decorating firm. Rollins is a diversified service company, whose holdings include 11 radio and TV stations, a pest-control operation, and a magazine publishing company.
control company, a building-maintenance company, an outdoor advertising agency and citrus groves in Florida.

Metromedia to redeem 1975 debentures

Metromedia Inc. last week announced a 2% stock dividend payable March 15, to stockholders of record Feb. 23, 1968. The corporation also called for redemption of all its Metropolitan Broadcasting Corp. 6% convertible subordinated debentures due 1975.

Metromedia currently has 2,317,273 shares of common stock held by approximately 8,000 stockholders. The 2% dividend will result in the issuance of about 46,000 additional shares, not counting those payable on stock issued in the conversion of debentures.
The convertible debentures, of which $1,915,000 principal amount is outstanding, must be converted by close of business Jan. 26 or they will be redeemed for cash at the redemption price of 103.5% of face value plus interest accrued to Jan. 31, 1968.

Each debenture is convertible at the rate of one share of stock for each $16-3/4 principal amount of debentures. With accrued interest, the debenture conversion break-even price of Metromedia common is $17.59 a share. Conversion at close of business Thursday (Dec. 7) would have resulted in one $50 share of Metromedia common, plus the 2% dividend, for each $16-3/4 principal amount of debentures.

INTERNATIONAL

Canadians find TV news most credible

A national survey of 1,995 Canadians by the Opinion Research Corp., Toronto, has revealed that most Canadians find television to be the most believable source of world news.

Given conflicting accounts of the same news story by a variety of media, 43% of those polled said they would believe the television reports of the story, while 22% would believe the newspaper account, 21% radio and 3% magazines. Thirteen per cent gave no conclusive answer.

In reply to a multiple choice question, with some duplication in answers, 45% said television was their main source of news. In the survey, conducted for the Television Bureau of Advertising (TVB Canada) 42% said newspapers were their primary news source, 39% said radio, with magazines and other sources 12%. One per cent gave no conclusive answer.

Advertising Accepted • The survey also delved into the attitudes of Canadians toward TV commercials, which 65% said was a fair price to pay for watching television, with 27% dissenting from this view. Eight per cent didn’t know.

Although respondents said some television commercials were annoying, 32% said most were all right. Only 10% disliked practically all commercials; 30% found most commercials annoying and 24% said commercials seldom annoyed them. No conclusive answer was given by 4%.

Earlier a Canadian Broadcasting Corp. survey found that a majority of Canadians does not mind commercials provided there are not too many in a single program (Broadcasting, Nov. 27).

In the survey for TVB Canada, 45% said television was their main source of news, and 42% pointed to newspapers as their main source. A 1964 study by Elmo Roper & Associates concluded that 58% of the 3,600 Americans surveyed found television to be their primary source of news (Broadcasting, March 15, 1965).

Please send

SUBSCRIBER SERVICE

Name          Position

Company

☐ Business Address
☐ Home Address

City         State    Zip

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

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

Full-color service opens on BBC-2

BBC-2 began its full-color service on Dec. 2 with nearly seven hours of programs, ranging from circus antics to soccer to a live relay by satellite of the heavyweight fight between Jimmy Ellis and Oscar Bonavena in Louisville, Ky. The climax to an otherwise unclimactic day of color programing came with a luscious presentation of Vanity Fair. Said David Attenborough, BBC-2 controller: “So far it has gone perfectly.”

Satisfaction at BBC was mingled with relief that a threat by several technicians to “go-slow” on opening night produced no hitches. The “go-slow” threat arose out of a pay claim. The Association of Broadcasting Staff is asking up to $9.50 a week extra for technicians working in color.

What continued to nag in the background, however, was the number of people who had actually been viewing the show. Some estimate that only 150,000 color sets are in private homes. The BBC says it hopes that demand for color will increase dramatically with the full-color service. But this will depend on whether British manufacturers can overcome the current shortage in sets—both color and B&W.

Thailand to start color TV this month

Color television is scheduled for regular commercial service in Thailand with three-to-four-hour daily broad-

CAMBRIDGE SCHOOL

RADIO AND TELEVISION BROADCASTING

Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management, Communications, Liberal Arts, Professional training in on-school station WORB and WOSB-TV, Activities Placement Dormitories. Co-Edu Catalog. Write Mr. Roberts, Cambridge School 632 Beacon Street, Boston, Massachusetts 02116

BROADCASTING, December 11, 1967
casts beginning Christmas week.

Only a limited number of Thai sets will be able to receive the colorcasts, however. The new system will be based on 625 lines, while present TV stations in Thailand transmit via a 525-line system.

The new station, in Bangkok, will technically belong to the Thai Army, although it will be operated as a private commercial enterprise. To meet licensing requirements, the operators, Bang- kok Broadcasting and Television Co., are to turn over all purchased equipment to the army at no charge. The two existing TV stations, also in Bang- kok, are government owned and operated.

The Bangkok firm will also operate the first color film-processing laboratory in Thailand, according to a U. S. State Department report. Equipment ordered includes two 5-kw transmitters and camera-control units from Philips and Marconi. The firm was reported to be in the market for color film and tape programing and CCIR/PAL 625-line color receivers.

CTV picks ABC as sales rep

ABC International has been named international sales representative for CTV, the 11-station independent commercial TV network in Canada.

Caroline weathers storm of antipiracy law

Despite the British antipirate broadcast law, Radios Caroline North and South are still on the air, much to the annoyance of government officials.

When the law went into force on Aug. 15, it was speculated that Caro- line's decision to keep going without advertising income might last a month. Now, three-and-a-half months later, Caroline's chief, Ronan O'Rahilly, says: "I think it is clear to everyone by now that this is more than a gesture."

Mr. O'Rahilly revealed that a "lot of capital" had been spent keeping the stations operating since it became illegal for British firms to advertise on them or give them any support. "But," he added, "we are not at a break-even point. We are on the way to making a profit."

The two Caroline ships, one an- chored off the Isle of Man, the other off the Essex coast, receive supplies from Holland every two weeks. Al- though they advertise a wide range of British products and services, it is un- derstood in London that in no case have the advertisements been paid for or authorized by British firms since the law came into force.

Backing for the support of the ships and their 50 crew members, including 12 disk-jockeys, remains a mystery. Pressed to give details, Mr. O'Rahilly demurred, other than to disclose that income is coming from the U. S., Cana- da and Europe. "I don't intend to give away information to help Mr. Wilson and his men," he added.

Abroad in brief...

Norwegian smokers • The Committee for Research of Smoking Habits, Oslo, Norway, has called for a total ban on cigarette advertising and for the dou-bling of the tax on tobacco articles. It was reported that taxes already make up 70% of cigarette prices there. The committee's report has been seeking ways to prevent people from starting the smoking habit, or to make smokers quit. It has also recommended that more information be made available to people in positions of influence.

Y & R in Switzerland • Young & Rubi- cam, New York, has acquired the Swiss Advertising Agency of Werbeagentur Sandmeier Ag, Berne, which will be known as Young & Rubicam-Sandmeier Ag. O. Sandmeier, founder of the agency, will serve as manager.

DDB-VW-UK • Doyle Dane Bernbach Ltd., London, has been appointed to handle advertising in the United King- dom for Volkswagen, effective Jan. 1, 1968. DDB is VW's agency in the U. S., Germany, Canada and Mexico.

FANFARE

News tours planned
by ABC, NBC

ABC News and NBC News corre- spondents have scheduled tours to major U.S. cities to present news-analysis pro- grams. Participating in ABC News' fourth annual tour (Dec. 27-Jan. 12) are political editor William H. Law- rence, who will serve as moderator; John Scali, diplomatic correspondent and anchorman for ABC Scope: The Vietnam War; Lou Cioffi, Tokyo bu- reau chief; Louis Rukeyser, London bu- reau chief; George Watson, Moscow correspondent, and Vietnam correspond- ent Bill Brannigan. They will visit Chi- cago, Baltimore, Oklahoma City, Detroit, New York, Pittsburgh, Phoenix, Los Angeles, Little Rock, Ark., St. Louis and Miami. ABC split its tour into two groups this year; the first group traveled to different cities in October.

NBC News correspondents Pauline Frederick (United Nations), Kenneth Bernstein (Moscow), Jack Paxton (Vietnam), Alvin Rosenfeld (Near East), Garrick Utley (Berlin) and Elie Abel (Washington) will begin their

tour Jan. 4 at KSDK-TV St. Louis. Suc- ceeding stations and cities will be WDSU- TV New Orleans, Jan. 5; KPBC-TV Houston, Jan. 8; WBAI-TV Dallas-Ft. Worth, Jan. 9; WNBC-TV New York, Jan. 11, and WRC-TV Washington, Jan. 12.

Drumbeats...

Public service sales • WTMJ-TV Mil- waukee is providing its advertisers with the opportunity to tack public service support at the beginning and end of their commercials. The idea involves having the advertisers act as sponsors for the WTMJ-TV CARE Friendship Party Campaign which promotes the community party plan for raising CARE funds in Milwaukee.

Public service awardee • John T. Con- nor, former Secretary of Commerce and now president of Allied Chemical Corp., New York, has been selected by directors of The Advertising Council
to receive its 1967 annual public service award. Presentation will be made Dec. 13, at a dinner in the Plaza hotel, New York.

FM: Accentuating the positive • KRFM (FM) Phoenix, reports its has successfully used the reverse psychology approach in scheduling commercials. With the increasing attraction of agency and advertiser to FM's widening audiences, station managers have been faced with choice of continuing to limit commercial time to increase the rates, or simply increasing the time. KRFM plays down its eight minutes of commercial time per hour, and plays up the amount of music per hour, specifically: "The most musical hour on radio is 52 minutes long!"

NBC honors • NBC will honor three employees with 40 years of service and 40 employees joining the 25-year club at a luncheon Dec. 15 in New York. Hugh R. McGeachie, manager, consolidations and reports, financial; Robert J. Sharpe Jr., commercial product clerk, studio operations; and Andrew J. Waddell, television-audio transmission engineer, television master control, will receive engraved silver bowl as 40-year employees. The 25-year members will be presented with gold watches and certificates.

FATES & FORTUNES

BROADCAST ADVERTISING

Magnus R. Bohm, group VP-operations for General Foods, White Plains, N.Y., named senior VP. Thomas S. Thompson, VP and general manager of Maxwell House division, General Foods, named senior VP-marketing & development. Howard R. Bloomquist, VP and general manager of Jell-O division, named group VP.

John Del Mar, who founded American Association of Advertising Agencies' western office in 1956 and Midwest office in 1961, named VP in charge of association division, to handle election and membership and to supervise activities of regional and local councils. Richard L. Scheider, senior VP and former head of association division, named head of advertising division. Lawrence D. Reedy, VP, who was head of advertising division, will concentrate on Washington activities.

Daniel Dixon, creative supervisor on Mattel toy account, appointed VP and creative director of Carson/Roberts/Inc., Los Angeles.

John A. Cairns, chairman of board and member of board of directors, Chirurg & Cairns Inc., Hartford, Conn., New York and Boston, retires at year end. Mr. Cairns formed own agency in 1930, which in 1950 became Anderson & Cairns. In 1960 it was merged with James Thomas Chirurg agency, Boston and New York, forming what is now Chirurg & Cairns Inc. James Thomas Chirurg, vice chairman of board, elected chairman.

John W. Hays, account supervisor with Ketchum, MacLeod & Grove, New York, named VP.

William H. Ziegler and John S. Register, both with LaRoche, McCaffrey and McCall, New York, named VP and account supervisor, and VP art and TV group head, respectively.

Dewey L. Nelsen, program manager of WQAD-TV Moline, Ill., appointed national sales manager for WBBF-AM-TV Rock Island, Ill., succeeding Heber E. Darton, who resigns, returning to active duty as head of news service, Great Lakes naval station.


Christopher Eaton, director-producer in TV department of Doyle Dane Bernbach, New York, joins Pelican Productions, New York, as commercial film director.

Donald R. Meneelee, account executive with WBKB-TV and WATF, both Philadelphia, and John A. Kekalos, account executive with KYW Philadelphia, join WBBF Philadelphia as account executives.

Edwin Doody, commercial producer for BBDO, Chicago, joins WLS, that city, as account executive.

Paul Hills, formerly with Kenyon & Eckhardt, Chicago, joins Allen, Anderson, Niefeld & Paley, that city, as media buyer.

Gene Werman, account executive with Radio Advertising Representatives, Chicago, and formerly with KDKE Pittsburgh, joins Chicago sales staff of Metro TV Sales.

Walter H. Zippler appointed supervisor of Chrysler International account, Detroit office of Young & Rubicam.

George T. Mrkvicka joins Needham, Harper & Steers as copy supervisor for Chicago division. William A. Gardell, account executive trainee, named assistant account executive.

G. E. (Hank) Hansell, manager of Couchman Advertising, Dallas, and formerly West Coast supervisor on Plymouth account for N. W. Ayer, Los Angeles, named regional sales manager, Leon Shaffer Golnick, Dallas.

Bob Johnson, with KGOV Missoula, Mont., named sales manager for KGOV-TV there.

Edward D. Cashore, management service director and VP for Marschalk Co., Atlanta, elected executive VP of Bishopric/Green/Fielden, Miami.

Jeane Bice, with Chicago office of Mc-Cann-Erickson for five years as VP and executive art director, and New York office as senior art director, appointed creative director for firm, Chicago.

Michael L. Coughlan, media sales man with newspapers in Monterey and Bakersfield, Calif., joins Peters, Griffin, Woodward, San Francisco, as account executive.

Leonard T. Giarraputo, general sales manager of WNEW-TV New York, named VP.

Raymond J. Timo-othy, local sales manager for WWAY-TV Cleveland, appointed manager, sales, WREC-TV Washington, Clifford E. Ford, with NBC Spot Sales, New York, appointed local sales manager for WWAY-TV Cleveland.

G. C. (Buck) Jones, in sales department of WREC-TV Memphis, named general sales manager of WREC-AM-FM-TV there.

Frank Howell, general sales manager of WTVJ-TV Miami, appointed general executive. Tom Burkhart, VP-general sales manager and assistant to general manager of WLOS-TV Asheville.
n. c., succeeds him. both are wometco stations.


William A. Rockett, formerly with Lloyd Advertising, Boston, appointed account supervisor, Stone and Manning Advertising, that city.


Jack L. Rinn, vp-marketing for Hansen Glove Corp., Milwaukee, joins Joseph Schlitz Brewing Co. there as assistant to vp, marketing.

Dave Newton, program director for KFMB San Diego, named account executive.

Dave McLaughlin, account executive for KFRG-TV Redding, Calif., named account executive for Knew Oakland, Calif.

Steve Losee in New York and Murray B. Ison in Chicago join Blair Television as account executives. Mr. Losee, broadcast salesman with wotv-New York, will replace Joe Kerwin, who resigned to enter advertising account work. Mr. Ison, television spot salesman with NBC Spot Sales in Chicago, succeeds Don Saraceno, made vp and general manager of Blair's San Francisco office.

William V. Barborka, account supervisor, BBDO, Chicago, elected vp.

Daniel R. Romanelli, sales representative for Warner Bros.-Seven Arts Inc., named national sales service representative for wcau-tv Philadelphia. Peter J. Schmid appointed wcau-tv account executive after six months as CBS national sales service representative for that station.


MEDIA

W. C. (Bud) Blanchette, general manager of KGVO-TV Missoula, Mont., named to newly created position of vp, television, Western Broadcasting Co. (KGVO-AM-TV Missoula and KCP Helena, both Montana). Lee Wahl, general manager of KGVO, named to newly created position of vp, radio, Western Broadcasting. Gene Peterson, program director of KGVO, named manager, that station. Lynn Koch, sales manager of KGVO-TV, named manager of KTFI Twin Falls, Idaho.

Bob Clark, with sales department of KCNC Nebraska City, Neb., named vp and general manager of station.

Keith G. Dare, with KFRE-Tv Fresno, Calif., named vp and general manager of KSHO-TV Las Vegas.

Joseph P. Robillard, studio supervisor for Wvve-tv New Orleans, named general manager of KLUV Haynesville, La., following purchase of that station by Haynesville Broadcasting Corp., (Broadcasting, Nov. 20).

Robert J. Lachance, sales manager for WPBO-FM Providence, R. I., appointed station manager.

Elwood W. O'Hara Jr., with Wxva Charles Town, W. Va., named station manager.

Joseph Fogarty, director of public affairs for WPRI-TV Providence, R. I., named administrative assistant to general manager, that station.

Phil Bryce, account executive for KABC-tv Los Angeles, appointed station manager of Spanish-language KCAL Redlands, Calif.

programing

Carl Russell, head of Atlanta office, Richard Cool, head of Minneapolis office, and Jack Robertson, head of St. Louis office, named vp's for MCA tv.

William G. Seiler, with NBC Films for five years, appointed central division manager of Westinghouse Broadcasting Co. Program Sales Inc., New Orleans.

Mel Baily, vp and program director of WNEW-tv New York, resigns effective first of year to concentrate on creative production for tv and films.


Michael R. Brooks, production manager for Public affairs division of national educational television association, joins Reeves sound studios, New York, as assistant director of video operations.


Vincent Cadiente, film actor, elected president of Screen Extras Guild.

Stu Bowers, creative director for Wlw Cincinnati, appointed program director.

Joe B. Prince, announcer at KLUV Haynesville, La., named program and news director.

Lew Koch, producer-director at Kjkeo-tv Fresno, Calif., named production manager, replacing Charles Gingold, who succeeds Pete McCausland as program and promotion director. Mr. McCausland will become television co-
Barry Lowen, account executive for public relations firm of Allen, Foster, Ingersoll and Weber, Beverly Hills, Calif., named associate producer of ABC-TV's The Joey Bishop Show.

Don Ross, with KFMB San Diego for seven years, named program director. Dennis Regan, with KOWN Escondido, Calif., and then KFMB-FM San Diego, named production coordinator for KFMB.

Sterling Harkins, with KSD St. Louis since 1938, becoming program manager in 1959, retires. William R. Balch, assistant program director for WCCO Minneapolis, and formerly with KFEQ St. Joseph, Mo., succeeds him.


Don Walsh, with KGRID Colorado Springs, appointed program director.

Ron Franklin, with KWSV-AM-TV Roswell, N. M., named sports director for KVOO-TV Tulsa, Okla.

Dick Curtis, with KJR Seattle, appointed program director for KOL, that city.

Sandy Gallin, in TV variety department, General Artists Corp., Beverly Hills, Calif., appointed executive in charge of that department. Under his supervision, handling guest appearances will be Dick Howard, former talent buyer for ABC's Shindig and Shivaree, and Ron Mason, formerly with CBS-TV.

NEWS

Ike Beal, assistant to CBS News director of business affairs and formerly assistant district attorney for New York county, named director, sales liaison and administration for CBS News, replacing Bruce Lang, appointed manager, program administration. Dan Bloom, manager, CBS News Chicago bureau, appointed manager of Saigon bureau, replacing Ed Fouhy, who is returning to U. S. for new assignment.

C. William Snead, UPW photographer, New York, named newspaper editor of Saigon bureau. He replaces Maurice Wilmott, reassigned to Tokyo bureau.

Jack Parr, formerly news director for KIDD Monterey, Calif., appointed to head news department of KERR(FM) Salinas, Calif.

Doyle Satterthwaite, news editor with WSBJ-TV Roanoke, Va., appointed director of news and special events for WSSA-AM-FM-TV Harrisonburg, Va.

Robert Judd McIlvaine, radio-TV night editor for UPJ in Portland, Ore., joins KHOU-TV Houston as reporter.

Mike Jackson, announcer and associate TV news editor for KVOO-AM-TV Tulsa, Okla., named news director. Phil Riesen, with XEFO Grand Junction, Colo., joins KVOO-TV as newsman.


George Reading, newscaster for WBBM-TV Chicago, joins WZTV-Boston as reporter.

John Kilgo, former reporter and columnist for Charlotte News, joins WAYS Charlotte, N. C., as managing editor, heading the station's five-man staff and replacing C. Michael Blackwell, who resigns to study for ministry.

Bill Yeager, program director, KSDK Colorado Springs, appointed news director.

FANFARE

William R. D'Oare, for past four years advertising manager with MGM, New York, named director of advertising, publicity and exploitation for CBS Theatrical Films division, New York.

Jack Kenaston, program director for KNBC(TV) Los Angeles, named director of promotion and publicity relations for KTTV(TV), that city.

Bob Todd, named promotion director for WOUX Atlanta.

Bob Lee, on-air personality for KHOW Denver, appointed promotion and publicity director.

Gary Todd, with KMW Denver, appointed promotion director for KOEL Seattle.


EQUIPMENT & ENGINEERING

Dr. Donald M. Allison Jr., chief scientist of planetary flight sciences, National Aeronautics and Space Administration, Washington, since 1966, joins CBS Laboratories, Stamford, Conn., as VP systems.

Dr. Allison will head CBS Lab's engineering research groups in space and defense programs: intelligence systems, visual systems and electronic video-recording systems.

Robert W. Bell, transmitter supervisor and assistant chief engineer for WSB-AM-FM-TV Atlanta, named chief engineer.

John P. Del Favero, in general and engineering management with IBM for 11 years, named to newly created position of executive VP, supplies division, Memorex Corp., Santa Clara, Calif.


Larry T. Pfister, audio product man-
Stations Authorization, Applications

As compiled by Broadcasting, Nov. 30 through Dec. 6, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann, announced; ant, antenna; au, auroral; CATV, community antenna television; ch, channel; CP, construction permit; D, day; DA, digital; DTV, digital television; ERP, effective radiated power; kw, kilowatts; mc, megacycles; N, night; SC, subsidiary communications area; SSA, special service authorization; STA, special temporary authorization; UHF, ultra-high frequency; vis, visual; w, watts; -ed, educational.

New TV stations

INITIAL DECISION

Palm Springs, Calif.—Desert Empire Television Corp., Hearing Examiner Forest L. McEneny issued initial decision granting UHF ch. 36 (602-608 mc), ERP 19 kw, 35.5 kw aur. Ant. height above average terrain 706 ft. above ground 194 ft. P. O. address: c/o John Conte, 70660 Beryl Lane, Palm Desert, Calif. $29,280. Estimated construction cost $551,200; first-year operating cost $272,000; revenue $100,000. Studio and trans. both to be located in Palm Springs.

Geographic coordinates 33° 52' 06" north lat., 116° 25' 30" west long. Type trans. RCA TFU-10A; type ant. RCA TFU-20DM. Legal counsel Kolen & Burt; consultant, engineer Jules Cohen & Associates, both Washington. Principles: John and Birgite Conte (together 50%); Charles David Farrell (30%). Mr. Conte is TV and motion picture performer. Mrs. Conte is in investments. Mr. Farrell is radio-TV performer and managing director of Racquet Club of Palm Springs (50%); grant will be effective unless there is appeal by party to proceeding or FCC reviews initial decision on its own motion.

ACTIONS ON MOTIONS

Hearing Examiner Charles J. Fredericke on behalf of Francisco (Bay Branching Co. and Reporter Broadcasting Co.) TV proceeding, granted petition by Reporter for leave to amend its application to reflect acquisition by Dr. Carlton B. Goodlett of 300 shares of stock in Reporter which were formerly held by John Rayon (Decs. 16678, 18831).

Hearing Examiner H. Gifford Irion on Dec. 4 in Baltimore (Baltimore Broadcasting Co. and Meadows Broadcasting Inc.) TV proceeding. Continued without date pre-hearing conference scheduled for Dec. 13 (Decs. 17468-1).

Hearing Examiner Chester F. Naumowitz Jr. on Dec. 5 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, granted petition by Hercules Broadcasting Co. for leave to amend its application to bring it to date in accordance with its terms and conditions. In and Medford, Ore., State of Oregon acting by and through State Board of Higher Education, Liberty Television, a joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and Medford Printing Co.) TV proceeding.

FOR THE RECORD

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Geographic coordinates 33° 52' 06" north lat., 116° 25' 30" west long. Type trans. RCA TFU-10A; type ant. RCA TFU-20DM. Legal counsel Kolen & Burt; consulting engineer Jules Cohen & Associates, both Washington. Principles: John and Birgute Conte (together 50%); Charles David Farrell (30%). Mr. Conte is TV and motion picture performer. Mrs. Conte is in investments. Mr. Farrell is radio-TV performer and managing director of Racquet Club of Palm Springs (50%); grant will be effective unless there is appeal by party to proceeding or FCC reviews initial decision on its own motion.

ACTIONS ON MOTIONS

Hearing Examiner Charles J. Fredericke on behalf of Francisco (Bay Branching Co. and Reporter Broadcasting Co.) TV proceeding, granted petition by Reporter for leave to amend its application to reflect acquisition by Dr. Carlton B. Goodlett of 300 shares of stock in Reporter which were formerly held by John Rayon (Decs. 16678, 18831).

Hearing Examiner H. Gifford Irion on Dec. 4 in Baltimore (Baltimore Broadcasting Co. and Meadows Broadcasting Inc.) TV proceeding. Continued without date pre-hearing conference scheduled for Dec. 13 (Decs. 17468-1).

Hearing Examiner Chester F. Naumowitz Jr. on Dec. 5 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, granted petition by Hercules Broadcasting Co. for leave to amend its application to bring it to date in accordance with its terms and conditions. In and Medford, Ore., State of Oregon acting by and through State Board of Higher Education, Liberty Television, a joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and Medford Printing Co.) TV proceeding.

Grant motion by Medford Printing Co. for leave to correct errors in its previous assertions as to site elevation and engineering calculations (Dec. 19682-1).

RULEMAKING ACTIONS

Upper Marlboro, Md., American Communications Media Inc.—Requests amendment of rules to add commercial television assignment to Upper Marlboro, Md., as follows: Plan I: Assignment of ch. 56 to Upper Marlboro community: Waldorf, Md., present "X", proposed "X"; and Upper Marlboro, Md., proposed "X", Plan II: Assignment of ch. 58 to Upper Marlboro community: Waldorf, Md., present "X", proposed "X", and Upper Marlboro, Md., proposed "X" and Upper Marlboro, Md., proposed "X". Denied by memorandum, opinion and order adopted by commission Nov. 12 and released Nov. 14.

Philadelphia, New Jersey Television Broadcasting Corp.—Requests institution of rulemaking proceedings so as to assign ch. 23 to Camden, N. J., and delete it from Philadelphia. Denied by memorandum, opinion and order adopted by commission Nov. 15.
and released on Nov. 17.

Houstan, G. J. McCullough—Requests In

iting proceeding, pending assignment to UHF ch. 56 to Hou-

ton, Ill. Order adopted by commission on Nov. 9.

CALL LETTER ACTION


• WBTW-TV, Florence, S.C. Broadcast Bureau granted, mod. of license covering antenna at intersection of South Bimini Mt., Colleton Co. and Interstate highway 15, Colleton Co. Action Nov. 17.

• WFBC-TV, Birmingham, Ala. Broadcast Bureau granted, mod. of license covering studio and main studio location, Birmingham, Dec. 4.

• FCC has granted Impetus Systems, Inc., of Greenwhich, Conn., that action on its application for new station was being held until final determination of civil suit against Victor Maceus, corporation's president and sole stockholder. Impetus Systems Inc., petitioner of WTMY-TV (New Haven, Conn.), has requested permission to change station. The station is, at present, in operation at present.

• FTC has supplied Notice of Hearing to Herbert New and Vincent New, with respect to proposed change from 100 kw, mod. of license to 200 kw, same geographic area.

CALL LETTER APPLICATION

• KXWZ-DT, Atlanta-Enquirer周刊, Feb. 21, 1968.

• KFYV-TV, Elinor, N. D. Broadcast Bureau granted, mod. of license, change of change by direction, Fort Collins, Dec. 4.

• WJCT-FM, Jacksonville, Fla. Broadcast Bureau granted request to operate in 1530 kw, 1 kw and 5 kw, direct and surround mark, Nov. 24.

• WBBJ-TV, Jackson, Tenn. Broadcast Bureau granted, mod. of license, change of frequencies from 43.7 kw to 12.5 kw, Action Nov. 25.

• WIVU, Burlington, Vt. Broadcast Bureau granted, modification of license to operate at frequency of 37.375 kw, Action Nov. 26.

• FCC has notified Impetus Systems, Inc., of Greenewhich, Conn., that action on its application for new station was being held until final determination of civil suit against Victor Maceus, corporation's president and sole stockholder. Impetus Systems Inc., petitioner of WTMY-TV (New Haven, Conn.), has requested permission to change station. The station is, at present, in operation at present.

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Continued without date hearing (engineering) scheduled for Dec. 18 (Doc. 1419). In Laurel, Miss., (Voice of the New South) Inc. AM proceeding. Continued without date further prehearing conference scheduled on Dec. 14 (Doc. 1476).

* Hearing Examiner Jay A. Kyle on Nov. 29 in Jacksonville, Fla. (Mel-Lin Inc.) WPCL-FM proceeding. Denied motion by Post-Newswave Stations, Florida Inc. (WJYTV) Jacksonville, Fla., requesting that hearing examiner's order be vacated, but granted contingent petition for reconsideration. Further ordered that it is adhered to except written interrogatories shall be answered separately. Fully, in writing, under oath, in three copies, and be mailed to secretary of commission on or before Jan. 8, 1968; hearing to resume on Dec. 11 (Doc. 1476).

** By letter of Nov. 29, notified Radio Commission, American Broadcasting Co., seeking to determine if it has incurred an apparent forfeiture liability, and requesting an order directing them to provide data concerning equipment and services for which the license has 30 days to pay or consent the forfeiture. Ann. Dec. 5.

* By letter of Nov. 30, notified following stations of apparent forfeiture liability in amounts indicated for late filing of their renewal applications. Licensees have 30 days to pay or consent forfeitures.

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** CALL LETTER APPLICATION**

- Associated Students of Long Beach State College, Long Beach, Calif. Requests call letters "LBSF." (Doc. 5370)

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** LICENSED AMENTS**


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** PRESSURE APPLICATION**

- Commission has denied requests for pressure applications filed by Storer Broadcasting Co., licensee of WMMN, Philadelphia, Pa.; American Broadcasting Co., licensee of KFAX San Francisco, Calif.; and KBZM, Norwalk, Iowa, licensee of KWP's Broadcasting Co., licensee of KPAB Omaha, and Sharon Goodwin, licensee of XER Omaha, Neb.

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** SUMMARY OF BROADCASTING, Nov. 30**

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<td>40</td>
<td>110</td>
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</tbody>
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** BROADCASTING, December 11, 1967**
**FINAL ACTIONS**

**WKFM (FM)** Chicago—Broadcast Bureau granted license covering new FM station, type AM-FM, and dual type ant., change ERP, Action Nov. 30.

**WPMZ (FM)** New York, N.Y.—Broadcast Bureau granted CP to install new trans., increase ERP from 1 to 5 kW, and change ERP to 5 kW; conditions. Action Nov. 30.

**WHPI (FM)** Birmingham, Mich.—Broadcast Bureau granted new station, type AM-FM, and dual type ant., change ERP, Action Nov. 30.

**WMIN (FM)** Menasha, Wis.—Broadcast Bureau granted license to operate as new FM station, type AM-FM, and dual type ant., change ERP, Action Nov. 30.

**WOKK (FM)** Lafayette, Ind.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WOKT (FM)** Fairmont, Minn.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WOKX (FM)** Sacramento, Calif.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WMUR (FM)** Daytona Beach, Fla.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WORP (FM)** Chебуя, Idaho.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WORX (FM)** Lake Charles, La.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WORX (FM)** Birmingham, Ala.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WSJW (FM)** White Plains, N.Y.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WSJX (FM)** Bloomington, Ind.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WSKY (FM)** York, Pa.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WSNY (FM)** Watertown, N.Y.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WSOP (FM)** Taylor, Mich.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.

**WSOR (FM)** Sugar Hill, N.H.—Broadcast Bureau granted renewal of license and conditions; new ERP 300. Action Nov. 30.
Ohio.

Account executive, Grand to Sales roe, Small from medium you. in panding organization with public financing will Washington 68

If you like radio. Like to sell. Like

counts. Send BROADCASTING.

participate three Albuquerque, experience watt 505-842-1000

These men will should have the desire to

 Albany, New York.

Sales Manager-Dynamic, self-starter, able to
direct, motivate and control

managers. Deal in new

tests and public financing record. Include all details first letter, and
take over fulltime radio station. tape, resume, salary. Box M-15, BROADCASTING.

Major market stations need pro.,
tight, bright, marketable ticket. Rush tape, resume, salary. Box M-3, BROADCASTING.

Full-time experienced announcer, salary open. Box M-11, BROADCASTING.

Start the new year right. An illinois station with new facilities wants a versatile man who is interested in and can perform on the air, write copy and do some sales work. There's real opportunity for the right man. Box M-6, BROADCASTING.

Announcer, Ultra-modern Florida east coast AM-FM, 1st phone required, $100, 375 benefits. Box M-49, BROADCASTING.

Announcer-salesman for top Pulse-rated FM in competitive Great Lakes half-million market. Long established, stable corpora-
tion. Excellent potential for capable person who can demonstrate ability and drive. Send resume, Box M-53, BROADCASTING.

Top market suburban station needs three men to begin sales program for new station. These men will be aggressive

men, with a well-programmed, progressive

minded station to back up their efforts. These salesmen should have the desire to

participate in management and earning big money. Reply in confidence. Box M-77, BROADCASTING.

First phone—Sales, announcing, helpful. KHEL, Willow, Arizona.

Immediate opening for aggressive salesman who can do small amount of air work Hard hitting 3 year old station with excelling
topic reception. Located in vacationland with plenty of skiing, hunting and fishing. Full salary plus commission. and working conditions. Contact Manager, WBYT, Brainerd, Minnesota.

Grand Rapids, Michigan, MOR format, day-
time, needs experienced local salesman. Draw against 15%. Good list, no house accounts. Send resume manager, WMAX.

Announced: WMOW Radio, Madison, Ohio. Exceptional opportunity for small or medium market manager to move into more high powered position in a top mar-

ket. Inquires confidential.

If you like radio. Like to sell. Like to make money. You can sell a suburban area and western station serving meto Raleigh. Write P.O. Box 144, Raleigh, N. C.
Announcers—(Cont'd)

Searching for talented announcers or salesmen. Opportunity to grow with multi-
station operation. Send tape and resume to Box M-76, BROADCASTING.

Leading Radio-TV operation has opening for top notch announcer, with some
qualification, if qualified. Send tape, WSAV Radio and Television, Savannah, Georgia.

Technical

Engineer for fulltime AM with automated FM. Short board shift. Excellent equipment.
Midwest area. Resume and tape to Box L-76, BROADCASTING.

Chief Engineer, East of the Mississippi Di-
rectional. Can begin January. Start with scheduled in-
creases. Box L-248, BROADCASTING.

Immediate SW opening for experienced chief engineer—good array man, producers,
maintenance, production, send resume and salary to Box M-3, BROADCASTING.

Florida: experienced chief engineer 5 KW directional AM and also automated FM. No
announcing; excellent salary and benefits. Full technical responsibility, permanent position.
On references to Box M-12, BROADCASTING.

Group owns 5 KW medium market AM
FM station. Florida east coast needs full-
time growth announcer. Box M-108, BROADCASTING.

New south Texas FM station needs two en-
gineers. Box M-130, BROADCASTING.

Well-qualified engineer needed by Corpus
Chnsti station. Box M-131, BROADCASTING.

Looking for your first break as chief? Ex-
perienced first phone engineer, needed to
take charge of technical operation of 1 KW
AM. No announcing. Contact Manager
WALL, Fall River, Mass. 1-877-474-335.

First phone engineer for transmitter; Will-
ing to train beginner. WEAS, Arlington,
Virginia.

Engineer for AM-FM operations with di-
rectional antenna experience. Liberal orches-
ta, Radio Station WEEQ, Rocky Mountain,
N. C.

NEWS

Major market opportunity for experienced
deep voice, savvy newsmen. Send tape,
resume, salary. Box M-4, BROADCASTING.

Newman-announcer needed by south Texas
station. Box M-89, BROADCASTING.

Aggressive newsmen NOR near New York
City. First phone if possible, but not im-
mediate. Box M-134, BROADCASTING.

Need one aggressive newsmen and one jock
for Fort Worth station. Rush tape and
resume and photo to Don Register, KUSN,
Howard Bldg., St. Joseph, Missouri 64501.

Opportunity—work with award winning
news department. Needed at once ambitious
young man for fast paced news operation, ex-
erience in TV news required. Must be writing
helpful, but not essential. Good future for right
man. Send resume and photo to N. C. Mlwe, WBHP Radio, P. O. Box 247, Hunt-
tville, Alabama 35004. Phone 534-3521.

Newman—able to gather, write, deliver, low-cut good looks, suburban, news-minded
station needs capable addition to energetic newsmen. Send resume to Box 210,
Pekinlull, N. Y.

Ideas for sale!' Entertaining newsmen
only! Details, Newsfeatures Associates, Box 14805, St. Louis, Mo.

Production—Programming, Others

Wanted program director for fast growing
MOR format network station in Northeast
Georgia. Must be able to assume
music control, build smooth sound and develop service program-
ing. Position open immediately. Box M-58, BROADCASTING.

Wanted—Program director for top Eastern
market with large FM & AM. Topped all local in
ratings. Must be familiar with every kind of radio
format to top 40 and rhythm
and blues. Excellent opportunity. Must be
mature, be a manager, be able to
work with, and stand up under pressure in competitive
city. Box M-76, BROADCASTING.

Traffic director, Los Angeles metropolit-
nan station. Opening in morning and
central day positions in 
station. Florida east coast needs full-time man for
this position. Box M-105, BROADCASTING.

Growing station needs full-time program
man. New equipment to work with. Send
sample of your production work, salary
requirements and resume. Box M-122, BROADCAST-
ing.

Major east coast market leader needs
program director. Must be creative, good-humored, serious, funny,
sales-oriented, program-oriented, brilliant.
No sopranos. Top dollar. Rush tape and
resume to Box M-139, BROADCASTING.

Top MOR in prosperous eastern market
requests program director capable of doing
some announcing. Mature, solid radio man preferred. Box M-32, BROADCAST-
ing.

Production assistant wanted by Midwest
station. Level position, a stepping
stone in production. Box M-44, BROADCASTING.

1st ticket combination man. An opportunity
for an experienced replacement on a music
program. Beginning salary $135.00. Medium
dixed central Indiana town. Box M-127, BROADCASTING.

New south Texas FM station needs two en-
gineers. Box M-130, BROADCASTING.

Well-qualified engineer needed by Corpus
Christi station. Box M-131, BROADCASTING.

Looking for your first break as chief? Ex-
perienced first phone engineer, needed to
take charge of technical operation of 1 KW
AM. No announcing. Contact Manager
WALL, Fall River, Mass. 1-877-474-335.

First phone engineer for transmitter; Will-
ing to train beginner. WEAS, Arlington,
Virginia.

Engineer for AM-FM operations with di-
rectional antenna experience. Liberal orches-
ta, Radio Station WEEQ, Rocky Mountain,
N. C.

Announcers—(Cont'd)

General manager—Broken all sales records, strongly recommending promotions. Sales
man wanted for this market. Box M-111, BROAD-
CASTING.

Wide experience as P. C. Newman, D. J.
Announcer, producer, etc. Now with net
 disciple interested in multi-market
operation with a future. Write Box M-150, BROADCASTING.

Sales

mision. Box M-121, BROADCASTING.

Announcers

7 years experienced MOR adult announcer.
Resume on request. Stable organizations
only. Box L-196, BROADCASTING.

NFL and college football; college basketball, hockey and golf, 'AA' baseball, TV and radio
sport shows. College grad, family man. Excellent references. Box L-233, BROADCASTING.

Strictly Top 40, less than year experience, wants to learn "Good Morning America'
with a veteran, Broadcast school grad. Box M-27, BROADCASTING.

Originator "Trivia" concept. Unique talk
show. No fights, arguments. Also person-
ty D.J. MOR 8 years experience; college
degree in radio. Topped all competition in medium market. New York City call.
Trophies, awards. Salary and commission. Box M-54, BROADCASTING.

Professional MOR and C&W personality first
phone jockey. Mature, presently employed. Available 30 days notice. Box M-60, BROADCASTING.

Sportscaster, 5 years experience including
NFL basketball, Desire baseball, football, or basketball play-by-play opportunity major
market, top reference in business. Box M-62, BROADCASTING.

Salesman-announcer-first. Top Forty or
country. Age: 40. Make offer. Box M-67, BROADCASTING.

Country disc jockey. First phone. Available
with experience. Box M-68, BROADCASTING.

First phone experienced MOR announcer.
No maintenance. Prefer Florida. Box M-71, BROADCASTING.

Knowledgeable telephone-talker available
for Los Angeles station. Box M-79, BROAD-
CASTING.

First phone experienced chief engineer to
repair, rebuild, and run proof on your
equipment. Contract basis for maintenance, supplement for announcing, then you can
with experience. Box M-91, BROADCASTING.

Top 40 DJ, experience, bright, swinging
talent. Third class license. Box M-92, BROADCASTING.

C&W DJ. Experienced in programming, pro-
duction, studio, copywriting. Third class
endorsements; relocating for dry climate only.
Box M-94, BROADCASTING.

Mature, experienced, top market air per-
sonality, long-time two-way telephone show, good interviewer, top voice. Will do
any music show, news, copywriting. You name it, I've done it. Box M-39, BROADCASTING.

 Experienced country DJ desires full-time
 position. Willing to relocate. Box M-102, BROADCASTING.

Announcer-salesman. Experienced. Depend-
able. Soon to be available. January. Box M-108, BROADCASTING.

20 yrs. old Negro, college experience, wants a start. Box M-109, BROADCASTING.

BROADCASTING, December 11, 1957

69
TELEVISION—Help Wanted

Management

CATV manager. Well paid CATV job available in clean, pleasant, modern north central city. Requires first class experience. Opportunity for advancement. Reply with summary of education, training, TV experience to Box M-59, BROADCASTING.

Sales

One of the nation's first UHF-TV stations seeks sales manager. Unusual growth potential for experienced man. Midwest location. Send resume, salary requirements to Box M-59, BROADCASTING.

President, take-charge girl needed to fill immediate opening in sales department of Washington, D. C. TV station. Excellent skills required and previous experience desirable. Salary commensurate to experience. Send resume to Box M-60, BROADCASTING.

Midwest TV. If you want outstanding local sales opportunity in UHF-TV, send resume to Box M-68, BROADCASTING.

We have opportunity in our local sales department for young man under 30. Will consider radio or TV sales experience. Send resume to Box M-60, BROADCASTING.

One of the southwest's leading group-owned VHF stations has an opening for a local television time salesman. The right man will inherit large immediate billings and will have tremendous diversified future potential. Experienced sales person should apply. Send resume to TV Station, P.O. Box 612, Albuquerque, N.M. 87103.

Annoncer

Southeastern UHF needs booth announcer, good voice, also on camera possibilities if qualified. Will consider man with solid radio background. Reply Box M-13, BROADCASTING.

Midwest VHF needs morning shift booth announcer. Will consider man looking for the challenge of radio and learn all phases of TV. Contact program director, KOMU-TV, Columbia, Mo., with full resume.

Technical

Four television broadcast technicians needed, strong on maintenance, specific on local UHF stations. Good experience necessary, equal opportunity employer. Box L-238, BROADCASTING.

Engineer 1st ticket, mature, thoroughly experienced, in VTR's, FM, microwave, etc. Operational and maintenance. Mature with supervisory and management potential. Sober, serious man could live in this western show place on $150 weekly which includes $25 guaranteed overtime. Jobs open first of year. Reply fully. Box M-20, BROADCASTING.

Excellent opportunity for two TV transmission engineers with Texas station. Box M-97, BROADCASTING.

First class engineer wanted for either TV studio or transmitter work in Iowa. Studio engineer position requires all new RCA solid state color equipment. Transmitter engineer is RCA TTB8H. This is a permanent position, and we desire someone with previous experience. However, we will consider applicant with radio experience who wants to move into TV. Contact Box M-97, BROADCASTING.

Maintenance chief with superior qualifications for Texas station. Box M-129, BROADCASTING.

Producers

Major market writer seeks to relocate with Washington, D.C. Creative, imagination, get artistic satisfaction, ergo mutual benefits. Box M-74, BROADCASTING.

Sportscaster play-play-play, major college and some pro sports only, ten years radio or TV . . . Box M-114, BROADCASTING.

BROADCASTING, December 11, 1967
MANAGEMENT

Broadcast auditor for over three years seeks position in finance and/or sales. Age 35, single, 10 year National Radio Net & O & W sales experience. Write Box M-55, BROADCASTING.

Journ. Grad. 33, wide radio and TV experience. 15 year National Radio Net & O & W sales experience. Desire position with chain advancement. Write Box M-151, BROADCASTING.

SALES

Can be available Jan, 1, Seeking position as GSN or National SM. Best reputation and referrals of all sales. Willing to travel, 4 years GSN top 50 market. Thorough knowledge all sales station operation. Box M-69, BROADCASTING.

Are your TV sales down? Record-breaking local sales manager available February 1st. Looking for opportunity to grow in General Sales Manager position. 13 years in broadcasting, 10 with top national chain. Will relocate for opportunity. Box M-75, BROADCASTING.

Top salesman of ABC affiliate in the top 40 market's desires change with managerial change. No special changes in present position in 11 years. Box M-115, BROADCASTING.

Announcer with Net O & W wants to move to wide experience. Write Box M-152, BROADCASTING.

ANNOUNCERS

Young, experienced television announcer wants to settle southern coastal USA or islands. Weather, booth, commercials, sports, news. Box M-66, BROADCASTING.

New announcer/weatherman with net O & W in top five markets. Desire fulltime weather spots, host or news reporter. Work not for boredom. Box M-149, BROADCASTING.

TECHNICAL

TV chief—20 years experience. Last 13 as chief of TV & AM operation. Will consider any interesting position in TV studio, technical or equipment sales. Box M-72, BROADCASTING.

NEWS

Newman. Thorough, experienced, professional. Presently editing two newscasts and anchors half-hourly in sizable market. Want to join adequately staffed station in larger market. VTR, Film. Box M-90, BROADCASTING.

Highly qualified TV newscaster. General assignment and political reporting experience in major markets. Includes Chicago, Ill. and White House. Phi Beta Kappa. Will consider U.S. or overseas location. Box M-130, BROADCASTING.

Weatherman/Announcer with net O & W want to move to news. Journ. Grad. Box M-133, BROADCASTING.

PRODUCTION—PROGRAMMING, OTHERS

6 yrs. experience studio/remote camera. Studio managing, set design, art work. Photograph, Process color slides. Box M-21, BROADCASTING.


TELEVISION—Situations Wanted

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. Write John L. Lewis, Radio Supply Corp., 1314 Hurstville St., Laredo, Texas 78040.

New college in Palm Beach County needs complete 6 kw. transmitter, including two video tape units—will give tax exemp- tion and relocation—Thur. Campbell, 357 Marlborough Road, West Palm Beach, Florida 33405. 833-0868.

TX 42 camera wanted in good condition. Box M-57, BROADCASTING.

DJ's and radio stations, top $8 paid, cash waiting clean out your personal record lib- rary. LP's, 45's. 15 N. 13th St., Philadelphia, Pa. Tel. Lecust 7-6310.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, camera, audio. Electro- find, 440 Columbus Ave., N.Y.C.

Co-axial switch-35% Andrews #7970, 50 ohm 4 pole preamplifier, motorized. Two second automatic switching. Unused 600.00 each. Sierra Western, Box 6099, Oakland, Cal. 94623. Phone 415-632-3527.

Equipment—Top brands, buy, sell, trade. Special offers, Audiovox, Box 7067-55, Miami, Florida.

Spotmaster, Russo, GXR. Get the best deal from Audiovox, Box 7067-55, Miami, Florida 33155.


For sale—at clearance prices. Ampex VR- 1060 A & B & 400 & 303 perfect condition. Write for list. Chief Engineer, WRAY- TV, P.O. Box 2570, Richmond, Virginia 23218.


Towers, new and used, erecting. Bill Angle P.O. Box 55, Greensville, N. C. Telephone, 915-752-3049.

Available within 30 days, 4 Gates carttificate playback units and one Gates carttificate 11 record amend, complete package $1,500. Also Gates model M-614 stereo limiter. Excellent condition. Will in new condition. WQJ, Jacksonville, Florida 32205, 904/354-4201.

10 KW FM transmitter—Westinghouse 3 KW and 10 KW units with Collins A 520-2 10 watt wide band exciter. Good for stereo. Extra tubes and parts. Available soon. Write Box M-49, BROADCASTING.

For sale, a newly conditioned model SA 49 speech input console. This unit will meet factory specifications and is good for years of dependable service. The SA40 has eight service channels which can be used for either tape turn, tables or microphones. It's a bargain at $590.00.


FOR SALE—Equipment


For sale—Rust model 109D remote control unit and associated equipment, 24 metering stations, 1 cash office. Over $1400. FOH, Dodge City, Kansas. Chuck Stark, Chief Engineer, KGNG, Dodge City.

Spotmaster portapak i Carry (10) of monitors, UHF, VHF, RF and audio, MSU, or MODU, in good condition. Will sell at $175. Fully guaranteed Chicagoland Broadcasters. M-484, 710 Pershing Ave, Chicago 60645, 312-761-1800.

MISCELLANEOUS

$18,000 Professional Comedy Lines! Topical laugh service featuring deejay commentaries. Free rate card. Orben Comedy Books, Atlantic Beach, N. Y.


Instant gag for Deejays—Thousands of one-liners, gags, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1750 East 22nd St., Brooklyn, N. Y. 11219.

Composite work log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programming per- formance. Reasonably priced. N. M. Moran & Company, 905 Downers Grove, Ill. 60551 (312) 989-8553.

"365 Days of Laughs"—daily radio gag serv- ice—may be available in your market. Sample a month! $25.00. 3736, Merchand- ise Mart Sta., Chicago 60694.

INSTRUCTIONS

FCC License Preparation and/or Electronics Degrees. Radio License School offers courses: resident classes. Schools located in Great North Country, Atlanta, Chicago, Detroit, Miami, Philadelphia, Washington, D.C. For Information, write Grantham School of Elec- tronics, Desk 7-B, 1900 N. Western Ave., Hollywood, California 90027.

Elkins is the nation's largest and most re- spected name in First Class FCC licen- sing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 3805 Inwood Road, Dallas, Texas 75230.

The nationally known six-weeks Elkins Training for an FCC first class license, Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 4139 East Jackson Street, Chicago 10, Illinois 60604.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools, Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1336 Spring Street, Atlanta 10, Georgia 30421.

INSTRUCTIONS—(Cont'd)

Announcing, programming, production, newscasting, sportscasting, console operation, dispatching and all phases of Radio & TV broadcasting. All taught by highly qualified professional teachers. The nation's newest training center complete facilities including own, commercial broadcast station KCIHR. Fully approved for veterans training. Elkins Institute. 2603 Inwood Road, Dallas, Texas 75220.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for January 10, April 10. For information, references and interviews write William B. Ogden Radio Operation School, 5078 28th Avenue, Huntington Beach, California 92647. (Formerly Gutter Bank, California).


“‘Yes It’s New’” R.E.I. at 809 Caroline Street, Frederickburg, Virginia. But it’s R.E.I.’s famous (5) week course for the 1st Phone License that makes it dependable. Call 273-1441. Tuition and class schedule is the same for all R.E.I. schools.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announces career opportunities.


Workshop training in all phases of broadcasting: announcing and disc jockey techniques, writing, programing, production, news. Day or evening classes approved for veterans training. Instructors are real “pros” at nation’s oldest broadcast school. Classes Jan. 3, 6, 9, 10, 13, 16, 19; Feb. 5, 8, 11. Academy of Broadcasting, 1404 New York Ave., N.W., Washington, D.C. 20005.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 89% passing rate. Bob Johnson Radio License Instruction, 1006 Duncan Place, Manhattan Beach, Calif. 90266.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P.O. Box 332, Milwaukee, Wisconsin 53202.


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Production—Programing, Others

COPY GAL—CHICAGO

Unique broadcast time agency seeks the EXCEPTIONAL retail radio copywriter who can turn out a LARGE VOLUME of copy, while maintaining CREATIVITY. Must carry responsibilities well. Starting salary $5,000, plus benefits. Our rapid growth makes this a superb opportunity for the right career-minded gal.

L. J. Gutter, Pres., Chicagoland Broadcasters, Inc., 1840 W. Peterson Ave., Chicago, III. 60645 (312) 741-1800

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You might be looking for a Sr. TV Producer . . . News Director . . . Station Manager . . . Production/Programming Pro . . . Sportcasting . . . for a full complement of radio/TV Personnel . . . check with me for highly selective and discreet Listings.

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Architect East Associates
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for estab. station going Spanish in growing Northeast Spanish-speaking market. Heavy sales and promotion. Salary plus share of profits.

Box M-104, Broadcasting.

TELEVISION—Help Wanted

NEWS

NEWSMAN

Opportunity for young men with ambition and initiative in Florida situation. Send full resume to

Box M-135, Broadcasting.

Situations Wanted Management

SUCCESSFUL MANAGEMENT TEAM

Will undertake complete management for radio station with good potential. Willing to invest with right (option) to purchase entirely or as partners. Principals only write:

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NEWS

RADIO TO TELEVISION

Are you a radio News-announcer that wants to switch to television? Position requires hardy personality for live week-end news and some commercials. Air resume, tape and photo to

Box M-49, BROADCASTING.

Technical

FLORIDA BEGINS

TRANSMITTER AND STUDIO ENGINEERS WANTED!

Wonderful Opportunity. Send Resume to:

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Do you feel you’re qualified to step up to a Chief Engineer’s job?

Send qualifications to C. H. Bolding, Manager KXII-TV, Box 1175, Sherman, Texas.

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If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC. Bldg. 225 Cherry Hill Rd., Camden, N. J. 08101

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RADIO CORPORATION OF AMERICA

Announcers

EXCELLENT OPPORTUNITY FOR PROFESSIONAL TV ANNOUNCER

READY TO MOVE UP

Nashville’s oldest television station is expanding and looking for a young announcer (25-35). Position requires on-air work in news, weather and sports, along with staff booth work. Applicant must possess experience in all phases of on-air television broadcasting. For the right man this is a chance to grow with an outstanding major market in the Central South.

WSM-TV

Nashville Market

Send VTR and resume to AL VOECKS. Box 100, Nashville, Tennessee 37202

BROADCASTING, December 11, 1967
SOUTHWEST OHIO
50 kw FM. Serving Cincinnati-Dayton metro area. Adult format, established facility. Will accept offers to purchase.
Box M-120, Broadcasting.

LOWER MICHIGAN
500 WATT DAYTIMER
with CATV FRANCHISE
Highly accepted station in rich county. Good staff, excellent future. $130,000 cash, or terms. Principals only.
Box M-132, Broadcasting.

FOR SALE—Stations

COUNTRY & WESTERN STATION
No. 1 in area. Good potential. Good Grass at present. 14½ years old. Must sell due to health. 505-885-2179.

WHY BUY AN FM?
Build your own!
Desires of unassigned frequencies, class A, B and C. Many races. Can operate for as little as $1,000 mo. with revenue potential $4,500. mo.
You show FCC your liquid strength of only $20,000. We all the work for reasonable fee or share of equity.
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213-246-6874 eve. 213-767-0682.

N.W. medium daytime $ 55M terms
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Gulf metro daytime 175M terms
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NEED HELP?
Your ad here...
COMMUNITY ACTIVITY ANTENNAS

The following are activities in community antenna television reported to Broadcasting, through Dec. 6. Reports include applications for permission to install and operate CATV’s, grants of CATV franchises and sales of existing installations.

Indicates franchise has been granted.

Marin county, Calif.—Tele-Vue Systems Inc. (multiple CATV owner) has requested permission to raise monthly rates from $3 to $6.50. The firm proposes to replace overhead lines with underground cable.

Palatka, Fla.—Entron Inc. Silver Spring, Md., CATV equipment manufacturer, has been granted an extension to install CATV system, which will carry 12 channels and serve 4,000 subscribers. Initial stage of construction will include more than 10 miles, which is expected to be completed by mid-February 1968.

Plymouth, Ind.—United Transmission Inc. (multiple CATV owner) has applied for a nonexclusive franchise.

Rafter, Wash.—Lawrence Community Antenna Inc. and Cablevision Corp. of America, (multiple CATV owner) has applied for a franchise.

Fall River, Mass.—The Outlet Co., Providence, R.I., Cablevision Corp. of America, (multiple CATV owner) has applied for a franchise.

Haverhill, Mass.—Stan-Fran Corp., Haverhill, Cablevision Corp. of America, Boston (multiple CATV owner) has applied for a franchise.

Leominster, Mass.—Montachusett Cablevision Inc. has applied for a franchise. Installation fee and monthly service charge would run $11 and $6.50 respectively.

North Attleboro, Mass.—Cablevision Corp. of America, (multiple CATV owner), and Greater Lawrence Community Television Antenna Co. have each applied for a franchise.

Newburyport, Mass.—National Cablevision Inc., Boston (multiple CATV owner), has been granted a franchise.

Breckenridge, Minn. —Kielder Enterprises (multiple CATV owner) has been granted a franchise by a referendum vote of 277 to 260. System will carry six channels and serve 1,000 subscribers.

Bloomindale, N. J.—Ringwood TV Cable Corp. has been granted an exclusive 25-year franchise. Installation fee and monthly service charge will be $10.50 and $4.60 respectively.


Xenia, Ohio—Xenia Cable TV Inc. has been granted a franchise. Installation fee and monthly service charge would run $5.50 and $4.60 respectively. Firm offers a 12-channel system.

Bristol, Va.—Valley TV Cable Co., (multiple CATV owner) has applied for a franchise.
Designer of distinction at Gardner

were there to be sold, not because anybody may have wanted them. Gardner today though, he adds, is blessed with many marketing-oriented clients who first find out what people want and then proceed to make it and market it—with Gardner's help, of course.

Mr. Claggett is proud of Gardner's record as a "marketing agency," a role he describes as being much more than just an advertising agency. These expanded functions include conceiving new products and aiding clients to do so, market research, product testing, packaging and other sales-related elements. One well-known example in recent years was the heavily TV-supported introduction of Purina Dog Chow. Another: Pet's Sego, a belated but most successful competitive answer to Metrocal.

Mr. Claggett has a keen interest in the latest technical advances that concern media or the functioning of an agency. Gardner began adapting to computer operations at an early stage, he relates, and recently studied community antenna television but decided not to acquire an interest at this time.

Long active in the American Association of Advertising Agencies, Mr. Claggett observes that criticism of advertising continues to be a concern. He recently had Gardner's research staff interview university students and found a resentment toward any advertising in which they thought any manipulation might be intended.

To stop government inroads he would like to see a top-level commission appointed by the President with the help of the AAAA to objectively explore the alleged weaknesses of advertising.

Mr. Claggett points out that the broad education and sophistication of the modern consumer serves to automatically short circuit any improper advertising, unintentional or otherwise.

Final Judge "It is the consumer who decides our success or failure," Mr. Claggett explains. "If he rejects our advertising, considers it false, misleading or insulting to his intelligence," he says, "we have failed not only in our obligation to him but in our principal duty to the advertiser who employs us."

For this reason Mr. Claggett considers that industry codes are fine but may not be enough. They must be supplemented by a set of personal philosophical and moral criteria to better guide ethical judgment in the creative function.

His basis for self-questioning in this respect rests on the premise that as individuals our reason for being is to serve others. Thus any campaign can be judged by asking: "Is what we are proposing serving others—or exploiting them?"

Creativity to Mr. Claggett doesn't depend on age, gender or locale. "It does depend on an inquiring mind, high energy and the desire to dig deep and think hard," he says, and "it takes lots of self-discipline, will power and the ability to penetrate to the depths of a problem and not be satisfied with an easy solution."

Mr. Claggett dislikes sounding preachy about it all. Perhaps it's his quiet enthusiasm and optimism that makes the "distinctive difference."
EDITORIALS

Fair play on fairness

THE Supreme Court's acceptance last week of the Red Lion attack on the constitutionality of the FCC's fairness doctrine could not have come at a more awkward moment. Red Lion has reached the highest court while other cases of more substance await hearing in a court below.

Red Lion involves a relatively narrow ruling on a single fairness matter. The other cases, initiated variously by the Radio Television News Directors Association, CBS and NBC, are attacks on a broader front against the FCC's recently adopted rules governing political editorializing and personal attacks. Court reviews of the broader appeals promise to make more definitive law than is likely to come in a Red Lion decision.

Tactically, the hard-line regulators at the FCC are probably pleased by the circumstances. If they can win the Red Lion case in the Supreme Court, their defense will be made easier in the larger cases that are now before the U. S. circuit court in Chicago.

But in the public interest the FCC ought to cooperate in a request to the Supreme Court to defer action on Red Lion until the appellate court acts on the other cases. If the FCC is so sure of its constitutional position, it ought to be willing to test it under optimum conditions.

The nitty-gritty

THE number-one problem now facing television broadcasters is no less than the problem of survival. The broadcasters are confronted by a powerful and growing array of forces who would take television (and FM) off the airwaves and put it on cable. And these forces have just enough logic on their side to make a strong case among politicians who have relatively little knowledge of communications.

If any broadcaster is still inclined to regard his position as invulnerable and his frequency assignment as permanent, he is foolishly underestimating the economic and political power of such organizations as AT&T and General Motors. Some of the biggest corporations in the country are now engaged in the pursuit of more frequencies for land-mobile radio services, and it makes no private difference to them whether television is delivered through the radio spectrum or through somebody's wire.

The lead story in this publication last week described the findings of the FCC-sponsored Advisory Committee for the Land Mobile Radio Services. That committee, with a membership encompassing government and huge private interests, concluded that there was an immediate need for more frequencies for mobile radio. The committee report also contained a recommendation that serious consideration be given to the reallocation of all television channels in the spectrum to land-mobile and other services and the creation of a television-distribution system by cable.

There are, of course, good answers to all the arguments advanced by the FCC's committee and the land-mobile propagandaists, not the least of them being that the American public now receives television at no cost except that of its sets and would have to pay for the installation and maintenance of a cable-delivery system. Also there are serious imperfections in the case that the land-mobile interests are making for themselves, not the least of them being that the reallocation of spectrum from television to land mobile would be a diversion from a use that clearly benefits the general public to a use that would be only to the private benefit of companies wishing to maintain their own communications systems.

As to the latter, the land-mobile interests make much of the need of police and other public services for more land-mobile radio space, and indeed they have a point—up to a point. But the legitimate needs of police and fire departments could easily be met without a significant reallocation. What is crowding the land-mobile frequencies is all the private traffic of commercial enterprises that operate their own radio networks within plants, or plant to plant, or plant to vehicle.

So there is a strong case to be made for the retention of the spectrum space now occupied by television—which is providing a wider range of entertainment and information to the American public than any civilization has ever seen before. But who is to make the case?

This week the National Association of Broadcasters' Future of Television Committee meets in Miami. It will have plenty to talk about, and if it is to justify its name, it ought to emerge with specific recommendations for action by the association that created it.

Better dead than read

MOST research studies never see daylight. They are for internal use, to improve service, product or sales.

Two years ago the National Association of Broadcasters commissioned an over-all study by the National Opinion and Research Center of the University of Chicago for guidance of its then new president, Vincent Watilewski. He has used parts of it as he intended—in public utterances and in recasting the NAB structure itself.

During the last fortnight there appeared in trade prints a story on that portion of the study related to audience reaction to commercials. Because of the manner in which it was used—or misused—it gave commercial TV a black eye and NAB a bloody nose. It played into the hands of the opposition at an inopportune time.

Questions can be raised whether it was appropriate for the NAB to have engaged in that kind of research at all. Having done so, should it have suppressed the survey when it was timely?

Two years later the study was leaked or purloined. In politics, last week's poll is outdated. In commercial broadcasting, a poll that reflects unfavorably on public attitudes becomes dateless.
As living goes more electric... you can see the future happening.

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

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

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

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

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

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

*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, New York, N.Y. 10020
An asphalt pavement under this wasteland could help free the world from the threat of famine.

(The steels are ready whenever you are)

Two feet below this useless land, a layer of ordinary asphalt one-eighth inch thin could help produce a greatly increased crop yield.

The underlying pavement of asphalt traps rainwater that would ordinarily drain away. This keeps the surface soil moist and much more productive.

Widespread use of asphalt-layered soil could, with a newly developed strain of stiff rice plants, double the acreage of Southeast Asia’s paddy fields and boost output 2,600 percent! Experiments indicate that half-starved countries could be free of the threat of famine.

Worldwide application of this asphalt-barrier technique would require large-scale development of the special farm machinery needed to lift a two-foot-thick strip of earth, spray liquid asphalt underneath, and then let the soil settle back. With more acreage of formerly unusable land, production of the many types of highly efficient farm machinery would have to be increased beyond estimation.

The new asphalt-barrier technique will require tougher, more durable steels to do this precision job. Republic has anticipated the future needs for all kinds of improved farm equipment. Just as we have for a full line of tubular products with a new maximum dependability for the petroleum industry, refiners of asphalt. These rugged, new steels will be ready when needed.

At this moment, the long reach of steel from Republic is probing into areas wherever man’s imagination needs it — from beneath the land to beyond the moon, from the heartbeat of man to the drumbeat of defense. Republic Steel Corporation, Cleveland, Ohio 44101.

You Can Take the Pulse of Progress at

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