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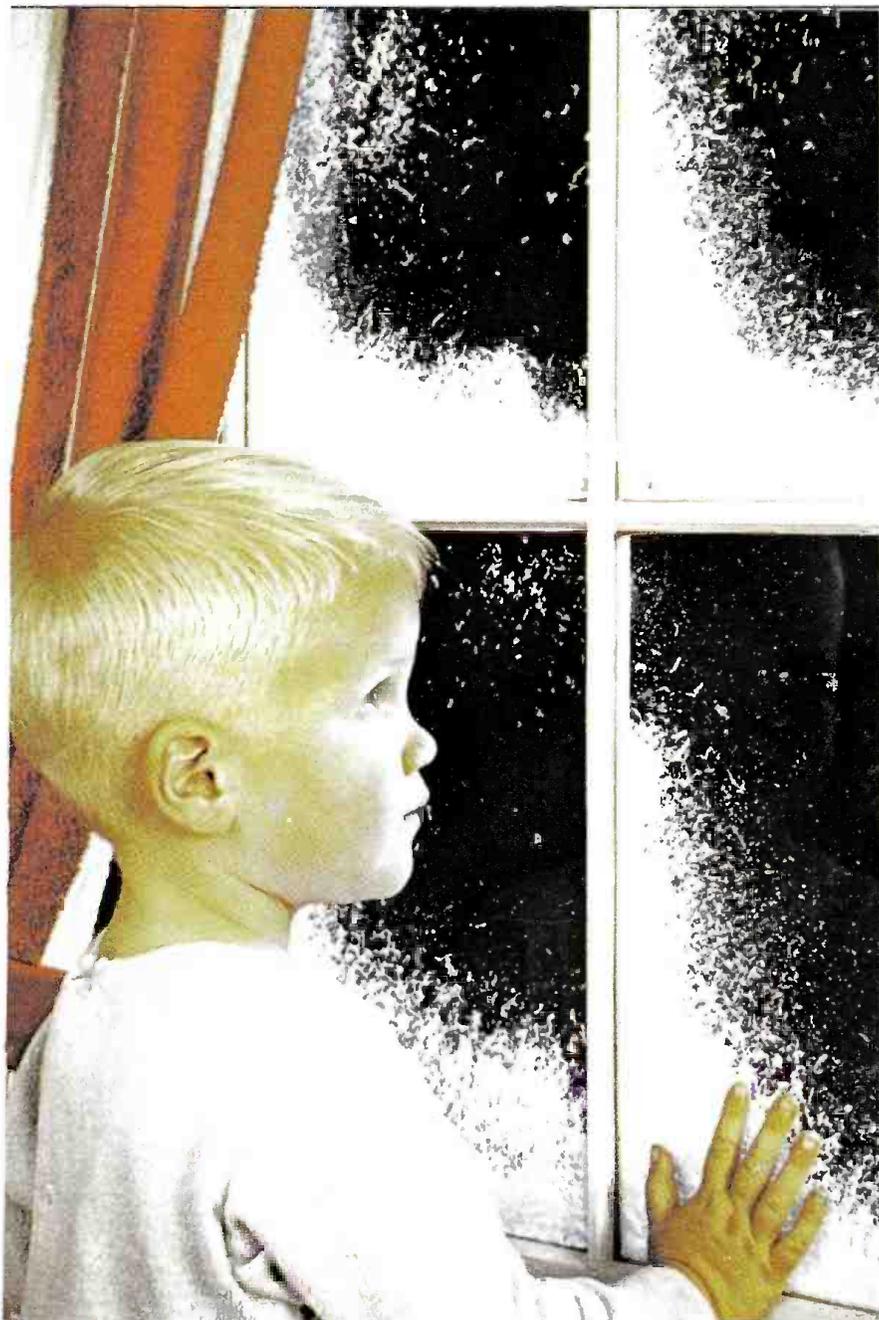
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

After brief recession, U. S. programs get hot again overseas. p27
Proposed TV-code changes follow present code patterns. p30
Solicitor general asks Supreme Court for copyright delay. p48
RIP: FCC's top-50 ownership rule nears the graveyard. p64

12/22

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Anscochrome — courtesy of General Aniline and Film Corporation.

May we approach
this season with the
wonder of the young
and the coming year
with the wisdom
of the old.

Best wishes to
all our friends
everywhere.

EDWARD PETRY & CO., INC.

BEELINE[®] COUNTRY... AWFULLY BIG IN PHARMACEUTICALS



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

Last year, the 1.1 million consumers of the 9-county Fresno market spent \$75,095,000 in drug stores. To get a healthy chunk of this lively market, advertise your product or service on Beeline Radio KMJ. And remember, KMJ is just one of four Beeline stations whose in-depth coverage can bring your message home to California's rich Inland Valley.

Data Source: Sales Management's 1967 Copyrighted Survey—
Effective Buying Income

McCLATCHY BROADCASTING
Katz Radio • National Representative



KMJ Fresno
KOH Reno
KBEE Modesto
KFBK Sacramento



The most successful quiz show in daytime network television history is now available for local sales: in the top ten among all daytime series during its six years on CBS; four years the most popular of all daytime quiz programs... hosted by Allen Ludden... all-star celebrity guests (like Eve Arden, Alan King, Carol Burnett, Jerry Lewis, Tony Perkins, Phyllis Diller)... top-drawer sponsor history (like Johnson & Johnson, Bristol-Myers, General Foods, Pillsbury, International Latex)... in the same 2-2:30 pm time slot throughout its entire network run, leaving huge potential of earlier- or later-viewing audiences untapped... 200 color half-hours available (after only one network showing, none earlier than last season).

What's the word? PASSWORD... what else!

CBS Enterprises

New York, Chicago, San Francisco, Atlanta, Dallas

Source: NTA October-April season averages (1961-67). Subject to qualifications on request.

first with daytime women...

In the Dallas-Fort Worth market KRLD-TV is first choice among the daytime women viewers.

Channel 4 reaches more women per average quarter-hour, 9:00 a.m. - 5:30 p.m., Monday thru Friday, than any other station in the market... leading the 2nd station by 24.9%*.

To reach more women in the nation's 12th ranked television market, ask your H-R representative for further information and availabilities.

*October 1967 ARB
TELEVISION AUDIENCE ESTIMATES



KRLD-TV



The Dallas Times Herald Station

CLYDE W. REMBERT, President

represented nationally by 

House Investigations Subcommittee staff is checking complaints of irregularities in some American Research Bureau television-audience reports for individual markets. Word is that some broadcasters have called on subcommittee to look into what they claim to be unexplained inclusion of faulty diaries in some samples and, in one situation, ratings for programs on station that wasn't on air.

ARB officials make no secret of recent difficulties encountered in compiling reports for number of markets—including New York (BROADCASTING, Dec. 11). Problem is said to be in programing computers on demographics and product usage now presented in market surveys. Eighteen market reports for October were recalled for revision. ARB asserts computers have been debugged.

No minutes

Affiliates have turned against ABC-TV plan to offer minute station breaks in prime time. Word late last week was that affiliates board of governors has shelved, at least for time being, proposal that would have lengthened three prime-time station breaks each week to 63 seconds while shortening six others from conventional 43 seconds to 33 seconds, beginning next month (BROADCASTING, Dec. 11). It's been said stations greeted plan warmly when it was proposed earlier this year, but their ardor has since cooled and majority reportedly has advised Burton LaDow, of KTVK-TV Phoenix, chairman of affiliates board, to drop plan. Sources close to project say board is sure to re-submit it to ABC-TV affiliates during their annual meeting late in March.

Holdover?

Despite his announced intention of not seeking reappointment when his term expires next June 30, Commissioner Lee Loevinger might be on job until after November elections next year. That's what several of Judge Loevinger's colleagues would like, and that's what they're urging. This, of course, presupposes it also is what President Johnson would like—particularly in middle of election year.

Judge Loevinger is former assistant attorney general in charge of antitrust and former state supreme court justice in Minnesota. He has served on FCC

CLOSED CIRCUIT®

since June 11, 1963, and had announced (BROADCASTING, Sept. 18) that he will not want reappointment. He has mentioned desire to return to private practice in Washington or accept one of several opportunities to become law-school dean.

Mini-piggy

Bristol-Myers Co. is understood to be interested in launching extensive spot-TV effort—but on its own terms. Company is seeking placements for so-called "splintered piggyback"—30-second announcements divided into 15-second segments. B-M tried same approach once before, but only limited number of stations accepted business. Most station reps view splintered piggybacks as peril to spot system.

Impact of U's

Feature-film distributors say they're getting top prices from more UHF stations now than in past, cite particularly change in competitive status of major three-VHF markets where U's have recently come up strong to compete. Mentioned are Philadelphia, Boston and Cleveland, which distributors in past considered tight buyers' markets for features but which now are fast becoming sellers' markets.

No deal

Recurring reports that Storer Broadcasting Co. might merge with Times Mirror Co. of Los Angeles brought comment last week that nothing is in works, although company has received literally dozens of exploratory overtures. Bill Michaels, Storer president, said George B. Storer Sr. had mentioned Times Mirror Co. inquiry at recent board meeting but stated flatly there was no prospect of serious negotiations. Storer, said Mr. Michaels, is happy with its present structure but that, as public company, it would be obliged to submit to board of directors any bona fide tender offers. Times Mirror Co. has never reached that point; nor have any of others.

Times Mirror Co., publishers of phenomenally successful Los Angeles Times, has diversified in book publishing and syndication, among other fields. It has been on prowl for broad-

cast properties and reportedly has probed prospects with several other multiple owners. Chandler family, which controls Times Mirror Co., formerly owned ch. 11 KTTV(TV) Los Angeles but sold it to Metromedia in May 1963 for \$10,390,000. Presumably on basis of Chandler-Storer report, Storer stocks advanced 6½ points to 50¾ last Thursday but by Friday have levelled off to 48½.

Heavy prospect

Department-store interest in television is increasing. Associated Merchandising Corp. (AMC), which represents some of biggest stores in U. S., assembled impressive group of store advertising executives for unheralded two-day "seminar" on TV in New York. According to AMC officials, AMC called meeting to give store executives working knowledge of TV. Various TV organizations cooperated, including Television Bureau of Advertising, Videotape Center, Pelican Films, Avco Radio Television Sales, Storer Broadcasting.

Observers attach special significance to department-store sessions. According to unofficial count some 20 major stores, out of 27 in U. S. that are associated with AMC, were represented. At sessions were officials of Federated Department Stores, which alone accounts for more than \$2-billion sales volume. Sessions were noncompetitive, didn't promote TV as medium to use at expense of others, but explained—and demonstrated—TV's uses and visual impact.

Cliffhanger

FCC apparently will go down to wire, if not beyond, before issuing ruling on whether ABC Radio's four-network plan violates chain-broadcasting rule and, if so, whether waiver of rule should be granted. ABC, it was learned last week, requested ruling Nov. 6, and Station Representatives Association Inc. has now opposed request and protested plan (see page 66). Commission's network study staff, which is handling case, has not yet prepared recommendation for commission, fact which practically rules out likelihood of action this week. And ABC plans to put four-network operation into effect Jan. 1.

You're an independent station in Washington, D.C. How do you deliver more women and more homes during prime time than your network competition?

WTTG delivered "Hazel."



And the first ratings report is phenomenal! Telecast each weeknight at 8:00 p.m. against three network shows, "Hazel" delivered 26% more women and 16% more homes than the average of her network time period competitors.

MONDAY-FRIDAY/8:00-8:30 PM			
	Programming	Homes	Women
WTTG (Ind.)	HAZEL	150,000	104,700
WMAL-TV (ABC)	Network	132,300	80,500
WRC-TV (NBC)	Network	146,900	96,300
WTOP-TV (CBS)	Network	110,400	72,400

"Hazel" also delivered almost 100,000 more homes and 58,000 more women than WTTG's programming in the same time period last year.

MONDAY-FRIDAY/8:00-8:30 PM			
	Programming	Homes	Women
Oct. 1967	HAZEL	150,000	104,700
Oct. 1966	Various Syndicated Programs	54,600	46,200

Source: ARB, October 1966 and 1967. Data subject to qualifications published by the rating service.

"Hazel" is available in 154 half-hour episodes, 120 in full color, distributed exclusively by Screen Gems. 

WEEK IN BRIEF

Made-in-America programs find record 1967 market overseas, hit \$80-million sales mark. Major U. S. distributors see promise of brighter future prospects, though foreign currency devaluation causes some jitters. See . . .

U.S. PROGRAMS HOT . . . 27

NAB's TV code board recommends number of consecutive commercial announcements in any program interruption limited to four; number in station breaks, three. Network, station officials term proposal "livable." See . . .

TV CODE MUCH LIKE OLD . . . 30

Campbell-Ewald Co., Detroit, undergoes executive shifts, C-E president, Adams, now chairman of board, as Nelson, Campbell retire from agency. Booth, McLean, Rozema, Thornhill named executive vice-presidents. See . . .

C-E REALIGNS . . . 44

Hatch-Stern committee hammers out agreement on 10 major CATV copyright-liability points. Still to be resolved are questions of CATV program origination, CATV carriage of outside signals in underserved areas. See . . .

COMMITTEE REACHES ACCORD . . . 48

CATV interests express little joy at solicitor general suggestion to Supreme Court that consideration of landmark United Artists-Fortnightly CATV copyright case be delayed pending action on copyright bill in Congress. See . . .

MAY BE DELAYED . . . 48

Broadcasters hope to consolidate two outstanding appeals against FCC's fairness rules. RTNDDA, CBS and NBC want to join as friend of the court, in Red Lion case now before U.S. Supreme Court. See . . .

NEW APPROACH ON FAIRNESS . . . 61

FCC's top-50 market multiple-ownership rule appears moribund as commission scuttles policy. Commissioner Cox leads sharp minority dissent over transfer approval of Overmyer UHF CP's and WPHL-TV Philadelphia. See . . .

TOP-50 BURIAL . . . 64

Station Representatives Association zeroes in on ABC's four-network plan. SRA petition to FCC alleges plan would be "inconsistent" with duopoly provision of multiple-ownership rules, has anticompetitive features. See . . .

STATION REPS OPPOSED . . . 66

Reflective view of 1967 congressional activity on broadcast matters shows Congress engaging in much talk but little formal action. Public Broadcasting Act is major but still unfinished achievement. See . . .

CONGRESS' YEAR . . . 70

Joint industry-FCC Committee for the Full Development of All-Channel Broadcasting in New York meeting scores discrepancies between meter and diary-derived data in national rating services' local reports. See . . .

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ROMPER ROOM

"THE ROMPER ROOM"—9:30-10 a.m., Monday through Friday . . . is the T. V. kindergarten. The motto is "Education is Fun." Makes learning like play, makes playing a way to learn, for Ch. 4 area pre-schoolers. "Miss Anne" takes her small-fry to far lands by film, pictures, and visual objects. She introduces them to policemen, firemen, and other community helpers. Teaches about animals, letters, numbers, good manners, health habits, and safety, with the help of "Mr. Do Bee." She can sell your product.

"MONTY'S RASCALS"—six times each week, Mon.-Fri., 4-4:30 p.m. and Sat. 7:30-9:00 a.m. Monty DuPuy, "Mr. Doohickey," and their participating live juvenile audiences (only ones in the market) entertain small children hilariously. Monty DuPuy entered broadcasting as a school boy, and is now a 20-year veteran of radio and TV. He also forecasts weather for the area, m.c.'s his own personality show daily 6-9:30 a.m. on WFBC-Radio, and is superb in radio and TV commercials (live if wanted).

"TODAY IN THE PIEDMONT"—weekdays 9:00 a.m.; color. The continuing story of Ch. 4 area life. Reflects the news, weather, public services, sports, art, music and literature . . . every facet of community life in Piedmont Carolinas, Ga. and Tenn. People are the daily beat of Andy Scott, a versatile 15-year broadcaster. With a B.A. in Radio-TV Arts, he produces folk music shows, documentaries and specials. Carol Yockey, with WFBC for 7 years, is a news editor, programmer and interviewer. She handles daily women's radio features, covers parades, sports, beauty pageants, etc.



MONTY'S RASCALS



TODAY IN THE PIEDMONT

POPULAR CHANNEL 4

PERSONALITIES

"THE MERV GRIFFIN SHOW"—more popular now in color. Appears 5:00-6:00 p.m. weekdays. Family entertainment, with personalities from the areas of literature, sports, politics and show business; music, dancing, mimicry. And interviews by Merv, with the world's attractive people from the U. S. and elsewhere. Names like Prince Rainier, Sean Connery, John Wayne and Pablo Casals.



THE MERV GRIFFIN SHOW

WIN AUDIENCES AND SALES FOR SPONSORS IN GREENVILLE - SPARTANBURG - ASHEVILLE AREA

Here are four grand shows (three locally produced and one syndicated) that have tremendous regional appeal to audiences ranging from toddlers and early-graders to adults of all ages. They are just four among many that are keeping Channel 4 on top in the Greenville-Spartanburg-Asheville market, embracing the prosperous Western Carolinas, North Ga., East Tenn., . . . a region abounding in industry, business, agriculture, and tourism. Get with us!

Ask us or Avery-Knodel for rates, availabilities, and complete cooperation.



GREENVILLE, S. C. CHANNEL 4

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

Signal Coverage in the Southeast...

Offering advertisers coverage of more than 1-million homes in six southeastern states.

WBIR-TV
Knoxville, Tenn.

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Ga.

Represented Nationally by AVERY-KNODEL, INC.

FCC under fire on Overmyer approval

Law that would prohibit sales of construction permits—even denying grantee chance to recoup out-of-pocket expenses—was suggested by House Commerce Chairman Harley O. Staggers (D-W. Va.) at sudden hearing called Friday (Dec. 15) to probe Overmyer transfer deal (see page 64).

Chairman Staggers made suggestion before almost-full contingent of FCC commissioners called on eve of Congress' adjournment with less than one day's notice.

Session was also seen as new tack in Commerce Committee's relations with FCC—calling commission to account on specific controversial decisions.

Congressmen proved to be primed with ammunition provided in commission dissents and other criticisms opposition commissioners hadn't thought of. Chairman Staggers set mood by reminding FCC Chairman Rosel H. Hyde that committee had yet to receive factual data on license transfers requested 18 months ago. He also indicated that probe into Overmyer transfer of UHF permits would be no one-day stand. More hearings next session were promised, at which principals in deal would be asked to appear.

After commissioners—all were present except Commissioner James Wadsworth—had taken turns commenting, Mr. Staggers let fly with sharply delivered series of questions on profit potential of transaction.

When Mr. Hyde attempted to explain that not allowing grantees to recoup dollar outlays would discourage investment, decisions, Chairman Staggers hotly reminded commissioners that FCC was not supposed to guarantee investments and that investors were supposed to take chances.

Commissioner Loevinger defended practice of transferring CP's. He said that without possibility of transfer as backstop, only "large, well-heeled applicants" would seek permits.

Mr. Staggers disagreed, said policy allowed "wealthy boys to get in without risk."

Amount of out-of-pocket costs and amount to be realized by Overmyer interests were also subjects of congressional interest. Intricacies of agreement led to disputes about amounts at issue, with Mr. Hyde defending view that Mr. Overmyer would not be fully reimbursed for expenses. Congressmen

held that Mr. Overmyer stood to realize considerable profit under full terms of agreement.

Not mad, just disappointed A-C says on FDS code rule

Alberto-Culver Co., Melrose Park, Ill., said Friday (Dec. 15) it will cooperate with Code Review Board of National Association of Broadcasters in effort to revise TV standards for personal products copy, but in meantime will continue to advertise FDS feminine spray as long as stations accept business.

Real issue, company said, is good taste of presentation. It noted that commercial has been running on continuous and heavy schedule in four major markets without adverse viewer reaction.

Sponsor said it was disappointed with report of code board's "narrow, arbitrary and discriminatory" interpretation of existing rule (see page 32).

Teleprompter wins CATV franchise for Trenton

Teleprompter Corp., New York, put another egg in its CATV basket by winning coveted Trenton, N. J. (pop. 110,000), CATV franchise.

Grant, which gives multiple CATV owner 26 systems, was made after nearly three months of intense bidding.

Teleprompter's 20-year exclusive franchise calls for \$9.95 installation fee and \$5 monthly service charge, with

5% of firm's annual gross revenue going to city. Trenton is located in grade-A contour of Philadelphia stations and grade-B contour of New York stations. Firm plans to spend \$2.5 million for 300-mile plant.

Bidding, which began last September, originally included nine applicants (BROADCASTING, Oct. 9).

Last November, however, city council ruled out five. Those remaining: Teleprompter; Mercer Community Television Inc., largely owned by Reeves Broadcasting Co. (group broadcaster and multiple CATV owner) and by Nassau Broadcasting Co. (WTOA-FM Trenton and WHWH Princeton, both New Jersey); Trenton Cablevision, owned by National Cablevision Inc., Boston (multiple CATV owner), and Philadelphia Community Antenna Television Co., owned by *Philadelphia Evening Bulletin* (WPBS[FM]) also multiple CATV owner.

Program seminar by NAB viewed favorably

Proposal that National Association of Broadcasters sponsor national TV programing seminar beginning in 1969 gained enthusiastic endorsement of NAB executive committee, Friday (Dec. 15). Committee urges that seminar put emphasis on local TV programing, although it withheld formal commitment on idea pending more detailed study by NAB staff. Program seminar would be in addition to annual

Nielsen plans four-week averages report

A. C. Nielsen Co. announced Friday (Dec. 15) introduction of new "supplemental weekly report" breaking out four-week averages from NSI's local Designated Market Area information. Advantages of new report, according to NSI Product Manager George E. Blechta, include exclusion of network specials and over-running movies from regular four-week average ratings for time periods, and comparison of ratings for such atypical programing. In addition to averages for each week, and for four-week report period, listing of network pre-emptions will be included.

Nielsen spokesman said, "We have no plans at present to report local pre-emptions of network programing, because it would slow things down and cost too much."

Initial report, for period from Oct. 26 through Nov. 22, will cover each of 23 markets, representing 50% of all U.S. TV households. They are: Chicago, Los Angeles, Detroit, Philadelphia, Boston, Cleveland, St. Louis, San Francisco, Baltimore, Dallas-Fort Worth, Pittsburgh, Washington, Atlanta, Buffalo, Cincinnati, Kansas City, Milwaukee, Minneapolis-St. Paul, Houston, Miami, New Orleans, Seattle-Tacoma and Denver.

WEEK'S HEADLINERS

J. Alphonse Ouimet, president of Canadian Broadcasting Corp., retired Friday (Dec. 15) after 15 years as corporation's chief executive officer. Mr. Ouimet, 59, first announced his decision to resign as president in October of last year (BROADCASTING, Oct. 10, 1966), but agreed to stay on until Parliament had passed new broadcasting legislation then thought to be only three or four months off. Although that bill is still before Canadian House of Commons, Mr. Ouimet, in letter of resignation to Prime Minister Pearson dated Nov. 23, said that he would like to leave his \$40,000-a-year post "for private reasons" and return to private life. Mr. Pearson said he hopes broadcasting bill now before Commons can be approved shortly, and that Mr. Ouimet's successor would be named then. Until that time, Mr. Pearson said, **J. P. Gilmore**, 50, vice president for planning, will take over as acting president of CBC. Mr. Gilmore has been acting chief operating officer of CBC since retirement of W.E.S. Briggs last February. Mr. Ouimet, with the CBC for 33 years, originally joined the old Canadian Radio Broadcasting Commission—forerunner of CBC—in 1934 and just three years later was put in charge of all technical operations. He moved

from engineering side to general administration in 1953 and became president in 1958.



Mr. Pickens



Mr. Christensen

Arthur E. Pickens Jr. named president of Walter Schwimmer Inc., Chicago, succeeding founder Walter Schwimmer who becomes consultant to pioneer TV syndication firm purchased by Cox Broadcasting Corp. last year (CLOSED CIRCUIT, Dec. 11). Mr. Pickens has been with Schwimmer for 18 years in creative capacities. **Howard Christensen** named executive VP and director of sales, **Laurence Goldberg** becomes VP and assistant secretary-treasurer and **Fred Greenberg** moves up to assistant to Mr. Pickens. **Irene Hellyer Rodgers** named public relations director.

Four senior VP's with Sullivan, Stauffer, Colwell & Bayles, New York, Mary

Andrews Ayres, **Richard R. Uhl**, creative director, and **Martin H. Hummel Jr.** and **Herbert A. Vitriol**, senior account management executives, elected to agency's board of directors. Mrs. Ayres, first woman elected to agency's board, joined SSC&B from Ruthrauff & Ryan in 1946, was elected VP in 1952 and senior VP in 1962. Mr. Uhl joined agency in 1947, worked in TV production, copy and art departments, and was elected senior VP in 1965. Mr. Hummel, with agency since 1956, was elected VP in 1960 and senior VP in 1963. Mr. Vitriol joined SSC&B in 1953 as VP-senior account supervisor, and became VP in 1961.

James Hulbert, assistant to president of National Association of Broadcasters, named vice president. Mr. Hulbert has been with NAB since 1954, serving in employer-employee relations department, head of that group, and then appointed to present position by former NAB President LeRoy Collins.

Thomas B. Adams, president of Campbell-Ewald, Detroit, becomes chairman and chief executive officer, effective Jan. 31, 1968, upon retirement of both **Lawrence R. Nelson**, present chairman, and **Colin Campbell**, present vice chairman (see page 64).

For other personnel changes of the week see FATES & FORTUNES

film display at NAB convention. Seminar idea was conceived by William Carlisle, vice president for television.

Executive committee also recommended that NAB board approve training of ad hoc committee to meet with National Cable Television Association representatives on CATV problem areas. NAB sees difference of opinion in originating, exclusivity and distant signal importation.

Committee authorized NAB staff to seek entry as friend of court in United Artist-Fortnightly CATV copyright case if Supreme Court stands by decision to hear argument (see page 48).

Committee also heard that additional 4,000 square feet is being made available to exhibitors at this year's convention in Chicago (Mar. 31-April 3) by opening Writing Room and Normandy Lounge to equipment displays. Additions will bring total display space to 54,000 square feet.

Executive committee directed staff to consider merger of spring radio program clinics with fall regional meetings. Sessions would be modification of fall conferences through addition of

program clinic sessions. One reason for amalgamation would be to lessen staff members' absences from Washington headquarters.

Committee selected Americana hotel, San Juan, P. R., for January 1969 board meeting.

KFDM-TV, KREO sales are announced; KDWB okayed

Sale of KFDM-TV Beaumont, Tex. to Enterprise Co. (*Beaumont Enterprise and Journal*) for about \$5.5 million (CLOSED CIRCUIT, Nov. 20) was announced Friday (Dec. 15).

Also reported Friday was sale of KREO Indio-Palm Springs, Calif., and FCC approval of sale of KDWB Minneapolis-St. Paul.

Both KFDM-TV and KREO sales are subject to usual FCC approval.

Selling Beaumont channel-6 facility are family of Darrold A. Cannan Sr., holding approximately 55%, and C. B. (Blakey) Locke, president, with 26%. Mr. Cannan intends to retain his in-

terest in KFDX-TV Wichita Falls, which he controls. Mr. Locke said he desires to retire after 45 years in broadcasting.

Enterprise said it intends retaining personnel of station, under direction of Mott M. Johnson, general manager. Station is CBS affiliated and is represented by Peters, Griffin, Woodward.

KREO is being sold by Tolbert Foster to Jack Latham (80%) and Dr. Merton Hatch (20%) for \$260,000. Mr. Latham is NBC west coast news commentator; Dr. Hatch is physician. Mr. Foster continues to own KDFT Center, Tex. KREO is fulltime on 1400 kc with 250 w. Broker: Blackburn and Co.

Assignment of KDWB Minneapolis-St. Paul for \$1 million by Crowell-Collier Educational Corp. is to newly formed Valjon Inc., headed by Victor Armstrong, former senior vice president of Ted Bates & Co., New York, and former stockholder and officer of Kenyon & Eckhardt, also New York.

KDWB, last of Crowell-Collier stations, operates fulltime on 630 kc with 5 kw days and 500 w nights.

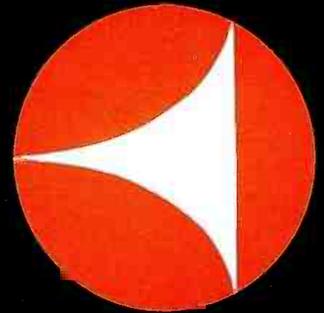
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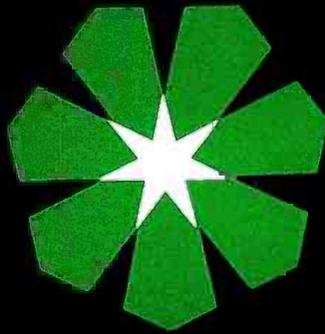
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VIII

IV

VII



V

Now is the time

... The time to take a long, hard look at the business of radio... local radio and network radio. It all changes January 1, 1968.



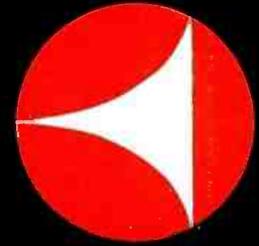
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contemporary
radio network



American
Information
Radio Network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
FM RADIO
NETWORK

Four new radio networks, representing the look, the sound and a new way of doing business.

Four new services unlike any other... each different, each created for a single station format with "no time to waste" on programming that doesn't fit your station.

Four new networks with all the reach and mobility of broadcasting's largest radio-only news operations. All the immediate news there is...

Four different crews of writers, producers, personalities, voices. Each complete, modern, and produced for radio stations only.

Four new radio networks which combine better broadcasting with better business. The network of your choice needs from 84% to 196% less time than any other major network today.

We have the network for you...providing the one you want for your market has not been taken by one of the more than four hundred stations who have already made their choice.

Now is the time!



american contemporary radio network

If your station is paced for contemporary America, this is your network!

Our news is crisp and to the point. It leaves our international news-room five minutes before the hour and winds-up its 'round the world report in time for your local programming to start the hour.

American Contemporary Reports—three and a half minutes of all that makes the contemporary scene swing. The accent is entertainment, the sound is one hundred per cent *your* station and the content is all the people *your* listeners want to hear, all the places they want to be. Contemporary Reports—young America, throughout America. Six times every Monday through Saturday. Four on Sunday.

Sports twice a day—morning and evening—Monday through Saturday. Howard Cosell heads this operation and he's as well known for his biting comment on the world of sport and its people as he is for breaking the news first.

There's more—just enough more to make it a complete and a sensible service for contemporary stations. No more!

If you haven't received our program schedule, drop us a note. Contemporary radio never had more available to it!

1330 Avenue of the Americas, New York, N.Y. 10019
Telephone: 212-LT 1-7777



American Information Radio Network

If your station is *the* information center in town, this is your network.

There is no more complete news and sports information programming for radio anywhere in our business.

Most of our news on the hour programs ten minutes. The last five belong to our stations...to sell if they wish...to drop if they'd rather. Our programming is complete. You tailor it to your needs.

Our news features take on new meaning. They are as timely to each day as the news is to each hour. We've designed our network to be modern so we do what radio can do best: immediacy. It costs us a little more, but the product's worth the price.

Names like Tom Harmon and Alex Dreier have been pulling male "drive-time" audiences away from their competitors year after year. They have a special kind of quality.

We implement our information schedule on weekends with the most unusual sports program there is—American Radio's World of Sports. Twelve 3½ minute reports on Saturday...ten more on Sunday. Our game plan is simple: be everywhere the action is with a "hot-line" to the scene. Actuality reporting is the key. This program makes you *the source* for sports information. No one else can touch it.

The American Information Radio Network—complete throughout each day.

1330 Avenue of the Americas, New York, N.Y. 10019
Telephone: 212-LT 1-7777



AMERICAN ENTERTAINMENT RADIO NETWORK

A new network in concept with a talent roster and a point of view designed to match the format of modern personality broadcasting.

Hourly on the half-hour, five minutes of national-international coverage brings your listeners news the way you'd produce it yourself. ... if you could put a mike into every news center on the globe. Every hour.

Leading spokesmen include respected news commentators with *built-in* audiences, like Paul Harvey and Joseph C. Harsch.

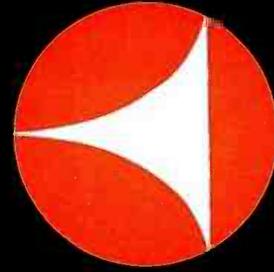
They provide you with different opinions on the *what* and *why* of each day's news. Balanced broadcasting with dignity and impact.

Don McNeill runs our "purely entertainment" portion of the morning with fifty minutes worth of fun and games, people and music (and we've reserved a slice of this pie for local sale).

There's more in public affairs programming, if you want it. The service is there. You decide if and where it fits your scheduled day.

The American Entertainment Radio Network is on center stage now ... curtain goes up January 1.

1330 Avenue of the Americas, New York, N.Y. 10019
Telephone: 212-LT 1-7777



AMERICAN FM RADIO NETWORK

For the first time, FM stations are offered the means to compete with all stations in the news arena. The American FM Radio Network provides a world-wide broadcast news operation to its affiliates fifteen minutes after the hour.

It's thoroughness and speed make the sound of your station as complete as any shop in town.

Features in tune with today's FM broadcasting, religious programming, "Vietnam Update" and "Meet the Newsmaker" are furnished to stations in their entirety for local sale and scheduling, if desired.

Your station becomes part of a national sales effort of the first complete FM Network in the country.

The American FM Radio Network.
Coming January 1, 1968.

1330 Avenue of the Americas, New York, N.Y. 10019
Telephone: 212-LT 1-7777

DATEBOOK

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

■Indicates first or revised listing.

DECEMBER

Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

■Dec. 18—New York chapter of The National Academy of Television Arts and Sciences' Special Christmas Forum and Children's Party. Guest personalities: Sonny Fox, Bob McAllister, Chuck McCann, Soupy Sales and Paul Tripp. New York Hilton hotel, New York.

Dec. 20—Annual stockholders meeting, Columbia Pictures Corp., to increase authorized common stock from 3 million shares at \$5 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. 21—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.

Dec. 22—Special meeting of stockholders, Wometco Enterprises Inc., to increase common stock from 3 million shares to 6 million shares, Miami.

Dec. 28—Deadline for comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

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

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

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

■Jan. 11-13—Annual meeting, Florida CATV Association, Statler Hilton, Lido Beach (Sarasota), Fla.

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. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston.

Jan. 15—Deadline for receipt of entries in 25th Annual Television Newsfilm Competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Competition open in six categories plus Newsfilm Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob

Chaddock, coordinator of competition. University of Oklahoma, Norman, Okla. 73069.

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 MEOV 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. 21-23—Winter meeting of the Oklahoma Broadcasters Association, Habana motel, Oklahoma City.

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

Jan. 22-23—Executive committee meeting National Cable Television Association, Washington.

Jan. 23-25—25th annual convention of the National Religious Broadcasters, Washington

Jan. 24-27—Meeting of the board of directors of the American Women in Radio and Television, Shamrock Hilton hotel, Houston.

Jan. 25-27—Winter convention, South Carolina Broadcasters Association, Wade Hampton hotel, Columbia.

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 WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound-tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be ob-



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AGAIN WSYR-TV is No. 1

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Delivered in the Syracuse Market:
*24% More Than Station #2
*73% More Than Station #3

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WSYR-TV is No. 1

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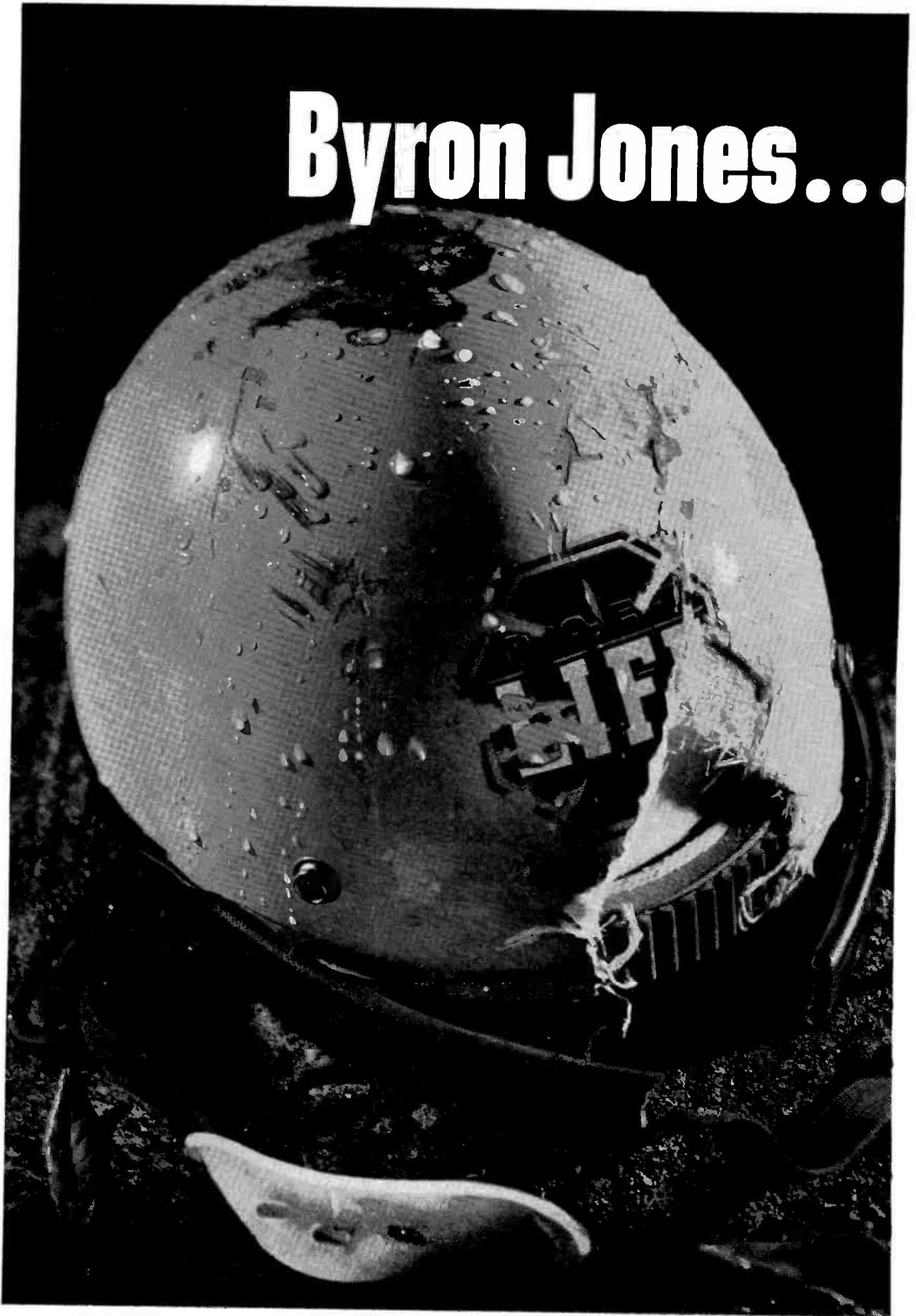
*NSI • Feb. 16 to Mar. 15, 1967



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

Get the Full Story from
HARRINGTON, RIGHTER & PARSONS

Byron Jones...



is alive today because WWL-Television made him wear this helmet!

Police report that Byron, a New Orleans teenager, was drag-racing on his light-weight motorcycle . . . that he was traveling about 60 miles per hour down a side street. At an intersection he careened smack into the middle of an automobile. The impact destroyed the motorcycle, catapulted him 30 feet through the air. He struck a light standard head first, and crumpled to the ground. He suffered two broken legs and several cracked ribs.

But he is alive and well today because he wore this helmet.

And he wore the helmet because of New Orleans' mandatory helmet law, sponsored,

championed and fought for by **WWL-TV** and its **PROJECT LIFE** safety campaign. It is quite symbolic that he wore on his helmet the **PROJECT LIFE** decal, one of the more than 100,000 which were distributed by the city's brake inspection stations throughout the year.

Since this accident, **PROJECT LIFE** editorials have forced adoption of mandatory helmet laws in the other parishes (counties) that make up Metropolitan New Orleans. And scores of lives have been saved because of this.

PROJECT LIFE: an investment in a safer New Orleans—by **WWL-TV**.

WWL-TELEVISION

SERVING NEW ORLEANS PROUDLY



NATIONALLY
REPRESENTED BY
THE KATZ AGENCY, Inc.

One Moment Please . . .

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

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

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

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

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

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

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

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

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

*480 N. Woodward Avenue
Birmingham, Mich. 48011*

*Area Code 313
644-9200*

tained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

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

■Feb. 1—Annual meeting of Minnesota AP Broadcasters Association. Hotel Radisson, Minneapolis.

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

Feb. 7—Winter meeting, Alabama Cable Television Association. Albert Pick motel, Montgomery.

Feb. 7-8—Michigan Association of Broadcasters annual legislative dinner and mid-winter convention. Jack Tar hotel, Lansing.

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

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

Feb. 16-18—Meeting of the New England chapter of the American Women in Radio and Television. Statler Hilton hotel, Boston.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

MARCH

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to presidents Elmer W. Lower, ABC News, Richard S.

Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

March 16—Annual Alabama AP Broadcasters Association seminar and awards banquet. Birmingham.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

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

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

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 23—Georgia AP Broadcasters Association annual awards banquet and news clinic. Regency Hyatt House, Atlanta.

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

■March 29-31—Annual convention of National Association of FM Broadcasters. Palmer House, Chicago.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

■April 3-7—Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.

■Indicates first or revised listing.

OPEN MIKE®

Top trade magazines

EDITOR: As a reader of . . . your two magazines, let me take this opportunity for a few comments. BROADCASTING continues to be *The New York Times* among our industry's trade press—newsworthy, timely, complete and often definitive.

Your new *Television* is, in both content and design, the most exciting and satisfying happening in the trade press in many years. Because of what you have done to the book, I spend a considerable amount of time with it now, and the time spent is always a pleasure.—William C. Aden Jr., sales promotion manager, CBS Films Inc., New York.

Special praise for editorials

EDITOR: What a delight it is to start a new week with BROADCASTING. It is the only magazine I read from front to back, because I like to save the dessert, the editorials, until last. When all seems so bleak, the last page comes along and

I'm reminded of Don Knott's line: "Golly, I like that kind of talk."—Howard D. Duncan Jr., vice president and general manager, WYTV(TV) Youngstown, Ohio.

Hearing from old friends

EDITOR: The power of BROADCASTING never ceases to amaze me. Since your generous profile of me appeared [Dec. 4 issue], I have heard from friends all over the country, many of whom I had lost touch with.—Jerome Feniger, vice president, TV programming, Grey Advertising Inc., New York.

Equal time for Nick Johnson

EDITOR: Both as maritime administrator and FCC commissioner, I have made it a practice to ignore the inevitable sniping of trade publications at public officials. However, an editorial in the Dec. 4 issue of BROADCASTING obliges a re-

sponse, not for my sake, but to assure that the good name of the broadcasting industry is not demeaned by any public assumption that your spokesman's sometimes intemperate rhetoric reflects views widely held throughout the industry.

The editorial criticizes me for discussing the impact of broadcasting on race relations and suggests that the NAB ought not to provide a forum for anyone who would address this question. Its point seems to be that no FCC official has any business evaluating the contribution made by broadcast media to what NBC News has termed "the greatest single need in America today"—the need for "communication between blacks and whites." In other words, broadcasters want to, and should, shut their ears to any official discussion of the social effects of their performance—regardless of how important the problem in question might be.

Perhaps your rhetoric misrepresents your true views. In any event, it misrepresents the views of the responsible broadcasters I know, none of whom espouse such "public-be-damned" sentiments.

My speech made clear the generally positive attitude of the broadcast industry toward promoting racial harmony. Indeed, I did little more than report innovations by individual stations and networks—and comments by broadcasters—as the best evidence of broadcasting's still unexploited potential. Films and all but one tape used in my Chicago NAB address were the artifacts of broadcasters, made available to me through their cooperation (not "at the taxpayers' expense").

Other than BROADCASTING's editorial, I have received few negative responses—aside from the inevitable two or three anonymous and unprintable letters.

We need more discussion of these matters, not less. My impression is that all responsible broadcasters agree, and that BROADCASTING does the industry a disservice by intimating that broadcasters stand foursquare for complacency.—*Nicholas Johnson, commissioner, FCC, Washington.*

(To repeat the main point of the Dec. 4 editorial: Programing is none of the FCC's concern. The broadcasters do not need Mr. Johnson's advice to improve communication between races.)

Correcting the record

EDITOR: We inadvertently indicated that American Dairy Queen was a major account resigned during 1967 [BROADCASTING, Nov. 27]. The account that was resigned was American Dairy Association. . . . We would like to have the record corrected.—*Ray Sachs, vice president, finance, Campbell-Mithun Inc., Minneapolis.*

BROADCASTING, December 18, 1967

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
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EDITOR AND PUBLISHER
Sol Taishoff

Editorial

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Richard B. Kinsey

William Criger, Marilyn Johnson, Stanley Palczewski, Jr., Patricia E. Hubbard, Katharine Tucker, Phyllis Wachtendorf.

Bureaus

New York: 444 Madison Avenue, 10022. Telephone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti; ASSOCIATE EDITOR: Michael Hornberger; STAFF WRITERS: George de Pue, Phil Fitzell, Hazel Hardy; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN ADVERTISING MANAGER: Greg Masefeld; ADVERTISING ASSISTANT: Laura D. Gereau.

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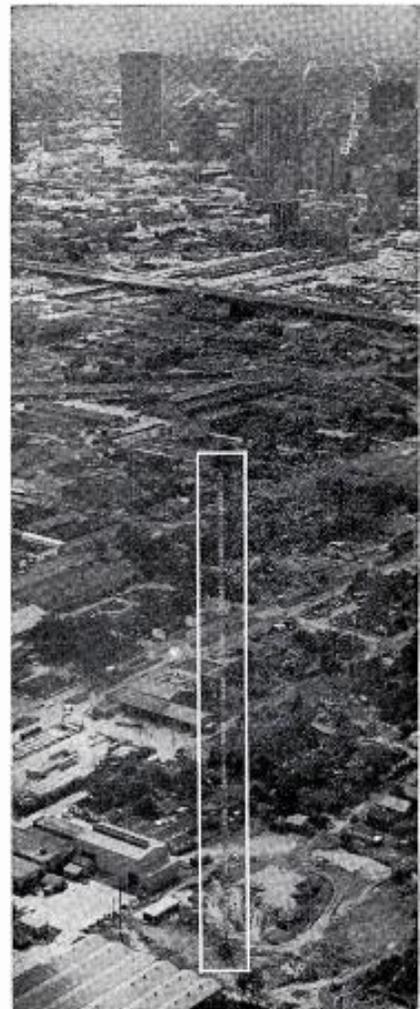
SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: David J. Bailey; ASSISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028 Telephone: 213 463-3148. SENIOR EDITOR: Morris Gelman; WESTERN SALES MANAGER: Bill Merritt.

ASSISTANT PUBLISHER
Lawrence B. Taishoff

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Big stick in Texas
Best Gulf Coast Combo —
Best Gulf Coast Buy

K-NUZ Houston's proven producer with professional personalities and award winning news staff. 24 Hours.

K-Que Number 1 FM in Houston, with over 1/2 million watts of vertical and horizontal power of wonderful stereo . . . with twice the pleasure. 24 Hours.

KAY-C Beaumont's flagship station with personalities and the ratings to make sales for products. 24 Hours.

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New York, Chicago, Detroit and Los Angeles.
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The Embassy of Iceland

His Excellency Petur Thorsteinsson,
Ambassador of Iceland, and Mrs. Thorsteinsson,
in the living room of the Embassy...
another in the WTOP-TV series on
the Washington diplomatic scene.

WTOP-TV 
WASHINGTON, D. C.
Represented by TvAR
A POST-NEWSWEEK STATION

Photograph by Fred Maroon

During February and March we'll be putting our new radio circulation study in good hands.

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

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Bates Advertising	New York	Henry J. Kaufman & Assoc.	Washington
Benton & Bowles	New York	Kenyon & Eckhardt	New York
Leo Burnett	Chicago	Lang-Fisher & Stashower	Cleveland
Bonsib Advertising	Fort Wayne	Lennen & Newell	New York
Botsford, Constantine & McCarty, Inc.	Seattle	Lewis & Gilman	Philadelphia
Cargill, Wilson & Acree	Richmond	W. E. Long	Chicago
Carson Roberts	Los Angeles	McManus-John & Adams	Chicago
Cunningham & Walsh	New York	Needham-Harper & Steers	Chicago
Dancer-Fitzgerald-Sample	New York	Potts-Woodbury	Kansas City
D'Arcy Advertising	New York	Quality Bakers	New York
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Fuller-Smith-Ross	New York	J. Walter Thompson	New York
Gardner Advertising	New York	Van Sant Dugdale	Baltimore
Gerber Advertising	New York	West, Weir & Bartel	New York
Glenn Advertising	Portland, Ore.	Winfield Advertising	St. Louis
Grey Advertising	Dallas	Young & Rubicam	New York
	New York	Zimmer-Keller & Calvert	Detroit

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 in New York: 730 Fifth Avenue, 212-JUdson 6-3316;
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Color Films Come Alive

... in their Original Brilliance with the RCA "Big Tube" Color Film System



The "Big Tube" concept in color film cameras assures reproduction of programs and commercials in all their original beauty. Film and slide subjects have the natural look of colors that are faithfully reproduced. Pictures are brilliant, films have snap and sparkle—to entertain, to educate, and to sell.

NEEDLE-LIKE SHARPNESS. By using a Big Tube—50% larger than others use—RCA gives you greater resolution. It's like using a big negative in photography. The picture is sharper, the focus is uniform—all over the screen. Outdoor



Needle-like Sharpness



No Noisy Pictures



Exciting Color



Automatic Quality Control

and indoor subjects, close-ups and macro-shots, all reflect the higher resolving power.

EXCITING COLOR. Sponsors like the way their products are easily and accurately identified. You get this kind of color fidelity because picture quality is automatically controlled. Levels are held constant to give the best contrast range. Result: your station can handle the widest range of color subjects—presenting a beautiful color picture at all times.

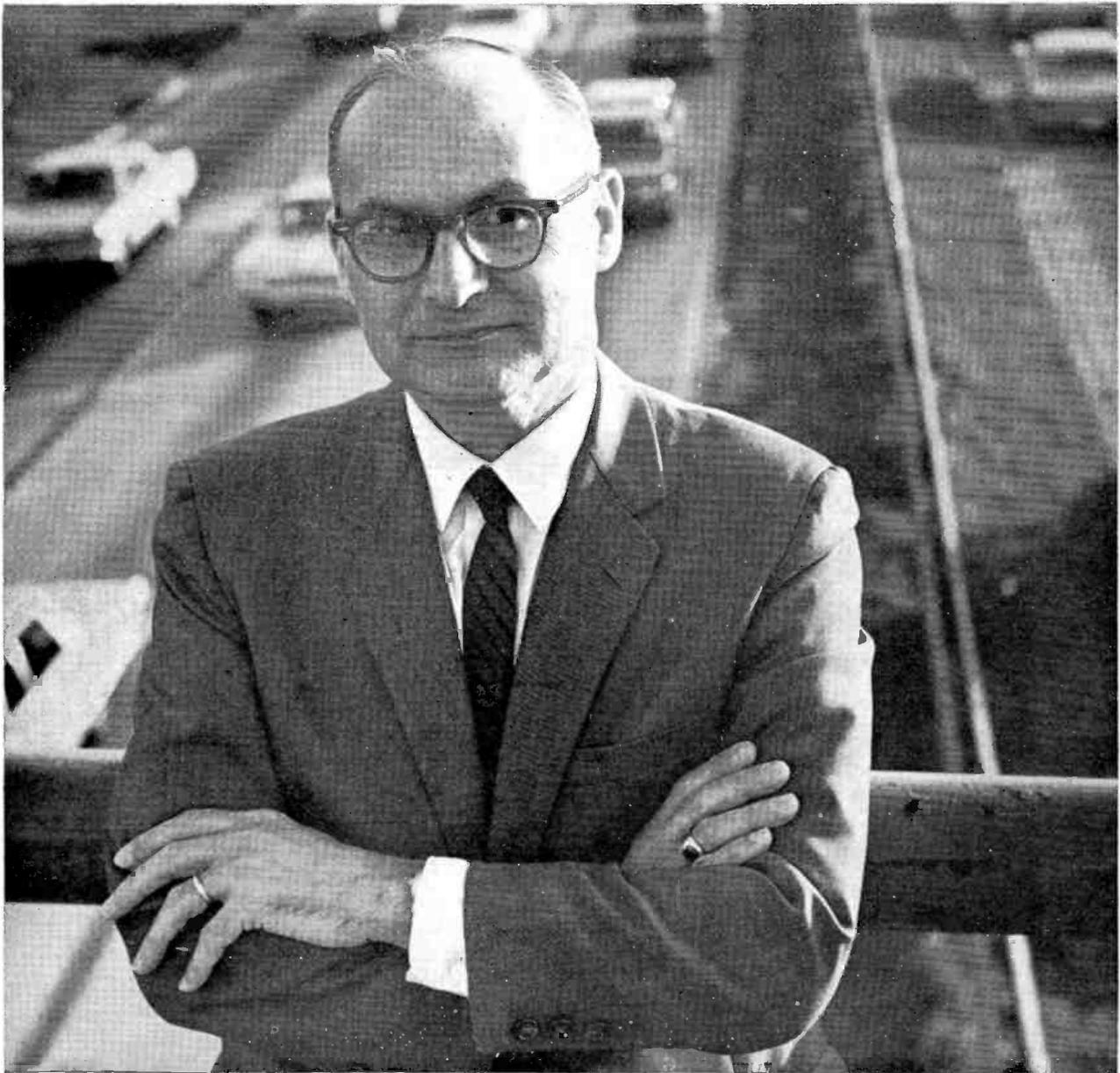
NO NOISY PICTURES. The Big Tube delivers a signal that's twice as strong. This means you get pictures without undesirable disturbances. It's important when projecting commercials made by modern techniques—like shooting into light, or using a large background area, or changing rapidly from a light to a dark subject. Just as a big photo negative produces a picture without grain, so the big tube produces a clear, noise-free picture.

AUTOMATIC QUALITY CONTROL. When a film (or slides) change rapidly from one contrast range to another, unique circuits automatically compensate for the difference in density. They match the contrast range of the film to the contrast range of the system. Smoothly, this circuitry responds to present a natural looking color picture everytime.

Film commercials and programs in *consistently brilliant color* create a fine image for your station. For further information call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J. 08102.



THE MOST TRUSTED NAME IN ELECTRONICS



Dale Clark spoke out...and won a national Traffic Safety Award!

Dale Clark is the WAGA-TV Public Affairs Director. He edits Atlanta's only daily television editorial. He tackles touchy problems. He talks straight . . . hits hard . . . so hard he often creates dramatic solutions!

Dale Clark hit hard when he began the WAGA-TV campaign against accident prevention. His sincerity and ingenuity, teamed with his biting editorials telecast three times a day, and special half hour prime time 30-minute programs on traffic safety . . . earned for Dale Clark the National Safety Council's Public Service Award for distinguished service to accident prevention during 1966 by an individual on a television station or network.

Dale Clark didn't try to win an award when he started his fight against accidents. He merely did his job in the Storer tradition . . . bringing honor to his station and associates . . . and this distinction prompts WAGA-TV to renew with still greater vigor its dedication to public service.



U.S. programs hot items overseas

After slowdown in 1966 sales for 1967 increase to \$80 million mark; most major companies see promise of even brighter prospects in future

The international market for U. S. television programs, which stretches across 100 countries on six continents, is bouncing back from a sluggish 1966 and moving toward a record year of approximately \$80 million in sales in 1967.

The momentum for the surge in sales of made-in-America programs was provided primarily by a return to a business-as-usual posture by the television industry in Australia, which had snubbed the U. S. product pointedly in 1966 because of a hassle over allegedly high prices charged by U. S. exporters.

The rapprochement effected with Australian broadcasters earlier this year, growing business from the emerging countries in Asia and Africa and the rising popularity of feature films on television promise to add about \$10 million this year to the estimated \$70 million achieved in 1966.

Cut Back Hurt ■ Sales had dropped in 1966 from approximately \$77 million in 1965, largely because Australia, which normally spends about \$15 million annually on U. S. programming, cut back to about \$3 million. Broadcasters there boycotted all new series and bought only some reruns and features.

The global TV mart for U. S. series, specials and motion pictures continues to blanket more and more countries, and in 1967, modest but significant expansion has been achieved in the Iron Curtain countries of Hungary, Poland, Czechoslovakia, Roumania and Bulgaria. The Soviet Union remains on the sidelines, adopting the position it will not pay for the U. S. product but is willing to trade on a program-for-program basis.

The generally bright sales picture in 1967 was underlined by key overseas distributors canvassed last week by BROADCASTING. They expressed confidence that the brisk pace of business would extend into 1968 as new markets develop and color and feature films become more vital factors in the program-

ing structures of television installations abroad.

One worrisome spot is devaluation of currency in foreign countries. There was no unanimity of opinion among distributors on the ramifications of such fiscal moves in various parts of the world. Some U. S. exporters felt that devaluation in the United Kingdom as well as in such Latin American countries as Argentina, Brazil and Uruguay has been or will be a depressant on business. Others countered that it is still too early to determine the impact, or feel it will have no significant consequence.

"Of course, we don't know what the effect of all this devaluation will mean next year when we go in to negotiate new contracts," one distributor commented. "It may mean that some of these countries will want to cut prices proportionately. But no one really

knows at this point," he added.

The international market holds prospects for a steady growth, according to William H. Fineshriber Jr., vice president for television of the Motion Picture Export Association, to which all TV exporters, except the network subsidiaries and a few independents, belong. Based on reports from association offices in various parts of the world, Mr. Fineshriber said, international sales of U. S. programming are expected to grow at a regular but modest rate.

Among the developments projected by Mr. Fineshriber are more active sales in the emerging nations of Africa and Asia and in the Iron Curtain nations and a sharper interest in coproduction by U. S. and overseas countries.

The leading U. S. distributors overseas fall into two broad categories: those companies that are top suppliers

How program sales abroad have grown

The rise in U. S. television program sales abroad over the past decade has proceeded at a comfortable pace, jumping from about \$15 million in 1958 to an estimated \$80 million in 1967.

Authoritative industry sources point out that the rise has been achieved with the expansion in TV services in foreign countries, the advent of commercial television in some areas and the popularity of American-made programs and features. The most reliable estimates for other years are as follows: 1959, \$25 million; 1960, \$30 million; 1961, \$45 million; 1962, \$55 million; 1963, \$66 million; 1964, \$70 million; 1965, \$77 million; 1966, \$70 million (a decline resulting from

a boycott of U. S. programs by Australian broadcasters).

Despite TV's gains abroad, the medium has not approached the dimensions of the theatrical film field, whose overseas grosses in 1966 were reported to be about \$350 million, amounting to about 53% of total grosses. In contrast, U. S. television's international gross of \$80 million is estimated to be from 13% - 15% of world-wide TV program sales. Hampering television's advances in the world market, according to certain U. S. specialists, are these factors: the relative newness of the medium; the quotas in many markets, and the lack of a commercial television system in many parts of the world.

U.S. PROGRAMS HOT ITEMS OVERSEAS *continued*

of programming on the U. S. TV networks and those with large libraries of major feature films. Among the top exporters (not necessarily in order of rank) are 20th Century-Fox, MCA, Screen Gems, CBS Enterprises, Metro-Goldwyn-Mayer Television, NBC Films, United Artists TV, Warner Brothers-Seven Arts and ABC Films.

Canada is the largest buyer of U. S. programs, spending about \$18 million a year. Other important customers and their estimated yearly expenditures are Australia, \$15 million; Latin America, \$15 million; Japan, \$10 million, and the United Kingdom, \$7.5 million.

The UK pays the most for an "entire country use" of U. S. product, with the price for an average one-hour show running to about \$7,000. Japan pays approximately \$5,000 for an hour pres-

In contrast with the U. S., where set circulation has reached the saturation point, TV-set ownership abroad is expected to grow at a substantial pace in the years ahead, particularly in Asia, Africa and South America.

A summary of activity and observations on the international TV scene follows:

Willard Block, vice president, international sales, CBS Enterprises, characterizes 1967 as "a good year," and notes that the company is now represented in a high mark of 97 countries throughout the globe. Sales in Latin America during the past year, he says have been "particularly significant."

Among the programs that have contributed to CBS Enterprises' success this year, according to Mr. Block, have been *Gentle Ben*, *He and She*, *Wild*

acquiring special programs and series in overseas markets. He voiced these views shortly before leaving on a business trip to Latin America, the first of several he will take over the next few months, to reorganize W7's international operations.

An official of MCA-TV says that business in 1967 was "better" than it was in 1966 and the company is looking forward to further improvement in 1968. Leading series sold abroad have been *Run For Your Life*, *The Virginian* and *Alfred Hitchcock Presents*, all of which have been sold in more than 70 markets.

Bullish on Features ■ The MCA executive says that sales of feature films, particularly those in color, have been "bullish." At the present time, he adds, MCA is not planning any coproductions abroad.

Marvin Goodman, vice president, foreign sales, United Artists, indicates



"Business is up 30%," Alan Silverbach, 20th Century-Fox Television



"Sales in Latin America significant," Willard Block, CBS Enterprises



"... continuing bullish demand," John Pearson, Desilu Sales



"There was one way to go," Walter Kingsley, Wolper TV Sales



"... a better year in 1967," John Spires, Metro-Goldwyn-Mayer Television

entation and Australia, about \$4,500. In contrast, Czechoslovakia pays \$200-\$400 for an hour program and \$700 for a feature film.

Color Factor ■ Color is emerging as a more vital factor abroad as nations begin colorcasting. Among the color-conscious countries are Canada, Japan, Britain, West Germany, Mexico, The Netherlands, France and Hong Kong. Color broadcasting began in the Soviet Union last month and is scheduled to start in Brazil in 1968; in Spain and Poland in 1969, and in Italy, Ireland, Denmark and Yugoslavia in 1970.

The number of television sets continues to rise unabated. By the end of 1967, according to the most authoritative estimates, set circulation (outside the U. S.) will reach the 140 million mark. This estimate includes the Soviet Union and the Iron Curtain countries.

Wild West, *Green Acres* and *Perry Mason*. He reports that he is looking forward to a prosperous 1968 and says he regards color as a stimulating factor though "you've got to watch out for the cost factor in color. It's an expensive item."

W. Robert Rich, vice president for international television sales at Warner Brothers-Seven Arts, notes that overseas activities are in the process of being integrated following the consolidation of Seven Arts and Warner Brothers, but he says that 1967 has been a "very good year." He says the company's features have "done extremely well," and sales abroad on the *The F.B.I.* and *F Troop* series particularly have been brisk.

Mr. Rich says that W7 is looking into the possibilities of both coproduction with foreign broadcast interests and

that overseas business in 1967 was "up slightly," bolstered by sales of feature films in various parts of the world. In the area of TV series, UA's pace-setters were *Rat Patrol* in 38 markets and *Mothers-In-Law* in 13 markets.

UA is seeking coproduction deals in Europe as well as rights to programs already carried on stations there. Harold Breacher, who is based in London for UA, is stepping up the company's efforts in this sphere, according to Mr. Goodman.

A spokesman for Screen Gems says that overseas business has improved over last year, resulting from increased sales of both TV series and feature films. Among its better-selling series in 1967, he says, were *Bewitched*, *The Monkees*, *The Flying Nun* and *The Second Hundred Years*.

He notes that Screen Gems has been

active for a few years in foreign coproduction, particularly in Canada, where the company produces one 60-minute and 25 half-hour programs a week. He says SG intends to continue with its foreign film programs and is in the process of developing several projects in Europe and in the Far East.

Abe Mandell, president of Independent Television Corp., New York, called 1967 "an excellent year" and estimated that overseas sales will be in the neighborhood of \$4.5 million. He noted that ITC in New York covers Canada, Latin America, Japan and portions of the Far East only while ITC in London handles the remainder of the world.

Among ITC's brisk-selling series abroad, according to Mr. Mandell, are *The Champions*, *The Barons*, *The Prisoner*, *Man in a Suitcase* and *Captain Scarlet* and the *Mysterons*, which are action series that "stations overseas like." He foresees a growing market

Sports Interest ■ Mr. Cohen notes that ABC-TV's *Wide World of Sports* series is adapted in some overseas markets whereby portions of the program are integrated with locally produced sports segments. He says ABC Films has a new agreement with Tele-sistema Mexicano and another with Scottish Television and others are in negotiation stages.

At Four Star International, Manny Reiner, executive vice president, reports that the company's sales abroad were maintained at the same level as in 1966, though Four Star handled less product in 1967. This level was achieved, he said, because of "repeat business" on series that the company maintained.

Mr. Reiner says that market surveys indicate that color is becoming a sales factor as more countries shift to multi-chrome. He adds that feature films are in increasing demand especially in Latin

Auto Races package of international events. He notes that Triangle has sold some of its programs as selected short subjects in countries that do not have television. He cites Israel as an example of a country that uses short subjects in theaters and in universities.

Wolper Television Sales has had "a very good year" in 1967, but as vice president Walter Kingsley explains: "There was only one way to go." Wolper did not enter the field as a distributor until taken over by Metromedia last year.

Mr. Kingsley estimates that 10% to 15% of Wolper's syndicated sales are international, and the company is shooting for 25%. The most popular programs have been the *National Geographic* specials, *My Favorite Martian*, and entertainment specials such as the one-hour Sophia Loren show. These have been sold in West Germany, Australia, England, Canada, Mexico, Ar-



"... done extremely well," W. Robert Rich, Warner Bros. Seven Arts



"... an even better 1968," Stanley Dudelson, American International



"... introducing new product," Richard Carlton, Trans-Lux TV



"An excellent year," Gil Cohen, American Broadcasting Films



"Prospects for steady growth," William H. Fine-scriber, MPEA

abroad for feature films. He said ITC at present does not have foreign rights to the movies it distributes in the U. S. though the parent company, Associated Television, now is acting in producing features both for TV and theatrical distribution. He expressed confidence that with "the right product," ITC will have "another banner year in 1968."

Gil Cohen, vice president, foreign sales, ABC Films, says the company's increase in the number of network (ABC) programs for overseas distribution contributed to ABC Films' "excellent year" in 1967. He points out that ABC Films handles *Garrison's Gorillas*, *N.Y.P.D.*, *Cowboy in Africa* and *The Invaders*, all of which are action series, which Mr. Cohen says "do quite well abroad." Particular strides were made this year in Latin America and in Japan, he stated.

America.

A spokesman for NBC Films reports that sales were "generally better" in 1967 than in 1966. Business has been particularly brisk, he says, on such popular series as *Bonanza*, *I Spy* and *Get Smart* and on the new *High Chapparral*, which is "setting a minor record for its first year."

He reports that sales on NBC Films' TEC package of feature films have been holding up well. He agrees with other distributors that color is becoming an important consideration and adds: "This puts us in a good position. Sales of color programing to Britain and Germany look very good."

Triangle Program Sales' business in the international sphere was up slightly over 1966, according to a company official, who lists the top-selling programs as *Tell Me*, *Doctor Brothers* and its

gentina, Hong Kong, Manila and Central America. Wolper recently named New Japan Films Inc., Tokyo, as its sales representative for its programs and series in Japan.

Best Sellers ■ Alan Silverbach, vice president in charge of syndicated sales at 20th Century-Fox Television Inc., says overseas business at Fox has grown a hefty 30% in the past year. Big sellers for Fox overseas are *Voyage to the Bottom of the Sea*, *Lost in Space*, and *Peyton Place*.

While Fox is not selling feature films abroad at present, it reportedly will enter into several coproduction pacts during the coming year. Mr. Silverbach indicates color is an increasing factor in international sales, especially in Canada, Britain and Japan.

John Spires, director of international sales at Metro-Goldwyn-Mayer Televi-

sion, says MGM has also enjoyed a better 1967 than 1966. The company's most popular programs overseas are *Man from U.N.C.L.E.*, *Daktari* and *Flipper*.

MGM also markets feature films internationally, Mr. Spires says, and the trend to movies has had the same effect overseas as it has had in the U. S. The increased demand for feature films has resulted in a lower demand for conventional TV programs. The trend toward programming films coupled with "quotas" or import restrictions imposed by many nations means an increasingly smaller market for syndicated series, he says.

Mr. Spires also indicates that color is becoming an increasing factor in overseas sales.

Richard Carlton, executive vice president of Trans-Lux Television Corp., says overseas sales in 1967 maintained the levels set in 1966 and notes this was accomplished without the introduction of new product during the year. Trans-Lux TV's fastest-moving programs abroad, he says, are its cartoon series—*Felix The Cat*, *Mighty Hercules*—and *Mack and Myer For Hire*, a live-action comedy series for children. The company recently placed a 90-minute color special, *Murray The K in New York*, into international distribution.

Best Year at Desilu ■ John Pearson, director of international operations, Desilu Sales Inc., says the company's four current network shows are being sold in overseas markets and "are doing extremely well." If any Desilu series is to be singled out as a best-seller it would be *Mission: Impossible*. Big victory for Desilu this year was breaking into Brazil with *The Lucy Show* after five years of trying. The sale made it a clean sweep for Desilu in that sometimes difficult market (especially for comedies), with all of its network shows now sold there.

Mr. Pearson reports a steady increase in international television operations with new markets such as Greece this year and Israel next spring opening up. "At the same time as this," he points out, "what we're fighting is increased local production of live programming. As markets get more experienced and expert they then are able to increase live production. Germany in particular is increasing its own efforts—and very fine production, too."

Color, he feels, is still limited as a sales force. "Color is helpful but not essential," he comments.

Desilu has been handed a big backlog of feature films through its merger with Paramount Pictures for distribution in foreign markets. It has sold some

of them overseas thanks to what Mr. Pearson evaluates as a continuing bullish demand for movie product. "The last year has been the best ever for Desilu in overseas markets," Mr. Pearson sums up.

American International Pictures Television expanded its activity in the international sphere in 1967 and sales climbed about 300% over 1966, according to Stanley Dudelson, vice president and general manager. A key factor in the company's growth, he says, is the surging popularity abroad of feature films. Sales also were made on various cartoon series, particularly *Sinbad Jr.* The company actively is seeking coproductions in both the U. S. and abroad, according to Mr. Dudelson.

"We are looking forward to an even better 1968 as we become even more active abroad," Mr. Dudelson states.

It has been "generally a good year" in overseas markets for National Telefilm Associates Inc., which has some 500 feature films in distribution around the world. The trend the company experienced this year was a noticeable demand for good action westerns. Observes company president, Berne Tabakin: "Some of the great classics such as *High Noon*" are receiving greater prices in their reruns than for their original showings."

BROADCAST ADVERTISING

New TV code is much like the old

Compromise, if adopted by board, limits consecutive sales messages and outlines criteria for counting commercials; result would follow present pattern

The National Association of Broadcasters' television code board last week recommended that the number of consecutive commercial announcements in any program interruption be limited to four and that the number in station breaks be limited to three. Both network and station officials on the code board said the proposal was "livable." The code board's action, taken under a mandate from the NAB's television board, will be subject to the TV board's ratification next month.

If the TV board buys the package, the entire time-standards section of the TV code will have undergone a major overhaul on paper. In actual practice the code will have undergone considerably less change.

Last May the code board set out to

make the existing time standards simpler by going to two main restrictions: on the number of program interruptions and on total nonprogram time. It did not aim then to set up limits on the number of commercials that could be placed in a program interruption or station break, nor to set up criteria for counting multiple-product announcements, nor to put a time limit on the length of a station break. The code currently has rules in all those areas.

But those liberalizing thoughts fell by the wayside at the June meeting of the television board. At that time the TV board put off any action on the proposed time-standards revision, saying it wanted a joint committee of TV board and TV code board members to go over the plan and work it out.

That mandate was followed. Last October the TV board finally voted approval of the new standards limiting nonprogram time and the number of program interruptions. But TV board members had reservations about the number of announcements that should be scheduled consecutively. So that problem was tossed back to the code board for action at last week's meeting in Bal Harbour, Fla.

What It Means ■ Now the code board has recommended limits on numbers of consecutive commercials and criteria for counting messages. If the recommendations are adopted by the TV board, the new time standards (proposed to become effective Sept. 15, 1968) will look remarkably similar to the current regulations. Where the

Nobody we know chains their dial
 at Channel 7, but these audience
 figures make us wonder.



Represented by Petry

TOTAL WEEKLY CIRCULATION

	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL DAY	550,000	454,000	96,000
EARLY EVENING	365,000	316,000	49,000
PRIME TIME	444,000	378,000	66,000
LATE EVENING	157,000	126,000	31,000

Source: NSI = TV

Weekly Cumulative Audiences — February-March 1967

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



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

TV code jams mail-order ads for guns

A prohibition against the use of television advertising to promote the mail-order sale of guns and ammunition was voted last week by the National Association of Broadcasters' television code board.

The new ban is subject to approval by the NAB's television board, which meets next month in Sarasota, Fla.

In addition to outlawing all mail-order advertising for firearms and

ammunition, the new proposal would require that such products, when advertised for in-person sale, must be promoted "only as sporting equipment" and must conform to "recognized standards of safety as well as all applicable laws and regulations."

The code now states that firearms, ammunition and fireworks may be advertised on television subject to federal and local laws.

code has set a limit on the total amount of nonprogram time, it will continue to do so (although permissible nonprogram time would be reduced from the present 10 minutes and 20 seconds to a flat 10 minutes an hour in prime time and from the present 16 minutes and 20 seconds to a flat 16 minutes an hour in nonprime). Where it has set a limit on the number of consecutive announcements at three within any program, it proposes to allow four consecutive commercial announcements within a program. Where it has limited prime-time station breaks to two commercial announcements plus noncommercial copy in a maximum of 70 seconds, and has limited nonprime breaks to two commercial announcements plus a sponsored ID, or three commercial announcements, in a maximum of 70 seconds, it proposes to allow three consecutive commercial announcements in any break and put no limit on the length of the break.

Where the code has defined multiple-product commercials so as to categorize them as integrated (two or more messages appearing as one and therefore counted as only one commercial) or piggyback (two or more messages appearing as separate entities, and therefore counted as individual commercials), it proposes to continue to do so.

Where the code has not limited the number of program interruptions, it will now do so, setting a prime-time maximum of two interruptions in a half-hour program, four in an hour program and five in an hour variety program, and setting a nonprime maximum of four interruptions in a half-hour program.

Where the code has counted only below-the-line credits (technical and physical services) as a nonprogram element, it will now count all credits in excess of 30 seconds—whether above or below the line—as nonprogram material.

Where the code has allowed bill-

boards for all programs, it will now allow them only for programs sponsored by single or alternate-week advertisers and only for the products advertised in the program.

Where the code has counted public-service spots in prime time as nonprogram, it will discontinue counting them as such. (Neither old nor new versions counts public-service spots outside prime time.)

Promos Count ■ In both old and new versions promotional announcements are counted as commercials except when they promote the program in which they are contained.

Last week's action by the code board was characterized as a compromise between recommendations that had been submitted by stations and networks. The code board had received proposals from the Corinthian, Storer, Westinghouse and Taft station groups, which generally wanted tighter limits than were adopted on the number of com-

mercials to be played in sequence (BROADCASTING, Dec. 11). The networks opposed the hard line proposed by the four groups, and one of them, CBS-TV, threatened to leave the code if the board adopted limits that were too "burdensome."

The action of the code board—which was said to have been taken without a dissenting vote—bears more resemblance to a proposal submitted by the NAB's own code authority than to any other. The code staff had suggested a maximum of four announcements in any interruption, within a program or station break, and it did not differentiate between commercials, promos, public-service announcements or billboards. Taft had proposed a maximum of three commercial announcements in any program interruption or break. With variations, Corinthian, Westinghouse and Storer proposed a maximum number of commercial messages or maximum amount of commercial time, or both, in any given half hour. In addition each of those three proposals would have set a maximum number of commercials that could be carried in a break and would have based that figure on the length of the break.

The recommendation, as passed, does not purport to limit break length, since the code board agreed that the matter is one to be resolved by the networks and their affiliates.

The code board's recommendation also followed the staff proposal on another subject: what constitutes a commercial message. The advent of piggyback spots several years ago resulted in a code rule that counts a piggyback as two or more spots while an inte-

Code board refuses FDS exemption

The National Association of Broadcasters' television code board refused last week to grant an exemption to the code's prohibition against the advertising of intimate products. At the same time, however, it indicated a willingness to review the general restriction at its next meeting.

For some time Alberto-Culver has been testing commercials in Minneapolis-St. Paul for FDS, a deodorant spray for feminine hygiene. The commercials have been carried by WCCO-TV and KSTP-TV, both of which have declared the advertising suitable for broadcast and have requested that it be made permissible under the code. The NAB code au-

thority has acknowledged that the FDS advertising is in good taste.

But the product and its advertising have been judged in conflict with the code rule that states: "The advertising of particularly intimate products which ordinarily are not freely mentioned or discussed is not acceptable." A similar ban against personal-product advertising was removed from the radio code two years ago.

In declining last week to consider the appeals of WCCO-TV, KSTP-TV and Alberto-Culver, the television code board instructed the code authority to review the general prohibition. Presumably the staff will submit a report when the board meets again.



His airline spent millions to make sure his flight will be comfortable, and a few pennies more to put his mind at ease.

When a passenger on a tight schedule needs to know if his connecting flight in Rome will be on time, an airline should be able to answer, fast.

That's not always so easy when the place you have to ask is an ocean away from you.

Ordinarily, when a transoceanic query has to be relayed, it's done manually. If the operator has his hands full at the moment, query and passenger have to wait. And you know how long

that can be sometimes.

But at ITT World Communications we have a computerized switching system called ARX. When a message comes in, ARX switches it to its destination electronically.

At the speed of light, not at the speed of people.

Some large companies have their own switching systems, but that's expensive. We let companies share ours for pennies a message—a lot less than

the cost of a manual routing, or the price you'll eventually have to pay because of an unhappy customer.

Banks, oil companies, steamship lines and many other businesses can use our ARX.

We can't think of a better way to spend a few pennies—to keep a customer happy.

International Telephone and Telegraph Corporation, New York, New York 10022.

ITT

grated spot counts as one. The new recommendation would define a multiple-product announcement as a piggy-back only if it does not appear to the viewer as a single announcement.

The code board came up with its proposed standards Tuesday afternoon after an all-day session on that subject. Although the networks, it was understood, would have preferred to have no limit set on the number of commercials in any interruption or break, the four-three recommendation was accepted as a position that, as one official put it, "was not going to hurt anyone."

There was also some feeling that the new ruling would give additional latitude to independent stations. Under the present rules, stations may carry no more than two commercials in a prime-time break, and no more than two commercials and a sponsored ID, or three commercials, in a nonprime break. These regulations fit into the break time allotted by networks, but independents, which might want to extend a break without fear of going into a network show late, have been unable to do so.

Here is the proposed code language on numbers of commercials:

"No more than four commercial announcements shall be scheduled consecutively within programs, and no more than three commercial announcements shall be scheduled consecutively during station breaks."

Here are the criteria for counting multiple-product messages:

"A multiple-product announcement is one in which two or more products or services are presented within the framework of a single announcement. A multiple-product announcement shall

be counted as a single announcement provided the product or services are so treated in audio and video throughout the announcement as to appear to the viewer as a single announcement. Multiple-product announcements not meeting this definition shall be counted as two or more announcements under this section of the code."

'Silly cigarette' tries FM deal

L&M '101' brand gets mixed reception for spot-cigarette swap

A major advertising agency's plan to promote cigarettes via a tie-in with FM station frequencies was receiving varied reaction last week among FM broadcasters, some of whom felt the plan might antagonize an FCC already disturbed by tobacco advertising.

Other stations were themselves antagonized by what they considered a plan to get commercial time for virtually nothing. Still others said they would accept the proposal.

FM station operators in the 101 mc band said that J. Walter Thompson Co., New York, had approached them with a plan whereby Chesterfield 101 cigarettes would be promoted via radio copy that ties in with the stations' 101 mc frequency. In return, stations would receive cartons of cigarettes for promo-

tional purposes, but no dollar compensation, it was reported.

Station operators said that while the plan is imaginative, airing of cigarette promotional material in connection with government-assigned frequencies might harden the FCC's already tough anti-cigarette advertising policies.

PR Effort - The plan was described by a JWT spokesman as a "public relations effort and not an advertising campaign." In fact, the spokesman said, the plan was a product of the agency's PR office, was still in the "formative stage" and had not been approved by Liggett & Myers.

A spokesman for the tobacco company said it has cut back its AM radio advertising, does not advertise on FM and doubted it would advertise on the FM band in the coming year.

As conceived by JWT, the plan reportedly will work like this:

During station or commercial breaks, announcer plays a jingle now used in advertising the Chesterfield 101. He then tells listeners that they can win a prize by calling the station and identifying the jingle. The first listener to identify the jingle, the announcer continues, wins a carton of Chesterfield 101's, provided the caller is over 21 years old. Announcer winds up promotional pitch by saying that carton of cigarettes is the reward for "being on the alert and listening to the right station—(megacycle assignment) on your dial." The Chesterfield 101 jingle then fades.

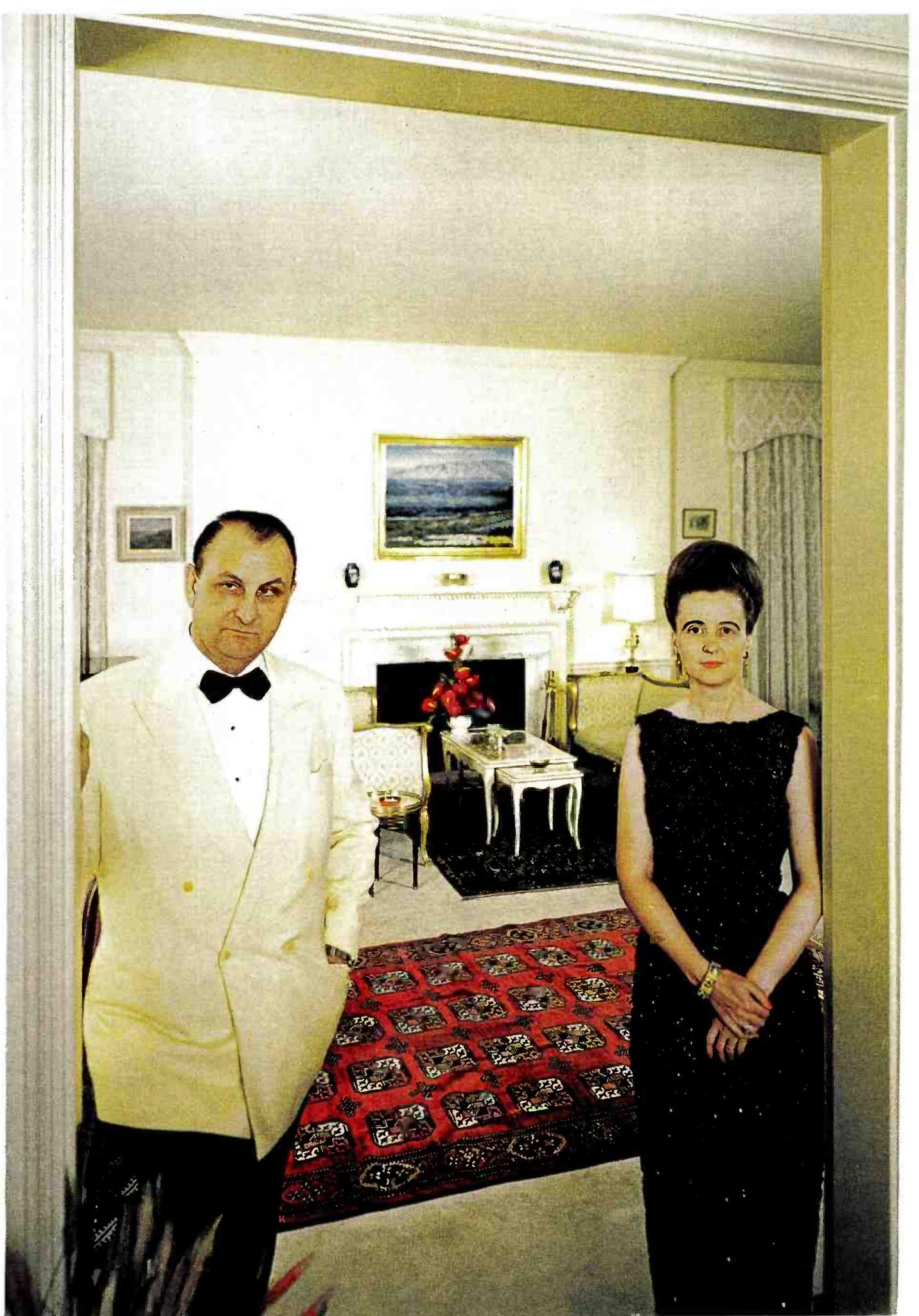
JWT reportedly will also provide participating stations with related promotional copy.

In return for running the announcement, participating stations will receive enough cartons of the cigarette brand

BAR network-TV billing report for week ended Dec. 10

BAR network TV dollar revenue estimates—week ending Dec. 10, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ending Dec. 10	Cume Dec. 1- Dec. 10	Cume Jan. 1- Dec. 10	Day parts	Networks	Week ending Dec. 10	Cume Dec. 1- Dec. 10	Cume Jan. 1- Dec. 10
Monday-Friday	ABC-TV	—	—	\$ 54.8	Sunday	ABC-TV	104.9	174.7	5,046.9
Sign-on-10 a.m.	CBS-TV	\$ 182.5	\$ 222.1	6,714.1	6-7:30 p.m.	CBS-TV	414.5	828.9	11,944.2
	NBC-TV	327.6	394.8	13,862.8		NBC-TV	166.7	366.7	6,924.4
	Total	510.1	616.9	20,631.7		Total	686.1	1,370.3	23,915.5
Monday-Friday	ABC-TV	1,383.6	1,661.6	65,400.9	Monday-Sunday	ABC-TV	5,815.8	8,285.0	241,822.9
10 a.m.-6 p.m.	CBS-TV	3,089.0	3,719.1	150,087.0	7:30-11 p.m.	CBS-TV	7,170.4	10,682.4	283,958.1
	NBC-TV	2,108.7	2,535.7	89,723.5		NBC-TV	6,981.4	9,612.3	275,735.1
	Total	6,581.3	7,916.4	305,211.4		Total	19,967.6	28,579.7	801,516.1
Saturday-Sunday	ABC-TV	1,610.1	3,320.1	45,941.9	Monday-Sunday	ABC-TV	211.0	386.5	11,998.3
Sign on-6 p.m.	CBS-TV	3,343.2	5,782.1	56,147.4	11 p.m.-Sign off	CBS-TV	81.6	92.4	3,945.9
	NBC-TV	1,486.3	2,390.2	34,593.4		NBC-TV	387.8	469.4	18,750.4
	Total	6,439.6	11,492.4	136,682.7		Total	680.4	948.3	34,694.6
Monday-Saturday	ABC-TV	321.9	459.6	16,037.5	Network Totals	ABC-TV	9,447.3	14,287.5	386,303.2
6-7:30 p.m.	CBS-TV	993.2	1,166.8	28,170.7		CBS-TV	15,274.4	22,493.8	540,967.4
	NBC-TV	552.5	652.0	29,222.2		NBC-TV	12,011.0	16,421.1	468,811.8
	Total	1,867.6	2,278.4	73,430.4	Grand totals	all networks	\$36,732.7	\$53,202.4	\$1,396,082.4



Getting to first base with radio's solid punch

You might think there's quite a gap between fielding hot grounders for the Chicago Cubs and selling frozen Pro's Pizzas, plus going to bat for Ron Santo Pizzeria franchises.

Just as I had plenty to learn when I came to Wrigley Field as a rookie third baseman, my associates and I found we also had plenty to learn about distribution, advertising and merchandising. We quickly discovered that putting out a top product and a pretty package wasn't enough.

Our year-old company found that getting distribution was about as hard as hitting a pitcher like the Cubs' Ferguson Jenkins. When we came in with our "pitch," the average store buyer had this type of attitude: "We see dozens of new products every day. They all want space. What's going to make your pizza a seller and bring us a bigger profit?"

Naturally, we had to come up with some sharp advertising with the small budget we could afford. We considered newspaper advertising a must. But we couldn't afford big space or saturation. What's more, we discovered we needed something to excite the buyers over and above a preprint of our newspaper ads and a copy of the insertion schedule.

Double Header ■ We turned to radio. Our agency, I. C. Haag Advertising, Northbrook, Ill., pointed out that combining radio with newspaper in the right way could be a powerful one-two punch. Radio would not only draw attention to newspaper ads, making them pop out on the page, it could add this extra punch at low cost.

In addition, since our limited budget didn't allow us the luxury of using newspaper for institutional selling, we confined our print to introductory offers and specific events (such as personal appearances by the ballplayers associated with us).

Because our ads were news in themselves, Irv Haag showed us that we could use "quickie" announcements (10 second and six second in most cases), as many of them as our budget would allow over a short period of time, tying in with the run dates of our newspaper ads. You might say we used the "hit and run" with radio.

We bought carefully though, choosing some of Chicago's top personalities in peak drive times and housewife hours. This made a good impression on the store buyers who could see we were using top-notch salesmen they could instantly recognize—men they listen to

themselves.

In addition to these brief but effective flurries of radio spots, we also picked up half sponsorship of WGN's *Scoreboard* following all Cubs' games. This gave us daily contact both with the buyers and the general consumer and also gave us the chance to do a lot of institutional selling at economical rates. The continuity also enabled us to throw in announcements on special events or offers that we or our agency dreamed up.

Old Tricks ■ For example, we teased the public to "be on the lookout for that valuable 25-cents-off coupon." The agency even dusted off that old "Wheaties" gimmick. They convinced us to give a case of Pro's Pizza to every Cub hitting a home run. This not only gladdened the hearts of a lot of my teammates (and cost me a pretty penny), it generated a lot of talk around town and won us some extra commercial plugs and column mentions we wouldn't have received.

Then, as the Cubs got hotter, challenging St. Louis for the National League lead, we jumped in with a radio offer of a Santo-autographed major-league bat or a ball autographed by all the Cubs for \$1 with a Pro's Pizza boxtop. Using radio almost exclusively, we filled thousands of requests, and though it was far from a profit-making venture, we feel we built a great deal of good will among the younger crowd and their parents.

We also discovered that radio is a great "switch-hitter." We could bring in another "swinger" almost on an instant's notice. As soon as we gave the agency the OK to try a new "pitch," they got it on the air. This was especially welcome when we wanted to an-

nounce a new outlet for Pro's Pizza—or to pinpoint various store locations, and, let's face it, "gladhand" a particularly tough buyer. Quite a triple play—we pegged it to the agency, the agency whipped it over to the station, and the station got it to the public faster than any other method we know.

Toward the end of the season, we gave radio an even tougher test. We decided to see if it could bring us prospects for another phase of our activities—Ron Santo Pizzerias. Just a few words at the end of *Scoreboard* inviting interested parties to write in for information brought us nearly 200 responses. Surprisingly, a lot of them were good, valid prospects. We sold a few franchises as a direct result and are still following up on the other leads the *Scoreboard* show gave us.

Added Features ■ With one "full pizza season" under our belt, we have come to some pretty definite conclusions. First, we feel newspaper is a must for our type of product. But, when you add the extra wallop of radio, you do a lot of other jobs too. You build a brand image or identity quickly at low cost. You can afford to devote time to institutional selling. You can make quick copy changes and build "playback" with memorable phrases like "Take a Pro home for dinner—Pro's Pizza!"

In our book, radio and newspaper make about the best double-play combination since Glen Beckert and Don Kessinger of our Cubs' infield and has the wallop of hitters like Ernie Banks and Billy Williams. You can bet that in our future planning we'll continue to use both media. Radio has proved to us that it's too big a slugger to leave sitting on the bench.



Ron Santo, the Chicago Cubs' star third baseman, is looking ahead to the day when he hangs up his spikes. He has started several enterprises, including the marketing of Pro's Pizza and the sale of pizzeria franchises. Off season he devotes all of his time and energy to developing his business. His experiences and those of his associates at Grand Enterprises Corp., Chicago, may prove of value to food marketers in particular and anyone considering the use of radio.



"'Faith to Faith' has been for me a personal experience, an extended ministry and a challenging opportunity to serve the cause of Christian Unity.

To grow in a friendship which continues to be revelatory and liberating, is always a personal experience. But when this growth is accelerated by faithfully exploring under the tensions of the camera, those things which divide us, the friendship reaches unexpected depths. This has been the case with my friendship with Dr. Middaugh. Through our conversations I not only have come to a better understanding of Protestant Christianity but to many deeper perceptions of my own Faith.

Through the medium of television, my ministry has reached beyond the hundreds of a parish, to the hundreds of thousands across the country. While the responsibility this imposes is sobering, the sense of heightened service is a unique joy.

To be an instrument, however small, of the Spirit, as He calls His church to unity gives me an added sense of mission."

Rev. Fr. Joseph M. Connolly

Faith to Faith... a continuing Dialogue for Brotherhood

Now in its sixth season on WMAR-TV—and still in prime time (Tuesdays at 8 P.M.)—FAITH TO FAITH is a dialogue that sells Brotherhood to all divisions of the Christian Faith.

Unique in its field, FAITH TO FAITH presents a Roman Catholic priest and a Protestant minister in a candid but tolerant exploration of their respective beliefs. The weekly audience has often been called "the biggest congregation (parish) in Maryland," but in recent years the program's message of ecumenism and brotherhood has won attention and followers far outside Maryland's borders.

In line with WMAR-TV's traditional commitment to public service, FAITH TO FAITH is again available without charge to any television station, anywhere. In 1967, FAITH TO FAITH found friends in the cities listed to the right:

Albany, N.Y.	WTEN-TV	Johnstown	WJAC-TV
Boston	WHDH-TV	Moline	WQAD-TV
Canton, Ohio	WJAN-TV	New York	WNEW-TV
Chicago	WFLD-TV	Oklahoma City	KOCO-TV
Cleveland	WEWS-TV	Pittsburgh	WQED
Erie	WICU-TV	Pittsburgh	WTAE-TV
Fort Wayne	WANE-TV	Springfield, Mass.	WWLP-TV
Grand Rapids	WZZM-TV	Toledo	WTOL-TV
Harrisonburg	WSVA-TV	Utica	WKTV
Jamestown, N.Y.	WNYP-TV	Wilkes Barre	WBRE-TV

No Wonder... In Maryland

*Most People Watch **COLOR-FULL***

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by KATZ TELEVISION

"Participation in the program 'Faith to Faith' has served to broaden the frontiers of my faith.

Ample evidence from consistent viewers supports my position that whenever we expose our faith to another, our own convictions become clearer and more secure; whenever we are confronted by another faith, our own understanding of God and His purposes is extended, deepened and enriched.

It used to be that we never discussed personal faith with anyone. Now, wherever the program is tuned in regularly, viewers become personally involved.

They become eager to talk freely about their own convictions and values with their children and families, their friends and associates.

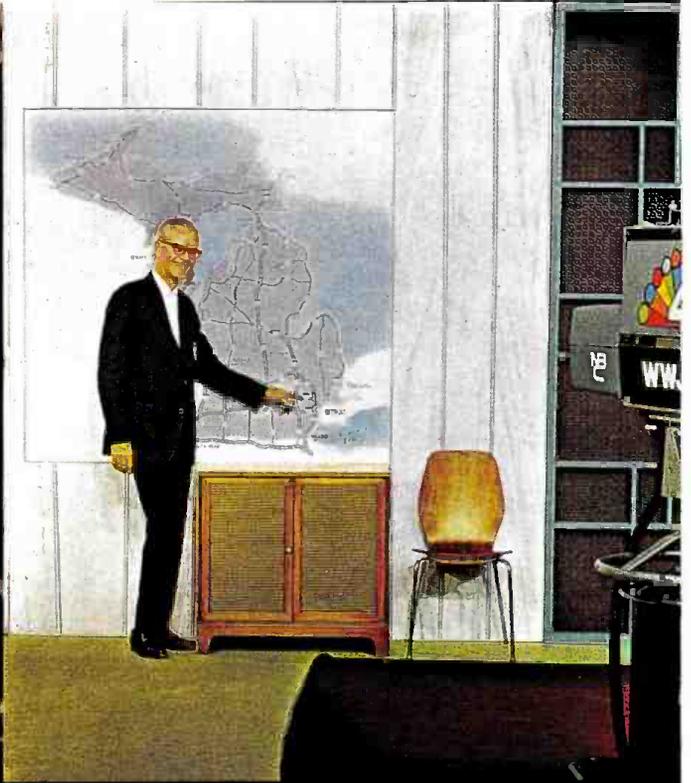
I am grateful that through television we are enabled to help modern men and women witness to their personal beliefs, grow in true faith, and unite the priesthood of all believers."

Rev. John T. Middaugh, Ph.D.





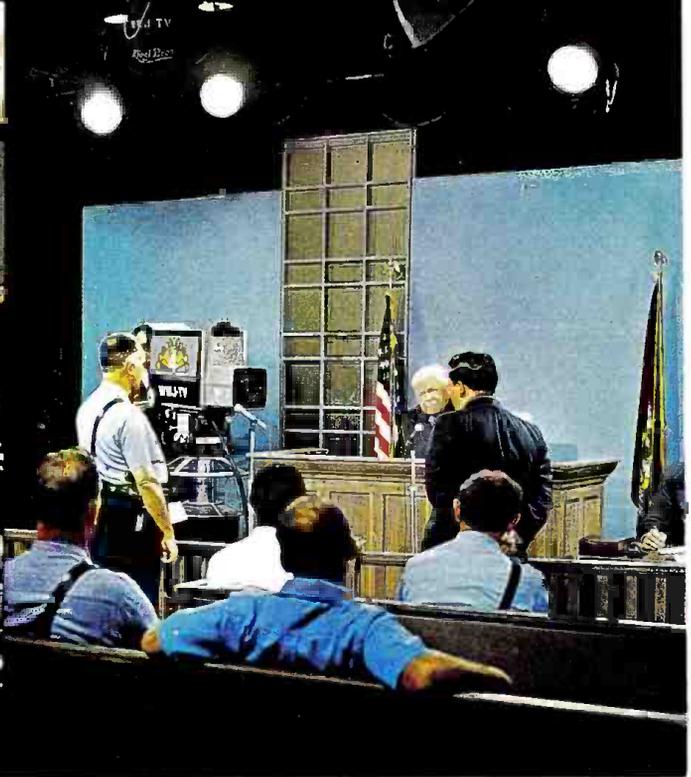
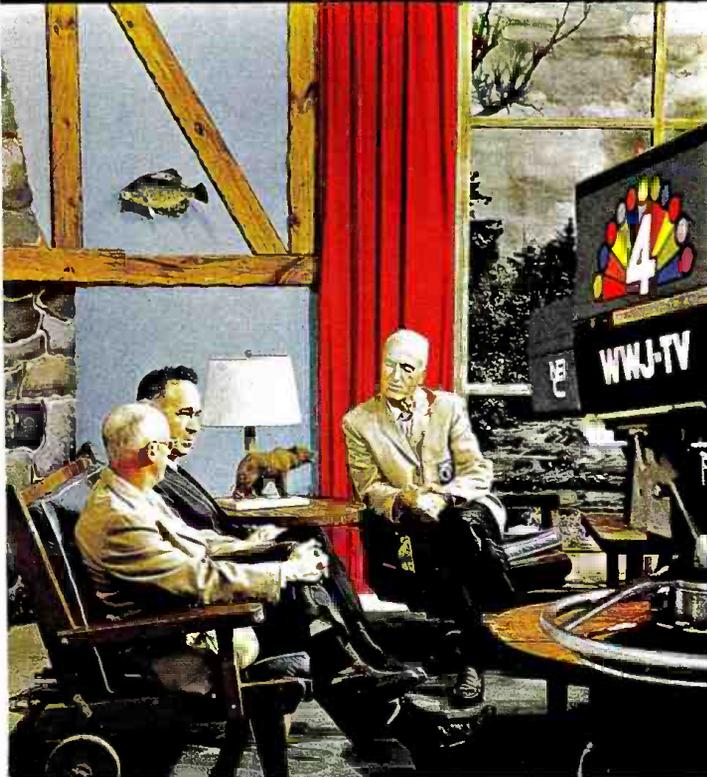
THE GEORGE PIERROT SHOW: Globe-trotting guests narrate films of faraway places. George adds local color. Monday, 7 p.m.

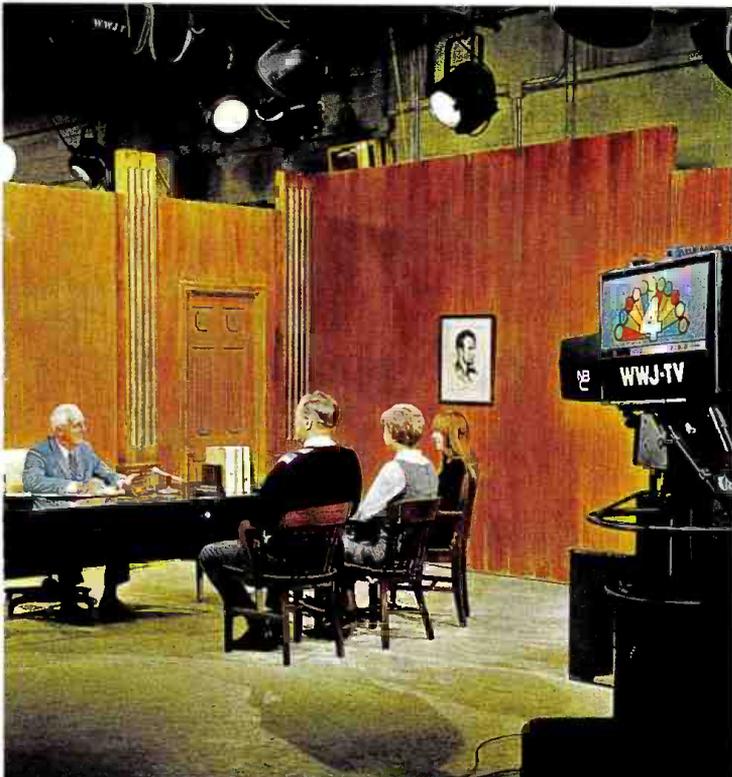


WEEKEND: Ron Gamble guides Detroiters on weekend jaunts to out-of-the-way places close to home. Tuesday, 7 p.m.

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

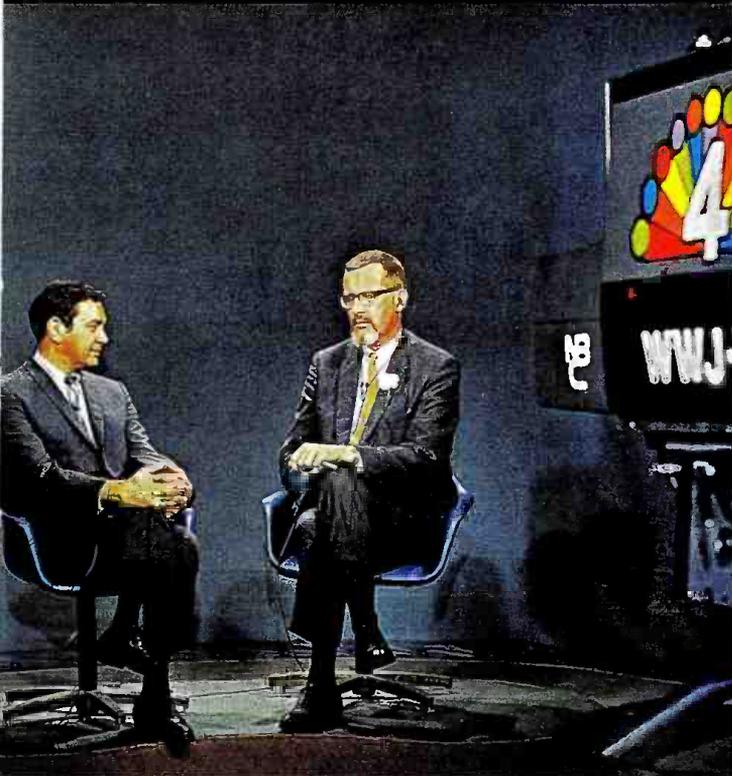
TRAFFIC COURT: Typical cases are dramatized to help curb traffic offenders. "Judge" William Kelly Joyce presides. Friday, 7 p.m.





JUVENILE COURT: Perplexing youth problems are thoughtfully probed. With juvenile authority Ernest L. Bridge. Wednesday, 7 p.m.

THINK BIG: Al Ackerman and Bill Rabe poll Detroiters on timely issues and analyze the answers. Saturday, 7 p.m.



Welcome to the rosy world of bluebloods: WWJ-TV.

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

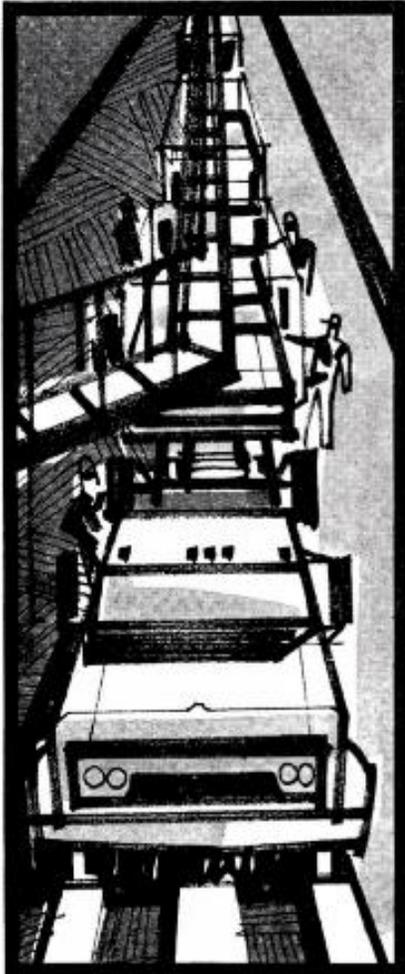
Bluebloods? They *make* everything rosy. The bluebloods of broadcast equipment. All General Electric equipment. Set up right with a helping hand from G.E. Maintained with a guiding word from G.E. To keep those colors rich. To keep the viewers rosy. 17,565 hours on eight PE-250 cameras averaging less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

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

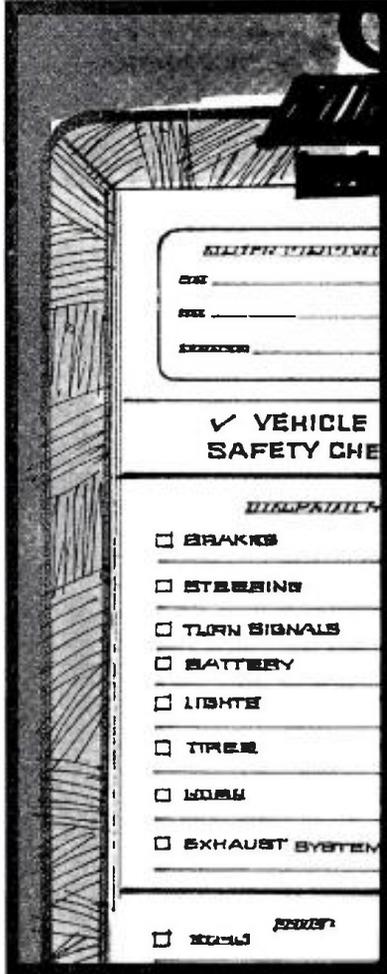
WWJ-TV 4 DETROIT

Owned and Operated by The Detroit News. Affiliated with NBC.
National Representatives: Peters, Griffin, Woodward, Inc.

Here's why the American Trucking Industry has the world's safest driving record.



America's safety-minded truck and trailer builders hew to the highest standards of design, engineering, manufacturing—so professional drivers have the finest equipment available!



Truck fleet operators conduct systematic programs of safety inspections and vehicle maintenance—so trucks that were built to be safe stay safe!



The world's best drivers complete the picture. Carefully selected, thoroughly trained, intensely proud of their record, these men prove that safety is no accident!

THE RECORD: Although trucks total 16.1% of the registered motor vehicles in the United States, only 10.9% of all vehicles involved in highway accidents are trucks. (And "involved" does not imply "blame".) It's an enviable safety record—one worth publicizing as a goal for *all* drivers.

American Trucking Industry

American Trucking Associations, Inc., Washington, D. C. 20036

to give away over a period of about two weeks, reportedly the length of the campaign on each station. As described to stations, the agency makes no monetary compensation to participating stations.

There are about 100 commercial stations operating in the 101 mc band (on 101.1, 101.3, 101.5, 101.7 and 101.9) and cooperation with J. Walter Thompson by a significant number of these would amount to a great deal of advertising for the agency for a relatively small outlay, since the cost of a carton of cigarettes falls considerably below the minimum time charges of most stations.

While several stations indicated to BROADCASTING that they would go along with the offer other outlets questioned indicated they turned the agency down.

Money Talks Louder ■ Several stations said they refused the offer on the grounds they were interested only in dollar sales. Still others said they would not help promote a cigarette brand that has not advertised in the medium and several stations said the JWT pitch and jingle were not compatible with their commercial policy. Station managers of two outlets said they were "booked solid" with other business until after the first quarter of 1968.

Most station operators who refused the JWT offer pointed out that one of their prime objections to the offer was the possibility that the station would be obliged to provide rebuttal time to anticigarette forces under provisions of the FCC's fairness doctrine (BROADCASTING, June 5, et seq.).

"It's tough enough when you must give rebuttal time to people who want to criticize commercials you're getting paid for," said one broadcaster. "But I can't see carrying a message that's liable to generate a lot of criticism for no money at all," he added.

Like other broadcasters, he indicated anxiety about what the FCC might think when renewal time came around. "Will the commission look favorably upon a renewal applicant who promoted cigarettes via a tie-in with his FCC-assigned frequency?" he asked.

Business briefly . . .

Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois Inc., New York, will sponsor Robert Furnival's adaptation of John Osborne's "Luther" on ABC-TV Monday, Jan. 29 (8:30-10 p.m. EST). Produced by Michael Style and Trevor Wallace, the special will be taped in London under the direction of Stuart Burge. Robert Shaw plays the title role. "Luther" is the second of nine ABC-TV specials to be sponsored by Xerox.

Borden Co., New York, through Cona-

TVAR aroused by 'Playboy' media ad

Television Advertising Representatives Inc., New York, last week "laid bare" claims made in a *Playboy* magazine ad campaign that it feels are "unfair attacks" on TV.

TVAR says *Playboy* ads, which recently appeared in media trade magazines, compare "apples and oranges." TVAR says that despite what *Playboy* intimates, men spend more time each day with TV than they do with the magazine over the course of a month, and that 170 ads in a recent issue accounted for a total of

99 pages of space or 31% of the entire magazine.

The *Playboy* ads say the average adult male reads—or looks at—an average issue for 165 minutes, "longer exposure than any television show." The *Playboy* ads also point out that its recent holiday issue contains 320 pages featuring cartoons, bunnies, "Elke Sommer revealing herself through her dreams," and other "fetching graphics." *Playboy* says it turns up a "higher volume of men under 50 than any TV show going."

hay & Lyon Inc., New York, has bought into NBC-TV's *Huntley-Brinkley Report* (Monday-Friday, 6:30-7 p.m.), starting Jan. 2, 1968, to advertise both its food and chemical products.

F. & M. Schaefer Brewing Co., Brooklyn, N. Y., through BBDO, New York, will sponsor 11 Eastern College Athletic Conference basketball games (Jan. 6-March 2) featured on *The Schaefer Circle of Sports* live and in color on 16 East Coast Stations: WNBC-TV New

York, WTEN(TV) Albany, WNBF-TV Binghamton, WSYR-TV Syracuse and WPTZ(TV) Plattsburgh, all New York.; KYW-TV Philadelphia, WGAL-TV Lancaster and WDAU-TV Scranton-Wilkes-Barre, all Pennsylvania; WHDH-TV Boston and WWLP(TV) Springfield, both Massachusetts; WRIP(TV) Keene, N.H.-Brattleboro, Vt.-Greenfield, Mass.; WPRO-TV Providence, R. I.; WNHC-TV New Haven, Conn.; WGAN-TV Portland, WABI-TV Bangor, and WAGM-TV Presque Isle, all Maine.

TOP SPOTS IN TULSA!

WAGON TRAIN

Sunday Night, from
10:30 p.m. to Midnight.
All Color

TUESDAY NITE AT THE MOVIES

6:30 to 10:00 p.m.

Top Prime Time Minutes Available

Weekly . . . first run . . . 7-Arts and Screen Gems, plus the outstanding NBC movies. Call your Petry man for top prime time minute availabilities

PERRY MASON

Daily from
4:30-5:30 p.m.
The top daytime buy!

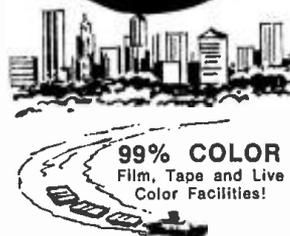
TULSA . . . NOW A \$3 BILLION MARKET!

And 47th in the nation in both population and E.B.I. (SM Survey of Buying Power)

YOU CAN SELL TULSA ON . . .

KVOO 2 TV
TULSA, OKLAHOMA

Represented by Edward Petry & Co., Inc. The Original Station Representative



99% COLOR
Film, Tape and Live
Color Facilities!

As predicted, spot TV softens

TVB'S NATIONAL AND REGIONAL FIGURES SHOW DROP OF 0.9%

National and regional spot-television-advertising volume for the third quarter declined 0.9%, from \$270,632,400 in third-quarter 1966 to \$268,692,000 in third-quarter 1967, according to figures being released today (Dec. 18) by the Television Bureau of Advertising.

Against the over-all decline, TVB pointed out that several regular spot advertisers increased their investments, including Quaker Oats, Shell, Seven-Up/bottlers, and Chrysler dealers. And seven advertisers entered TVB's top-100 list for the first time in any quarter: Aamco Transmissions, \$867,700; Compoz, \$858,000; Braniff Airlines, \$816,000; Dr. Scholl's Products, \$697,000; Union Oil Co. of California, \$674,600; Bank of America, \$560,500, and F. W.

Woolworth (including Kinney Shoes), \$556,200.

The TVB report included break-outs on total dollars and percentages invested by length of commercial and day-part for the third quarter 1967.

TOP 100 SPOT TV ADVERTISERS THIRD QUARTER 1967 (Source: TVB/LNA—Rorabaugh)

1. Procter & Gamble	\$20,653,000	11. Shell Oil	4,013,500
2. General Foods	10,995,100	12. Seven-Up/bottlers	3,916,800
3. Colgate-Palmolive	8,689,600	13. American Tobacco	3,839,500
4. Coca-Cola/bottlers	8,367,700	14. Gillette	3,484,000
5. William Wrigley Jr.	5,838,800	15. Alberto-Culver	3,198,200
6. Lever Brothers	5,378,800	16. Pepsico/bottlers	3,198,200
7. Bristol-Myers	4,711,600	17. General Mills	3,063,200
8. Kellogg	4,429,600	18. Johnson & Johnson	2,814,700
9. Warner-Lambert	4,304,800	19. American Home Products	2,810,400
10. Quaker Oats	4,026,400	20. Ralston Purina	2,647,600
		21. Corn Products	2,633,200
		22. Continental Baking	2,486,800
		23. Ford Motor, dealers	2,367,000
		24. General Motors, dealers	2,283,000
		25. Philip Morris	2,155,800
		26. American Can	2,073,500
		27. Jos. Schlitz	2,036,600
		28. Brown & Williamson	1,973,200
		29. Standard Brands	1,966,400
		30. H. J. Heinz	1,928,600
		31. Canadian Breweries	1,858,700
		32. Chrysler, dealers	1,856,600
		33. Mead Johnson	1,829,100

Total dollars invested by length of commercial during the third quarter:

Length of Commercial	Amount	Percent
60's (40 seconds or more)	\$184,552,600	68.7
20's (20-30 seconds)	54,529,500	20.3
10's (8-10 seconds)	15,723,000	5.8
Programs	13,886,900	5.2
Total	\$268,692,000	100.0

By time of day, the breakout of investments as follows:

Time of Day	Amount	Percent
Day	\$ 56,856,900	21.2
Early evening	64,393,100	24.0
Night	95,793,200	35.6
Late night	51,648,800	19.2
Total	\$268,692,000	100.0



There are institutions....



Then, there are institutions!

Some are remembered by slogans that proclaim the valor of great men. Others are viewed with respect for the quality of their operation . . . a touch that is reserved for the elite. Want that Quality Touch? Call your Petryman.

34. Miles Labs	1,699,300	76. Greyhound	730,800
35. Mars	1,679,000	77. U.S. Borax	717,800
36. Scott Paper	1,662,600	78. Abbott Labs	711,400
37. Rheingold	1,629,500	79. Standard Oil (Ohio)	698,900
38. Pabst Brewing	1,618,500	80. Scholl	697,800
39. Pillsbury	1,557,800	81. Texize Chemicals	694,500
40. Avon Products	1,520,800	82. United Vintners	689,400
41. Heublein	1,520,200	83. Texaco	683,100
42. National Dairy Products	1,506,100	84. Interstate Bakeries	676,300
43. Armour	1,471,200	85. Union Oil (California)	674,600
44. S. C. Johnson & Son	1,440,700	86. Wallace & Tiernan	669,600
45. Royal Crown Cola/bottlers	1,385,700	87. Revlon	657,000
46. R. J. Reynolds	1,340,700	88. Standard Oil (California)	651,800
47. Murine	1,332,200	89. W. R. Grace	626,900
48. Standard Oil (Indiana)	1,329,000	90. Standard Oil (New Jersey)	622,500
49. Nestle	1,294,900	91. Schick Electric	613,900
50. National Biscuit	1,278,100	92. Trans World Airlines	602,000
51. P. Ballantine	1,265,800	93. Internatl. Minerals & Chemical	596,000
52. AT&T	1,234,500	94. Olympia Brewing	588,300
53. Sears Roebuck	1,178,300	95. Mattel	584,700
54. Beatrice Foods	1,173,100	96. Bank of America	
55. Associated Brewing	1,162,400	National Trust & Savings	560,500
56. Campbell Soup	1,151,700	97. Ocean Spray Cranberries	556,700
57. United Air Lines	1,113,600	98. F. W. Woolworth	556,200
58. Carter-Wallace	1,064,800	99. Sinclair Oil	553,500
59. Wham-O Manufacturing	1,050,900	100. Stroh Brewery	549,300
60. Hills Brothers Coffee	1,044,500		
61. Canada Dry	1,038,800		
62. Carnation	1,034,900		
63. Gulf Oil	1,002,700		
64. Richardson-Merrell	1,002,600		
65. Cities Service	884,600		
66. Household Finance	873,000		
67. Aamco Transmissions	867,700		
68. Jeffrey Martin Labs	858,800		
69. Associated Products	855,400		
70. Purex	852,500		
71. Falstaff Brewing	839,000		
72. Sterling Drug	818,600		
73. Greatamerica	816,000		
74. Borden	773,800		
75. Maybelline	742,100		

New Basford subsidiary to handle consumer ads

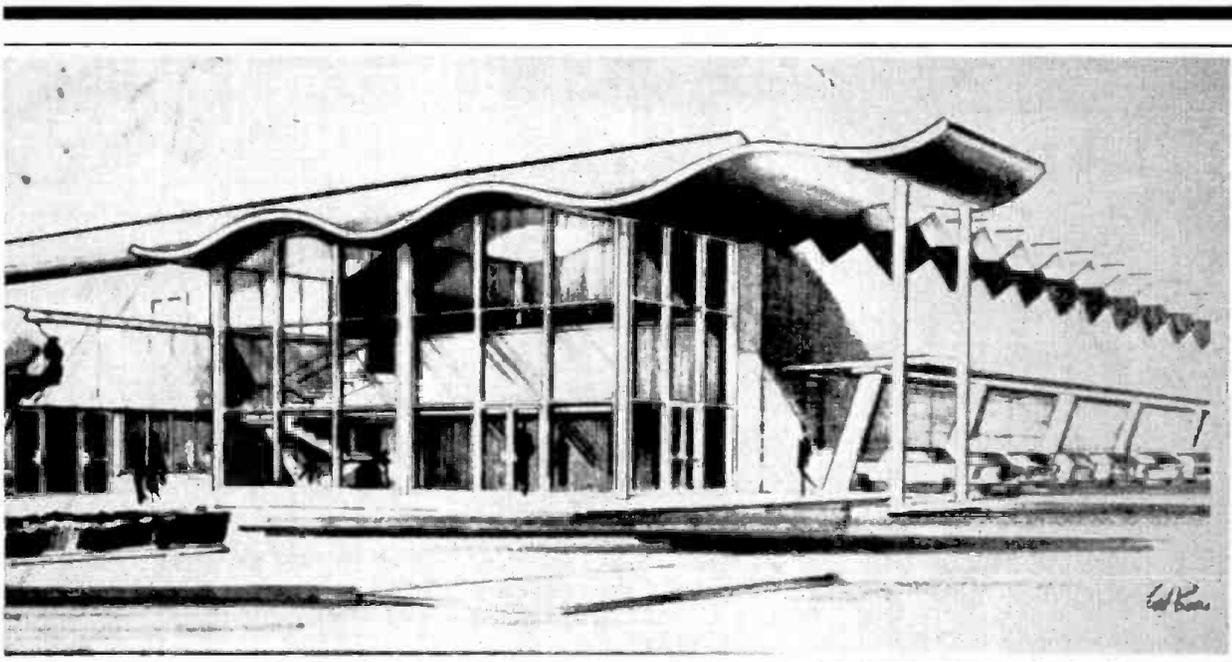
The billing attraction of accounts that use consumer media primarily, and television in particular, is pointed up in a reorganization announced last week in New York by Basford Inc., an advertising agency that has been heavy in the business and industrial

fields.

Consumer accounts are being invited pointedly by creating a subsidiary agency, Creamer-Colarossi Inc., New York, which will service consumer accounts. Basford Inc. will now handle only business and industrial accounts and provide market research services. Creamer-Colarossi assumes all current Basford consumer accounts, billing at the rate of \$6 million a year, of which some \$3 million is in broadcast. Basford will now bill at the rate of approximately \$16 million a year.

Both agencies become subsidiaries of a newly formed parent firm, Communications Center Inc. Also established is subsidiary PR-Promotion Inc., New York, providing publicity, public relations and promotion services. CCI also controls Basford International, with headquarters in Amsterdam and affiliates around the world. Creamer, Trowbridge, Case & Basford, a wholly owned subsidiary agency in Providence, R. I. Basford Inc. purchased the Providence agency last June.

Donald E. Creamer, president of Basford Inc. since last June, was elected president of the successor CCI and of the other newly formed agencies. As a principal part of the reorganization, Benjamin Colarossi, formerly vice president-creative director, Ketchum, Mac-



the
Quality touch

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

AT&T officials humanize corporate image

The idea may seem forbidding. But AT&T reports that viewer attention and interest are high for a group of four-minute commercials the company has been running on *Bell Telephone Hour* programs on NBC-TV this season during which a top AT&T official is the star attraction in what is called a "visual essay."

During the four minutes, there are no musical interludes or filmed animation sequences or other attention-getting devices—just a top-drawer official of AT&T closeted in an office with staff members or with visiting students answering questions about the company and its future or reminiscing about experiences or developments in the past.

Among the executives who have appeared as "commercial spokesmen" have been H. I. Romnes,



board chairman of AT&T, and Ben S. Gilmer, president. Also scheduled to appear on a future episode of *Telephone Hour* (there will be 13 programs during 1967-68) will be Dr. J. B. Fisk, president of Bell Telephone Laboratories.

"We will have at least four and perhaps five of these 'executive happenings,'" commented Louis K. O'Leary, assistant vice president in charge of advertising for AT&T. "Our viewers seem to like the casual, informal approach in which our top executives come across as human beings who care about the public. But the end result of four minutes of commercials actually involved four hours or more of shooting in what is called the cinema verité photographic approach. We at AT&T are very pleased with results to date."



Leod & Grove Inc., New York, and a former creative supervisor of Ted Bates & Co., New York, has joined both CCI and Creamer-Colarossi as senior vice president.

Basford Inc. will maintain its Philadelphia office, while CCI now will also be maintaining affiliated offices in San Francisco, Los Angeles and Toronto.

TV's adult reach documented by TVB

In one day, television reaches 77% of all U. S. adults, including 66 million who don't read a magazine, 23.3 million who don't read a newspaper and 40 million who don't listen to a radio that day.

That's the thrust of a new study being released today (Dec. 18) by the Television Bureau of Advertising.

These adults (aged 18 and over) are billed by TVB as TV's "exclusives." Folders prepared by TVB point up tel-

evision's advantages over each of the three other media in terms of audience demographics as well as total audience.

The folder comparing TV with magazines estimates that an advertiser using 611 TV stations could expand his audience 9% by adding 1,000 magazines to the schedule, while an advertiser using the 1,000 magazines could increase his reach 1,080% by adding the 611 stations.

In addition to bigger audiences and more "exclusives," the folders continue, television reaches audiences for longer periods each day: on the average, 121 minutes a day for TV vs. 74 minutes for radio, 33 minutes for newspapers and 16 minutes for magazines.

The study was conducted for TVB by R. H. Bruskin Associates, New Brunswick, N. J., in personal interviews with 2,540 adults in continental U. S. in November 1966. Copies of the three pocket-sized folders—one for each medium compared—are available free from TVB headquarters in New York (One Rockefeller Plaza, 10020) and from its regional offices in Chicago, Detroit and Los Angeles.

Ayer adds billings of \$3.3 million

N. W. Ayer & Son Inc., Philadelphia, last week reported its pickup of an estimated \$3.3 million in new billings.

The biggest share went to the Chicago office from the Scholl Manufacturing Co., Chicago, providing \$1.8 million for Dr. Scholl foot aids. Scholl, which has also assigned its Dr. Scholl's shoes (\$250,000) to Reach, McClinton & Co., Chicago, is ending its \$2-million-account relationship with West, Weir & Bartel Inc., New York, after 34 years.

Ayer's Chicago office also announced an estimated \$1 million in new billings for Derma Fresh cream and lotion, products of Alberto-Culver Co., Melrose Park, Ill. This account leaves Knox Reeves Advertising, Minneapolis. Earlier this year, Ayer added about \$5 million in Alberto-Culver business (Rinse Away shampoo, Calm deodorant, FDS feminine-hygiene spray [see page 32] and test products).

At its home office in Philadelphia, Ayer announced new billings of \$500,000 from Honeywell Inc.'s Industrial Division, Fort Washington, Pa., formerly handled by Aitkin-Kynett Co., Philadelphia.

Rep appointments . . .

- KHFI-AM-FM-TV Austin, Tex., WDIO-TV Duluth, Minn., and KLIV San Jose, Calif.: Avery-Knodel Inc., New York.
- WNRK Newark, Del. and WARV Warwick-East Greenwich, R. I.: Burn-Smith Co., New York.
- WCLV(FM) Cleveland: Herbert E. Groskin & Co., New York.
- WRNW(FM) Mt. Kisco, N. Y.: Grant Webb & Co., New York.
- WAIT Chicago: Major Market Radio, New York.
- WRYM New Britain, Conn.: Nona Kirby Co., Boston.

Also in advertising . . .

Ad move ▪ Quinn & Johnson Advertising Inc., Boston, moved its offices to the Chase building, 535 Boylston Street, Dec. 15. The agency's new phone number is (617) 262-5800.

Going national ▪ Speedata Inc., New York, announces that in the first quarter of 1968, its research reports on grocery product movement will be available for Chicago, New England, Southern Pacific, New York, St. Louis/Indianapolis and the Cincinnati/Columbus markets.

General Motors is people making better products for people.

Pete Gibson's cars have to measure up. At 60 below.

Pete Gibson gives new GM cars a baptism in ice. He takes their measure in cold-room tests ranging from 60 degrees below zero to barely freezing, turnpike icing conditions of 32 degrees at 100% hu-

midity. And throws in a 55-mile-an-hour gale-force wind for a hooker.

These are just a few of the ways skilled technicians, like Pete, make sure even subarctic climate will not put the chill on performance in

a General Motors car. It's typical of the rigid quality-control tests GM products have to pass. And another reason why you get a better buy in Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac cars.

Peter M. Gibson, Special Tester, Oldsmobile Division, Lansing, Michigan.



C-E realigns executive suites

**Adams moves to top spot as Nelson, Campbell retire;
Booth, McLean, Rozema, Thornhill named executive VP's**

The retirement of two agency principals long associated with the Chevrolet account is bringing about broad reorganization of the Campbell-Ewald Co., Detroit.

Thomas B. Adams, president of Campbell-Ewald, moves up to chairman of the board and chief executive officer. A new president for the agency is to be named after the first of the year.

Mr. Adams's elevation and other changes will become effective Jan. 31, 1968 upon the retirement of Lawrence R. Nelson, the present board chairman and chief executive officer, and Colin Campbell, now vice chairman of the board and supervisor of the Chevrolet account. Messrs. Nelson and Campbell are each 42-year veterans of the agency.

Campbell-Ewald's new organization plan calls for four senior vice presidents to become executive vice presidents. They are: Walter B. (Pete) Booth, Walter S. McLean, Stoffer J. Rozema and John L. Thornhill.

Mr. Rozema will become general manager and head all administration, finance, personnel, print production and research. Mr. McLean, who formerly directed a group of accounts, is to head all multiproduct accounts. He also will be in charge of new business and the Chicago-division office.

Chevrolet Changes ■ Mr. Booth, formerly creative coordinator on the Chevrolet account, will become the director of creative services on that account. Mr. Thornhill, who was associate account supervisor on Chevrolet, will become director of client services on that account. Messrs. Booth and Thornhill will both report directly to the chairman of the board.

Also under the new organization pat-

tern, John V. Doyle, senior vice president, will be responsible for the New York-division office of Campbell-Ewald and John H. Forshew, senior vice president, will oversee the western division. Messrs. Doyle and Forshew also will continue to be management supervisors on groups of multiproduct accounts.

Campbell-Ewald's division offices formerly were headed by King Harris, executive vice president, who resigns effective the first of the year.

New Title ■ Thomas D. Murray will be promoted from vice president to senior vice president and will continue to be the creative head of multiproduct accounts. James N. Hastings will become senior vice president associate creative services director on the Chevrolet account. He formerly was vice president and group creative director on that account.

Thomas A. Tucker, senior account executive on Chevrolet-account services, will become vice president and assistant to the board chairman.

After the reorganization takes effect, Campbell-Ewald's board of directors will be composed of Mr. Adams and the yet to be named president; Messrs. McLean, Rozema, Thornhill, Booth, Forshew, and Doyle; Arthur A. Porter, senior vice president and director of media, and Robert A. Schulman, partner in the Washington law firm of Wenchel, Schulman and Manning.

Stern agency reports 40% booking increase

The Charles H. Stern Agency Inc., a Los Angeles-based company specializing in placing name talent in radio and television commercials, reports that its

gross business has increased more than 40% over 1966. This increase is attributed in part to the growing acceptance by advertising agencies and advertisers of name personalities as performers on national and regional commercials.

The talent agency also announced that it has negotiated a new package of 120 Continental Air Lines commercials for actor Barry Sullivan, who will be employed as the voice-over spokesman for the advertiser. Mr. Sullivan is also heard as the voice on a number of other commercials including those for Atlantic-Richfield Oil, heard on the East Coast; State Farm Insurance, heard nationally; Schlitz Malt Liquor and Bank of America, both heard in the western states; Pacific Gas & Electric, heard in San Francisco, and Suncaryl, which runs nationally.

Actor Rick Jason, the lead on the *Combat* series and another Charles Stern client, is being heard as the voice-over for such national sponsors as Mr. Clean, Hills Bros. coffee, Buick cars and Goodyear tires. Lloyd Nolan, also out of the Stern stable, is currently heard on national spots for the General Tire Co., while Keenan Wynn, still another agency client, has completed a series of radio spots for the Wynn Oil Co.

Commercials in production . . .

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

Kin-Tel Corp., 1200 Spring Street N.W., Atlanta 30309.

State Savings & Loan, Honolulu (services); two 60's, four 30's for radio, musical. Rod Kinder, production manager. Agency: Milici Advertising, Honolulu. Frank Valenti, account executive. Sue McCollum, agency producer.

Toshiba America Inc., Honolulu (appliances); one 60, one 30, one 20, one 10 for radio, musical. Rod Kinder, production manager. Agency: Curtis Otani Advertising, Honolulu. Curtis Otani, account executive.

Coca-Cola Bottling Co., Honolulu (Diamond Head soft drink); one 30 for radio, musical. Rod Kinder, production manager. Agency: Lennen & Newell, Honolulu. John M. Seigle, account executive.

Taber Pontiac Inc., Atlanta (cars); ten 60's for radio, comedy-musical. Rod Kinder, production manager. Agency: Duncan & Copeland, Atlanta. Lois LaRoche, account executive.

John Urie and Associates, 5831 Sunset Boulevard, Hollywood 90028.

Lincoln-Mercury Division/Ford, Dearborn, Mich.



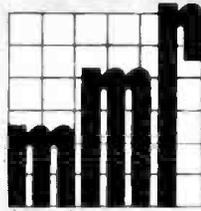
Mr. Campbell



Mr. Nelson



Mr. Adams

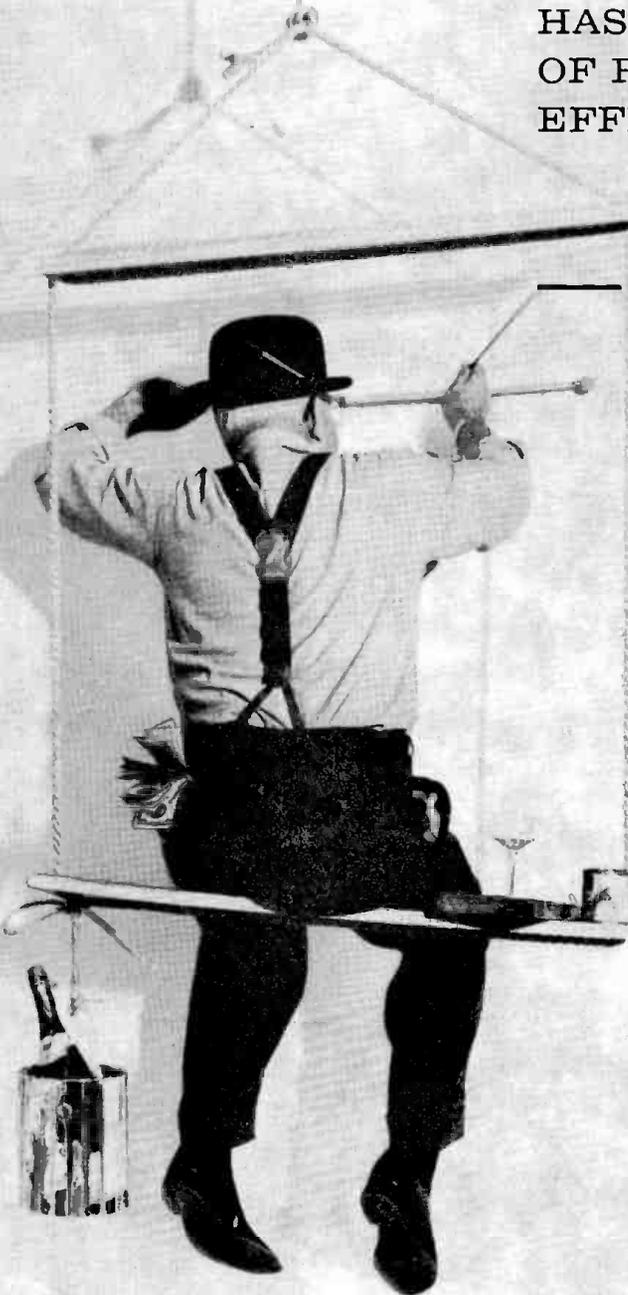


MAJOR
MARKET
RADIO, INC.

PROUDLY ANNOUNCES
THAT

WAIT CHICAGO

HAS JOINED ITS SELECT LIST
OF REPRESENTED STATIONS.
EFFECTIVE DECEMBER 1, 1967



WAIT	CHICAGO
WJW	CLEVELAND
WJBK	DETROIT
KMPC	LOS ANGELES
WGBS	MIAMI
WLOL	MINNEAPOLIS
WHN	NEW YORK
WIBG	PHILADELPHIA
KEX	PORTLAND
KSFO	SAN FRANCISCO
KVI	SEATTLE
WSPD	TOLEDO

NEW YORK
W. H. Losee
J. Barry

LOS ANGELES
J. Sweeney

ATLANTA
M. Disney

DETROIT
R. Gilbert

SAN FRANCISCO
F. Tessin

CHICAGO
J. Glynn
B. McCarthy

(mercury cars); three 90's, eleven 60's, two 30's, four 20's for TV, live on film, color. Agency: Kenyon & Eckhardt, Detroit. Lee Zimmerman, agency producer.

American Tobacco, New York (Tareytos); two 60's, two 30's, two 60's for TV, live on film, color. Agency: BBDO, New York. Les Collins, agency producer.

Sun-Maid Raisin Growers of California, Kingsburg (raisins); four 60's for TV, animation on film, color. Agency: Erwin Wasey, Los Angeles. Mike Such, agency producer.

Rath Packing Co., Waterloo, Iowa (cold slices); one 30 for TV, live on film, color. Agency: Earle Ludgin, Chicago. Dennis Altman, agency producer.

Continental Illinois National Bank & Trust Co., Chicago (Town & Country charge card); one 60, one 30, one 20 for TV, live on film, color. Agency: Earle Ludgin, Chicago. Dennis Altman, agency producer.

General Mills, Minneapolis (Betty Crocker cake mix); one 60, one 30 for TV, live on film, color. Agency: Needham, Harper & Steers, Chicago. Jim O'Riley, agency producer.

Goodyear Tire & Rubber Co., Akron, Ohio (Christmas album); one 60 for TV, stop motion and live on film, color. Agency: Young & Rubicam, New York. Tom Denhart, agency producer.

Eastman Kodak, Rochester, N. Y. (Instamatic cameras and film); one 60, one 30 for TV, live on film, color. Agency: J. Walter Thompson, New York. John Sircus, agency producer.

Chevrolet Motors, Detroit (Chevelle); one 60 for TV, live on film, color. Agency: Campbell-Ewald, Detroit. Pete Krempel, agency producer.

Mead Johnson & Co., Evansville, Ind. (Metre-cake shake); one 60 for TV, live on film, color. Agency: Ogilvy & Mather, New York. Bob North, agency producer.

WGN Continental Productions, 2501 Bradley Place, Chicago 60618.

American Photocopy Equipment Co., Evansville, Ind. (APECO copier); three 60's for TV, on tape, color. Dale Juhlin, director. Agency: Elias Advertising, Chicago. Dave Babsin, agency producer.

Wander Co., Villa Park, Ill. (Fiddle Faddle larger pack); one 30 for TV, on tape, color. Dale Juhlin, director. Agency: Earle Ludgin, Mimi Fleming, agency producer.

Sears, Roebuck & Co., Chicago (belt bike, board exercisers); one 60 for TV, on tape, color. Dale Juhlin, director. Agency: Craigle & Paulsen, Chicago. Walter Craigle, agency producer.

Tastee Freez Industries, Chicago (ice cream sundaes); one 60, one 10 for TV, on tape, color. Dale Juhlin, director. Agency: Elias Advertising, Chicago. Dave Babsin, agency producer.

MBBW to merge into Griswold-Eshelman

A proposed merger of Griswold-Eshelman Co., Cleveland, and Mogul Baker Byrne Weiss Inc., New York, is being announced today (Dec. 18). According to the agencies' principals, the merger would virtually insure the new agency, which would retain the name

Griswold-Eshelman, a ranking in the "low 30's" of all U. S. agencies by virtue of its billings, estimated to be at an annual rate of more than \$40 million.

The agencies' executives estimate joint radio-TV billing as represented by a merger at \$15.3 million. Each company plans to consummate the transaction through an exchange of stock, subject to approval by their respective stockholders. This action is expected within 30 days.

Broadcasting accounts for about 30% of Griswold-Eshelman's current \$31 million in billings. The agency has offices in Cleveland, Chicago and Pittsburgh, operated autonomously, and a service branch in Erie, Pa. MBBW bills roughly \$12 million a year (about \$6 million in TV and radio) out of New York. Its affiliations with Davis Johnson Mogul & Colombatto Inc., Los Angeles, and Dudley Turner & Vincent Ltd., London, have now been discontinued, according to Sidney M. Weiss, MBBW board chairman and chief executive officer.

Charles Farran, G-E president, would be chief executive of the merged agency. He said G-E was formed as an industrial agency in 1912, but that it was now looking to strengthen itself in the consumer field, and to this end sought out "the strongest possible New York City affiliation," after reviewing some 20 to 30 agencies. MBBW, he explained, was selected for its work as a consumer-oriented agency and also for its record as a creative shop.

Potential Greater ■ Commenting on MBBW's position, Mr. Weiss said the merger affords his agency "an expansion via additional service and facilities" and greater earnings potential. MBBW, founded in 1940 as Emil Mogul Co., became Mogul Williams & Saylor in 1959 and in 1965 merged with Baker & Byrne.

Under the newly proposed merger, Mr. Weiss will become vice chairman of the G-E board. Other MBBW executive-title changes will be: President Stephen Baker, elected G-E executive vice president; Senior Vice President John H. Byrne, elected to the same post at G-E; and principals Milton Guttenplan, Alan Green and Norman N. Cohen to G-E vice presidents. Mr. Guttenplan also will become director-account services. Other MBBW management and personnel will remain intact, as will its sales promotion arm, the Maybelle F. Hall Co.

The new G-E expects to expand into other U. S. cities, and also extend its operation overseas into European countries, possibly Belgium. By the 1970's it projects billings of the merged agencies to exceed \$100 million.

G-E now lists some 52 principal clients, among them, the B. F. Goodrich Co., which is currently committed

to 11 ABC-TV documentaries, and Sherwin-Williams Co., which is a participating advertiser on all three TV networks.

MBBW principal clients total 27. Those in TV-radio include: Barney's clothing store, Ronzoni spaghetti, Howard Stores Corp., and Bonus Gifts Division of Rexall Drug & Chemical Corp.

AHP house agency takes in Anacin

American Home Products last week assigned its most heavily advertised brand, Anacin, to its house agency, John F. Murray Advertising, pending "a decision for permanent assignment," according to John W. Culligan, AHP vice president.

Anacin and six other AHP brands billing an aggregate \$20 million, all in television, were resigned last month by Ted Bates & Co., which subsequently added Bristol-Myers' Bufferin, billing \$11 million, of which \$9 million is in broadcast [BROADCASTING, Nov. 20]. Termination date for Anacin at Bates is Feb. 12.

The Murray agency handles advertising for AHP's Preparation H, and buys print space for all AHP products. Mr. Culligan said: "We have a good deal of [Bates'] creative material in the can," but added that it was "possible" the assignment to Murray might be permanent.

RADAR emphasizes radio's positive values

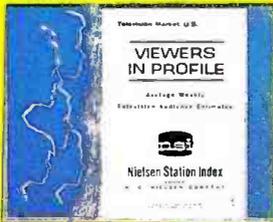
The most important breakthrough provided by the RADAR study is that it will enable the radio industry to show advertisers the various positive values of radio, Stephen B. Labunski, president, NBC Radio Division, told a meeting of the Oregon Advertising Club in Portland last Wednesday (Dec. 18).

He said that RADAR (Radio's All-Dimension Audience Research), which was sponsored by the four radio networks, "will enable us to take currently running multimedia schedules and show how dollars taken from other media—when invested in radio—will strengthen the advertiser's media mix, extending a campaign's reach and improving its frequency among the advertiser's own best prospects."

Mr. Labunski outlined in detail the initial findings of RADAR, which were announced 10 days earlier (BROADCASTING, Dec. 11).

For Fall

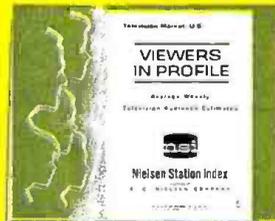
(Oct. 26-Nov. 22)



**Viewers In Profile
reports
all markets**

For Winter

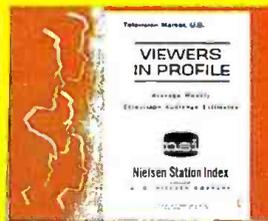
(Feb. 15-Mar. 13)



**Viewers In Profile
reports
all markets**

For Spring

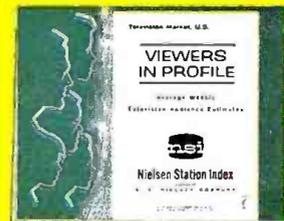
(May 2-22)



**Viewers In Profile
reports
70 markets***

For Summer

(July 11-31)



**Viewers In Profile
reports
70 markets***

...to keep you in tune with important seasonal changes in TV viewing

Expanded quarterly reports for budgeting and planning needs are among the highlights of the new 1967-68 Nielsen Station Index service. The expansion of the NSI schedule to cover Fall-Winter-Spring-Summer information is in keeping with changing trends in TV programming.

The full cycle of NSI reports, beginning with 23 markets in October, marks an increase of 68 reports over the previous season. (For July cycle, 67 of 70 are Daypart reports—including all demographics for media evaluation and planning.) But number and frequency are not the only changes to be found in 1967-68 NSI reports. There are DMA (Designated Market Area) data . . . estimates of households with multiple TV sets and those who can view UHF . . . network pre-emption listings . . . prime time summations . . . and much more.

Ask your local NSI representative to give you all the details.

*Approximately 80% of U.S. TV households.



Nielsen Station Index

a service of A. C. Nielsen Company

NEW YORK (10019) • 1290 Avenue of the Americas • 956-2500

CHICAGO (60645) • 2101 Howard Street • 465-4400

Copyright case may be delayed

**Solicitor general urges Supreme Court to await
action on copyright bill pending in Congress**

There was no joy in CATV-land last week. An expected friend and supporter had failed them, CATV operators felt, when the solicitor general of the U. S. suggested to the Supreme Court that it delay hearing argument on the cable-TV industry's number-one copyright case in order to await congressional action on a new copyright law.

In an unusual move Solicitor Gen-

eral Erwin S. Griswold suggested to the Supreme Court that the United Artists v. Fortnightly argument be delayed until next fall. Vehement opposition to this was expressed by both parties in memoranda filed the day after the solicitor general's memorandum.

Only two weeks ago, the CATV industry was tremendously elated when the Supreme Court announced it would

review the copyright case in conjunction with the San Diego case, relating to FCC jurisdiction over the cable TV operations (BROADCASTING, Dec. 11). The joy was due principally to the fact that hopes were so slim that the court would grant certiorari at all.

At issue in the case is the copyright liability of CATV systems under existing copyright law. A federal district judge has ruled that CATV's action in picking up copyrighted TV programs and delivering them to subscribers via cable is "a public performance for profit," requiring payment of royalties. An appeals court affirmed this decision but raised some questions about CATV's liability where a subscriber could receive a TV signal from an "ordinary rooftop antenna."

No, No, No. ■ Fortnightly and United Artists filed immediate objections to the solicitor general's recommendations. Calling the move unprecedented, both parties emphasized that

Hatch-Stern committee reaches concord on 10 points

On two fronts, the CATV industry is moving to an accommodation on copyright, even though it is suffering a mild case of manic depression at the action of the solicitor general of the U. S. in the U. S. Supreme Court (see above).

Following its final meeting in Washington last week, an informal group of CATV operators and broadcasters, many with substantial cable-TV holdings, submitted to both the National Association of Broadcasters and the National Cable TV Association a summary of agreements that have evolved from four meetings that began last July. The group recommended that both the NAB and NCTA continue the conferences on a formal basis.

On another plane of copyright activity, it became known last week that a second ad-hoc CATV committee that had been meeting irregularly with motion-picture copyright representatives in New York for the past several months, had widened its scope. The group assembled last week in a series of meetings also in New York with representatives of the American Society of Composers, Authors and Publishers; Broadcast Music Inc.; SESAC, and the three TV networks. No formal agreements were reached,

it's reported, but "progress" is being made.

Major Agreement ■ In drafting its outline of the work of the CATV-broadcaster committee, headed by George C. Hatch, KUTV(TV) Salt Lake City, group broadcaster and multiple CATV owner, and Alfred R. Stern, Television Communications Corp., 10 areas of agreement were identified, and two subjects were said to require further discussion (BROADCASTING, Dec. 11).

Basic agreement was reached, the report said, on the following:

"1. CATV's carrying TV stations in markets located in the grade-B coverage areas of such stations should not be required to pay copyright fees for such carriages (provided material is carried simultaneously as transmitted).

"2. CATV's bringing outside stations to underserved areas located within the grade-B predicted contour of one or more TV stations should receive a compulsory copyright license for the minimum additional signals required for adequate service.

"3. CATV's and translators located outside the grade-B contour of any television station should not be required to pay copyright fees for bringing station services to unserved

areas.

"4. Nonprofit secondary transmissions operating in areas receiving grade-B service from at least one television station should be subject to statutory copyright fees.

"5. Common carriers providing direct television service to the public should be subject to statutory copyright fees.

"6. Some form of grandfather clause and retroactive exclusion of statutory copyright fees for existing systems will be necessary to avoid major disruption of present services to the public.

"7. Provisions covering copyright liability for carriage of radio stations on CATV systems should be clarified.

"8. A simple and efficient system needs to be provided for notice of restrictive terms of broadcaster-copyright contracts affecting CATV, and for the determination of the application of exclusivity provisions.

"9. Proposals to provide live broadcasts with copyright protection should be carefully reviewed.

"10. UHF stations have particular problems relative to exclusivity and carriage that require special consideration and further study."

Pending ■ Still to be resolved:

"1. Should CATV origination of

this was private litigation with private interests at stake and that the case was ready for adjudication and should go forward.

Louis Nizer, United Artists attorney, went one step further: If the court accepts Mr. Griswold's reasoning, he said, it should withdraw its grant of certiorari.

Judgments on reasons for the solicitor general's stand ran a gamut of speculation. They ranged from the obvious—that, as he mentioned in his memorandum, Congress may well enact a new copyright law next year covering CATV, thus making a determination in the UA-Fortnightly case largely academic—to the fearful thought that the solicitor general and the Department of Justice had had a change of heart. This last was premised on the anticipated stand of the government favorable to the CATV position as expressed by a Department of Justice official to a Senate Judiciary Subcommittee last year (BROADCASTING, Aug. 2, 1966).

Also conjectured is that the solicitor general just didn't want to argue both the San Diego case, involving the question of FCC authority to regulate

CATV, and the copyright case at the same time. The Supreme Court, in granting certiorari two weeks ago, ordered the copyright case to be heard immediately following the San Diego case.

Black Hat ■ Some indignation was expressed by CATV sources who saw in the solicitor general's action what they called "a power play" by Abraham L. Kaminstein, register of copyrights. This theory holds that Mr. Kaminstein persuaded the solicitor general to take this position in order to avoid clouding Congress's consideration of a new copyright law. A new copyright bill, minus any references to CATV, was passed by the House of Representatives this year. The Senate has been considering its version of a new copyright act, which still includes a section on CATV, and is expected to vote a bill early in the next session—although it may be worth noting that Majority Leader Mike Mansfield (D-Mont.) in his annual summation of senatorial accomplishment for 1967, made no mention of copyright as among the "foremost" items for Senate consideration next year.

It is anticipated that the Supreme Court may announce its attitude on Mr. Griswold's suggestion today (Monday), the traditional day for the court to announce rulings on motions, petitions and other matters. Both the litigants are obviously anxious to be spared the expense and time involved in writing briefs and preparing for argument if the court delays hearing the case.

Judicial-Legislative ■ Congress is on the verge of enacting a new copyright law, Mr. Griswold pointed out to the Supreme Court, and a determination of the copyright litigation might muddy the waters.

In presenting his memorandum on Dec. 12, Mr. Griswold noted that the resolution of the UA-Fortnightly case "directly concerns several government agencies (Copyright Office, Antitrust Division of the Department of Justice, and the FCC) . . ."

The matter, Mr. Griswold added, "is not susceptible of definitive resolution in judicial proceedings and plenary consideration here is likely to delay and prejudice the ultimate legislative solution."

The courts, he observed, are not free to weigh "a workable and permanent solution" of the over-all CATV copyright problem because it cannot entirely consider conflicting policy considerations.

If the court finally ruled that CATV is liable for copyright payments, he noted, this might have "a substantial adverse effect on the viability and continued growth of CATV." On the other hand, he went on, a court holding that CATV was immune from copyright liability "probably would provide CATV with an unfair advantage over certain competitors (such as new UHF stations) and might unduly deter the creative incentive that copyright protection is designed to foster."

Private Compromise ■ Additionally, Mr. Griswold called attention to the fact that a group of CATV representatives has been meeting with motion-picture copyright holders to work out a solution and that "the private interests involved had gone some distance in compromising their differences. . . ."

A decision in the private case, Mr. Griswold stressed "would not be finally determinative of the over-all controversy, but would serve only to upset the existing balance, delaying and perhaps impeding congressional resolution of the problem."

The solicitor general even implied that the courts were being used for ulterior purposes in the suit. In one of the concluding paragraphs of the five-page document, Mr. Griswold remarked: "Indeed, here, if our appraisal is correct, the judgment of the courts,

entertainment programs and/or commercials (directly or by private transmission) change the cable operator's copyright obligations, if any, in the carriage of station signals?

"2. Should CATV carriage of outside signals in underserved areas pursuant to compulsory copyright license be subject to restrictive covenants contained in broadcaster-copyright contracts?"

During the meetings of the Hatch-Stern committee, 26 broadcasters, representing 70 TV stations, attended one or more sessions, along with 20 CATV operators. NAB and NCTA staff personnel attended all meetings as observers.

In addition to Messrs. Hatch and Stern, the final meeting on Dec. 11 in Washington saw the following in attendance: Eldon Campbell, Time-Life Broadcasters; John F. Dille Jr., Communicana Group; Charles Woodard Jr., Westinghouse Broadcasting; Charles Tower, Corinthian Broadcasting; Hamilton Shea, Gilmore Broadcasting; Fred Weber, Rust Craft Broadcasting, and Roger Rice, Cox Broadcasting, representing broadcasters. Ralph N. Demgen, Willmar, Minn.; Robert Regan, Mankato, Minn.; Albert J. Ricci, Pioneer Valley Cablevision; Harry Harkins, Webster Springs, W. Va.;

Douglas Dittrick, GE Cablevision; W. Randolph Tucker, United Cablevision; W. Clarke Swanson, Avon Park-Sebring, Fla., and Richard A. Moore, Southwestern Cable, representing cable owners.

During the last six months, these other broadcasters attended meetings: Roger Clipp and Henry E. Rhea, Triangle Stations; Carl Lee, Fetzer Broadcasting; John B. Poor and Sam Slate, RKO General; G. Richard Shafto, Cosmos Broadcasting; Edgar P. Smith and Willard Schroeder, Time-Life; Simon Goldman, Goldman Stations; Marcus Bartlett, Cox Broadcasting. E. R. Vadaboncoeur, Newhouse Broadcasting; William C. Grove, Frontier Broadcasting; Frank Fogarty, Meredith Broadcasting; Reid Shaw, GE Broadcasting; Dwight Martin, Royal Street Stations.

Among CATV owners attending the meetings were Robert Beisswenger, Jerrold Corp.; Jack R. Crosby and Benjamin J. Conroy, Gencoe Inc. (Mr. Crosby is present chairman and Mr. Conroy a past chairman of NCTA); Irving B. Kahn, Teleprompter Corp.; Bruce Merrill, Ameco Inc.; Bob Magness, Community Television; Byron D. Jarvis, National TransVideo Corp., and Franklin R. Valentine, Unicom Inc.

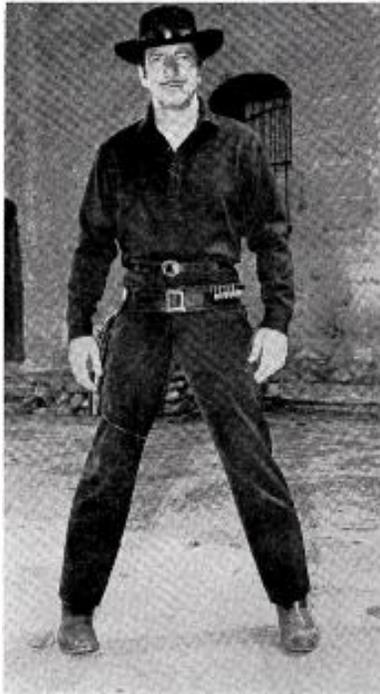
Paladin claimant loses case in courts

A 59-year-old Rhode Island automobile mechanic who claims to have invented the character of Paladin and the slogan "Have Gun, Will Travel" last week lost his big chance to collect \$150,000 from CBS and others. The U.S. Supreme Court declined to review a lower-court ruling that Victor DeCosta of Johnston, R. I., cannot collect damages for the theft of the fictional character.

Mr. DeCosta, who said he began appearing in 1947 without charge at rodeos, parades, horse shows and other events in black western garb and sweeping frontier-type mustache under the name Paladin, won the jury verdict in 1966 against CBS, Capital Cities Broadcasting Corp. and CBS Films Inc. (now CBS Enterprises Inc.). The jury also found that during these appearances, Mr. DeCosta passed out cards bearing the message, "Have Gun, Will Travel."

No Copyright — An appeals court agreed with the jury that Mr. DeCosta had originated the characterization, but held that there is no remedy in law for the theft of a fictional character that was acted out as a hobby. It also ruled that there was no way for Mr. DeCosta to collect damages because he failed to copyright the message identified with the later CBS program.

Still to be litigated are two other counts, one on unfair competition and the other claiming that Mr. DeCosta had a common-law trademark. The defendants are expected to ask



Richard Boone's Paladin

the Providence, R. I., court to dismiss these two counts.

The program, starring Richard Boone as Paladin, ran on the CBS-TV network from 1957 to 1963 and is estimated to have grossed \$14 million. It is now being syndicated by CBS Enterprises Inc.

Chief Justice Earl Warren and Associate Justice Abe Fortas noted that they thought the court should consider the case.

whoever prevails, will not rule the present parties or any others for the future, and their [the courts'] jurisdiction is invoked primarily to secure an advisory opinion to lay before another forum [the Congress]."

In suggesting that the court revoke that portion of its order setting argument on the copyright case immediately following the San Diego jurisdictional case, Mr. Griswold noted that the San Diego case involves issues that can be resolved without reference to the copyright question.

Michigan DST protest turned down by FCC

A daylight savings time controversy in Michigan, was dispelled by the FCC last week. In a letter sent to the National Association of Theater Owners

of Michigan the commission absolved WJBK-AM-FM-TV Detroit of charges that it violated provisions of the fairness doctrine in handling the issue. Similar letters are being prepared absolving nine other stations named in the theater owners' complaint.

The theater owners asked the commission to hold hearings on the renewal applications of WWJ-AM-FM-TV, WXYZ-AM-FM-TV, the WJBK outlets, all Detroit, and WOOD-AM-FM-TV Grand Rapids. They claimed that the stations acted in concert to use their facilities unfairly through editorials, features and slanted newscasts to wage a one-sided fight in support of a referendum that would place the state on daylight savings time (BROADCASTING, Sept. 4). The theater owners also argued that the stations refused to grant "equal broadcasting rights" to fast-time opponents.

The theater owners also raised questions they sought to resolve in a hear-

ing as to the past buying and selling practices of Storer Broadcasting Co. (licensee of WJBK-AM-FM-TV) to determine whether it had engaged in the trafficking of licenses, and as to prohibited overlap of the service areas of Storer's WSPD Toledo, Ohio and WJBK Detroit. (Similar "free-wheeling" charges were also leveled against the other licensees.)

On all counts the commission found it "unnecessary to discuss allegations pertaining to the licensee's motives," or to hold up the renewal applications.

The commission noted that with the exception of programs involving personal attacks, no particular group is entitled "as a matter of right" to broadcast views opposed to those already aired on any controversial issue. Emphasizing that its role is not to substitute its judgment for that of the licensee, the commission said it could not find that Storer had acted "otherwise than reasonably and in good faith" in handling the issue.

As for the trafficking charges, the commission refused to reopen the transfers "on the basis of general allegations unsupported by a specific factual showing." And the commission also noted it was aware of the "slight overlap" in the signals of WSPD and WJBK.

USO's Patty talks to Vietnam troops

In the tradition of Tokyo Rose and more recently Hanoi Hanna, U. S. forces in South Vietnam have their own lady broadcaster—Mrs. Pat Krause, director of public information for USO in Vietnam, known to the men as "Patty."

On leave for a month before returning for another 18-month tour of duty, Mrs. Krause described her daily half-hour radio program at a New York news conference last week.

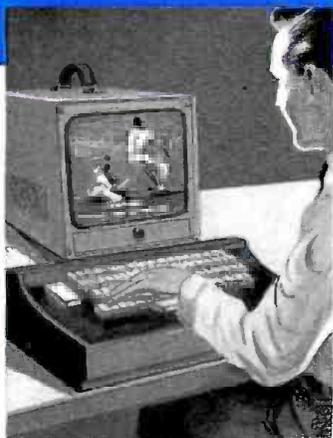
The show, *What's New at the USO*, includes interviews with celebrities touring in Vietnam, a calendar of events in the 17 USO clubs there, birthday announcements, and music, mostly pop-rock. But judging from servicemen's response, the most popular feature is "mail call," according to Mrs. Krause. In this part of the program she reads supporting letters from home and other countries.

The radio show began as "an accident," Mrs. Krause explained. She had made contact with Armed Forces Radio to place a spot announcement and was persuaded to do a 10-minute show, which started in January 1966. Later extended to 20 minutes, then to a half hour, the show is now broadcast live at 12:30-1 p.m. and taped for rebroadcast at 1:30 a.m.



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McIntire testifies at Media hearing

The FCC fairness doctrine was bitterly attacked last week (Dec. 11-15) during a public hearing that will determine whether WXUR-AM-FM Media, Pa., can continue broadcasting in the future.

WXUR attorney Benedict Cottone accused the FCC of engineering a "plot" to bleed the radio station to death and fundamentalist minister Dr. Carl McIntire also had harsh words to say about the federal agency.

Their testimony came during the eighth week of the public hearing being held to decide whether the stations' licenses should be renewed. WXUR has been accused of violating the fairness doctrine by airing programs alleged to be slanted to the extreme right wing and failing to give free reply time to persons attacked.

Dr. McIntire is board chairman of Faith Theological Seminary in Elkins Park, Pa., owner of Brandywine Main Line Radio Inc., WXUR operating firm.

"Of all the broadcasters in the country we have suffered the most from the

fairness doctrine," Dr. McIntire testified during a day and a half appearance on the witness stand.

He said he has had trouble placing his radio programs on other stations "in every section of the country" because of a fear of the FCC generated by the fairness doctrine.

Dr. McIntire has two regular programs on WXUR: *20th Century Reformation Hour* and *Christians on the Air*."

"I found that radio stations didn't want my programs because they were afraid of trouble with the FCC. Men that I talked to said that they didn't want to get involved. The FCC's fairness doctrine is what has caused us our troubles."

Cites Letter ■ He read a letter from one station operator in Nebraska which said in part: "I just can't afford to get in trouble with the FCC. The attorneys' fees alone would break me. I can't afford the clerical help to handle the [fairness doctrine] policy.

"I'm scared. I'm running. The FCC has teeth in my bread and butter."

Dr. McIntire also criticized what he said were restrictive provisions of the doctrine.

"There are aspects of the doctrine which would impede us from carrying out our programs. One is that stations do not want to get involved with the

Dickens: Aubrey's first

A two-hour color special based on the Charles Dickens' classic, "A Christmas Carol," will be the first television venture of the Aubrey Co., a producing organization headed by James T. Aubrey Jr., former president of CBS-TV. The program will be produced for Screen Gems Inc., which announced the project last week and said the special's budget is approximately \$1 million.

Christopher Isherwood has been commissioned to adapt the story for TV. Filming is scheduled to begin at Shepperton Studios in England in the spring. Mr. Aubrey will be executive producer and Hunt Stromberg Jr. will be the producer.

FCC and with what we are involved in right now [the hearing].

"Another thing is the uncertainty of what constitutes a personal attack," he said. "Another area is the question of renewal or transfer of their license. The FCC can cause delays and mitigate against anyone advocating a specific cause as I do," he said.

Dr. McIntire had testified the seminary purchased the station primarily as a vehicle for his programs.

In criticizing the federal agency he also said the FCC has never made definite what it considers to be a controversial issue of public importance. The minister also charged former FCC employees warned several stations including WVCH Chester, Pa., "not to get involved" with Dr. McIntire's programs.

Money Dry Up ■ Mr. Cottone's remarks about the alleged FCC plot came earlier in the week at the end of a particularly stormy day of testimony. He was protesting an early recess of the day's session and charged endless recesses and delays placed a financial hardship on the station. "This station is being bled to death and it is happening at the deliberate design of the Broadcast Bureau," he said.

FCC Hearing Examiner H. Gifford Irion disputed Mr. Cottone's accusation and said every recess during the lengthy hearing "has been justified."

Also testifying during the week was Robert Fulton, former WXUR station manager, who resigned his post in 1966 shortly after the seminary took control of WXUR. Mr. Fulton's testimony conflicted with earlier comments made on the stand by Brandywine Main Line President John H. Norris.

Mr. Norris had testified several weeks ago the station was forced to greatly

You
can see
it's
Corinthian:

During the past two years the combined audience of the Early and Late local News programs on the five Corinthian stations increased 29 percent! In the same period the News on our 10 competing stations decreased one percent.

(Source: NSI, ARB Feb., Mar. 1965, 1966, 1967, M.F. Subject to qualifications described in said reports.)



© KXTV, Sacramento KHOU-TV, Houston WISH-TV, Indianapolis WANE-TV, Fort Wayne KOTV, Tulsa

increasing its religious programming after an alleged boycott of the stations advertisers reduced WXUR's monthly commercial income from \$7,000 to \$500. Mr. Fulton testified and program logs were introduced to show that the religious programming was sharply boosted almost immediately after the seminary purchased the station. He said he knew nothing of any boycott and said advertisers simply did not want to be associated with the station because of the new type of programming.

Following the week's testimony the hearing was recessed for the Christmas holidays.

WXUR's licenses have been up for renewal since Aug. 1, 1966 but FCC action has been withheld pending results of the hearing.

ITC aims at record for '68 programming

Independent Television Corp., New York, is setting its sights on a record year in 1968 in terms of programs supplied to the networks and to local stations.

ITC President Abe Mandell voiced this projection last week on the basis of network agreements already set and on production plans that point to "a greater flow of product to the world market in 1968."

Among program series committed to the networks are *The Saint*, earmarked for NBC-TV under a long-term deal with a limited number of episodes to be produced each year; *The Prisoner*, starring Patrick McGeehan, which has been bought by CBS-TV; *Showtime*, a music variety series scheduled by CBS-TV as a summer replacement for *The Red Skelton Show*; *Present Laughter*, a drama special starring Peter O'Toole and Honor Blackman, set for ABC-TV; *Man In a Suitcase*, an hour adventure series, bought by ABC-TV; *Love Story*, a drama anthology series, purchased by ABC-TV.

In the feature-film area, according to Mr. Mandell, Patrick McGeehan, under the ITC banner, will produce three motion pictures for CBS-TV, in one of which he will star. Already committed to ABC-TV is a made-for-TV feature, "Koroshi," also starring Mr. McGeehan. Two of three feature films planned for Roger Moore, star of *The Saint*, will be two-hour "Saint" productions for TV.

Syndicated Product ■ In the syndication area, ITC will introduce in 1968 *The Baron* series, consisting of 14 new one-hour episodes and 12 that were carried on ABC-TV during the "second season" of 1966; a new feature-film package, and a Supermarionation

series, *Captain Scarlet* and *The Mysteries*, which has been sold in 68 countries in advance of its release in the U. S.

In production for future ITC distribution, according to Mr. Mandell, are *Jo 90*, a half-hour Supermarionation series, and two one-hour action series, *Department S* and *The Champions*. ITC will offer both *Jo 90* and *The Champions* for network sale. Scheduled to go into production in March is *Aces High*, a one-hour adventure series.

Television production of the programs distributed by ITC in the western

hemisphere and the Far East is by Incorporated Television Co. Ltd., London. Both these companies are subsidiaries of Associated Television Ltd., London.

TV series sales . . .

The Ray Coniff Christmas Show (Wolper Television Sales): WHIO-TV Dayton, Ohio; WLAC Nashville and WREC Memphis, both Tennessee; KZAZ(TV) Nogales-Tucson, Ariz.; KLYD-TV Bakersfield, Calif.; KTVB(TV) Boise, Idaho; KTTS-TV Springfield, Mo.; WNCT-TV

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Put your message on the 18-34's medium: KHJ Boss Radio. We own Metro LA's young marrieds. Across the board, Monday thru Friday, 6 a.m. to midnite, we deliver more 18-34's than any other station in town.* Best buy KHJ.

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*Radio Pulse, July-Aug., '67; 18-34 age group, total audience estimates, in-home and out-of-home. The audience measurement data used herein are estimates only and are based upon the report indicated. In view of errors and deficiencies which may be involved in the sources, methods, and procedures, neither RKO-General nor any of its representatives vouch for the accuracy of the estimates.

Susskind criticizes lack of originals

Producer David Susskind defended the importance of original drama on TV as a guest on *WCBS Radio* (New York) *Looks at Television* last Monday (Dec. 11).

"I think each network owes it to its public to have an original drama series, at least one per week," he said. "The most effective way of presenting the issues—the conflicts in our society—is in dramatic terms, and we need them in original terms because we have a host of new problems since original drama went by the board."

But he appeared to despair of the possibility of presenting controversial or potentially "offensive" themes: ". . . television is timid because it's essentially an advertising medium. You're there to sell a cigarette. You're selling a motor car and a refrigerator and a deodorant and a chewing gum, and that's our basic mission and we shouldn't kid ourselves."

He hit what he called "the marvelous hypocrisy" of television's presenting themes in movies that it would be unwilling to present in original dramas, the potential lesbian relationship in "The Children's Hour," "aspects of 'The Pawnbroker' story . . . , [or] 'The Apartment'—letting your apartment out for illicit sexual assignments in the afternoon.



David Susskind
Hits 'PBL' as dull

Boy! You couldn't ram that down any place in town."

But he also was "disappointed" with the initial presentations of the noncommercial Public Broadcast Laboratory. "I think they should be rapped across the knuckles because they're not seizing a God-given opportunity to do something new, something exciting, unique, fresh. I've seen nothing there at all that hasn't been done better and often on the commercial networks. Nothing's happening; it's stale, yesterday, old, dull and it's been done far better an infinite number of times."

Greenville, N. C. and *WSVA-TV* Harrisonburg, Va.

Firing Line with William F. Buckley Jr. (RKO Pictures Co.): *WTTG* (TV) Washington; *WOAI-TV* San Antonio, Tex., and *KEBS-TV* San Diego.

Tarzan Features (Banner Films): *KBTW*(TV) Denver.

Bold Journey (Banner Films): *WTVJ*(TV) Miami.

Circus Parade (United Artists Television): *WLBW-TV* Miami; *WCCO-TV* Minneapolis; *KWGN-TV* Denver; *WTVN-TV* Columbus, Ohio; *WSBK-TV* Boston; *WISC-TV* Madison, Wis.; *WJTV*(TV) Jackson, Miss.; *WGHP-TV* High Point, N. C.; *WFLA-TV* Tampa, Fla.; *WSOC-TV* Charlotte, N. C.; *WLBZ-TV* Bangor, Me.; *WLUK-TV* Green Bay, Wis.; *WALA-TV* Mobile, Ala., and *KORK-TV* Las Vegas.

Suspense Theater (MCA TV): *KSL-TV* Salt Lake City; *WAND*(TV) Decatur, Ill.; *KOIN-TV* Portland, Ore.; *WMAL-TV* Washington; *WPHL-TV* Philadelphia; *KATC*(TV) Lafayette, La.; *WITI-*

TV Milwaukee, and *KODE-TV* Joplin, Mo.

The Joe Pyne Show (Hartwest Productions Inc.): *WSWO-TV* Springfield, Ohio; *WKRC-TV* Cincinnati, and *WKBF-TV* Cleveland.

Ascher buys rights of Ultra Music Service

The acquisition by Emil Ascher Inc. New York, of the distribution rights of Ultra Music Service Inc., which includes background-music themes to which more than 630 stations subscribe, was announced last week by Everett Ascher, secretary-treasurer. The purchase price was not disclosed.

The rights were bought from composers Bill Loose and Emil Cadkin, who continue as creative heads. Included in the service is the Production Music Series, which consists of four volumes of music themes that are used by stations as introductions to local weather, sports, news and documentary programs and to network sports and documen-

taries. ABC, CBS and NBC subscribe to PMS as well as 68 advertising agencies, which use the music as a cue-in to commercials.

Mr. Ascher reported that stations pay \$85 each for volumes one and two of PMS and \$100 each for volumes three and four. A new volume of music is issued twice a year.

The other two libraries of Ultra Music are the OK and PM services, which are used in dubbing of motion pictures and TV film series.

Emil Ascher Inc. was formed in 1879 as a music publishing company and over the years expanded into the background-music field for motion pictures, radio and television. Ultra Music Services makes its headquarters in Hollywood.

Bureau urges denial of Mapoles compromise

Clayton W. Mapoles, whose name is firmly attached to a landmark 1962 FCC fairness-doctrine decision, has proposed a formula that will, he hopes, mollify his current difficulties with the commission. But the FCC's Broadcast Bureau last week suggested another solution will have to be found.

Mr. Mapoles, whose station, *WEBS* Milton, Fla., was involved in the Mapoles decision that helped establish commission policy in the application of the fairness doctrine to personal attacks, faces a license-renewal hearing (*BROADCASTING*, July 24). The hearing is to determine whether the station complied with the fairness-doctrine provision applying to candidates opposed in broadcast editorials, and whether he or his agents or employees, in written statements to the commission, made misrepresentations.

In November, Mr. Mapoles asked the commission to terminate the proceed-

Radio, TV share concert

WCBS-FM and *WCBS-TV* New York have arranged a synchronized broadcast of a *New York Philharmonic Young People's Concert* that will be on *CBS-TV* Monday, Dec. 25 (5-6 p.m. EST), with *WCBS-FM* using stereophonic reproduction.

The program, "A Toast to Vienna in Three-Quarter Time" conducted by Leonard Bernstein, is produced and directed by Roger Englander. It will originate in New York at Philharmonic Hall in Lincoln Center for the Performing Arts.



Pupil at Brentwood School, East Palo Alto, California, points to the word on right screen that matches picture on left screen. The teacher monitoring 16 pupils' stations has just praised him for his good work.

He is learning to read from a computer. Someday a single computer will give individual instruction to scores of students—in a dozen subjects at the same time.

The computer will very probably revolutionize teaching—and learning—within a decade. It is already happening in its early stages.

Computerized instruction can practically (and pleasurably) allow each student to learn more, faster, but always at his own pace. Individualized instruction, the ultimate dream of effective education, is well within the range of possibility. And, by spurring students to think experimentally,

computers may eventually spark imaginative, independent thinking.

Computerized education will require huge tonnages of steel. In addition to computers themselves, this method of education will necessitate construction of new buildings, special communication systems, new steel furniture, movable interior steel walls and partitions. Required will be improved sheet and bar steels, and untold miles of highly dependable steel pipe and tubing.

Republic Steel has anticipated the steel needs of the future. New mills, new processes, and intensified re-

search and development will assure that the new, weight-saving, more durable steels will be ready when needed.

At this moment, the long reach of steel from Republic is probing into every area where man's imagination needs it—from schoolroom to satellite, from the heartbeat of man to the drumbeat of defense. Republic Steel Corporation, Cleveland, Ohio 44101.

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ing without a hearing and to consent to an assignment of the license to his wife. He cited that his health will not permit him to participate in the hearing or to continue in business.

But the Broadcast Bureau urged denial of the petition last week, principally because the assignment of license would "almost inevitably leave" him with some measure of control over the station. The bureau noted that Mr. Mapoles's son is general manager of WEBY, and his wife is active in the station's operations. "It is essential," the bureau said, "that any divestiture . . . of interests must provide assurance" that none of Mr. Mapoles's immediate family "have any voice" in the management or operation of the station.

AFTRA in jurisdictional hassle with IBEW

The American Federation of Television and Radio Artists and the International Brotherhood of Electrical Workers are battling each other for jurisdiction over announcers and newsmen at KBTR Denver.

Reportedly there are 12 fulltime staff newsmen who apparently perform no technical functions at the Mullins Broadcasting Co.-owned radio station. Management and IBEW supposedly favor a single collective bargaining unit that would include air personnel with those performing nonbroadcast services. AFTRA has disclaimed any interest in representing six staff studio operators-producers. But IBEW filed a petition for certification of the staff an-

nouncers-newsmen with the National Labor Relations Board.

AFTRA protested this move by appearing at a hearing of the NLRB in opposition to IBEW. The board subsequently decided on two separate elections at the station. Labeling the alleged "raiding" move a "flagrant breach of traditional union jurisdiction," AFTRA has registered a protest with the international offices of the IBEW in Washington.

Program notes . . .

Opera for Christmas ■ A premiere performance of a Christmas Opera, "The Shephard's Play," drawn from texts of the Middle Ages and set to music by composer John La Montaine, is scheduled for ABC-TV, Dec. 24, 11:30 p.m.-12:30 a.m. EST. The opera will originate from the Washington Cathedral and will be produced by ABC News (public affairs department).

'Flowers' in stereo ■ WCBS-FM New York began stereophonic broadcasting of its *Flowers* show (Friday and Saturday, 11 p.m.-2 a.m.) on Dec. 8. The program, featuring predicted "hits" rather than current ones, began in October.

NET teams up ■ National Educational Television will co-produce a new play with its affiliate WNDT(TV) Newark, N. J.-New York, which had originally commissioned the play for local presentation. The play "Home" was written by Miss Megan Terry, author of the controversial off-Broadway musical "Viet Rock." The 90-minute drama, starring Irene Dailey, will be seen on

NET Playhouse, Friday, Jan. 19 (8:30-10 p.m. EST). "Home" concerns overpopulation and depicts a world whose surface is honeycombed with small rooms in which people are born, live and die.

Political appearances ■ ABC News will begin coverage of the 1968 presidential campaign in January, with alternating weeks on *Issues and Answers* and *ABC Scope* devoted to "the race to the White House." Opening show will be Jan. 7, when Senator Eugene McCarthy (D-Minn.) appears on *Issues and Answers* (ABC-TV: Sundays, 1:30-2 p.m. EST; ABC Radio: 2:30-2:55 and 8:30-8:55 p.m. EST). *ABC Scope's* first political program Jan 13. (ABC-TV: Saturdays, 10:30-11 p.m. EST) will be *The Democrats: Winter of Despair*.

SNI's 1968 tee off ■ Sports Network Inc., New York, has scheduled live color coverage of nine golf tournaments in 1968, including full TV reporting—except for the first round—of the \$250,000 Westchester Classic in Rye, N. Y. (Aug. 15-18), which carries a record purse of \$50,000 for the winner. Other events, all with \$100,000 purses, are: Los Angeles Open, Pasadena, Calif. (Jan. 25-28); Doral Open, Miami Beach (March 7-10); Citrus Open, Orlando, Fla. (March 14-17); Greensboro Open, Greensboro, N. C. (April 4-7); New Orleans Open, New Orleans (May 9-12); Atlanta Open, Atlanta, (May 30-June 2); Western Open, Chicago (Aug. 1-4); and the Philadelphia Open, Philadelphia (Aug. 22-25).

Swing'n with Ray ■ Official Films Inc., New York, has acquired worldwide distribution rights to a one-hour, color special *The Swinging Scene of Ray Anthony*, filmed by Continental Cinema Corp. at the Doral Country Club in West Miami, Fla., and other parts of the state. The musical variety show presents bandleader Anthony and his Bookend Revue, as well as entertainers Diane Varga, Dave Leonard, Natalie Moore, Diane Wisdom and Kitty Oliver.

More 'Music Man' ■ CBS-TV will rebroadcast Meredith Willson's "The Music Man," the Warner Brothers motion picture starring Robert Preston and Shirley Jones, in its Thursday and Friday night movie spots Jan. 4 and 5 (9-11 p.m. EST). The feature film was first televised by CBS on Sept. 15 and 16, 1966.

Expanding commercial house ■ John Urie & Associates, a Hollywood-based commercial production house, is expanding into television program production. The company is preparing two properties, one an hour special dealing with contemporary music trends entitled *The New Music Business*, the other a

Edited Humphrey tape raises a ruckus

A slight flap over a presumed threat of managed news slightly shook Washington news broadcasters last week, but at week's end the little tempest had subsided.

It all started when Vice President Hubert H. Humphrey taped remarks on the Vietnam War for inclusion in CBS Radio's *Classroom USA* for broadcast Thursday (Dec. 7). The tape was edited by William J. Small, chief of CBS News' Washington bureau before being broadcast.

In part of his discussion, the Vice President suggested that someday it might be possible to include some of the non-Communist members of the Viet Cong's National Liberation Front in the Saigon government.

When newspaper correspondents contacted Mr. Humphrey's office after the broadcast, spokesmen there said that the broadcast had used an

edited version of the Vice President's remarks. Mr. Humphrey's office called Mr. Small and, according to one version, asked that the full transcript be made public to newsmen or, according to another version, demanded that the complete tape be broadcast. When that was refused, a Humphrey aide called Richard C. Salant, president of CBS News in New York.

Mr. Small says he gave Mr. Humphrey's office a complete transcript but did not release it to the public. "They did," he says. "We refused, however, to play any extra material," he adds.

One of the issues in the controversy is whether the edited version of the Vice President's remarks distorted his meaning. Mr. Small said it did not. Mr. Humphrey's office, however, takes a different view.

Can you make a list of all the nourishing foods you can still buy for 15 cents a pound or less?

we'll start you off :

1. Milk

3. _____

2. _____

4. _____

Stuck?

We'll admit it's not easy.

And with today's prices it's possible there isn't anything to put in blank number two, let alone three or four. As you eliminate one food after another, have you begun to realize what a great buy milk really is? Not only because milk has always been a bargain, but for other vital reasons as well.

First of all milk is a nourishing food. Take a look at the chart on the right. It's a list of percentages of the recommended daily dietary allowances that two 8-oz. glasses of milk will provide the average adult woman. No other one food can supply you with these amounts of valuable nutrients. Now when you consider that this much milk, which does

weigh one pound, costs 15 cents or less, you can appreciate just how much you're really getting for your money.

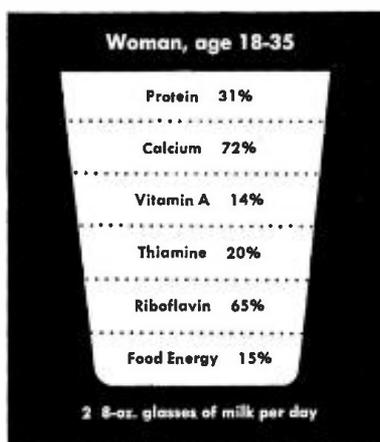
And you as a mother need milk just as much as any member of your family. People sometimes forget that the happiness and well-being of a family depend very much upon the mother. Therefore, it's neces-

sary that she set a good example for the whole family and keep herself as physically fit as she possibly can.

Something else milk gives you that no other mealtime beverage can is lasting vitality. And for the adult woman that's important. Lasting vitality is a feeling, like happiness, that you carry around with you wherever you go, whatever you do. Women do a lot more today, are involved in more activities, see and work with more people than ever before. So having the vitality that only milk can give you helps make your day a little smoother, a lot more enjoyable.

Remember, too, there is no preparation time needed for milk—just pour and serve.

Pound for pound, milk is still your best food buy.



a message from dairy farmer members of
american dairy association

*One quart of milk weighs 2.15 pounds.

Yorty squelches talk of Hollywood's decline

The Hollywood Radio and Television Society, applying the fairness doctrine even to its luncheon meetings, afforded equal time last week to Los Angeles Mayor Sam Yorty. The chief executive of the nation's third largest city came not so much to plug his local television show on KHJ-TV (although that subject was far from neglected), but more to deflate the proselytizing efforts of the chief executive of the nation's largest metropolis. For last month New York Mayor John Lindsay addressed the same TV-radio group and told them to come East with all their productions—the conditions are fine (BROADCASTING, Nov. 20).

In his talk, Mayor Yorty barely conceded that Hollywood was getting competition for movie and TV-film production from New York and Europe. Large-scale runaway production and talk of the "decline of Hollywood" are overblown, he indicated, and "nothing at this moment could be further from the truth." Those productions that have left Hollywood are merely the result of more movies being made than ever before, a reaching for more realism on film and the lure of government subsidies from foreign countries.

Still King ■ The mayor used statistics to back his claim that "Hollywood stands head and shoulders above its competitors" when it comes to television production. With the exception of a few soap operas and game shows, he maintained, "all television entertainment [including an average of between 70 and 80

filmed series a week] originates either entirely or in major part from Hollywood." He also reported that as of this month, for the first time since the inception of network television, Hollywood is now leading New York in the production of game shows.

Switching his focus to TV commercial production, Mayor Yorty claimed that last year Hollywood-based companies accounted for almost \$30 million of the industry's total \$100-million-a-year business. He added that projections for next year indicate an increase.

The mayor further reported that employment in the film industry in California for August 1967, showed a new peak for the current year for workers on the job. Actually, he emphasized, every month this year topped the same period last year.

Solid Facts ■ Detailing these findings, Mayor Yorty said there were 49,000 film workers on the payrolls in the state last August, an increase of 3,400 over the same period in 1966, and an increase of 6,000 over August 1965. "These statistics indicate that better than 88% of film workers in Los Angeles are actively employed in the industry," he announced. In Mayor Yorty's opinion, it all adds up to "a very healthy" picture.

"To say that we are losing production to New York is completely false," he concluded. "Our facilities, talent, weather and all other factors will continue to maintain Hollywood as the center" of the film industry.

half-hour musical series done in "hip" style. The special is being developed for projected network presentation, while the series is planned for first-run syndication.

Film studio broadcasts ■ KMPC Los Angeles is going Hollywood, for a two-week period beginning this month, to originate live broadcasts from a film studio sound stage at Universal City Studios. The broadcasts, to be conducted by various KMPC disk jockeys, will be on the air for six hours a day. Many of the performers working at the studio during the two-week period are scheduled to be interviewed.

Little Linkletter ■ Diane Linkletter, 19-year-old daughter of TV personality Art Linkletter and sister of TV host Jack Linkletter, will be the hostess of a five-minute radio show to be offered in syndication next month. Miss Link-

letter has formed a company with Barr Sheets, president of Kristom Productions, Hollywood, to produce the radio show, which will try to reflect the teenage viewpoint about current events. The radio series will be distributed by Kristom Productions.

Incarnation theme film ■ The National Council of Churches' Broadcasting and Film Commission has released a 27-minute color film, *The Antkeeper*, available for television use until April 1968. With the incarnation theme as its base, the show was produced by the Lutheran Church in America, written and directed by Rolf Forsberg, and narrated by actor Fred Gwynne.

Morning reruns ■ Controversy with coffee is what KTTV(TV) Los Angeles is offering by rerunning the week-nightly Joe Pyne and Les Crane heated-talk shows every morning before 11. The

reruns will replace a morning movie. Those of the nighttime originals thought to be too controversial will not be included.

Audio review available ■ United Press International Audio service is offering two year-end review packages to subscribers. One is a 60-minute review of 1967 news events, produced in 10-minute segments. The second, 25-minutes long, covers major sports events.

Roman special ■ Thomas P. F. Hoving, director of New York's Museum of Modern Art and chairman of the National Citizens Committee for Public Television, will act as host for a special one-hour children's program, *Imperial Rome*, on noncommercial WNDT(TV) Newark, N. J.—New York Sunday, Dec. 17 (5:30-6:30 p.m.).

Education series debuts ■ A new weekend dimension series on CBS Radio, *Dimension on Learning*, began Sunday Dec. 10 (1:30-1:35 p.m. EST), anchored by Dale McCarren of WBBM Chicago. The program reports on developments in education.

Time change ■ *ABC News with Marlene Sanders*, now televised on ABC-TV Monday-Friday (2:55-3 p.m. EST), will move to the 11:25-11:30 a.m. slot starting Jan. 1, 1968, switching times with *Children's Doctor*.

Second time around ■ Teleprompter Corp., New York, will carry a three-continent closed-circuit telecast of the Daytona 500 stock car race for the second straight year. The company reports that 100 theaters and auditoriums accommodating over 500,000 people will show the spectacle.

New logo sound ■ KCBS San Francisco is sporting new musical sound and signature identifications, especially designed to implement the radio station's expanded format of news-oriented, open-forum talk programming. The package was created by Heller Corp., Hollywood. The new identifications feature an electronic music and sound effects design-computer, programmed for this specific assignment.

Documentary rights ■ National Telefilm Associates Inc., Beverly Hills, has acquired national TV distribution rights to an hour color documentary, *Viet Nam: The Bombing*. The program was produced for NTA distribution by Blue Dolphin Productions. It's being made available for immediate programming in all markets.

Casals films to TV ■ A prize-winning theatrical short, "Casals Conducts," has been acquired by Perin Film Enterprises Ltd., New York, for TV distribution. It features Pablo Casals as he conducts the rehearsal and subsequently the public performance of the Bach Orchestral Suite in C Major.



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CBS-TV plans early lock-up

Network reportedly plans for only three or four new shows in 1968-69

CBS-TV authorities last week said they expected to present advertisers a firm nighttime schedule for the next television season in mid-January.

It was indicated by network sources that an early lock-up of the schedule would be possible because of the few changes expected.

Some advertising agencies, however, said they could not readily share CBS's optimism. These executives said television advertisers, who normally make their buying decisions early, would hesitate to commit themselves on too many programs until "we see the pilots" and that they doubted CBS would have pilots completed in sufficient number that early in the year. "Moreover," they said, "the CBS intention would appear to imply advertisers will show

no resistance to what we anticipate will be increased show prices. That doesn't check with what our clients already have indicated to us."

CBS made its first presentation to advertisers for the current, 1967-68 season on Feb. 22, 1967, which at the time was considered to be unusually early for a network to announce its new-season plans (BROADCASTING, Feb. 27).

The prevailing optimism at CBS was attributed last week to the network's strong performance in the ratings this season. CBS has averaged a 20.6 rating in the 7:30-11 p.m. EST period for the current season to date. This represents an 11% lead over NBC, which averaged 18.5, and 26% over ABC, which has had an over-all 16.4 rating for the season.

A fast weekly Nielsen report for the period ended Dec. 3 and available last week gave CBS 22.1, NBC 19.1 and ABC 16.4, or a 3.0 advantage over NBC and 5.7 over ABC (a 16% and 35% lead respectively).

Only 10 Pilots ■ CBS officials said the network, which is expected to replace three or four shows, is considering only 10 pilots. This compares to 23 nighttime shows in various stages of development at NBC as disclosed earlier this month at a meeting of network

officials with the NBC-TV affiliates board of delegates in Palm Springs, Calif. (BROADCASTING, Dec. 11). ABC spokesmen said last week that ABC has 21 program "projects, including pilots," under consideration for next season.

CBS programmers indicated the most likely casualties next season would be *Good Morning, World*, *He and She* and *Cimarron Strip* (all new shows this season) and, possibly, *The Jonathan Winters Show*, should that one-hour comedy-variety vehicle fail to make the grade in the ratings. The *Winters* show is CBS's only mid-season replacement. It starts Jan. 3 in the Wednesday 10-11 p.m. period, in place of *Dundee and the Culhane*.

The CBS officials said their most promising pilots for next season are the one-hour *European Eye* (British-produced spy series); *The High Riders*, a western; *Hawaii Five-O*, police drama, and *Higher and Higher*, a comedy detective series; half-hour comedies, *Harry and David*, *Blondie*, *Missy's Men*, *Good Guys* and *Stanley Against the System*. A *Doris Day Show* half-hour series, according to CBS, is committed for Tuesday or Wednesday at 9:30-10 p.m., depending on what's cancelled. *Good Morning, World* and *He and She* are currently in those time periods.

Movies' effect on TV hot topic in Burbank

It was unseasonably cold one night last week in Burbank, Calif., and the Hollywood chapter of the National Academy of Television Arts and Sciences thought to warm things by throwing open to mass discussion the question of whether or not movies for television are good for the industry and the public. The proceedings, held in an NBC studio, generated a few sparks of heat and enlightenment, but for the most part the energy expanded was dissipated in a battle of non sequiturs between the haves, who were all for programming changes that movies are bringing, and the have-nots, who trotted out that old reliable "golden-age-of-television" lamentation, while fighting for the retention of the half-hour situation-comedy form.

Lining up in favor of movies for TV—whether bought in packages from motion-picture studios or tailored specifically for the medium—were three network TV programming executives, a producer of a pilot feature film for television and a vice

president of a major film studio. In the opposing trenches were two producers of low-rated comedies, the publicist for one of these shows, an advertising-agency executive and a leading actor who almost never appears specifically for television.

Technology Advances ■ The strongest statements of the more than two-hour evening session were made by Perry Lafferty, vice president, programs, CBS-TV Hollywood. Offering an analogy to the programming evolution of television, Mr. Lafferty pointed out that "once everybody traveled by horse and by horse and wagon. Then they invented the automobile and you gave up a lot of the charm you got by riding country roads. Then," he continued, "they invented the jet and people now take that instead of the train. And the simple fact in my opinion is pictures are here to stay on television for whatever reason. People like them, they work."

Mr. Lafferty went on to claim that complaints about movies over-

whelming all other programs in competitive time slots is overstated. Basing his argument on CBS-TV research, he reported that for the first 10 months of this year movies outrated all other programming on the networks in prime time by about 10%.

In answer to a question from the crowded audience, Mr. Lafferty, again citing research from his network, guessed that "very soon" there would be seven nights a week of features playing the networks. "The three networks have enough features to get them through 1971 on the basis of six nights a week of features," he stated. "But let's say things stumble along pretty much the way they are up through 1971," he suggested. "In 1972 each network would need 25 features a year [for each movie night] and with seven times 25 that means we'll need 175 feature pictures. Our network figures that 250 pictures a year, roughly, will be made in 1972, give or take a few and that somewhere

A new approach on fairness

RTNDA, networks seek friend-of-court status in Supreme Court proceeding

Attempts to consolidate the two outstanding appeals against the FCC's fairness regulations took a new tack last week. Now underway are negotiations that would permit the Radio Television News Directors Association, CBS and NBC to join, as a friend of the court, the Red Lion Broadcasting Co. case in the U. S. Supreme Court. The Supreme Court two weeks ago said it would review the Red Lion case; RTNDA and the networks appealed in the Seventh Circuit Court of Appeals in Chicago, have filed briefs, but have not yet argued the case.

Lawyers for the RTNDA and the networks last week won a promise that the FCC attorneys will not oppose their efforts to enter the Red Lion case. RTNDA and network attorneys this

week hope to persuade the solicitor general of the U. S. to also agree.

Also the object of negotiations by RTNDA and network lawyers is an effort to arrange participation in the oral argument before the Supreme Court. As amicus, the nonparties technically are permitted only to file a brief. If, however, the Supreme Court can be persuaded to extend the time allotted to the argument, the RTNDA-network counsel could participate, but this normally would require approval by the present parties, including the solicitor general who represents the FCC in the Supreme Court. The alternative is for RTNDA and the networks to get permission from counsel for Red Lion to share his time. This has not yet been attempted.

Under normal practice, each party in a Supreme Court case is given one hour to present its argument.

Red Lion Broadcasting is the licensee of WGB-AM-FM Red Lion, Pa. During the 1964 political campaign, the stations carried a sponsored program by the Reverend Billy James Hargis in which Mr. Hargis attacked Fred J. Cook, author of an anti-Goldwater book. Mr. Cook sought time to reply and was offered time if he paid for it, or free time if he claimed he could not

afford to pay. Mr. Cook protested to the FCC, and the commission, in 1965, told Red Lion that it must make time available to a person who is personally attacked, whether or not that person can afford to pay. Last June, the District of Columbia appeals court upheld the FCC's position.

The RTNDA, CBS and NBC appeals are from the FCC's action last July codifying the commission fairness and personal-attack policies into rules. Their challenge is directly on a First Amendment question: Whether the FCC has the right to impose limitations on broadcasters' freedom of speech? Participating as a friend of the court in this case is King Broadcasting Co. (KING-AM-FM-TV Seattle).

Cincinnati gets record studio

A new recording studio boasting an eight-track stereo tape deck and a 16-channel master control has opened for business in Cincinnati. K&S Recording Studios, under Jack R. Rabius, hopes the new facility will entice new faces in the recording field to record in Cincinnati, providing jobs for the city's musicians. Future plans for the studio tie in with the company's motion picture arm, K&S Films Inc.

between 100 and 150, let's say 125, will be useful to television. You can't put things on like 'Tony Rome,' 'Point Blank' and 'The Fox.' That means we must manufacture, specifically for the three networks, at least 50 features a year for use on television."

It was also Mr. Lafferty's opinion that the industry has reached this year "the zenith of the titles in films" and that "this will be the best overall year for titles." With some exceptions, he feels that the titles playing television in the future will be less effective.

SAG Opposition ■ Actor Charlton Heston led the attack from the other side. Announcing himself personally totally opposed to the release of theatrical films on television, he said that he would prefer that his films would not appear on the tube at all (to which Mr. Lafferty suggested that he make that stipulation in his contracts). Mr. Heston contended that even the finest theatrical films diminish markedly from television

exposure because "of the irresponsible editing and the necessary, unavoidable interruptions of commercials." His argument asserted that it is better not to play movies on television at all than play them with commercials.

Mr. Heston, who is president of the powerful Screen Actors Guild, intimated that maybe his union could pressure movies off of television at the negotiating table by making them economically impractical. "Wait until we get to the negotiating table in three years," he reminded Mr. Lafferty.

Herb Schlosser, vice president, NBC-TV West Coast, said that features on television represented an increase in the quality of programming, attracted a higher-income audience and, in the long run, would create more jobs in the industry. Grant Tinker, vice president, network programs, Universal City Studios, stressed favorable audience acceptance of TV movies and cited research showing the 10 *World Pre-*

miere features having played NBC-TV so far averaged a 40% share of audience. Sy Gomberg, producer of *Accidental Family*, a situation comedy already cancelled by NBC-TV, observed that movies on television and the longer-form programming they lead to will give viewers "the same wasteland, only a little longer." Sam Denoff, producer of *Good Morning World*, another situation comedy that's in ratings trouble, repeatedly argued that features are destroying the training ground for the needed new and original television talent.

Also taking part in the discussion were Harve Bennett, vice president, programs, ABC-TV West Coast, and Leonard Freeman, producer of the feature "Hawaii Five-O" for CBS-TV. They took the affirmative side of the question. Also appearing on the negative side were William D. Gargan Jr., vice president, TV programs, Doyle Dane Bernbach, and Dan Jenkins, publicist for Rogers, Cowan & Brenner.

Election year starts half month early

The three television networks agreed to provide time to the leadership of the Republican Party last Friday at 7-7:30 p.m. to reply to issues raised by President Johnson during his speech before the AFL-CIO convention on Tuesday (Dec. 13), which was telecast nationally by the networks (7-7:43 p.m.).

The network offers were made after Senator Everett M. Dirksen (Ill.) and Representative Gerald R. Ford (Mich.), on behalf of the Republican leadership, demanded time under the FCC's fairness doctrine. They cited "the partisan and political tone" of President Johnson's address as a reason for their demand.

Ev's Christmas show bought in 11 markets

Screen Gems Inc., New York, which less than two weeks ago acquired distribution rights for the 60-minute color special, *At Christmas Time With Senator Everett McKinley Dirksen*, has sold the program to 11 television stations—most of them serving the top-100 market areas.

The program, originally produced for WABC-TV New York and WBKB-TV Chicago, both ABC owned and operated, has also been sold to the following stations: KPLR-TV St. Louis; WBAP-TV Fort Worth-Dallas; WSIX-TV Nashville; WFBM-TV Indianapolis; KOMO-TV Seattle; KGMB-TV Honolulu; WNEP-TV Scranton, Pa.; KOOK-TV Billings, Mont.; WKJG-TV Fort Wayne, Ind.; WGHP-TV High Point, N. C., and KLFY-TV Lafayette, La.

The program was produced by Lew Schwartz-Del Sol-Cochran Mangum Productions in association with Circle Seven Productions, and features Senator Dirksen (R-Ill.), his wife Louella, their son-in-law and daughter, Senator Howard Baker (R-Tenn.) and Mrs. Baker, and the Baker's two children. Filming took place at Senator Dirksen's Sterling, Va., home.

Radio series sales . . .

Earl Nightingale Program (Nightingale-Conant): WAVU Albertville, Ala.; KFPW Fort Smith, Ark.; KINS and KRED, both Eureka, Calif.; WYSE Inverness, Fla.; XIGO St. Anthony, Idaho; WTGI-FM Hammond, La.; WDW Dowagiac, WDBC and WLST, both Escanaba, and WHMT Howell, all Michigan; KAGE Winona, Minn.; KSMO Salem, Mo.; WBNC

Business up in November

Charles Michelson Inc., New York, program purchasing representative in the U. S. for overseas TV stations, reported last week that a record monthly amount of \$2,245,800 worth of TV film product was bought during November.

Among the purchases reported by Michelson were feature films from RKO General, Four Star International, Walter Reade-Sterling and Tempo Films Inc. for Television Corp. Ltd., Sydney, Australia; Marine Boy cartoons from Seven Arts and a group of specials from Creative Management, also for Television Corp. Ltd.; "auto racing" films from Triangle Program Sales for Talivhphen Malaysia, Kuala Lumpur; *Lassie* from Wrather Corp., *Felony Squad*, *Judd for the Defense*, *Custer* and *N.Y.P.D.* from ABC Films for Thailand Television.

Conway, N. H.; KROW Dallas and KRNR Roseburg, both Oregon; WFSC Franklin, N. C.; KIXL and KRLD, both Dallas; KYLE-FM Temple, Tex. and WEEL Fairfax, Va.

This Is The Day That Was . . . ! (F-P Productions): KCAM Glenallen, Alaska; WSUB Groton, Conn.; WRMS Beardstown and WIBV Belleville, both Illinois; KPAN Hereford, Tex.; KTWO Casper, Wyo. and WPON Pontiac, Mich.

Love and Marriage (F-P Productions): WMWS Muskegon, Mich.

Take Five to Laugh (F-P Productions): WSLV Shelbyville, Ind.

Cleveland Orchestra Christmas Special (Cleveland Orchestra Syndication Service): WMER(FM) Celina, WSTV-FM Steubenville, WLEC-FM Sandusky, WJER Dover-New Philadelphia and WNCO-FM Ashland, all Ohio; WAJM-FM Montgomery, and WLPR(FM) Mobile, both Alabama; WGH-FM Newport News, Va.; KIZZ El Paso; WDAN Danville, Ill.; WRUF-FM Gainesville, Fla., and KERI (FM) Bellingham, Wash.

Cleveland Orchestra Concerts (Cleveland Orchestra Syndication Service): WCLT-FM Newark, Ohio; WBBF-FM Rochester, N. Y.; KING-FM Seattle; WIVC-FM Peoria, Ill.; WMUL(FM) Huntington, W. Va.; WNIC(FM) DeKalb, Ill.; CFPL-FM London, Ontario, and CKUA-FM Edmonton, Alberta, both Canada; WHIO-FM Dayton, Ohio; WSBA-FM York, Pa.; WTTT(FM) Tiffin, Ohio; KOIN-FM Portland, Ore.; WETH St. Augustine, Fla.; WUNH(FM) Durham,

N. H.; WTYN Tryon, N. C.; WZOK Jacksonville, Fla.; WMUU-FM Greenville, S. C.; WFMR(FM) Milwaukee; WOI-FM Ames, Iowa, and WFCR(FM) Amherst, Mass.

The Benny the Fan Show (Mutual-Benny the Fan Productions): WBRC Birmingham, WMSL Decatur and WLIQ Mobile, all Alabama; KAMD Camden, Ark.; KWG Stockton, Calif.; KDTA Delta, and KWSL Grand Junction, both Colorado; WILI Williamamantic, Conn.; WSBB New Smyrna Beach, Fla.; WGIL Galesburg, Ill.; WBIW Bedford, Ind.; KROS Clinton, KSIB Creston, KOKX Keokuk and KWPC Muscatine, all Iowa; KWHK Hutchinson, Kan.; WDME Dover-Foxcroft, Me.; WALE Fall River, Mass.; KDHL Fairbault and KOLM Rochester, both Minnesota; WJQS Jackson, and WQBC Vicksburg, both Mississippi; KVCK Wolf Point, Mont.; WSNJ Bridgeton, N. J.; KALG Alamogordo, and XGGM Albuquerque, both New Mexico; WEHH Horseheads-Elmira Heights, WICY Malone and WATN Watertown, all New York; WGAI Elizabeth City, N. C.

Unified action starts against runaway filming

Hollywood's many film unions and guilds, which have been nipping away for years at the increasing amount of television and movie production being done overseas, are now ready for one big charge, muscled by federal aid, at the problem. A "unified, single body" of the motion picture and television industries in Hollywood has been formed specifically "to curb runaway" film-making.

The group has asked the personal assistance of California's two Republican senators, Thomas H. Kuchel and George Murphy, to come up with a way to bring back expatriate film-making to Hollywood "and thus save the economic lives of the members of the unions and guilds and related personnel of the motion picture and television industries and to preserve these industries as a national asset."

The two senators, have given indications that they will attend the unified group's first meeting, scheduled for sometime in January. Said to be the key labor organizations in this movement are the Hollywood AFL Film Council, Committee to Promote American-Made Motion Pictures, Directors Guild of America Inc., Screen Actors Guild and Writers Guild of America, West Inc. These are among some 30 guilds, unions, locals and other labor organizations that have joined together and are believed to represent about 30,000 craftsmen, technicians and talent.



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Phyllis Halleran
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Sid Hix
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Martin Kuhn
Maury Long
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Top-50 policy set for burial

Death of proposed rule seen in transfer approval of Overmyer UHF CP's and WPHL-TV Philadelphia; Cox leads sharp minority dissent in 4-3 decision

The FCC appears to have backed off another step from adoption of its proposed top-50-market multiple-ownership rule with the approval of the transfer of control of five UHF construction permits and one UHF license—all in the top-50 markets—to a subsidiary of the AVC Corp. The vote, announced last week, was 4 to 3 (CLOSED CIRCUIT, Dec. 11).

The issue was particularly controversial within the commission because of the financial arrangements surrounding the transfer of 80% of each of the five permits, all held by subsidiaries of Ohio warehouse-owner D. H. Overmyer, to the AVC subsidiary, U. S. Communications Corp.

Mr. Overmyer, interested in disposing of the permits because of financial difficulties that he says make it impossible for him to put the proposed stations on the air, has already received \$1 million from AVC, and stands to gain up to \$3 million more for the remaining 20% of the permits, should AVC choose to exercise an option to acquire it. The price will be determined under a formula that capitalizes gross receipts of the stations after they are on the air. In addition, AVC has promised him \$3 million in loans, half of which has already been advanced. Mr. Overmyer says his financial problems involve the construction of his warehouses by a contractor.

Top-50 Policy ■ Commissioner Kenneth A. Cox, in a sharply worded dissent, said the action "further erodes" the commission interim policy against concentration of control of stations in the top-50 markets. But what is "even more serious," he said, the action strikes at the commission policy against allowing permit holders to profit from the sale of their authorizations. Commissioners Robert T. Bartley and Nicholas Johnson issued statements supporting Commissioner Cox's position.

The Overmyer CP's are for KEMO-TV San Francisco, WECO-TV Pittsburgh, WSCO-TV Newport, Ky. (Cincinnati), WBMO-TV Atlanta and KJDO-TV Rosenberg (Houston), Tex. Overmyer retains WDHO-TV (ch. 17) Toledo, Ohio, which

is on the air. The Philadelphia license transferred is for WPHL-TV, owned by Philadelphia Television Broadcasting Co. WPHL-TV stockholders, including William Banks, WHAT-AM-FM Philadelphia, acquire 30% of U. S. Communications. In addition, three WPHL officers, Aaron Katz, Leonard Stevens, and Donald Heller, become consultants to U. S. Communications.

Principal stockholders of AVC are Antonie Liliensfeld, 8.69%; Committee of Property of Marguerite H. Wallach, 8.67%; Frank H. Reichel Jr., president, treasurer and director of the corporation, 3.64%, and George H. Hills, chairman of the board, 0.07%.

Proposal ■ The commission policy on concentration of control requires hearings in cases where an application would result in an entity holding more than three television stations (no more than two of them VHF's) in the top-50 markets. The commission adopted the policy in June 1965 (as successor to an earlier, more restrictive policy) at the same time that it issued the rulemaking looking to the adoption of that limit as a commission rule (BROADCASTING, June 28, 1965).

The commission has now waived the

policy on each of the six occasions it was asked to do so, leading observers, in and out of the commission, to conclude that the proposed rule that the policy mirrors will be junked.

The commission said it was waiving the policy in the Overmyer case because it felt the transfers would foster the development of UHF television and that this "would be consistent with the commission's efforts to provide a more competitive nationwide television service to the public."

Loevinger's View ■ And Commissioner Lee Loevinger, who had been part of the four-member majority that adopted the interim policy and issued the proposed rulemaking last week, indicated, at least in part, agreement with the arguments of those who have opposed the top-50 policy.

Commissioner Loevinger, a former chief of the antitrust division of the Department of Justice, said that if the policy is construed in a manner that would require the breaking up of any group holdings proposed for transfer, the inevitable result will be a decrease in competition and an increase in concentration. He said it's more likely that the weak groups, like Overmyer, will be offered for sale—and thus subjected to dissolution—rather than the strong ones, like RCA.

And since the interim policy would prevent any other strong enterprise from acquiring group holdings, he said, the result would be "a very few large and strong corporations holding the maximum number of licenses now permitted [seven, no more than five of them VHF's], with others limited to two or three licenses. Thus, he said, Commissioner Cox's position would lead to the promotion of monopoly.

The other members of the majority last week, Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth, voted against the policy and the rulemaking, and for each of the requested waivers. With Commissioner Loevinger, they appear to be in a position to decide the fate of the long-pending top-50 proposal.

Indications are that the matter will

AVC sets U's air dates

The tentative on-air schedule for the five stations bought by AVC Corp. from D. H. Overmyer (see above) was announced last week by the new owners:

San Francisco, February 1968; Cincinnati, next summer, followed by Pittsburgh, Atlanta and Houston.

The company also announced that Leonard B. Stevens and Aaron J. Katz, former officers of WPHL-TV Philadelphia, will become respectively vice president for operations and vice president for planning and administration of the new six-station group. Headquarters will be in Philadelphia.

A sudden review of Overmyer case on the hill

On less than a day's notice the FCC was called by the House Commerce Committee last week to account for its approval of the transfer of five Overmyer UHF construction permits (see story, facing page).

On Thursday afternoon, three days after the official announcement of the FCC's 4-3 decision had been made, Chairman Harley O. Staggers (D-W. Va.) of the Commerce Committee summoned the FCC members to a hearing the next morning. The hearing was to be conducted by the Investigations Subcommittee. (For an account of the hearing, see *At Deadline*, page 9.)

The day set for the hearing, which Chairman Staggers said he would prefer to call a discussion, was even more remarkable than the suddenness—although the two had much to do with each other. For Congress was roaring for adjournment, and Friday was supposed to be the day. (By late Thursday, however, a seri-



Rep. Staggers
Last-minute summons

ous derailment of foreign-aid legislation in the House raised the possibility that adjournment might not come until sometime this week.)

And while congressional observers would not go so far as describing as unprecedented a major regulatory-agency hearing set for the targeted last day of a session, for the moment none could recall a previous example.

Despite the haste of the invitations to the FCC, subcommittee members seemed well versed in the intricacies of the Overmyer case and several indicated they felt there were abundant grounds for calling the commission on the carpet for its decision. One, Representative John Dingell (D-Mich.) said he couldn't see how the move could be defended. Another cited the dissents issued by Commissioners Cox and Bartley, terming them as strong as he's seen in any decision.

Chairman Staggers, on the other hand, said that while he didn't know which issues in the case would most strongly merit the subcommittee's attention, "we want to find out."

be taken up in a matter of weeks. It had been hanging fire during Commissioner Bartley's two-month absence during which he attended an International Telecommunication Union meeting in Geneva. The commissioner, a strong supporter of the policy, returned last month, and in his dissenting opinion last week said that if the policy is to be scrapped, it should be done "forthrightly and not on a case-to-case basis."

However, he also warned that if he is correct in sensing a trend in policies of multiple owners, "it will not be long before the antitrust laws come into play, which will result in the divestiture by some of the grandfathered groups."

'Profiteering' = Commissioner Cox, in referring to the commission's rationale for approving the transfers, said that he too, supports the development of UHF—but that he doesn't think "our chances of getting an improved competitive climate depend upon our allowing profiteering from the sale of permits or permitting our burgeoning UHF service to fall into the same patterns of concentrated ownership and control which characterize the older VHF service."

He feels the complex financial arrangements surrounding the transfer of the Overmyer permits was designed to afford the financially hard-pressed warehouseman a \$3-million profit and, at

the same time, enable AVC to acquire permits in five top markets. (He also questions the accuracy of the applicant's assertion that 100% out-of-pocket costs total \$1,331,900.)

While \$3 million of the \$4 million that Overmyer will obtain to meet his needs is cast in the form of a loan, Commissioner Cox said: "I don't think Overmyer will ever repay [it] . . . and I don't think the parties ever contemplated that he would." He expects Mr. Overmyer to receive \$3 million for the 20% of his properties which he retains under the agreement the commission approved.

Commissioner Cox said he was "amazed" at Commissioner Loevinger's "apparent view that we should fight an already undesirable degree of concentration by allowing other major group owners to develop." Commissioner Cox noted that, in adopting the policy and issuing the proposed notice of rulemaking, the commission, with Commissioner Loevinger's support, had made it clear that the transfer of concentrated holdings would afford the opportunity of breaking up such concentrations.

Main Concern = Commissioner Loevinger was more troubled by the argument that Mr. Overmyer might profit from the sale of his permits than by contentions regarding concentration of control in the top-50 markets. But he said the commission staff had con-

cluded that the financial arrangements, in themselves, do not afford any profit to the seller "or otherwise violate commission policy."

Commissioner Cox said he had no quarrel with the loan agreements as to their validity or legal effectiveness; his quarrel is with the result he said is to be achieved. He said the commission should look beneath the surface "to the real nature of what the parties are accomplishing." He doubts that the staff ever reached that stage.

FCC refuses transfer of off-air license

Basing its action on a previous decision not to "permit a price to be placed on the transfer of a bare license," the FCC has dismissed the application of Bonanza Broadcasting Corp., licensee of KDEY Boulder, Colo., to transfer its station license to the Sunshine Canyon Radio Co., and has declared the license forfeit. The commission dismissed as moot a protest against the proposed transfer filed by KDEN Broadcasting Co. (KDEN Denver).

KDEY, which had filed a request to remain silent, has sold all of its equipment to satisfy debts and taxes and has been off the air since May 1966.

Reps seek to queer ABC Radio plan

SRA calls on FCC to decree four-network service violation of chain rules and anticompetitive

ABC, moving briskly along to the scheduled start of its four radio-network operation on Jan. 1, found itself confronted last week with an effort to block the four networks from going on the air.

The effort was made by the Station Representatives Association Inc., in a petition filed with the FCC on Thursday. The petition expresses opposition to ABC's request for a declaratory ruling that the plan would not violate the chain-broadcasting rule—and for a waiver of the rule if it is found to be applicable.

But the petition, which brought to light the fact that the network had requested such a ruling, goes beyond the possible rule violation. It asserts that the ABC plan would be "inconsistent" with the duopoly provision of the multiple-ownership rules, involves a number of alleged anticompetitive features—and would be "against the public interest."

James A. McKenna Jr., Washington counsel for ABC, said the network expects to go forward with the start of the four-network plan as scheduled on Jan. 1. "If worst came to worst," he said, ABC could drop the five minutes of news that he said raises the question of a possible chain-broadcasting-rule violation. However, he had not had an opportunity to read the petition.

Affiliates Signing Up ■ ABC said last week that the total number of affiliates for all four networks is approaching 550. It also said that sound and print logos for use when the networks go on the air have already been mailed. A partial list of advertisers that have been signed on at least one network, as revealed by ABC, includes Sterling Drug, American Tobacco Co., Kentucky Fried Chicken, *Readers Digest* magazine, Colgate-Palmolive and Pennzoil Co.

Some station reps were reported to have had misgivings about the four-network plan at the time it was announced in August (BROADCASTING, Sept. 4, Aug. 28). One major rep-firm spokesman was quoted as saying then that the plan would be "injurious to national-spot business at all levels. There's not much national radio money going around as it is," he said, "and somebody's bound to get short

changed." However, there had been no public indication until last week that SRA would attempt to derail the plan.

SRA counsel Harry Plotkin, in a Dec. 1 letter to the commission that was attached to SRA's petition, noted that SRA "is vitally interested in the matter of network operation and in the unfair competitive advantages which the networks enjoy as against national spot in the sale of time to national and regional advertisers." The association includes 18 national sales reps.

Letter Sent ■ ABC's request for a waiver was in the form of a letter to the commission on Nov. 6, rather than in a formal petition. As a result, it did not become a matter of public knowledge until the SRA's petition was filed. Mr. Plotkin, in his letter, asked that the commission give public notice to the request to give "all interested parties an opportunity to submit comments." He said SRA learned of the ABC request "quite by chance."

Each of the four networks envisaged in the ABC plan is tailored to suit a different kind of radio taste: American Information (talk shows), American Contemporary (contemporary music), American Personality (middle-of-the-road), and American FM, for service to FM stations. The network hopes to have affiliates for each service.

The plan provides for a consecutive feed of programming within each hour, to each network. Moreover, the affiliation contract provides that affiliates may not delay-broadcast programs at times being used for ABC feeds by other ABC affiliates in their market.

This is designed to prevent violation of the chain-broadcasting-rule provision barring a network from providing more than one service to two affiliates within the same market at the same time. And attorneys in and out of the commission have said that the plan appeared to be within the bounds of the rule (BROADCASTING, Sept. 4).

Problem with 'Club' ■ But, SRA noted, ABC conceded, in its letter to the commission that some duplication would result from delayed broadcasting by West Coast stations of *Breakfast Club*. The program is to be broadcast on the Personality network from 10:05 to 10:30 a.m., and from 10:35 to 11

a.m., NYT. And ABC said since, because of its format and audience appeal, the program should not be broadcast in drive time, delayed broadcast of the program would be permitted.

ABC, which says the resulting duplication would involve five minutes of news, asked the commission in the Nov. 6 letter, for a ruling that the chain-broadcasting rule does not apply to that kind of situation. If the commission disagrees, ABC said, it should waive the rule to permit the overlap.

SRA's concern with the unfair advantages the association says the networks have over station reps is reflected in the petition's assertions that the plan would be in conflict with the duopoly rule and would contain "other anticompetitive features."

Program Control ■ The duopoly provision of the multiple-ownership rule prohibits a licensee from owning or controlling two or more stations in the same service in the same community. But, SRA says, ABC would have "a substantial element of control over the operation" of affiliates in the same community, through its role as a program supplier and as "a sales representative of its affiliated stations," selling the outlets' time and facilities to advertisers. It's doubtful that the commission would permit its members to represent two AM stations in the same community, SRA said, adding: "No reason exists why such privilege should be extended to ABC."

SRA sees the probability of illegal group sales and combination rates "inherent" in the ABC plan. It said anticompetitive practices are present "even when only a single network is involved" because the network can tie the sale of time to the purchase of a program—a power which is not available to the regular station representative.

"When more than one network is involved," SRA added, "the evil is aggravated."

SRA also sees an anticompetitive issue in the procedure ABC has devised for preventing affiliates in the same community from broadcasting ABC-fed programming at the same time as a means of keeping within the chain-broadcasting rule. SRA said the contract provision involved "is inconsistent with the underlying theory of the Communications Act that the licensees of stations and not third parties should determine the program structure of broadcast stations."

Media reports . . .

A 'Yaz' nod ■ Licensing Corp. of America (subsidiary of National Periodical Publications Inc.), New York, has signed Boston Red Sox star Carl Yastrzemski and his family to an exclusive licensing, merchandising and endorse-

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ment agreement. LCA said last week it anticipates the major interest for "Yaz's" endorsements will come from apparel, food, toiletry, soft drink, stationary and toy manufacturers. The licensing firm is now negotiating for the ballplayer to appear as a TV guest and in TV-radio commercials.

Movierecord move ■ The Movierecord Group of companies has moved to 437 Madison Avenue, New York 10017. Telephone number will remain the same: (212) PL 1-6233.

New journalism fund ■ The Deadline Club, New York professional chapter of Sigma Delta Chi journalism society, has established a Bernard Kilgore Scholarship Fund for students interested in journalism. The fund is named for the late chairman of Dow Jones, who served as president of the club in 1948. Contributions may be mailed to Deadline Club treasurer, Charles Speaks, room 3214, 405 Lexington Avenue, New York 10017.

New studios ■ WCIT Lima, Ohio, expects to move into new studios and executive offices at 940 Cook Tower, by Jan. 1, 1968. The station will occupy approximately 1,600 square feet, it was reported. For the past four and a half years, WCIT has been located at 711 West Vine Street.

Highest price yet for UHF

Sonderling purchase of WLKY-TV for \$6.8 million is approved

Sonderling Broadcasting Corp. received FCC approval last week to buy control of WLKY-TV Louisville, Ky., on channel 32, for almost \$4.8 million in cash. In a separate agreement, it is also buying the remaining stock for almost \$1 million to give it 100% ownership. Sonderling, which is making its first move into TV with the Louisville station, also becomes responsible for the station's liabilities, calculated to be about \$1 million. The transaction is considered to be the highest price paid yet for a UHF television station.

The FCC approved, with only one dissent, the purchase by Sonderling of 2,020 shares (83.4% interest) for \$2,372.11 a share. Selling stockholders are George E. and Helen A. Egger, William S. Cutchins, Richard F. Shively, Dilman A. Rash and Archibald P. Cochran.

Sonderling, which is publicly owned in part, is led by Egmont Sonderling with 24.625% ownership. Other principal stockholders are Richard Goodman, 19.375%; Mason A. Loundy, 7%, and A. Harry Becker, 1.5%. Sonderling stations are WOPA-AM-FM Oak Park, Ill.; WDIA-AM-FM Memphis, KDIA Oakland and KFOX-AM-FM Long Beach, both California; WWRL New York and WOL-AM-FM Washington.

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

Nationwide closes deal for two Va. stations

The transfer of ownership of WLEE Richmond, Va., and of WXEX-TV Richmond-Petersburg to Nationwide Communications Inc. took place last week. The sale of the stations for \$7,150,000 was approved by the FCC last month (BROADCASTING, Nov. 13).

Nationwide Communications is a subsidiary of Nationwide Insurance Co., Columbus, Ohio. It owns WATE-AM-TV Knoxville, Tenn., WGAR-AM-FM Cleveland, WRFD and WNCI(FM) Columbus, and holds a construction permit for channel 47 in Columbus.

Included also in the transaction was the ownership of Industrial Electronics Inc., Richmond, a local sound and public address system firm owned by WLEE.

WLEE was owned by Thomas G. Tinsley Jr. and family; WXEX-TV by Mr. Tinsley, with 92.3% of the voting stock, and by Irving G. Abeloff and wife.

Changing hands . . .

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

■ WKOX-AM-FM Framingham, Mass.: 49% interest sold by estate of Albert A. Anderson to Richard E. Adams for \$344,191.73, giving Mr. Adams 100% ownership. Mr. Anderson, before he died was commercial manager for stations. WKOX is fulltimer on 1190 kc with 1 kw days, 250 w nights. WKOX-FM operates on 105.7 mc with 15.5 kw.

■ WCRQ(FM) Providence, R. I.: Sold by Theodore Jones to Alexander M. Tanger for \$126,000. Mr. Tanger owns WLKW Providence. WCRQ operates on 101.5 mc with 15 kw.

■ Kvwg Pearsall, Tex.: Sold by Vernon R. Nunn and Lloyd E. Kolbe to Walter H. Herbert Jr. and Raymon Montemayor for \$40,000. Mr. Herbert owns KBEN Carrizo Springs, Tex. Mr. Montemayor is announcer, salesman and director of Spanish language department of KBEN. Kvwg is daytimer on 1280 kc with 500 w. Broker: Hamilton-

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▪ KLOA Ridgecrest, Calif.: Sold by Sandwindsun Broadcasting Co. (Norval H. Dorman, president) to Glenn E. Shoblom for \$26,000. Mr. Shoblom of El Cajon, Calif., is former sales manager for KBNX Coalinga, Calif., and a career consultant for Bill Wade School of Radio and Television, San Diego. KLOA operates full time on 1240 kc with 250 w. Broker: G. Bennett Larson Inc.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 82).

▪ WLKY-TV Louisville, Ky.: Sold by George E. and Helen A. Egger and associates to Sonderling Broadcasting Corp. for \$6,860,000 (see page 68).

▪ KEMO-TV San Francisco, WECO-TV Pittsburgh, WSCO-TV Newport, Ky., WBMQ-TV Atlanta and KJDO-TV Rosenberg, Tex.: Sold by D. H. Overmyer to U. S. Communications Corp., subsidiary of AVC Corp. for \$1 million. WPHL-TV Philadelphia was also sold by Philadelphia Television Broadcasting Co. to U. S. Communications Corp. (see page 64).

▪ WAVN Stillwater, Minn.: Sold by Richard Power to Eldon Lum and others of Wahpeton, N. D. for \$165,000. Mr. Lum until recently was half owner of *Farmer's Globe* newspaper at Wahpeton. WAVN is daytimer on 1220 kc with 5 kw.

▪ KSWA Graham, Tex.: Sold by Lon Williams and associates to Robert N. Aylin and group for \$125,000. Mr. Aylin is owner of KOPY Alice, Tex. and of Aylin Advertising, Houston-Dallas-San Antonio-Beaumont. KSWA is daytimer on 1330 kc with 500 w.

▪ KXIX(TV) Victoria, Tex.: 51% interest in CP sold by Dwight W. Strahan, John E. Melde, Frels Real Estate Corp. and Marjorie S. and Rubin S. Frels, to Clinton D. McKinnon, Clinton Dan McKinnon and Michael D. McKinnon, for \$27,590. In addition to sale price, buyers have option to purchase nine shares of Mr. Strahan's stock (9% of total outstanding) for \$45,000, three years from FCC approval date. If buyers do not exercise this option by end of fifth year, Mr. Strahan has option to buy nine shares for same price from the McKinnons. Michael D. and Clinton Dan McKinnon own KSON and KSEA(FM) both San Diego, and are licensees of KIII-TV Corpus Christi, Tex. with Clinton D. McKinnon. KXIX(TV) on channel 19 operates with 1.9 kw aural, 17 kw visual from an antenna height of 280 feet above average terrain. South Texas proposes to program KXIX as 100% satellite of KIII. Commissioner Cox abstained from voting.

Cox again dissents to Pa. waivers

FCC Commissioner Kenneth A. Cox provided the lone dissenting voice to a commission action last March that granted eight petitions for waiver of the top-100 market rule permitting CATV's to import from six to 10 distant signals into 25 communities in the Harrisburg-Lancaster-Lebanon-York, Pa., market (ARB 30th) (BROADCASTING, April 3). That action the commissioner termed a "further emasculation" of the commission's CATV rules.

Last week his was the sole voice again raised in dissent over a commission decision rejecting reconsideration of that action.

The case (the first, Commissioner Cox said, "of this magnitude") involved requests for waiver of the requirement that a hearing be held on the possible impact of distant signals (Baltimore, Philadelphia and Washington) on local television. The commission granted all the requests of Susquehanna Broadcasting Co., D and E Cable TV Inc., Peoples Broadcasting Co., Valley Video Cable Co., West Shore TV Cable Co.,

Lebanon Valley Cable TV Co. and H. C. Ostertag Cable TV Co.

WGAL-TV Lancaster, Pa., the only station to protest the March action, asked the commission to reconsider. The station contended that the commission did not adequately consider the effects of the waivers on existing TV stations in the market and had erroneously concluded that carriage of the proposed signals would not have an adverse impact on UHF operations.

Majority View ▪ The commission, however, claimed that all of the operating stations in the market are network affiliated and that carriage and nonduplication rules should afford adequate protection. Further, the commission noted that of the remaining two allocations in the market, channel 59 Lebanon has not been activated and channel 49 Red Lion, with an application pending, "would not likely" be affected.

The commission also stated that with widespread CATV penetration in the market carrying most of the distant signals involved, its action was consistent with commission policy. That policy, it said, is to grant waivers permitting carriage of distant UHF signals where VHF signals from the same market provided predicted grade-B service.

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Congress's year: much smoke, some fire

PUBLIC BROADCASTING ACT IS MAJOR BUT UNFINISHED ACHIEVEMENT

Last week Congress rounded the turn and entered the home stretch in a rip-roaring drive for adjournment. This session of Congress met in each of the 12 months of the year, and broadcasting issues were with it all the way—even right up to the final target day for adjourning, which saw a surprise House hearing set on issues ranging from trafficking in licenses and construction permits to concentration of ownership (see page 65).

In a large sense, the broadcasting-industry finale could summarize Congress's year-in, year-out record on broadcasting matters: much talk, but only an occasional formal action. Last



Torbert Macdonald
Detoured pay-TV

Friday's scheduled appearance of FCC commissioners before the House Commerce Investigations Subcommittee could be thought of as typical: Testimony was to be on the permanent record, but no specific legislation was before the Congress on the issues to be probed.

CPB's Creation ■ But this year was not entirely typical. Legislation directly affecting the structure of the industry was enacted into law: Some members memorialized the Public Broadcasting Act of 1967 as the most important single piece of legislation to be enacted in this session and the only major "new start" of the year for the administration.

Several hearings also drove home the fact that Congress can often work its will without necessarily passing laws. One of the probes, the maiden effort of Representative Torbert Macdonald (D-Mass.) as chairman of the House

Commerce Communications Subcommittee, effectively put the skids under a legalize-pay-TV move. It's well to note, when pondering Congress's proclivity not to pass legislation, that Mr. Macdonald's group did its work with the aid of a simple sense-of-the-Commerce-Committee resolution asking for a year's delay before any FCC action on subscription television.

X-ray Scare ■ The power of the hearing record—and the news-release mimeograph machines of individual congressmen—was also shown in the case of the X-ray-emitting color-TV sets. Although widely supported bills on radiation have yet to pass, House publicity helped mobilize industry and administration action, spurring nationwide testing and correction programs.

But if bills passed are the main measure of congressional achievement, the laurels of the first session of the 90th Congress must rest in the field of educational broadcasting. This could, on the strength of one law, be called educational TV's big year.

The administration, undoubtedly sensing great difficulty ahead for financing aspects of the Carnegie Commission's plan for subsidized broadcasting, drafted legislation that would set up a federally chartered corporation and authorize it \$9 million in public funds as seed money for the development and distribution of ETV programming. The bill also continued an existing program of facilities and equipment grants for noncommercial educational stations.

The measure was launched in the Senate and put under the helm of John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee. Aided by Senate Communications Counsel Nicholas Zapple, whose office served throughout as a Hill command post for the bill, Senator Pastore put his panel through two weeks of smooth-as-silk hearings, then guided the bill to full Senate passage with only one vote recorded in opposition.

House Troubles ■ In the House, more substantial opposition developed, but Commerce Committee Chairman Harley O. Staggers (D-W. Va.), bringing the bill before his full committee for hearings, was able to report the legislation to the floor with the backing of all the Democratic members and a majority of the Republicans on the committee. House passage was by a 265-91 vote, which some observers said was as close to unanimity as that fractious body could get on any measure that embodied even a minimum of controversy.

Final conference-committee action on the bill came too late for any of the funds authorized to be appropriated in the regular appropriations bill and as adjournment approached it developed that none of the money—neither the \$9 million for the CPB nor \$10.5 million authorized to continue the facilities-grants program under the Department of Health, Education and Welfare—would be sought by the administration this session.

Inasmuch as the larger fight, on the question of permanent financing for the CPB, had been scheduled for next year, staff members during the close of this session were speculating if the



John Pastore
Pushed public TV

delay in funding the CPB might portend a year's delay in the administration's long-term proposals. It was noted that it might make a great deal of political sense for the administration to postpone the next great public-television debate until after the 1968 elections.

Financing proposals are sure to be controversial. A front-runner is the Carnegie Commission's plan to levy an excise on television receivers, but also waiting in the wings—with considerable support indicated during the House debate on the CPB bill—are plans to tax broadcasters directly to support noncommercial programming. Stiff license fees or taxes on stations' revenues or both have been suggested. Direct appropriations are opposed by many on the grounds that the CPB should be as insulated as possible from congressional pressures.

Pipe Dream? ■ Thus the CPB bill, even if it must be measured as the

largest formal achievement of this session, can only be viewed as potential—promise and possibility, not the end but the beginning. Many legislators, becoming disenchanted during the measure's long trip through the legislative mill, lost their enthusiasm for the bill's revolutionary impact. Whether or not it in fact achieves the hopes of its sponsors does seem to depend more on what remains to be done than on what has already been accomplished, say others. As an accomplishment of this Congress, then, CPB also should probably be listed in the column for unfinished business.

While the CPB legislation, even though enacted without consideration of the crucial financing issue, could serve as a textbook example of the nation's legislature actually legislating, another issue of major import to broadcasting—copyright-law revision—would probably show a more realistic pattern. The first copyright reform to be attempted in more than 50 years was slated for passage this year, moved through the House (where it was shorn of all CATV exemptions) and ended up lying quietly in a Senate Judiciary Committee pigeonhole. The major problem remains that which had caused the difficulty in the House—lack of agreement on CATV provisions.

Besides defining copyright liability, or lack of it, for cable systems, the copyright bill could prove to be the vehicle for a boon recording artists have sought since the 1930's. Not in the measure as passed by the House but pending as an amendment to the Senate bill is a section that would require broadcasters to pay performance fees for airplay of phonograph records to musicians and record companies as well as to composers and publishers.

Magic Solution ■ The CATV provisions of the bill, as long as they remain undrafted, have come to be regarded in many quarters as a panacea for the growth pains and general dislocations caused by the burgeoning cable industry. The FCC has indicated in Hill testimony that copyright can provide most if not all of the regulation that will be needed if CATV is to fit into the communications picture without elbowing out others already established there.

And last week it was apparent that the solicitor general of the U. S. saw in the legislation a solution to legal problems now headed for the U. S. Supreme Court under the existing law. He asked the court to delay consideration of a key case until the new law has been enacted (see page 48). Copyright reform thus should also appear near the top of the list of this session's unfinished congressional business.

Other bills on the shelf include a spate of measures that would affect political broadcasting. Hearings were

held by the Senate Commerce Committee on bills that would suspend Section 315 of the Communications Act in elections for certain offices, or abolish it altogether. The same hearing also probed election-night projections of vote returns and their possible effect on votes yet to be cast in areas where the polls were still open.

Jumping the Gun ■ Although the vote-projection bills (that would establish uniform poll-closing times, for example) were before other committees, the Commerce Committee provided a forum for broadcasters to defend their practices and at the same time gave senators a chance to impress their views on network officials. Here the nonlegislative approach was able to gain promises from broadcasters that vote-projection nomenclature would be tightened up—avoiding flat calls that an office-seeker was “elected” when only a few precincts had been reported and putting greater emphasis on identifying projections as such.

Also on the political-broadcasting front, the year saw the effective repeal of a plan that would earmark tax money to support presidential election campaigns. During the fight in the Senate on the campaign-financing law, proponents promised that better legislation would be contrived to replace the lost campaign funds, but as the session lengthened it became clear that no public funds would find their way into the campaign coffers for next year's elections. The idea was characterized by many on the Hill as an aid-to-broadcasters measure and threatened for a time to provide ammunition for those who would simply require radio and TV stations to make free time available for campaigns.

Liberal Dissenters ■ On other issues, individual congressmen and senators managed to get in their licks on a variety of issues. In the House considerable attention to the FCC was paid by a bloc of Commerce Committee members led by John Dingell (D-Mich.) and John E. Moss (D-Calif.). They kept up a

year-long stream of correspondence to the commission, mostly focusing on issues concerning the fairness doctrine and personal-attack rules. The same two congressmen, joined by Richard L. Ottinger (D-N.Y.), also made news by introducing what industry veterans described as “the strongest network-regulation bill ever proposed.”

Issues raised by the House group also included blackouts of sports events and artificially imposed time-outs in sports telecasts to permit time for commercials.

Anticigarette champions were mainly found in the Senate, although companion bills were usually introduced in the House after their appearance in the Senate. Leading the charge against broadcast advertising of cigarettes was Senator Robert F. Kennedy (D-N. Y.), with influential support provided by Senate Commerce Chairman Warren Magnuson (D-Wash.). The Kennedy-Magnuson bills, however, made no progress toward passage. Senator Kennedy's major effort last month was an attempt to persuade networks, colleges and pro-football teams to forego cigarette commercials on game telecasts.

Booze Too ■ In line with proposed curbs on cigarette advertising were companion bills that would apply limits on alcoholic-beverage advertising.

But in the wake of the FCC's decision to apply the fairness doctrine to product advertising—at least regarding cigarette messages—a number of bills were introduced to prohibit the commission from applying the doctrine to commercials. Neither the anticigarette and alcohol measures nor the fairness measures got further down the legislative trail than referral to committee.

And burial in committee was the fate of those bills perennially introduced in behalf of broadcasters that would permit the FCC to offer longer licenses, most providing for a four-year term but some that would allow five-year licenses. Observers say the chances for passage of this reform are as dim as they were at the beginning of the year.

Future of TV group hears outside experts

AMST SPOKESMAN SUGGESTS JOINT NAB-AMST STUDY

The National Association of Broadcasters was asked last week to join with the Association of Maximum Service Telecasters in a study of the future of broadcasting. The request, made to the NAB's Future of Television Committee meeting in Bal Harbour, Fla., came from Ernest W. Jennes, attorney for AMST, who said the industry is under attack from outside forces.

His presence at the sessions Wednes-

day and Thursday (Dec. 13-14) was part of a new approach of bringing in outside expertise that was inaugurated by Chairman John F. Dille Jr., Communicana Group of Indiana. Mr. Jennes addressed the committee on Wednesday and two representatives of Spindletop Research, Lexington, Ky., had the committee's ear for two hours on Thursday.

The committee also heard a report

that had been presented earlier in the week to NAB's engineering advisory committee. That report, prepared by Kear and Kennedy, Washington consulting engineers, showed that three UHF channels, at the top of the TV spectrum, could be turned over to land-mobile users by reallocation of channels 70-80. The report showed that through reallocation, channels 81, 82, 83 could be given to land-mobile services if broadcasters are forced to make any spectrum concessions.

The top 14 channels are now designated as translator frequencies.

Formal Talks ■ The FTV committee also heard a summary report on the agreement and problem areas found by the Hatch-Stern ad hoc broadcaster CATV copyright committee (see page 48). The FTV committee strongly endorsed either NAB's executive committee or TV board approving formal talks with the National Cable Television Association on points raised by the ad hoc committee. The two trade associations had conducted formal talks but those ended two years ago.

In keeping with the outside-expertise policy, Mr. Dille said he was anxious to get "better acquainted" with members of the President's Task Force on Telecommunications. He said that the committee might ask one of the members of that task force or the executive

director, Alan Novak, to attend one of the committee's future meetings.

The research team from Spindletop—Theodore R. Broida, executive vice president, and John Dinling Jr., head of communications and systems division—covered seven areas: direct satellite to home transmission, CATV, cable distribution of home entertainment and information, forces affecting UHF growth, formation of a fourth network, programing sources, spectrum space and competition for consumers' time and money.

In all these areas they offered no conclusions, just the different means and factors involved.

Local ratings on firing line

Industry-FCC all-channel group aims at diary-meter discrepancies

Wide-ranging criticism of national rating services' local reports dominated a meeting of the joint industry-FCC Committee for the Full Development of All-Channel Broadcasting in New York Thursday (Dec. 14).

The initial report of the committee's new research subcommittee heavily scored discrepancies between meter and diary-derived data, listed separately in the American Research Bureau's New York report for October (BROADCASTING, Dec. 11). Albert B. Petgen, chairman of the subcommittee and president of MedMark Research, New York, said station and agency reaction to the ARB report, recalled two days after it was issued on Nov. 22 because of "industry criticism," had "a completely different tone" than in previous such instances, "in part because of the efforts of this committee to educate the industry on the weaknesses of diary techniques."

Mr. Petgen also hit the A. C. Nielsen Co.'s local UHF penetration figures. They represented, he said, "an average of figures from Nielsen's March and November, 1967 sweeps, which technique, while it smoothes out the 'bounce' resulting from their small sample sizes, also produces outdated, understated estimates."

The research subcommittee's report also included a detailed criticism of the 1963 Seiden report on CATV to the FCC. It said the Seiden report "underestimated optimum CATV penetration at 50%, while mature systems today have penetrations of 75% or more. It restricted its consideration to the metro

areas, while the impact of CATV is felt throughout the coverage areas of the station concerned. And it generally underestimated the potential circulation of independent stations."

Two Resolutions ■ Such criticism of the Seiden report is familiar at committee meetings, but this time it was presented as the result of consideration by its research subcommittee, and resulted in the passage of two resolutions, requesting the FCC to expedite consideration, and take action in favor of licensing CATV systems and prohibiting them from originating programs.

The committee also passed a resolution requesting FCC adoption of proposed rules concerning changes in the measurement of signal contours.

Resolutions proposed by the All-Channel Television Society, the UHF broadcasters' organization, to request the commission to protect them from waivers of rules concerning CATV systems, and to initiate an inquiry into "the validity and accuracy of audience rating surveys," were put over for consideration at the next meeting.

The committee appointed a subcommittee to evaluate the 800-page report of the FCC-established Advisory Committee for Land-Mobile Radio Services (BROADCASTING, Dec. 4). Seymour Siegel of WNYC-TV New York was named chairman, with David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Martin Firestone, WRLH-TV Lebanon, N. H.; Lester Lindow of the Association of Maximum Service Telecasters; Frank Reel, executive vice president of United Artists; Lawrence Rogers II of Taft Broadcasting, and equipment manufacturer and broadcaster Sarkes Tarzian of Bloomington, Ind., as members.

Dallas's last UHF goes to McLendon

The FCC has granted an application of McLendon Corp. for a construction permit for channel 27 in Dallas, removing the last available channel of the six assigned to Dallas.

McLendon Corp. is already licensee of KLIF and KNUS(FM) Dallas, although the latter is awaiting FCC approval of sale to Robert D. Hanna. In addition, the McLendon group owns KILT and KZAF(FM) Houston (also awaiting FCC approval for sale of both stations to LIN Broadcasting, group broadcaster); WYSL-AM-FM Buffalo, N. Y.; WWWW (FM) Detroit; KABL Oakland, Calif.; KABL-FM San Francisco; WNUS-AM-FM Chicago; KOST(FM) Los Angeles, and KCND-TV Pembina, N. D. McLendon Corp. is also awaiting FCC approval for the acquisition of WIFI(FM) Phila-

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FCC is caught in budget squeeze

Like other government agencies, the FCC last week found itself between the jaws of a financial vice that Congress was turning. On the one hand, Congress adopted a resolution requiring agencies in fiscal 1968 to cut payroll spending 2% and other obligations 10%. On the other, it approved and sent to the President a bill authorizing a 4.5% pay raise for government workers (retroactive to Oct. 9 in the case of the FCC).

The net effect wasn't quite as bad as that would indicate, as far as the commission is concerned. But it still leaves the agency in straitened circumstances—how straitened, commission officials had not determined as of Thursday (Dec. 14).

The cuts would require reductions of some \$580,000 from what the commission had budgeted for the current fiscal year. However, Congress cut \$121,000 from the amount the commission had budgeted in approving an appropriation of \$19.1 million. And the commission can apply the \$121,000 to the \$580,000.

Furthermore, the Bureau of the

Budget has informed the commission that it may retain the \$460,000 to apply against the pay raise. There was no reliable estimate available as to how much the pay hike will add to commission costs, but indications were that the amount would be in the neighborhood of the \$460,000 figure.

However, the net effect of the congressional actions leaves the commission poorer, in terms of usable dollars, than it was two weeks ago. Funds that would have been available for adding personnel—and the commission planned to add some 50—will now be needed to finance the pay raise of present personnel.

To what extent this will be the case has not been determined, nor has the commission decided to what extent it will have to absorb the cuts by allowing vacancies to go unfilled.

In past years, government agencies were able to adjust to pay raises voted by Congress by securing supplemental appropriations. That appears out of the question this year in view of the resolution requiring the payroll cuts.

delphia and KYXI Oregon City, Ore.

McLendon Corp. is owned by Gordon B. McLendon (49%), president; B. R. McLendon (50%), vice president, and Dorothy M. Manning (1%), secretary-treasurer.

High court sets number needed for FTC quorum

The question of what constitutes a quorum for one regulatory agency has been settled by the U. S. Supreme Court, and its ruling may have consequences for other federal administrative agencies, such as the FCC.

The court overturned an appeals-court ruling that held that a majority of the Federal Trade Commission must consist of three of its five members. The FTC in 1964 issued an order against a California fruit and vegetable processor that was based on a 2-1 vote of the three commissioners present. The company appealed, claiming three of the five commissioners must agree to make an order binding. Following reversal by a Ninth Circuit court, the FTC asked the Supreme Court to review the case, claiming that a 50-year practice by that agency was endangered.

NBC adds KLSI Salina; WBIR joins CBS Radio

Both CBS and NBC radio networks reported new affiliation agreements last week. CBS said WBIR Knoxville, Tenn., will join its network, effective May 15, 1968. NBC said KLSI Salina, Kan., relinquished its independent status on Dec. 1 to become an NBC affiliate.

KLSI is one of the first daytime-only stations in the NBC lineup. (NBC officials noted that KXXX Salt Lake City, a daytimer, is also an affiliate but said in that market NBC nighttime programming is available through KALL.)

WBIR, currently an ABC Radio affiliate, operates on 1240 kc with 1 kw day and 250 w night. It is owned by Multimedia Inc. (formerly called Southeastern Broadcast Corp.), and John Hart is vice president and general manager. CBS also said its present affiliation with WROL Knoxville is scheduled to be terminated.

KLSI, which operates on 910 kc with 500 w, daytime only, is owned by Salina Radio Inc., and Sam Bradley is its general manager. A part owner is National Association of Broadcasters Chairman Grover Cobb of KVGW Great Bend, Kan., also an NBC affiliate.

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PHS plans new test of TV radiation

The Public Health Service announced last week that it was going to survey all makes of color-TV sets in the nation's capital for possible X-radiation emissions.

To be checked are color sets owned by employes of PHS living in the Washington area. As of last Thursday noon about 500 PHS workers had volunteered to have their color-TV receivers observed by a joint government-industry test team. The survey is expected to take about six weeks, beginning last Saturday (Dec. 16).

The PHS announcement followed by days a call for greater concern by Representative Paul G. Rogers (D-Fla.) and a report by the U.S. Public Health Service and the Pinellas county (Fla.) health department that 25% of the sets modified by General Electric were still radiating in excess of the recommended maximum levels (BROADCASTING, Dec. 11).

The Washington tests, which will survey one brand at a time, will be undertaken by a technical team from the PHS's National Center for Radiological Health and a representative of the manufacturer involved. Arrangements were made in cooperation with the Electronic Industries Association, PHS said. The sets will be tested under home conditions, and the results will be made available to the set owners as well as to industry and the public, PHS said.

The PHS volunteers responded to an appeal by Dr. Leo J. Gehrig, acting surgeon general.

Over Standards ■ In discussing the Pinellis county tests, PHS said that 25% of the 155 GE sets there had been found to be radiating in excess of recommended standards although all had been modified by the company to reduce the excessive radiation caused by an abnormal shunt regulator. About 110,000 color-TV sets using this tube were modified by GE earlier this year, following a discovery that it was radiating excessively in a downward direction.

The sets found to be still emitting X-radiation in the Pinellas group were said to be leaking from the shunt regulator and also from high-voltage regulators, but from the sides and back. The levels, however, were said to be much less than the original downward emissions.

Earlier in the week, Consumers Union reported that in a check of 12 brands of color-TV receivers tested by the consumer group two sets were found to radiate in excess of the accepted

standard of 0.5 milliroentgens per hour. The two sets (Packard-Bell's CRW-502 and Admiral's L5411) emitted the excessive radiation when the line voltage was raised to 125 volts, Consumers Union said. This voltage is likely to be encountered in some homes some of the time, the report stated.

At 120 volts, Consumers Union reported, none of the tested sets produced excessive radiation. The report on radiation tests of color-TV sets appears in the January 1968 issue of the testing group's monthly magazine.

Zenith to appeal Hazeltine case

Zenith Radio Corp., Chicago, said last week it will appeal a decision of the U. S. circuit court of appeals that upset an earlier antitrust judgment of nearly \$35 million in its favor against Hazeltine Research Corp.

The appeals court last Wednesday (Dec. 13) vacated the damages and ruled that U. S. District Judge Richard B. Austin lacked jurisdiction when he awarded \$34,811,631 to Zenith in 1965. Zenith had charged that Hazeltine kept Zenith from selling TV and radio sets in Canada, the United Kingdom and Australia.

Zenith's suit was a counter-claim to a 1959 suit in which Hazeltine had charged Zenith with patent infringement. Zenith claimed a Hazeltine patent pool kept it out of the foreign markets.

The appeals court in Chicago last week, however, did uphold a judgment of the lower court for \$150,000 against Hazeltine for infringement of domestic patents. On further appeal by Zenith the case now goes to the U. S. Supreme Court.

Marconi markets new television hardware

Marconi Co. Ltd., Chelmsford, England, has announced a new film chain and slide system for both color and black-and-white TV. Heart of the color unit is the Mark VII color camera using an optical switch that permits on-air cuts between film or slide inputs in 0.05 seconds. Three units—16mm and 35mm film projectors and a slide projector—can be used with the system. The new telecine facility, optically designed from lamphouse to camera, also includes a specially designed lamphouse for fitting to each projector.

Top dogs lose a little status

An FCC hearing examiner's decision holding that the dominant stations on the 13 of the 25 clear channels that have been broken down aren't as dominant as they once were was affirmed by the commission's review board last week.

The affirmation came in a decision by a three-member panel of the board denying the application of WCAU Philadelphia, dominant I-A station on 1210 kc, for authority to directionalize its operations in a way that would extend its service north, west and southwest. The station now operates with unlimited time, 50 kw, nondirectional.

The clear-channel station had been in a comparative hearing with KGYN Guymon, Okla., which operates as a daytime-only station with 1 kw on 1210 kc, and which has applied for authority to operate as a II-A station on the clear channel. The station proposes operating with 10 kw, directionalized at night to protect WCAU.

The board three weeks ago severed the applications and granted KGYN's request, without prejudice to WCAU's application (BROADCASTING, Dec. 11).

Examiner Herbert Scharfman, in an initial decision on July 24, recommended a grant of KGYN's application and a denial of WCAU's. His principal reason was that a grant of the KGYN application alone would make a first nighttime primary service available to 32,243 persons, but that this number would be reduced to 20,472 persons if both the KGYN and WCAU applications were granted (BROADCASTING, July 31).

The examiner held that the reduction was not offset by WCAU's net gain of gray areas, nor by the diffusion of WCAU's secondary service.

WCAU had argued that the status of a II-A station must be subordinated to that of a I-A station seeking to improve its facilities. But the examiner held that the principal purpose of the clear-channel decision was to provide opportunities for service to white areas in lightly served areas of the West, not to enable I-A stations to increase their service areas. "Dominance is now only terminologically significant," he said.

In filing exceptions to the examiner's decision, WCAU asked, as it had originally, that both applications be granted. But the board said it agreed with the examiner, that a grant of both applications would frustrate the purpose of the clear-channel decision.

New color-tube design introduced by GE

General Electric's Consumer Electronics Division, Syracuse, N. Y., plans early in 1968 to market a new 14-inch diagonal, color-TV portable set (under \$330) that will employ an exclusive "in-line" color-picture-tube system.

The design, which describes the in-line arrangement of three cathode guns in the neck of the picture tube (they are placed in a horizontal row), is said to be substantially less complex than conventional color systems using a triangular or "delta" alignment of the guns to produce phosphors of red, green and blue. It also reportedly contributes to a reduction of circuitry, thus providing a receiver that weighs less, is smaller and costs less. GE said its new "porta-color" 35-pound unit will weigh up to one-third less than other color receivers of comparable screen size.

AMST asks review of Twin Cities 'farm'

The Association of Maximum Service Telecasters has petitioned the FCC review board to reverse or vacate a decision that would end a 10-year search of five Minneapolis-St. Paul television stations for an antenna-farm site (BROADCASTING, Nov. 13).

AMST's exceptions, however, are directed only to that portion of the decision waiving the minimum-mileage separation rule as it applies to KMSP-TV (ch. 9). The association filed no exceptions to the key issue affecting all five stations—that of air menace. That issue was resolved in favor of the stations after they reduced the height of their two proposed towers from 2,649 feet above mean sea level to 2,375 feet.

KMSP-TV's present site in Minneapolis is 175.8 miles from co-channel WAOW-TV Wausau, Wis., which is already 13.7 miles short of the minimum-mileage separation required by the rules. Relocation to the proposed site would reduce the mileage separation between the two stations another 7.1 miles.

Hearing Errors ■ AMST said that Examiner Jay A. Kyle had made a number of errors in handling the waiver issue. Mr. Kyle had concluded that the additional population KMSP-TV would serve from the new site, plus what he said was AMST's failure to "demonstrate" alternative sites where the applicants could build two towers, warranted the waiver.

However, AMST said it had met the

requirement laid down for it by the commission in suggesting possible alternative sites; it did not have the burden of proof—"that is the applicants'." The association also said that, contrary to the initial decision, there was no directive from the commission that the alternative site element related to places where "all of the applicants could relocate"; the concern in this connection was with KMSP-TV only.

AMST, which asserted the examiner had made a number of procedural errors as well, asked that, at the least, the review board remand the case to the examiner for taking additional evidence. It also asked that it be allowed to present oral argument on its exceptions.

The other stations involved in the proceeding are WTCN-TV and WCCO-TV Minneapolis, and noncommercial KCTA-TV and KTCI-TV, both St. Paul. The fourth commercial station in Minneapolis, KSTP-TV, is not involved in the case.

NAB engineering group urges advanced seminar

An advanced course of studies for next year's engineering seminar of the

National Association of Broadcasters has been recommended by the NAB's engineering advisory committee. The committee, meeting last week, proposed an advanced engineering management development seminar next year for graduates of NAB-sponsored courses during the past three years.

Under the committee proposal, the special seminar, to be held at Purdue University, Lafayette, Ind., would offer in-depth or post-graduate studies on one or more of the many subjects dealing with efficient engineering management.

The committee proposal envisions a resumption of regular courses the following year providing three annual seminars on broad subjects of engineering management with an advanced, or specialized, course every fourth year.

In addition to the seminar proposal, the committee last week discussed a wide range of subjects, including radio-TV operator requirements and licenses, remote control of transmitters, land-mobile demands for spectrum space and a revision of the NAB's engineering handbook.

Presiding as committee chairman was Malcolm M. Bureson, vice president for engineering, Metromedia Inc., Washington.

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Wedding bells still possible

MGM reveals to stockholders that merger negotiations with Teleprompter continue

Teleprompter Corp., New York-based CATV and closed-circuit systems operator, and Metro-Goldwyn-Mayer Inc., feature-film and TV-series producer, may yet consolidate.

MGM President Robert H. O'Brien revealed during the annual stockholders' meeting Thursday (Dec. 14) that talks between the film company and Teleprompter were continuing.

Mr. O'Brien's acknowledgement of negotiations was made while he was explaining why MGM wanted stockholders to authorize issuance of one-million shares of cumulative preferred stock and an additional one-million shares of common. The authorization was granted by the shareholders.

Earlier in the year, sources close to both MGM and Teleprompter discounted the possibility of a merger of the two companies (BROADCASTING, May 29). Last week, however, both Mr. O'Brien and Irving Kahn, Teleprompter chairman, indicated that a marriage between a major producer of entertainment and a major purveyor of the product was still a possibility.

Mr. Kahn confirmed that "talks are continuing, but we haven't finalized anything yet."

Mr. O'Brien told MGM stockholders the fiscal year that ended Aug. 31 was the fourth successive year of profits and he predicted that fiscal '68 would be just as successful.

He said that while MGM features were doing well, (for television), it has been "a difficult year. Three programs did not sustain."

MGM's *Hondo* (ABC), *Man from U.N.C.L.E.* (NBC) and *Maya* (NBC) will go off the air early in 1968. MGM will be represented on the networks by only two weekly series: *Daktari* (CBS) and *Off to See the Wizard* (ABC).

Mr. O'Brien told stockholders that the network demand for feature films remained strong.

Earlier in the week, MGM officials told BROADCASTING that the company will release a group of feature films for sale to stations in time for use during the fall of 1968. MGM reportedly has

a library of 150 feature films, with an average age of three-and-a-half years, that have yet to be released to television.

Edward Montanus, director of MGM-TV syndicated sales, said MGM held back a release of features to stations more than a year ago because the market was "soft" for features but that the situation had changed since that time. He said MGM's main concerns were the "timeliness" and "salability" of its movies.

He indicated MGM would make its selection of a new package out of the 150 (60% of which are in color) by spring and that the number to be made available to stations would be well below the 90 pictures that made up MGM's most recently released station package.

For the year ended Aug. 31:

	1967	1966
Earnings per share	\$2.52	\$1.84
Dividends per share	0.93	0.76
Gross revenues	226,878,000	184,918,000
Earnings before income taxes	26,729,000	19,521,000
Net income	14,029,000	10,221,000

Note: Earnings and dividends per share are computed after giving effect to the 5% stock dividends effective Jan. 16, 1967, and Sept. 29, 1967.

Vikoa's sales perk up in third quarter

Vikoa Inc., Hoboken, N. J., equipment manufacturers and CATV owners, reported that operations for the third quarter ended Sept. 30 showed a marked upturn. Sales for this period were the highest in the company's history, although net income and earnings per share were lower.

The firm also reported new developments that occurred during the three-month period that could prove significant for the future. Additions to Vikoa's government contract for Futura amplifiers and related equipment brought that portion of the company's business up to approximately \$1 million. Another new item was the sale of cable and electronic equipment to utility customers, accounting for approximately 5% of the firm's total annual volume of business.

Sales for the third quarter of 1967 were \$3,867,645, compared with \$3,582,160 for the same 1966 period. Net income was \$180,926 this year (13 cents a share) compared with \$277,510 last year (20 cents a share).

For the nine months ended Sept. 30:

	1967	1966
Earned per share	\$0.31	\$0.61*
Sales	10,323,434	11,657,583
Net income	419,062	835,510

* Adjusted for 5% stock dividend.

TV accounts for 64% of Wometco's income

Wometco Enterprises Inc., Miami-based diversified entertainment service and group broadcaster, reported that television accounted for 64% of its consolidated income and 29% of consolidated revenues during the fiscal year ended Dec. 31, 1966.

This was shown in a secondary registration filed with the Securities and Exchange Commission last week for the sale of 362,000 shares of class-A common stock, which is expected to raise \$9,412,000.

Of these shares, 350,000 will be offered to the public and 12,000 will be offered for sale by two present stockholders at \$26 per share. Net proceeds will be used, reported Wometco, to further the company's acquisition program.

Since January 1960, cash expenditures of \$15,500,500 have been made and 22 businesses acquired.

According to the filing, there are no plans for new acquisitions to date. An amount equal to \$1 per share (par value) will be credited to Wometco's capital stock account and the balance will be credited to capital surplus.

The two persons selling stock are Herman A. Rosenberg, holding 11,401 shares, and Anna E. Rosenberg, holding 11,403 shares. Each proposes to sell 6,000 shares.

On Nov. 6, the company announced its intention, subject to earnings, business conditions and other relevant factors, to pay dividends of annual rates of 48 cents a share and \$1.75 a share on shares of A and B common stock, respectively.

Coming Stock Split - At present, the company has outstanding 2,059,152 class-A common shares and 1,331,703 class-B common shares (adjusted to reflect a proposed three-for-two stock split in January 1968), of which management officials own 116,859 class A and 647,406 class B (BROADCASTING, Nov. 13).

Wometco owns, through its various subsidiaries, WTVJ(TV) Miami and WFGA-TV Jacksonville, both Florida, KVOS-TV Bellingham, Wash., and WLOS-AM-FM-TV Asheville, N. C.

For the 36 weeks ended Sept. 9, broadcast and network affiliations balance was \$2,457,725 at the close and \$2,401,058 at the beginning of the period. Current assets and liabilities were \$44,347,389, compared with \$41,262,262 in Dec. 31, 1966. Long-term municipal securities and cash value of life insurance in 1967 was \$2,530,324, compared with \$2,642,594 in 1966.

Kaltman has no plan to merge with Allied

Stockholders of Allied Artists Pictures Corp., New York, were assured at their annual meeting last week that there are no present plans to merge Allied with D. Kaltman & Co., New York, a drug distributor, which gained stock control of Allied several months ago.

Emanuel L. Wolf, who is president and chairman of Kaltman and board chairman of Allied, told several questioning stockholders that no merger would be proposed until it first was presented to an outside third party for an evaluation.

Robert W. Hurllock, president of Allied, reported that the company's net income for the first fiscal quarter ended last Sept. 30 climbed to \$446,700 from \$73,800 a year earlier. Because of arrearages in preferred dividend payments, the company does not calculate common-share earnings. Mr. Hurllock also confirmed that Allied had licensed the film, "A Man and A Woman," which won an Academy Award in 1966 as the best foreign feature, to ABC for about \$800,000.

Avco, Fox disclaim tender-offer rumor

Spokesmen for both Avco Corp., New York, and 20th Century-Fox last week denied rumors that Avco planned to make a tender offer for Fox stock.

Word of a tender offer followed earlier rumors that Avco, parent of Avco Broadcasting, a group owner, had been investing heavily in Fox. Speculation on a possible tender offer by Avco apparently was stimulated by a rise in Fox stock to 30 $\frac{7}{8}$ on Wednesday (Dec. 13), up 2 $\frac{1}{2}$ %.

Avco is widely diversified in aircraft-engine production, electronics, missiles, finance, and farm equipment, as well as group broadcasting. Fox is a major producer of feature films and television programs.

Financial notes . . .

▪ All stock of Ashley Famous Agency Inc., New York, talent firm and TV program sales agency, has been acquired by Kinney National Service Inc. (rental and leasing services), New York. As under the initial agreement (BROADCASTING, Nov. 20), Kinney is issuing 127,500 of its \$4.25 convertible preferred stock, series B, in exchange. Last week Kinney issued 100,000 shares and was to issue an additional 27,500 shares. Ted Ashley will remain as president of the talent firm which will operate autonomously under its

present management as a wholly-owned subsidiary of Kinney. Ashley has offices in Beverly Hills, Calif.; London and Mexico City.

- Warner Brothers-Seven Arts Inc. reported last week that the company had a consolidated net loss of \$477,985 in the three months ended Sept. 30. No comparison figures are available, it was said, because Seven Arts Productions Ltd. did not acquire the assets of Warner Brothers Pictures Inc. until June 30.
- The boards of directors of Interna-

tional Telephone & Telegraph Corp. and Rayonier Corp. last week approved a merger agreement, under which Rayonier would become a wholly-owned subsidiary of ITT through an exchange of 0.1975 shares of ITT common stock and 0.2675 shares of a new ITT \$4.50 preferred stock for each share of Rayonier common stock. The merger agreement is subject to approval of Rayonier stockholders who will vote on the proposal on March 6, 1968 and receipt of a favorable tax ruling and certain other legal conditions.

Mechem picked for Taft's top spot

The new chief executive officer of Taft Broadcasting Co. is Charles S. Mechem Jr., formerly secretary of the company. He also was elected chairman of the executive committee of the board, at a meeting of the directors last Tuesday.

Continuing as president and chief operating officer is Lawrence H. Rogers II, who has held those posts for the last four years. John L. McClay continues as executive vice president.

Elected as chairman of the board was David S. Ingalls of Cleveland. Mr. Ingalls was vice chairman. He succeeds the late Hulbert Taft Jr., who was killed in an explosion at his home last month (BROADCASTING, Nov. 20, 13). Mr. Taft was also chief executive officer of the firm at the time of his death.

Mr. Mechem is a partner in the Cincinnati law firm of Taft, Stettinius and Hollister, the company's

general counsel, and since 1962 has been secretary of the company. He became a director in 1963.

The board also elected to the executive committee William S. Rowe, president of the Fifty-Third Union Trust Co. of Cincinnati. He takes Mr. Taft's place; the other members remain the same: Messrs. Ingalls, Rogers, Mechem and Dorothy S. Murphy, Taft treasurer and assistant secretary.

In memory of its former chairman, the board voted to sponsor college-level scholarships for children of employees.

In addition to TV and radio stations in Cincinnati and Columbus, Ohio; Birmingham, Ala.; Kansas City, Mo., and Buffalo, N. Y., and a TV station in Scranton/Wilkes-Barre, Pa., Taft Broadcasting also owns Hanna-Barbera Productions Inc., Hollywood producer of animated programs for TV.



Lawrence H. Rogers II, president of Taft Broadcasting Co. (l), confers with Charles S. Mechem, Jr.,

newly elected chief executive officer and chairman of the company's executive committee.

Broadcasters set to aid Heart Fund

Twenty-four broadcasting personalities will be giving the American Heart Association's 1968 Heart Fund campaign all-out aid during February, by serving on the Heart Committee of the Broadcasting Industry.

The committee currently is mobilizing industry support for the campaign, and will assist the heart association and its affiliates in the development of year-round radio and television educational programs on cardiovascular disease.

The committee has also prepared and is now distributing materials for use throughout the campaign to the networks and local radio and television stations.

George T. Laboda, director of media for the Colgate-Palmolive Co., is serving as chairman of the Heart Committee's network division for the second consecutive year.

Serving on the committee's network division are: Lucille Ball; Charles C. Barry, executive vice president, Young & Rubicam; John Couric, vice president,

public relations, National Association of Broadcasters; Bing Crosby, chairman, Bing Crosby Productions; Matthew Culligan, president, Mutual Broadcasting System; Richary E. Forbes, director, corporation advertising, Chrysler Corp.; James C. Hagerty, vice president, corporation relations, ABC Inc.; Krin Crawford Holzhauser, president, American Women in Radio and Television; Allan Jackson, president, Association of Radio and TV News Analysts; Tom McDermott, president, Four Star Television; J. James Neale, vice president, Dancer-Fitzgerald-Sample.

Other broadcasting personalities serving on the committee's network division are: Richard M. Pack, senior vice president, programing, Westinghouse Broadcasting Co.; Richard A. R. Pinkham, senior vice president, Ted Bates & Co.; R. G. Rettig, vice president, American Home Products Corp.; Richard Salant, president, CBS News Division; Thomas W. Sarnoff, vice president, NBC; Dan Seymour, chairman of the board, J. Walter Thompson Inc.; David Susskind, president, Talent Associates Ltd.; William S. Todman, partner, Goodson-Todman Productions; Herminio Traviesas, vice president, BBDO, and Mort Werner, vice president, NBC.

NBC welcomes 40 to its 25-year club

Forty new members of NBC's Twenty-Five Year Club were honored at a luncheon at the Waldorf-Astoria's Starlight Roof in New York last Friday (Dec. 15). In attendance also were Hugh R. McGeachie, Robert J. Sharpe Jr. and Andrew J. Waddell, who each have 40 years of service with NBC and received engraved silver bowls. The new 25-year members are:

Arthur Artino, Charles Beardsley, Carl A. Cabasin, John E. Canevari, Alexander Chesnutt, John J. Curran, James L. Davis, Walter N. Dibbins, John J. Dillon, Caroline Doll, Rosemary DuBois, Willard DuBois Jr., Paul Frank, Joseph Fuller, Mary Gehrig, Margaret G. Gerz, Thomas Parker Gibbs, Lillian Grand, Dr. Bernard Handler, Chester K. Hill, Edwin J. Hoffmeister and Samuel Kaufman.

Also, Louise Malcolm, Francis McKiernan, Fred McKinnon, Leonard Meyers, Sackett B. Miles, Rosemary Pfaff, John A. Plummer, Burroughs Prince, Hallie Robitaille, Jane D. Sansone, Herbert A. Schumm, Frank F. Schwedhelm, Arthur I. Selby, Peter M. Tintle, William R. Vogts and Doris Williams.

Drumbeats . . .

Telephone poll ■ WNC Asheville, N.C. reports having received 91,464 calls the first month in its radio audience poll introduced Nov. 1. The station's listeners are asked to vote "yes" or "no" on contemporary social issues from mini-skirts to Vietnam and their answers are recorded and tabulated on specially equipped phones.

Getting involved ■ Pledging a continuing program of public-service involvement WYDE Birmingham, Ala., inaugurated an annual award for civic contributions. The award, named for an outstanding Birmingham citizen, Erskine Ramsay, was presented to Frank Newton. Southern Bell's vice president for Alabama operations, at a dinner-dance attended by over 200 persons.

Kidney heart-line ■ Thanks to KTAR-TV Phoenix, a 25-year-old Mesa, Ariz. man will live. After having discovered Kenneth Caron's need for an artificial kidney machine, the channel 12 news team reported the young man's plight and his need for the expensive apparatus. Letters and contributions poured in and later young Caron was the recipient of the life-saving machine plus \$20,000.



ANA honored by Advertising Council

Joseph V. Getlin (center), vice president—marketing, Grocery Products Division, Ralston Purina Co., and chairman of the Association of National Advertisers, receives a Silver Bell Award of the Advertising Council from Robert P. Keim (l),

president of the council, to mark the 25 years of "extraordinary contributions" of the ANA to the public-service campaigns of the council. Looking on is Peter W. Allport, president of the Association of National Advertisers.

FATES & FORTUNES

BROADCAST ADVERTISING

Kenneth Baker, director of advertising, Gerber Products Co. (baby foods), Fremont, Mich., retires effective January 1968 after 44 years with company.



Mr. Jurist

James A. Jurist, controller since 1965 for Columbia Pictures Corp., New York, and formerly chief accountant and director of operating budgets for NBC, New York, and director of business affairs for NBC

News, named VP, administration, for John Blair & Co., that city.

Theodore A. Newhoff, president of Newhoff-Blumberg Advertising, Baltimore, becomes chairman of board; **Frank L. Blumberg**, executive VP, becomes president and chief executive officer. **James B. Zabin** named executive VP, **George M. Glazier** named senior VP, **Gertrude Noyes** appointed secretary-treasurer, and **Faith Beardmore**, assistant to president, named VP-radio and television.

Lawrence Spector, senior VP and secretary-treasurer, Delehanty, Kurnit & Geller Inc., New York, elected executive VP.

Arnold Eidus, music director for Ted Bates & Co., New York, elected VP.

Gerald A. Simmonds, VP and local sales manager for KTTV(TV) Los Angeles, named to newly created position of VP and general sales manager. **Dick Janik**, account executive for KTTV, named local sales manager.

Richard J. Schiess, New York sales manager, Edward Petry & Co., appointed eastern sales manager, radio division. **Michael Kaufman**, broadcast supervisor at Ted Bates & Co., New York, joins New York television sales staff of Petry.

Richard L. Dlsen, producer with Pacific Commercials, Hollywood, joins Los Angeles office of Gardner Advertising in newly created position, commercial production coordinator.

Sig Rehbock, senior account supervisor for Hicks, Greist & O'Brien, Boston, appointed director of advertising and sales promotion of The Regina Corp. (vacuum cleaners, home appliances), Rahway, N. J.

Diane L. Sass, director of research and marketing services for Avco Radio Television Sales Inc., New York, named to head newly created separate research unit. **Janet Baser** named associate director of research in charge of television. **Elena Dgus**, research manager

with Peters, Griffin, Woodward, New York, joins Avco as assistant to director of research for radio.

Anne Wallingford, art director, J. Walter Thompson Co., New York, joins Wyse Advertising, that city, in same capacity.



Miss Shearin

Rose Ann Shearin, former partner in own agency, Shearin & Ingalls, named VP-creative supervisor, special projects with Geyer-Oswald, New York.

Stephen Rooney, station manager of WJAS Pittsburgh for nine years, joins Dome-Messervey Co., station rep, as head of new Pittsburgh office.

Leon Prochnik, editor and producer, joins Libra Productions Inc., New York, as director.

William Claxton, still photographer formerly with *Life*, *Look* and *Saturday Evening Post*, joins MPO Videotronics, New York, as director.

Kinch Haulbrook, regional sales manager for WFBC-TV Greenville, S. C., appointed sales manager, effective Jan. 1, 1968. **Harvard Riddle**, with sales staff since 1964, appointed local sales manager.

Charles J. Harley, salesman with Paul H. Raymer Co., Chicago, and formerly merchandising manager for WBBM Chicago, joins Avery-Knodel as television sales executive, that city.

Gene Yates, art director for BBDO, Los Angeles, assumes title of head art director.

H. H. (Sandy) Beels, with Ketchum, MacLeod & Grove as account executive, named account supervisor with Houston office.

Joseph V. Ragni, with KPLR-TV and WIL, both St. Louis, joins sales staff of KWK, that city.

Andy Potter, account executive, Paul H. Raymer Co., Los Angeles, named Pacific Coast manager.

Allen D. Christiansen, program manager for WJRT-TV Flint, Mich., appointed manager of sales development and promotion for WSIX-AM-FM-TV Nashville.

Ken Marthey named creative director for Professional Films Inc., Boston.

Bob Klein, account executive for Metro TV Sales, San Francisco, appointed sales manager of KNEW Oakland, Calif.

Joshua J. Mayberry, with McGavern Guild-PGW radio reps, New York, as

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director of research and account executive, joins ABC Radio as director of research and sales planning, that city.

Ronald A. Clouser, product manager with Leeming/Pacquin divisions of Chas. Pfizer & Co., New York, appointed director of marketing.

Dennis D. Cobb, program manager with WSUN-TV St. Petersburg, Fla., appointed account executive.

Betsy Cohen named broadcast production coordinator at Bauer-Tripp-Hening & Bressler Inc., New York.

Steve Mathis, manager of Chicago office of American Newspaper Representatives, appointed account executive at WXYZ-TV Detroit, replacing **Gar Meadowcroft**, who leaves to manage own radio station in Grand Rapids, Mich.

Robert Sabo, account executive for KTLA(TV) Los Angeles, joins sales staff of KGFJ that city.

Mary Meahan, formerly with Ted Bates & Co., New York, joins Knox Reeves Advertising, Minneapolis, as media supervisor.

David W. Champion, with Dancer-Fitzgerald-Sample, New York, as broadcast group head, joins Ross Roy Inc., New York, as media supervisor.

Neil Harrison, with N. W. Ayer & Son, Philadelphia, appointed media buyer for Weightman Inc., that city.



Mr. Berkson

Richard Berkson, account executive for five years with WKBW-TV and senior account executive at J. G. Kelly Advertising, both Buffalo, N. Y., named sales manager WPRO Providence, R.I.

Tom Van Amburg, station manager for KHUM Santa Rosa, Calif., joins sales staff of KGO-TV San Francisco.

Thomas H. Worthy joins local sales department of WREC Memphis.

Steve Pell joins sales department of WVVA Wheeling, W. Va.

MEDIA

Wallace B. Waters, general sales manager of WKTR-TV Kettering, Ohio, named general manager succeeding **Kenneth D. Caywood**, who resigns with no future plans announced.

Irvin I. Dierdorff, program director for WCOP Boston, appointed general manager of WBCN(FM) Boston and WHCN(FM) Hartford, Conn. **John J. Kearney** joins WBCN(FM) as account executive.

Richard L. Kaye, executive VP of Charles River Broadcasting Co. (WCRQ-

[FM] Providence, R. I., WCRB Waltham and WCRX[FM] Springfield, both Massachusetts), named general manager of WCRB, replacing **Theodore Jones**, president of Charles River Broadcasting, who steps down to devote more time to production work for WSBK-TV Boston. **David S. MacNeill**, program and news director for WCRB, named assistant general manager.



Mr. Lund

George J. Lund, executive VP and sales manager since 1966 of WENZ Highland Springs, Va., and VP of Baron Broadcasting Corp. (WILA Danville, Va.), named general manager of WENZ.

Franklin H. Small, sales manager for five years with WNDR Syracuse, N. Y., named general manager.

Louis J. Roche, sales manager for WARV Warwick-East Greenwich, R. I., named general manager.

Jerry R. Chapman, program manager for WFBM Indianapolis and public service manager of WFBM-AM-FM-TV, that city, appointed manager of WFBM-AM-FM and director of public affairs for WFBM-AM-FM-TV.

Rose Hutton, former assistant to president, McLendon Corp., Dallas, appointed general manager for firm's KOST(FM) Los Angeles.

Jack O'Brine, former senior staff writer for RCA public affairs department, New York, and with that company for 24 years, appointed manager of WJCM Sebring, Fla.

Don Menke, stations manager for WFBM-AM-FM-TV Indianapolis, named to head newly created production center, effective Jan. 1, 1968. **Ernie Crisp**, executive producer and chief photographer, continues to manager production operations.

Pete Perkins, in eastern station and agency sales for Mediastat, named director of WWDC-FM Washington.

Adrian Cronauer, with WIMA-TV Lima, Ohio, as producer-announcer, joins staff of WRFT-TV Roanoke, Va., as production manager and creative director.

Paul W. (Fritz) Morency, recently retired president of Broadcast Plaza Inc., Hartford, Conn. (WTIC-AM-FM-TV) is honeymooning in Jamaica. He married Mrs. Dorothy Marshall of Hartford, Dec. 8.

Dr. George Webster, farm director for WFIL-TV Philadelphia and former chairman of National Association of Farm Broadcasters' agricultural communications liaison committee, elected

VP, northeast region of NAFB.

Maedale Gongora, with *Los Angeles Times*, named office services supervisor for KTTV(TV) Los Angeles.

PROGRAMING

Harold Bell, with Wrather Corp., Beverly Hills, Calif., named senior VP in charge of West Coast operations for Weston Merchandising, subsidiary of Trans-Beacon Corp., New York.

Jackie Vaden and **Al Bialek** elected VP's of Filmexpress, print division of Filmex Inc., New York. Mrs. Vaden is head of division; Mr. Bialek, sales manager.

Leon I. Mirell, VP of Selmur Productions, Hollywood, named executive producer of ABC-TV's *Garrison's Gorrillas* series.

David Victor, VP and producer for Filmways TV, Hollywood, joins MCA's Universal City (Calif.) Studios as producer for television and motion pictures.

Robert Fitzgerald, head of CBS West Coast business affairs, appointed head of West Coast business affairs for Wolper Productions, Hollywood.

Harry Appel, senior research analyst for ABC-TV, named research manager for ABC Films, New York, replacing **Howard Mendelson**, who becomes account executive with ABC Films' eastern division.



Mr. Kaufman

Walter Kaufman, assistant to president of Flamingo Telefilm Sales, named director of legal and business affairs for Screen Gems International, New York.

Paul Heller, producer of film "David and Lisa", joins TV commercial production firm, VIAfilm Ltd., New York, as new partner and producer-art director.

Edward L. Morris, noncommercial WTTW(TV) Chicago, elected president of Chicago chapter, National Academy of Television Arts and Sciences. He will serve two-year term effective June 15, 1968, succeeding **Robert Lemon**, WMAQ-AM-TV Chicago.

Peter J. D'Amelio, advertising sales representative for *Seattle* magazine, appointed sales representative for King Screen Productions, Seattle.

David B. Tucker, music director for WCRB Waltham, Mass., named program director.

Jack Stockton, executive producer for WBBM Chicago, named to newly created post of assistant program director. **Lynn Pierce**, radio producer for station, appointed executive pro-

ducer.

Sheldon Gilberg, with international division of NBC, appointed account executive-foreign sales, ABC Films, New York.

Tom Moran, with WKDN Camden, N. J., appointed music director and weekend air personality, replacing Allan Hotlen who becomes program director.

Brooks G. Leffler, production manager for noncommercial KLRN(TV) San Antonio, Tex., appointed production manager for noncommercial WHYI-TV Wilmington, Del.

Herb Schwartz, with EUE/Screen Gems, and **Norman Buksbaum** join Elektra Film Productions, New York, as producers and sales representatives.

NEWS

Bill Brown, executive producer of news programming, KNBC(TV) Los Angeles, named NBC News correspondent in Moscow. He replaces **Kenneth Bernstein**, who was reassigned to Saigon.

Don McMullin, news director for Midwest Television Inc. (WCIA-TV Champaign and WMBD-AM-FM-TV Peoria, both Illinois), named news director for WLWI(TV) Indianapolis, succeeding **Lee Mesey**, who returns to U. S. Marine Corps for two years of voluntary active duty.

Theodore H. White, reporter, writer and political historian, named special political consultant to CBS News election and convention units for *Campaign '68*. **Reid Collins**, newscaster with WCBS-TV New York, rejoins CBS News, that city, as correspondent.

Kenneth Englade, manager of UPI's Edinburg, Tex., bureau, named manager of UPI's Albuquerque, N. M., bureau, replacing **Edward McManus**, who resigns. **Kenneth R. Clark**, associate editor of *Catholic Register*, Denver, replaces Mr. Englade as manager in Edinburg. **William Vaile**, on cables and international desks of UPI bureau in New York, appointed news editor of UPI's Buenos Aires bureau.

John Oxman, with WBKB-TV Chicago, appointed assistant news director.

Herb Neu, veteran midwestern news broadcaster, joins news staff of KHOW Denver.

Bob Perkins, news and sportscaster with KENS-TV San Antonio, Tex., joins KDKA-TV Pittsburgh in similar capacity.

Craig Spence, Vietnam war correspondent, joins WPXI(TV) New York as on-camera reporter.

Thomas Lague, reporter with WNEW New York, appointed to similar position with WIP Philadelphia. Both are Metromedia Inc. stations.

BROADCASTING, December 18, 1967

McCormick named head of correspondent's group

Robert McCormick, veteran NBC News congressional correspondent, elected chairman of executive committee of Radio and Television Correspondents Association. He succeeds **John Lynch** of ABC News, who was named ex-officio member of committee. **Roger Mudd** of CBS News becomes vice chairman of committee, succeeding Mr. McCormick. Other officers elected: **Charles Warren**, Mutual Broadcasting System, **Joseph McCaffrey**, McCaffrey Reports, treasurer; **Robert Clark**, ABC News, member-at-large; **J. W. Rob-**

erts, Time-Life Broadcast Inc., member-at-large; and **Robert Hess**, CBS News, member-at-large.

At association's meeting in Washington last week it was also announced that correspondents will hold their annual dinner on March 7, 1968, at the Shoreham hotel in Washington. At their meeting last week correspondents discussed plans for coverage of national Democratic and Republican conventions and the need for more space and better facilities in House and Senate galleries.

FANFARE

Archie Rothman, advertising manager with Revlon Inc. and advertising director with Helena Rubenstein Inc., both New York, appointed director of promotion for WQXR, that city.

Charles P. Andrew, publicity director for WSOC-AM-FM-TV Charlotte, N. C., named promotion and merchandising manager of WSOC-TV. **John T. Caudle** continues in that capacity with WSOC-TV.

Owen F. (Duke) Urid, publicity director for WKBT(TV) Memphis, appointed promotion manager, that city. **Evelyn Fitchett**, who retires.

Jean Connelly, hostess of *Open House* program and newscaster, both on WTAE-TV Pittsburgh, named to newly created post of director of community relations.

Dan Knapp, manager of own Golden West Presentations, San Francisco, appointed first full-time promotion, publicity and PR director for KPAT Berkeley, Calif.

William F. Zorzi, public relations counselor and press consultant to mayor of Baltimore, appointed director of new public relations division of Leon Shaffer Golnick Advertising, Baltimore.

C. Knox Massey, retired founder of C. Knox Massey and Associates, Durham, N. C., ad agency, named special assistant to chancellor of University of North Carolina, Chapel Hill. Mr. Massey will serve in voluntary capacity, assisting in securing scholarships and endowed professorships.

Nick Aronson, with University of Illinois PR staff, joins WBBM-TV Chicago as publicity manager effective Jan. 1, 1968.

EQUIPMENT & ENGINEERING

Robert F. Pierce, with Westinghouse Electric Corp. as sales manager-independent distribution, TV-radio di-

vision, Chicago, appointed sales manager-radio, phono and tape division, Admiral Corp., Chicago.



Mr. Bauer

Benjamin B. Bauer, CBS Labs scientist, Stamford, Conn., elected executive VP of U. S. Audio Engineering Society. Mr. Bauer is also VP of acoustics and magnetics department for CBS Labs.

Donald R. Smith, business manager since 1962 for Broadcast Electronics Inc., Silver Spring, Md., elected VP, administration. **Clifford D. Ratliff**, chief engineer for Magnetic Heads Inc., Minneapolis, appointed production-engineering manager for Broadcast Electronics.



Mr. Norris

Howard Norris, general manager of Milo Electronics Corp.'s international division, New York, named VP.

George Francis, national distributor sales manager for Rohn Manufacturing Co., Peoria, Ill., appointed western division sales manager Reno.

Richard O. Bender, product manager-CATV products, communications division of Anaconda Wire and Cable Co., Northfield, Ohio, appointed manager of distributor and contractor sales for firm's communication products center, Sycamore, Ill.

Robert W. Bell, transmitter supervisor and assistant chief engineer for WSBT-AM-FM-TV South Bend, Ind., and with stations for 15 years, named chief engineer. (Mr. Bell was erroneously reported in BROADCASTING, Dec. 11, as being with WSB Atlanta.)

Ron Toller, consulting engineer with Gautney & Jones, Washington, ap-

pointed chief engineer for WEAM Arlington, Va.

Charles W. Lynch, with WHDH-TV Boston, appointed manager of engineering for WPRI-TV Providence, R. I.

Hugh Parker, with KZTV(TV) Corpus Christi, Tex., joins KXOU-TV Houston as audio engineer.

Arthur Huffman, manager of sales control department for Jerrold Electronics Corp., Philadelphia, appointed to newly created position of manager of customer service for distributor sales division.

James Robinson, regional sales manager for Midwest region of Silicon Transistor Corp., Garden City, N. Y., appointed marketing manager.

Robert L. Kost, advertising and sales promotion manager of Philco-Ford Corp.'s Sierra electronic operation in Menlo Park, Calif., named advertising manager-electronics group (West).

ALLIED FIELDS

Alfred C. Gordon Jr., Washington communications lawyer, elected chancellor, Delta Theta Phi national legal fraternity. He is partner in law firm of Dow, Lohnes and Albertson.

Mowry Lowe, VP and general manager of WLKW Providence, R. I., named to state's advisory commission on educational TV.

Rev. Reuben H. Gums, executive secretary of radio-TV department of Greater Chicago Church Federation, resigns effective Jan. 31 to take similar

post in New York with Protestant Council.

INTERNATIONAL



Mr. Geoffroy

Charles H. Geoffroy, VP in Los Angeles office of Young & Rubicam, named president and managing director of that firm's Canadian office, Toronto, succeeding **Bobb Chaney**, VP who joins Y&R International in New York.

Berry Greenberg appointed director of international television operations and sales, Warner Brothers-Seven Arts Inc., New York. He was formerly in charge of Warner's foreign TV sales and distribution and theatrical sales for Australia, New Zealand and Africa.

J. Weltman, education officer for Independent Television Authority in London, named head of program services. **Malcolm Morris**, producer of London's ABC Television *Eamonn Andrews Show*, named program controller for Tyne Tees Television, Newcastle-on-Tyne, succeeding **Arthur Clifford**, who rejoins Anglia Television, Norwich, as senior program executive. Other appointments: **James R. Nurse**, general sales manager for Tyne Tees TV, named sales controller; **David Harrison**, deputy head of sales, ATV Network, London, named deputy sales controller.

Frederic Doertlinger, supervisor and director for PDA Ltd., London, international PR division of BBDO, named

managing director, replacing **Henry Westenholz**, who returns to private consultancy. **Ralph Rewcastle**, chairman and managing director, named chairman of board.

DEATHS



Mr. Gitlin

Irving Gitlin, 49, producer of radio and television documentaries for CBS and NBC, died Dec. 12 of leukemia at Mount Sinai hospital in New York. Mr. Gitlin received Peabody awards in 1951 for his radio documentary on crime for CBS, *The Nation's Nightmare*, and in 1961 for his *White Paper* series of documentaries for NBC-TV. He is survived by his wife, Louise, son and two daughters.

Grey Emerson (Mike) Spanagel, 63, WCKY Cincinnati account executive for 15 years, died Dec. 9 at his home in Cincinnati. Before joining WCKY in 1952, Mr. Spanagel had been for 30 years with Mid-States Theatres Inc., as movie exhibitor in Ohio, Kentucky and West Virginia areas. He had formerly been distributor with MGM, Paramount and Columbia Pictures. He is survived by his wife, Madge, son and two daughters.

Adrien Fowler Busick, 88, former attorney for Federal Trade Commission, died Dec. 11 at Culpepper (Va.) hospital after long illness. Surviving are his wife, Georgie, and three sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 1 through Dec. 13, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann. announced. ant.—antenna. aur.—aural. CATV—community an-

tenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited

hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Tulare, Calif.—Pappas Electronics Inc. Seeks UHF ch. 26 (542-548 mc); ERP 154.4 kw vis., 30.9 kw aur. Ant. height above average terrain 3,169 ft.; ant. height above ground 100 ft. P. O. address: Box 444, 1499 Bardsley Road, Tulare 93274. Estimated construction cost \$19,000; first-year operating cost \$127,128; revenue \$180,000. Geographic coordinates 36° 17' 12" north lat.; 118° 50' 20" west long. Type trans. RCA TTU-1B. Type ant. Jampro Antenna Co. JZZ-4-DIB. Legal counsel Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington; consulting engineer Cecil Lynch, Modesto, Calif. Principals: Mike J. Pappas, president, Pete Pappas, vice president and Harry J. Pappas et al. Applicant is licensee of KGEN-AM-FM Tulare. Accepted Nov. 27.

***Corpus Christi, Tex.—Christopher College of Corpus Christi.** Seeks UHF ch. 38 (614-620 mc); ERP 97.6 kw vis., 19.5 kw aur. Ant. height above average terrain 296 ft.; ant. height above ground 285 ft. P. O. address: 2917 Austin Street, Corpus Christi 78404. Estimated construction cost \$130,785; first-year operating cost \$15,000; revenue none. Geographic coordinates 27° 45' 42" north lat.; 97° 23' 23" west long. Type trans. GE TT-25-A. Type ant. GE T4 22 D(3). Legal counsel none; consulting engineer Dale W. Taylor, Corpus Christi. Principals: Sister Jeanne Francis Minner, president. Ann. Dec. 13.

	<h2>EDWIN TORNBERG & COMPANY, INC.</h2>
	<p style="text-align: center;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>

OTHER ACTIONS

■ Review board in Fayetteville, Ark, TV broadcast proceeding, Docs. 17704-05, denied petition to enlarge issues filed by Stamps Radio Broadcasting Co. on Oct. 9. Board member Kessler absent. Action Dec. 7.

■ Review board in Fayetteville, Ark., TV broadcast proceeding, Docs. 17704-05, denied motion to delete issues filed Oct. 9, by Noark Broadcasting. Board members Pincock and Kessler absent. Action Dec. 11.

■ Review board in Columbus, Ga., TV broadcast proceeding, Docs. 17449-50, denied petition for rehearing filed Sept. 20, by Cosmos Broadcasting Corp. Board member Nelson not participating. Board member Kessler absent. Action Dec. 8.

■ Office of opinions and review on Dec. 6 in Rochester, N. Y. (Flower City Television Corp.) TV ch. 13 proceeding. Dismissed as moot petition by Main Broadcast Inc. for leave to amend its application (Docs. 14394-5, 14460-2, 14464-8).

■ Review board in Durham, N. C., TV broadcast proceeding, Docs. 17670-72, denied motion to enlarge issues filed by Durham-Raleigh Telecasters Inc., Sept. 11. Board member Kessler absent. Action Dec. 7.

■ Review board in Durham, N. C., TV broadcast proceeding, Docs. 17670-72, denied petition to delete issues filed by Triangle Telecasters Inc. Sept. 11. Board member Kessler absent. Action Dec. 7.

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17680-82, denied petition to enlarge issues filed Sept. 27, by Liberty Television, joint venture comprised of Liberty Television Inc., and Siskiyou Broadcasters Inc. Board member Nelson not participating. Board member Kessler absent. Action Dec. 8.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Dec. 6 in Rochester, N. Y. (Malrite Inc. and Philip Y. Hahn Jr.) TV proceeding. Granted joint motion by Malrite and Hahn and ordered that procedural dates in examiner's order of Nov. 17 be continued to dates possibly to be determined later, and that hearing now scheduled for Jan. 15, 1968, be continued to March 1, 1968 (Docs. 17706-7).

■ Hearing Examiner Jay A. Kyle on Dec. 5 in Durham, N. C. (Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc., and WTVY Inc.) TV proceeding, granted motion by WTVY Inc. and rescheduled following procedural dates: Exchange of exhibits Jan. 5, 1968, in lieu of Dec. 13, and notification of witnesses on or before Jan. 16, 1968. Also ordered that date for commencement of evidentiary hearing shall be determined at Jan. 5, 1968 further hearing conference (Docs. 17670-2). On Dec. 8 in Durham, N. C. (Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc. and WTVY Inc.) TV proceeding. Rescheduled Jan. 5, 1968 hearing conference for Jan. 4, 1968 at 2 p.m. (Docs. 17670-2).

■ Hearing Examiner Forest L. McClenning on Dec. 7 in Jacksonville, Fla. (Florida-Georgia Television Inc., Community First Corp., New Horizons Telecasting Inc. and Florida Gateway Television Co.) TV proceeding, granted petition by Community for leave to amend its application to change addresses of two of its stockholders; to show removal of three stockholders as directors; to show change in articles of incorporation to authorize issuance of new class of stock, i.e., class B nonvoting common stock; and to reflect new bank letter of credit, stockholder commitments and stockholder balance sheets; and petition by Florida Gateway to reflect reacquisition by C. Farris Bryant of 500 shares of stock and his appointment as chairman of board and director of corporation. Florida's petition was granted subject to condition that no evidence of association of Mr. Bryant with Florida Gateway will be admitted in comparative proceeding except to extent necessary to note his stock interest and positions held (Docs. 10834, 17582-4).

■ Hearing Examiner Chester F. Naumowicz Jr. on Dec. 7 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, granted request by Grayson Television for extension of following procedural dates: exhibit exchange—from Dec. 18, to Jan. 19, 1968; notification of witnesses—from Jan. 5, 1968 to Feb. 5, 1968. Date for hearing continued from Jan. 15, 1968 to Feb. 19, 1968 (Docs. 17778-9).

CALL LETTER APPLICATION

■ Rochester Telecasting Co., Rochester, Minn. Requests KMAO(TV).

CALL LETTER ACTION

■ DBNW Inc., Defiance, Ohio. Granted

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IEEE Exhibition MARCH 18-21, 1968

WDNB-TV.

Existing TV stations

FINAL ACTIONS

*WGIQ(TV) Louisville, Ala.—Broadcast Bureau granted mod. of CP to change ERP to 708 kw vis., 70.8 kw aur., change type trans., type ant., ant. height 940 ft. Action Dec. 11.

KTVF(TV) Fairbanks, Alaska—Broadcast Bureau granted CP to change ERP to 27.5 kw vis., 5.5 kw aur., change type trans. Action Dec. 6.

KHJK-TV San Francisco—Broadcast Bureau granted mod. of CPs to change ERP to vis. 933 kw, aur. 186 kw, trans. location to 0.065 miles west of present site, San Francisco, type trans., type ant., ant. structure, ant. system, decrease ant. height to 1,260 ft. Action Nov. 29.

*WETV(TV) Atlanta—Broadcast Bureau granted CP to change ERP to 457 kw vis., 83.2 kw aur., trans. location to 1018 W. Peach Road, N.W., Atlanta, type trans., ant. structure and increase ant. height to 1,030 ft. Action Dec. 1.

WXON(TV) Detroit — Broadcast Bureau granted mod. of CP to relocate tower 160 feet due south of presently authorized site. Action Dec. 1.

KPLR-TV St. Louis—Broadcast Bureau granted CP to install an auxiliary ant. system at KMOX-TV main ant. tower. Action Dec. 11.

KLAS-TV Las Vegas—Broadcast Bureau granted license covering changes in station. Action Dec. 6.

WGR-TV Buffalo, N. Y.—Broadcast Bureau granted CP to install an auxiliary ant. system at main trans. and ant. site; condition. Action Dec. 11.

*WUNE-TV Linville, N. C.—Broadcast Bureau granted mod. of CP to make changes in type ant. and ant. structure. Action Dec. 1.

KXAB-TV Aberdeen, S. D.—Broadcast Bureau granted CP to install an auxiliary ant. at main trans. and ant. location. Action Dec. 11.

*KBYU-TV Provo, Utah—Broadcast Bureau granted license covering changes in station. Action Dec. 11.

WBRA-TV Roanoke, Va.—Broadcast Bureau granted license covering new station, specify studio location as 3077 Colonial St., Roanoke. Action Dec. 4.

KVOS-TV Bellingham, Wash.—Broadcast Bureau granted CP to make changes in station, change ERP to 229 kw vis., 45.7 kw aur., and make changes in trans. equipment (main trans. and ant.); condition. Action Dec. 4.

CALL LETTER ACTION

■ WHJR-TV, Acorn Television Corp., Clearwater, Fla. Granted WJNR-TV.

New AM stations

APPLICATIONS

Boynton Beach, Fla. — Boynton Beach Community Service Inc. Seeks 1510 kc,

1 kw-D. P. O. address: c/o Joseph DeMarco, Box 70, Boynton Beach. Estimated construction cost \$17,458.30; first-year operating cost \$36,000; revenue \$40,000. Principals: Joseph J. DeMarco, president (26%) et al. Robert Crager, a stockholder, is general manager of WBZZ Vineland, N. J. Mr. DeMarco will act as general manager. Ann. Dec. 13.

Boynton Beach, Fla. — Radio Boynton Beach Inc. Seeks 1510 kw, 1 kw-D. P. O. address: 3711 N.W. 41st Street, Fort Lauderdale, Fla., 33309. Estimated construction cost \$23,816.32; first-year operating cost \$35,000; revenue \$36,000. Principals: Ed H. Bunce, president and secretary (46.8%) et al. Mr. Bunce is employe of Results Inc., ad agency and TV production in Fort Lauderdale. Ann. Dec. 13.

Naples, Fla.—Radio Voice of Naples. Seeks 1510 kc, 1 kw-D. P. O. address: 2296 West Bay Drive, Largo, Fla. 33540. Estimated construction cost \$49,420; first-year operating cost \$40,000; revenue \$55,000. Principals: J. Luther Carroll, Max R. Carroll (each 1/3%), Stewart Brinsfield Sr. and Stewart Brinsfield Jr. (each 1/6%). Messrs. Brinsfield are stockholders of WCBC(FM) Catonsville, Md., WHRN Herdon, Va., are applicants for new AM at Catonsville and own WCIR Beckley, W. Va. Mr. Max Carroll is real estate broker. Mr. J. Carroll is minister. Ann. Dec. 13.

Clarkesville, Ga.—Clarkesville Broadcasting Co. Seeks 810 kc, 250 w-D. P. O. address: 43 W. Main Street, Sylva, N. C. 28779. Estimated construction cost \$28,362; first-year operating cost \$30,000; revenue \$36,000. Principals: Hoyt Phillip Potts and Charles H. Taylor (each 25%) and Orville Coward (50%). Mr. Taylor is engaged in tree farms and real estate and discount company. Mr. Coward is attorney. Mr. Potts has had officership in radio stations in North Carolina. Ann. Dec. 13.

Hindman, Ky.—Knott County Broadcasting Corp. Seeks 1540 kc, 0.5 CH, 1 kw-D. P. O. address: Box 114, Hindman 41822. Estimated construction cost \$35,501; first-year operating cost \$35,000; revenue \$45,000. Principals: John Robert Morgan, president, Kenneth Slone, vice president (each 20%) et al. Mr. Morgan is attorney. Mr. Slone is 50% partner in retail food and clothing store. Ann. Dec. 13.

Whitley City, Ky.—McCreary Broadcasting Corp. Seeks 1500 kc, 0.25 kw-D. P. O. address: Whitley City 42653. Estimated construction cost \$11,609; first-year operating cost \$24,000; revenue \$36,000. Principals: M. S. Fannin, president and director (1.67%) et al. Mr. Fannin owns real estate concern. Ann. Dec. 13.

Buffalo, Minn. — Wright County Radio Inc. Seeks 1360 kc, 0.5 kw-D. P. O. address: Box 132, Buffalo 55313. Estimated construction cost \$28,590.18; first-year operating cost \$38,000; revenue \$48,000. Principal: Wayne L. King, president and general manager, T. C. Appleby, vice president and Wilbur T. Tiller, treasurer (each 33 1/3%). Messrs. King, Appleby and Tiller are employes with marketing representatives for U. S. Steel, Pittsburgh Plate Glass and other clients. Ann. Dec. 13.

Luverne, Minn.—Sioux Land Communica-

tions. Seeks 800 kc, 0.5 kw-D. P. O. address: Box 247, Luverne 56156. Estimated construction cost \$35,144; first-year operating cost \$42,250; revenue \$50,000. Principals: D. M. Lippi, Alan C. McIntosh, Warren Schoon, Mort B. Skewes and R. W. Swanson (each 20% general partners). Ann. Dec. 13. New Prague, Minn.—TMF Communications Inc. Seeks 1350 kc, 0.500 kw-D. P. O. address: Box 193, New Prague 56071. Estimated construction cost \$48,088; first-year operating cost \$30,000; revenue \$35,000. Principals: Keith Thaves, secretary and John McGuire, president (each 33%) and John Farl, vice president and treasurer (34%). Mr. Thaves is in publishing and printing. Mr. McGuire is in advertising and PR. Mr. Farl is in building products. Ann. Dec. 13.

Mebane, N. C. — Radio Mebane-Hillsborough Inc. Seeks 1060 kc, 0.5 CH, 1 kw-D. P. O. address: 105 South Fourth Street, Mebane 27302. Estimated construction cost \$77,870.50; first-year operating cost \$50,000; revenue \$50,000. Principals: John L. Fraley, chairman of board, Donald W. Curtis, president (each 22.314%) et al. Mr. Fraley is in motor freight carrying, owns 25% of WCSL Cherryville, N. C. and is in CATV's in North Carolina, gas, warehouse firm, motels and other businesses. Mr. Curtis is in CATV's in North Carolina. 20% stockholder in WCSL, real estate and other businesses. Both men are also stockholders in WPXY Greenville, N. C., (22% each). Ann. Dec. 13.

Oberlin, Ohio—Joseph P. Riccardi. Seeks 1570 kc, 0.5 kw-D. P. O. address: 1643 Cleveland Road, Sandusky, Ohio 44870. Estimated construction cost \$54,732; first-year operating cost \$42,000; revenue \$55,000. Principal: Mr. Riccardi is president and stockholder of two automobile dealerships, real estate company, land leasing company, motor land used cars and delicatessen. Ann. Dec. 13.

Milton-Freewater, Ore. — County Radio Broadcasting, Inc. Amendment to application for new AM to change ant. trans. location to one mile east of south end of Milton-Freewater, Ore. Ann. Dec. 12.

Yabucoa, P. R.—James Calderon. Seeks 840 kc, 0.25 kw-D. P. O. address: AH-13 Villa Rica, Bayamon, P. R. Estimated construction cost \$8,294.78; first-year operating cost \$18,000; revenue \$20,000. Principal: Mr. Calderon has interest in WVOZ Carolina and is engineer for WIAC San Juan, both Puerto Rico. He will divest himself of all ownership and connection of WVOZ, and will sever employment of WIAC upon FCC approval of this applicant. Requests waiver of Secs. 1.591(b), and Sec. 73.35 of rules. Ann. Dec. 13.

Yabucoa, P. R.—Lucas Thomas Muniz. Seeks 840 kc, 0.25 kw-D. P. O. address: 808 Fernandez Juncos Avenue, Santurce, P. R. 00908. Estimated construction cost \$83,000; first-year operating cost \$18,000; revenue \$30,000. Principal: Mr. Muniz is licensee of WLuz Bayamon, P. R. and has application pending for new FM in Toa Alta, P. R. Ann. Dec. 13.

Chattanooga—Rock City Broadcasting Inc. Seeks 1190 kc, 10 kw-D. P. O. address: 2644 South Broad Street, Chattanooga 37408. Estimated construction cost \$110,335; first-year operating cost \$65,000; revenue \$65,000. Principals: Rock City Gardens Inc. (100%), E. Y. Chapin III, president and treasurer. E. Y. Chapin IV is employe with WTVF(TV) Chattanooga. Applicant has application on file with FCC for assignment of WLOM(FM) Chattanooga to him. Ann. Dec. 13.

FINAL ACTIONS

Gretna, La.—West Jefferson Broadcasting Inc. FCC review board granted 1540 kc, 500 w-D. P. O. address: c/o Ralph M. Hartwell, M.D., 600 N. Labarre Rd. Metairie, La. 70001. Estimated construction cost \$35,350; first-year operating cost \$43,600; revenue \$45,000. Principals: Ralph M. Hartwell, M.D. (31%), Cornelius E. Gorman, M.D. (25%), James M. Claravella, M.D. (16%) and others. None of the principals have broadcast interests. Action Dec. 11.

■ Grant of CP to Home Broadcasting Corporation for new standard (AM) in Natick, Mass., has been stayed by an order of FCC. Application for CP had been granted without hearing July 5, subject to outcome of decision of United States Court of Appeals in suit brought by Natick Broadcasting Associates Inc., against FCC. Natick had petitioned court for review of commission action rejecting Natick application for violation of Sec. 73.37(a) (overlap of interfering contours). CP grant will be stayed until commission rules on acceptability of Natick application. Action by order Dec. 6. Berlin, Wis. — Beacon Radio Inc. FCC

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granted 1090 kc, 500 w-D. P.O. address: c/o Mrs. Jeanne P. Donald, 107 E. Green Bay St., Shawano, Wis. 54186. Estimated construction cost \$30,600; first-year operating cost \$42,000; revenue \$48,000. Principals: Jeanne P. Donald, Sherwood Lorenz and Raymond G. Gruetzmacher (each 33 1/3%) Mrs. Donald is 100% owner of WTCH-AM-FM Shawano, Wis., and 25% owner of KOUR Independence, Iowa. Messrs. Lorenz and Gruetzmacher are each 25% owners of KOUR. Action Dec. 13.

OTHER ACTIONS

■ Review board in Elmhurst, Ill., AM broadcast proceeding, Docs. 16965-66, denied appeal from adverse ruling of examiner filed Sept. 25, by Central DuPage County Broadcasting Co. Board members Pincock and Kessler absent. Action Dec. 11.

■ Review board in New York AM broadcast proceeding, Docs. 11227 and 17588, denied motion for modification of issue 2, filed Aug. 10, by City of New York Municipal Broadcasting System. Board member Nelson not participating. Board member Kessler absent. Action Dec. 8.

■ Review board in Lorain, Ohio, AM broadcast proceeding, Docs. 16876-78, granted petition for extension of time filed by Midwest Broadcasting Co. Dec. 1, and extended time for filing replies to exceptions to initial decision, to and including Dec. 11. Board member Kessler absent. Action Dec. 7.

■ Review board in Lebanon, Pa., AM broadcast proceeding, Docs. 15835-36 and 15838-39, denied appeal from ruling of hearing examiner filed Sept. 22, by Catonsville Broadcasting Co. Board member Nelson not participating. Board member Kessler absent. Action Dec. 8.

■ Review board in Port Arthur, Tex., AM broadcast proceeding, Docs. 14597-15203, granted request for leave to amend filed Oct. 27, by Woodland Broadcasting Co., and amendment is accepted. Board member Kessler absent. Action Dec. 8.

ACTIONS ON MOTIONS

■ Hearing Examiner Chester F. Naumowicz Jr. on Dec. 7 in Macon, Miss. (J. W. Furr, WMBC and James W. Eatherton) AM proceeding, granted petition by James W. Eatherton and dismissed his application (Doc. 17445; BP-17085); and ordered that on or before Dec. 27, Furr shall exchange sworn, written exhibits to be offered in support of his direct case on enlarged issue, and shall identify any witness to be heard orally together with brief statement as to scope of such testimony; and that, in event Broadcast Bureau wishes to call for cross-examination sponsor of any Furr exhibit it shall give notification on or before Jan. 8, 1968, and further ordered hearing to commence on Jan. 11, 1968 (Doc. 17444; BP-16794).

■ Hearing Examiner Elizabeth C. Smith on Dec. 8 in Bayamon, P. R. (Augustine L. Cavallaro, Jr.) AM proceeding, granted petition by Cavallaro and extended time to Dec. 15, to file direct technical findings and to Jan. 12, 1968 for replies (Doc. 16891).

CALL LETTER APPLICATION

■ Watkins Glen-Montour Falls Broadcasting Corp., Watkins Glen, N. Y. Requests WGFM.

CALL LETTER ACTIONS

■ Excelsior Springs Broadcasting Co., Excelsior Springs, Mo. Granted KEXS.

■ Mount-Ed-Lynn Inc., Mountlake Terrace, Wash. Granted KURB.

DESIGNATED FOR HEARING

■ Springfield, Mo., Gilmer, Tex., Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co. and Giant Broadcasting Inc.) AM applications designated for hearing. Commission has designated for consolidated hearing applications for new daytime AM to operate on 1060 kc. Babcom with 500 w in Springfield, Mo., Upshur with 10 kw in Gilmer, Tex., and Giant with 5 kw in Ozark, Ark. Issues include determination as to whether Giant's proposal will realistically provide local transmission facility for Ozark or for Fort Smith, Ark. By order. Action Dec. 13.

Existing AM stations

APPLICATIONS

■ KENA Mena, Ark.—Seeks CP to increase daytime power from 250 w to 1 kw, and install new trans. Ann. Dec. 8.

■ WTHU Thurmont, Md.—Seeks CP to increase daytime power from 100 w to 500 w, increase nighttime power from 100 w to 250 w, and install new trans. Ann. Dec. 12.

■ WCRM Clare, Mich.—Seeks CP to change frequency from 990 kc to 1060 kc, change from DA-D to non-DA, and make changes in ant. system. Ann. Dec. 2.

■ WAPF McComb, Miss.—Seeks CP to change hours of operation from daytime to unlimited, using power of 1 kw nighttime, 5 kw daytime, install DA-N, change ant-trans. location to 4 1/2 miles west of McComb, install new trans. Ann. Dec. 13.

■ KHRH Hood River, Ore.—Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 12.

■ KGNS Laredo, Tex.—Seeks CP to change hours of operation from daytime to unlimited, with power of 500 w, 1 kw-LS, install DA-N, change ant-trans. and studio location to highway #83, 2.6 miles southeast of International Bridge, Laredo, Tex. Ann. Dec. 12.

FINAL ACTIONS

■ WSRM Milton, Fla.—Broadcast Bureau granted mod. of license covering change in studio location to Hamilton Bridge Rd., 2.4 miles west of Milton. Action Dec. 5.

■ WRNG North Atlanta, Ga.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Dec. 5.

■ KSGM Chester, Ill.—Broadcast Bureau granted CP to install new type trans. at main trans. location. Action Dec. 8.

■ WLEF Grenwood, Miss.—Broadcast Bureau granted license covering increase in power, installation of new type trans., change ant. system. Action Nov. 30.

■ KBLR Bolivar, Mo.—Broadcast Bureau granted license covering change in frequency and ant. system, change studio location. Action Nov. 30.

■ WINR Binghamton, N. Y.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an alternate main trans. Action Nov. 30.

■ WHOM New York — Broadcast Bureau granted CP to change ant. location (same site), make changes in DA system, install new type trans. Action Dec. 6.

■ An application by Plains Broadcasting Inc., licensee of KGYN Guymon, Okla., to operate on 1210 kHz as a full-time class II-A station with 10 kw, directionalized at night, has been granted by review board members Berkemeyer and Slone, with member Kessler dissenting with statement (Doc. 16848; BP-17192). Decision was based on Sec. 73.22(a) of commission's rules permitting one class II-A station on this frequency at Kansas, Nebraska, or Oklahoma. Action Dec. 8.

■ WMPY South Williamsport, Pa.—Broadcast Bureau granted CP to increase power from 250 w to 1 kw and install new daytime trans.; conditions. Action Dec. 8.

■ KRRV Sherman, Tex.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an auxiliary trans. Action Dec. 1.

■ KVLL Woodville, Tex.—Broadcast Bureau granted CP to replace expired permit for change in station location, change ant-trans. and studio location. Action Dec. 1.

■ KSL Salt Lake City—Broadcast Bureau granted license covering change in trans. equipment (main). Action Dec. 1.

INITIAL DECISION

■ Grant of CP to Fine Music Inc., licensee of WFMI Montgomery, Ala., to change its daytime operation from 1500 kc with 500 w to 100 kc with 5 kw. was proposed in an initial decision issued by Hearing Examiner Millard F. French (Doc. 17058, BP-16609), Ann. Dec. 8.

OTHER ACTION

■ Application by CBS, licensee of WCAU Philadelphia, to operate directionally, has been denied by review board members Berkemeyer, Slone and Kessler (Doc. 16589; BP-15446), Action Dec. 13.

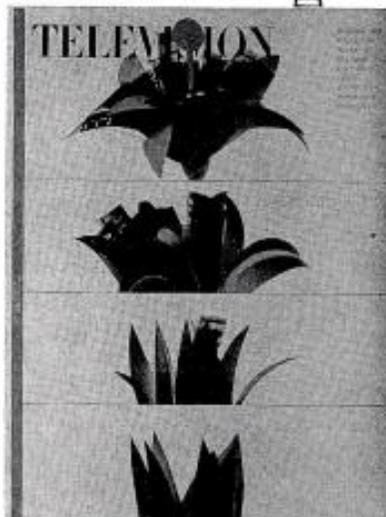
FINES

■ Broadcast Bureau by letter of Dec. 5, notified KRPL Inc., KRPL Moscow, Idaho, that it has incurred an apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 7.

■ Commission has affirmed its action of July 27, imposing forfeiture of \$1,000 against Folkways Broadcasting Inc. (WTCW-AM-FM), Whitesburg, Ky. Licensee had requested mitigation or remission of forfeiture. Action Dec. 13.

■ Broadcast Bureau by letter of Dec. 8, notified Kandel Corp., KYVA Gallup, N. M., that it has incurred an apparent forfeiture liability of \$200 for violations of rules, in-

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Dec. 14

	ON AIR		NOT ON AIR		Total Authorized
	Lic.	CP's	CP's	CP's	
Commercial AM	4,148*	11	91		4,252
Commercial FM	1,716	46	254		2,016
Commercial TV-VHF	493*	8	13		517
Commercial TV-UHF	116*	24	164		306
Educational FM	320	5	31		356
Educational TV-VHF	67	4	5		76
Educational TV-UHF	52	18	40		110

STATION BOXSCORE

Compiled by FCC, Oct. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,145*	1,712	608*	319	118
CP's on air (new stations)	9	41	33	6	23
CP's not on air (new stations)	93	251	172	31	45
Total authorized stations	4,249	2,004	818	356	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	2	0	0

* In addition, two AM's operate with Special Temporary Authorization.

* In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

cluding failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 12.

■ Commission has denied request by WBZB Broadcasting Service Inc., licensee of WBZB Selma, N. C., for reconsideration of its action of Sept. 29, imposing forfeiture of \$4,000 against station. Action Dec. 13.

■ Edwin A. Anderson tr/as Anderson Broadcasting Service, licensee of KVLH Pauls Valley, Okla., has been directed by commission to pay forfeiture of \$1,000 for apparent willful and repeated violations of commission's rules. Action Dec. 13.

■ Broadcast Bureau by letter of Dec. 8, notified Blount County Broadcasting Co., WEAG Alcoa, Tenn., that it has incurred an apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 12.

■ Broadcast Bureau by letter of Dec. 8, notified Nunn-Better Radio Co., KVLG La Grange, Tex., that it has incurred an apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 12.

■ Broadcast Bureau by letter of Dec. 8, notified Antigo Broadcasting Co., WATK Antigo, Wis., that it has incurred an apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 12.

RULEMAKING ACTIONS

■ Panama City, Fla. (Radio Gulf Inc., [WGNE]) request for rule waiver denied; application returned. Commission has denied request by Radio Gulf Inc., Panama City, Fla., licensee of WGNE, for waiver of prohibited overlap provisions of Sec. 73.37 of rules. Tendered application for CP to change facilities of WGNE from daytime operation on 1480 kc with 500 w at Panama City Beach, to unlimited time operation on 1490 kc with 250 w night and 1 kw-LS at Panama City, has been returned as unacceptable for filing. Commission found proposed operation would cause prohibited overlap to WSRM Milton, Fla., WLOX Biloxi, Miss. and KJIN Houma, La. Commission also noted that proposal would serve no "white area," since entire proposed service area already receives both day and night service from two Panama City stations. By memorandum, opinion and order. Action Dec. 13.

■ Gallatin, Tenn. (Southern Broadcasting Inc. [WAMG]) request for rule waiver

granted; tendered application accepted for filing. Commission has granted request of Southern Broadcasting Inc., for waiver of site location requirements of Sec. 1.569(b) (2)(i) of rules and accepted for filing its application to change facilities of WAMG from operation daytime on 1130 kc with 250 w to operation daytime on 1140 kc with 5 kw, 1 kw during critical hours. Waiver of rules was required since proposed site is not located within 500-mile extension of the 0.5 mv/m-50% skywave contour of class I-A station KSL operating on 1160 kc (a "frozen channel") at Salt Lake City. Commission found that WAMG proposal would not materially prejudice future consideration of the class I-A channel 1160 kc. By letter. Action Dec. 13.

CALL LETTER APPLICATIONS

■ KOWH, Starr Broadcasting Group Inc., Omaha. Requests KOZN.

■ WRRC, Rockland Radio Corp., Spring Valley, N. Y. Requests WKQW.

■ WTRW, J. J. C. Broadcasting Corp., Two Rivers, Wis. Requests WQTC.

CALL LETTER ACTION

■ KFHA, Timnankin Inc., Lakewood Center, Wash. Granted KOOD.

New FM stations

APPLICATIONS

St. Louis Falls, S. D.—Northwestern College. Seeks 96.5 mc, ch. 243, 100 kw. Ant. height above average terrain 292 ft. P. O. address 50 Willow Street, Minneapolis 55405. Estimated construction cost \$2,436,200; first-year operating cost \$12,000; revenue \$12,000. Principal: Cornelius Keur, general manager. Applicant is licensee of KTIS-AM-FM Minneapolis; KFMW-AM-FM Fargo, N. D., and KNWS-AM-FM Waterloo, Iowa. Ann. Dec. 11.

Yakima, Wash.—Goetz Enterprises Inc. Seeks 94.5 mc, ch. 233, 25 kw. Ant. height above average terrain 915 ft. P. O. address 114 South 4th Street, Yakima 98901. Estimated construction cost \$55,355.30; first-year operating cost \$48,000; revenue \$60,000. Principal: Jack H. Goetz, president (82.12%) et al. Mr. Goetz is owner and operator of KIT Yakima, and is 50% owner of development corporation. Ann. Dec. 11.

FINAL ACTIONS

Oneonta, Ala.—Blount County Broadcasting Service Inc. Broadcast Bureau granted 97.7 mc, ch. 249, 990 w. Ant. height above average terrain 480 ft. P. O. address: 908 Second Avenue East, Oneonta 35121. Estimated construction cost \$12,461; first-year operating cost \$10,250; revenue \$11,100. Principals: L. D. Bentley, president (50.77%)

and Bertha Bentley, vice president (48.53%). Mr. Bentley is owner and general manager of WCRL Oneonta; owner of coin laundry and 48% owner of WBSA Boaz, Ala. Action Dec. 5.

Magnolia, Ark.—W. M. Bigley. Broadcast Bureau granted 107.9 mc, ch. 300, 55 kw. Ant. height above average terrain 290 ft. P. O. address: Route 4, Box 59, Magnolia 71753. Estimated construction cost \$23,590; first-year operating cost \$25,000; revenue \$25,000. Principals: Mr. Bigley owns and operates KVMA Magnolia; president and 98% stockholder in land investment company; owns outdoor advertising firm Star Poster Advertising; president and stockholder in nursing home and vice president and stockholder in Claiborne Broadcasting Co., former licensee of KHAL Homer, La., which has been sold but corporation is still active. Action Dec. 4.

*Trumbull, Conn.—Trumbull Board of Education. Broadcast Bureau granted 86.7 mc, ch. 204, 275 w. Ant. height above average terrain 400 ft. P. O. address: 6264 Main Street, Trumbull 06611. Estimated construction cost \$21,462.50; first-year operating cost \$2,500; revenue none. Principal: William A. Crooks Jr., business administrator et al. Action Dec. 5.

Columbia, Ky.—Tri-County Radio Broadcasting Corp. Broadcast Bureau granted 93.5 mc, ch. 228, 2.65 kw. Ant. height above average terrain 165 ft. P. O. address Route 3, Columbia 42728. Estimated construction cost \$17,297; first-year operating cost \$4,000; revenue \$7,500. Principals: Lindsay Wilson College, a denominational institution stock voted by John B. Horton, president of Lindsay College (74.2%). Applicant owns WAIN Columbia. Action Dec. 4.

Houghton, Mich. Michigan Technological University—Broadcast Bureau granted CP for new class D noncommercial educational FM to operate on ch. 216 (91.1 mc). Action Dec. 4.

*Wooster, Ohio — College of Wooster. Broadcast Bureau granted 91.9 mc, ch. 220, 390 w. Ant. height above average terrain 43 ft. P. O. address: Dr. Winford B. Logan, Department of Speech, Wooster 44691. Estimated construction cost \$11,550; first-year operating cost \$2,050; revenue none. Principal: Mr. Logan is director of broadcasting. Action Dec. 5.

Danville, Pa.—Montrose Broadcasting Corp. Broadcast Bureau granted 96.7 mc, ch. 244, 340 w. Ant. height above average terrain 760 ft. P. O. address: 348 Mill Street, Danville 17821. Estimated construction cost \$13,564; first-year operating cost \$5,000; revenue \$6,500. Principals: Larry Souder, general manager, W. Douglas Roe, president et al. Applicant is licensee of WPFL-AM-FM Montrose and WFGM Danville, both Pennsylvania. Action Dec. 5.

Rapid City, S. D.—John W. Larson. Broadcast Bureau granted 97.9 mc, ch. 250, 100 kw. Ant. height above average terrain 390 ft. P. O. address: Kiron, Iowa 51440. Estimated construction cost \$64,000; first-year operating cost \$30,000; revenue \$32,000. Principal: Mr. Larson owns farm and is announcer for KTFC Sioux City, Iowa. Action Dec. 5.

*Middlebury, Vt.—Middlebury College. Broadcast Bureau granted 91.7 mc, ch. 219, 0.010 kw. Ant. height above average terrain 210 ft. P. O. address: Old Chapel, Middlebury 05753. Estimated construction cost \$3,145; first-year operating cost \$3,600; revenue none. Principals: James I. Armstrong, president of college. C. D. Brakeley, faculty adviser to college's WRMC, Hamilton Shea, alumni trustee is executive vice president of Gilmore Broadcasting Corp.; licensee of KODE-AM-TV Joplin, Mo.; WEHT-TV Evansville, Ind.; KGUN-TV Tucson, Ariz. and WWSA-AM-FM-TV Harrisonburg, Va. Action Dec. 4.

Moses Lake, Wash.—KWIQ Radio Inc. Broadcast Bureau granted 100.3 mc, ch. 262, 27.5 kw. Ant. height above average terrain 210 ft. P. O. address: Box 999, Moses Lake 98837. Estimated construction cost \$20,542; first-year operating cost \$3,000; revenue \$12,000. Principal: W. E. Lawrence, president (99.6%) et al. Applicant operates KWIQ Moses Lake. Action Dec. 5.

Medford, Wis.—WIGM Inc. Broadcast Bureau granted 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 24 ft. P. O. address: Box 59, Medford 54451. Estimated construction cost \$19,738; first-year operating cost \$4,000; revenue \$7,200. Principals: Applicant is licensee of WIGM Medford. Paul Allman, president, Ray Bohnert, secretary and Joe Dahlgiv, treasurer (each 33 1/3%). Action Dec. 4.

INITIAL DECISION

Sidell, La.—Bill Garrett Broadcasting Corp. FCC granted 105.3 mc, ch. 287, 57.2 kw. Ant. height above average terrain 128 ft. P. O. address: 3401 Pontchartrain Dr.,

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Sidell 70458. Estimated construction cost \$43,881; first-year operating cost \$32,480; revenue \$38,000. Mr. Garrett is licensee of WBSG Sidell. Action Dec. 12.

OTHER ACTION

■ Review board in Fort Wayne, Ind., FM broadcast proceeding, Docs. 17594-95, denied petition to enlarge issues filed Aug. 14, by Fort Wayne Broadcasting Co. Board member Kessler absent. Action Dec. 8.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 7 in Corinth, Miss. (Corinth Broadcasting Inc., and Radio Corinth) FM proceeding, granted joint request by Corinth Broadcasting Co. and Radio Corinth and suspended procedural dates prescribed in order of Oct. 30. (Docs. 17565-6). On Dec. 12 in Thomasville, Ga. (Triple C Broadcasting Corp. and Collins Broadcasting Co.), FM proceeding, designated Examiner Millard F. French to serve as presiding officer, scheduled prehearing conference for Dec. 21 and hearing for Jan. 11, 1968 (Docs. 17853-4). And in Hardinsburg, Ky. (Blancett Broadcasting Co. and Breckinridge Broadcasting Co.) FM proceeding, designated Examiner James D. Cunningham to serve as presiding officer; scheduled prehearing conference for Dec. 28 and hearing for Jan. 18, 1968 (Docs. 17856, 17857).

■ Hearing Examiner Charles J. Frederick on Dec. 7 in Fort Smith, Ark. (American Television Inc.) FM proceeding. Scheduled March 11, 1968, as date for exchange of exhibits; and rescheduled Feb. 1, 1968, hearing for March 25, 1968, at place and time in Fort Smith to be announced in subsequent order (Doc. 17849).

■ Hearing Examiner Millard F. French on Dec. 6 in West Palm Beach, Fla. (Daytona Broadcasting Inc. and Gardens Broadcasting Co.), FM proceeding. On request by Daytona Broadcasting cancelled further prehearing conference scheduled for Dec. 11, and ordered that further proceedings are suspended pending review board action upon petition for approval of agreement in proceeding (Docs. 17738-9).

■ Hearing Examiner David I. Kraushaar on Dec. 6 in Leesburg, Fla. (Heard Broadcasting Inc. and Norfolk Broadcasting Corp.) FM proceeding. On examiner's own motion, rescheduled hearing presently scheduled for Dec. 20 to Jan. 22, 1968, assuming one is ultimately required. Applicant's petition for approval of agreement and dismissal of application is before review board (Docs. 17730-1).

RULEMAKING APPLICATIONS

WFPM Ft. Valley, Ga.—Requests assignment of ch. 292A to Fort Valley, Ga.; deletion of ch. 292 from Douglas, Ga., and addition of ch. 294 thereto. Ann. Dec. 8.

Lee Enterprises, Billings, Mont.—Requests institution of rulemaking proceedings looking toward assignment of ch. 253 (98.5 mc) to Billings, Montana, as follows: Billings, existing 227, 246, proposed 227, 246, 253. Ann. Dec. 8.

WLSE Wallace, N. C.—Requests institution of rulemaking looking to allocation of FM ch. 232A to Wallace, N. C. Ann. Dec. 8.

Kent State University, Kent, Ohio—Requests assignment of ch. *45 to Kent, Ohio. Ann. Dec. 8.

WMBC McMinnville, Tenn.—Requests institution of rulemaking looking toward assignment of ch. 280A to McMinnville. Ann. Dec. 8.

RULEMAKING ACTION

■ Warner Robins and Hawkinsville, Ga., FM channel change proposed. Commission has adopted proposal to amend its FM table of assignments by moving ch. 269A from Hawkinsville to Warner Robins and substituting ch. 280A for 269A at Hawkinsville (RM-1210). WRBN Inc., licensee of WRBN Warner Robins, requested change. By notice of proposed rulemaking. Action Dec. 13.

CALL LETTER APPLICATIONS

■ Kleeco Radio Inc., Ottumwa, Iowa. Requests KLEE-FM.

■ All Electronics, Liberal, Kan. Requests WJRL(FM).

■ Radio Columbus Inc., Columbus, Miss. Requests WMBC-FM.

■ *School District of Clayton, Clayton, Mo. Requests KHRU(FM).

■ Pine-Aire Broadcasting Corp. Inc., Haywood, Wis. Requests WRIS-FM.

DESIGNATED FOR HEARING

■ Portland, Ind. (Graphic Printing Inc., Glenn West and Soundvision Broadcasting Inc.) FM applications designated for consolidated hearing. Commission has designated for consolidated hearing mutually exclusive applications of Graphic Printing Co., Glenn West and Soundvision Broadcasting Inc. for new FM's to operate on ch.

265 (100.9 mc), with ERP of 3 kw. Graphic Printing and Soundvision with ant. height of 300 ft., and Glenn West with ant. height of 170 ft. By Order, Commissioner Loevinger concurring. Action Dec. 13.

Existing FM stations

FINAL ACTIONS

KBIG-FM Los Angeles—Broadcast Bureau granted CP to install new vertical type ant. Action Dec. 6.

KDUO(FM) Riverside, Calif.—Broadcast Bureau granted CP to install new type trans., dual polarized type ant., condition. Action Dec. 8.

KABL-FM San Francisco—Broadcast Bureau granted mod. of CP to change type dual polarized ant., ERP 100 kw. Action Dec. 6.

KFOG(FM) San Francisco—Broadcast Bureau granted mod. of CP to change type ant. Action Dec. 11.

KATN-FM Boise, Idaho—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 16 ft. Action Dec. 11.

*WWKS(FM) Macomb, Ill.—Broadcast Bureau granted CP to install new type trans., ERP 5.7 kw. Action Dec. 6.

WREK(FM) Woodstock, Ill.—Broadcast Bureau granted mod. of CP to change ant., trans. and studio location to U.S. 15 by pass and Davis Rd., Woodstock, change type ant. Action Dec. 5.

KCJC(FM) Kansas City, Kan.—Broadcast Bureau granted mod. of license to change studio location to Interstate highway 35 near 87th St., near Overland Park. Action Dec. 6.

KTAL-FM Shreveport, La.—Broadcast Bureau granted mod. of CP to change type trans., ant. height 1,363 ft. Action Dec. 11.

WWTM-FM Cadillac, Mich.—Broadcast Bureau granted CP to install new type ant. Action Dec. 6.

KTIS-FM Minneapolis—Broadcast Bureau granted CP to change trans. location to 5650 Saint Croix, Golden Valley, install new type trans., change type ant., change ERP 120 kw, ant. height 390 ft. Action Dec. 4.

KXTR(FM) Kansas City, Mo.—Broadcast Bureau granted license covering change in ant. trans. and studio location, change ERP and ant. height, change type ant. (BLH-3795). Action Nov. 30.

KACO(FM) St. Louis—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 532 De Balivier, St. Louis, change studio location to 459 North Boyle Street, St. Louis, change ant. height to 320 ft. Action Dec. 11.

WHBI(FM) Newark, N. J.—Broadcast Bureau granted CP to install new type ant. Action Dec. 6.

WVFP-FM Mount Kisco, N. Y.—Broadcast Bureau granted CP to install new type dual polarized ant., change ERP to 1.20 kw, ant. height to 440 ft. Action Dec. 4.

WFTC-FM Kingston, N. C.—Broadcast Bureau granted mod. of CP to change studio and remote control location to RFD 2, 4 miles west of Kingston, change type trans., ant. height 265 ft., condition. Action Dec. 11.

WKIT(FM) Wilmington, Ohio—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Dec. 8.

KJIB(FM) Portland, Ore.—Broadcast Bureau granted mod. of CP to change ant. height to 870 ft. Action Dec. 11.

WDAD-FM Indiana, Pa.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 4 kw, ant. height 170 ft. Action Dec. 6.

WFAW-FM Fort Atkinson, Wis.—Broadcast Bureau granted license covering installation of new type trans., type ant., change ERP and ant. height. Action Dec. 1.

FINE

■ Broadcast Bureau by letter of Dec. 8, notified Maranatha Broadcasting Inc., WFMZ(FM) Allentown, Pa., that it has incurred an apparent forfeiture liability of \$200 for violations of rules including, failure to make equipment performance measurements as required. Licensee has 30 days to pay or contest forfeiture. Ann. Dec. 12.

RULEMAKING ACTION

■ Utado, P. R. (Central Broadcasting Corp. [WUPR-FM]) rule waiver request granted; application accepted for filing. Commission has granted requested waiver of mileage separation requirements of Sec. 73.207 of rules and accepted for filing application of Central Broadcasting Corp., permittee of WUPR-FM Utado, P. R. Central proposes to move its trans. to site short-spaced from both licensed site and proposed transmitter site of WKAQ-FM San Juan. In addition to site change, Central's application proposes increase in ERP of WUPR-FM from 5.8 kw to 50 kw, and ant. height from minus 860 ft. to 691 ft. WUPR-FM operates on ch. 281 (104.1 mc). Proposed operation will increase service area

within 1 mv/m contour of WUPR-FM from 308 to 2,464 square miles. Action Dec. 13.

CALL LETTER APPLICATIONS

■ WNWC(FM), WNWC Inc., Arlington Heights, Ill. Requests WEXI(FM).

■ WTVN-FM, Taft Broadcasting Co., Columbus, Ohio. Requests WHITJ(FM).

■ WTRW-FM, J.J.C. Broadcasting Corp., Two Rivers, Wis. Requests WQTC-FM.

CALL LETTER ACTIONS

■ WGHF(FM), Housatonic Valley Broadcasting Co., Brookfield, Conn. Granted WINE-FM.

■ WDEB(FM) Fentress County Broadcasting Co., Jamestown, Tenn. Granted WDEB-FM.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K08DL, K10ET and K12DO, all Westport, Grayland, Costa, Ocean Shores and Ocean City, Copalis and Pacific Beach, Wash. Action Dec. 4.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WAPL Appleton, Wis.; WBEE Harvey, Ill.; WFRX West Frankfort, Ill.; WHBY Appleton, Wis.; *WROK Rockford, Ill.; *WXCL Peoria, Ill.; WJJD-AM-FM Chicago; *WLDY Lady'smith, Wis.; WEDC Chicago, and *KFIZ Fond du Lac, Wis. *These stations were granted regular renewals and sent letters calling for report in 18 months on commercial scheduling in excess of 18 minutes per hour. Action Dec. 5.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WHBC Canton, Ohio, and WREL Lexington, Va. Action Dec. 6.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KJML(FM) Sacramento, Calif., and WJBK-FM-TV Detroit. Action Dec. 8.

Translators

ACTIONS

K74DC Casas Adobes, Ariz.—Broadcast Bureau granted license covering new UHF TV translator. Action Dec. 7.

Colusa, Calif. Sacramento Valley Television Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Maxwell, operating on ch. 8, by rebroadcasting programs of KRCR-TV, ch. 7, Redding, Calif. Action Dec. 4.

K73BQ Lakeport, Calif.—Broadcast Bureau granted license covering changes in UHF TV translator. Action Dec. 7.

Peck, Idaho Peck TV Club—Broadcast Bureau granted CP for new VHF TV translator to serve Peck, operating on ch. 5, by rebroadcasting programs of KREM-TV, ch. 2, Spokane, Wash. Action Dec. 1.

K74BD Dubuque, Iowa—Broadcast Bureau granted license covering changes in UHF TV translator. Action Dec. 5.

Arkansas City, Kan. Wichita Hutchinson Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Arkansas City, operating on ch. 70, by rebroadcasting programs of KTVH-TV, ch. 12, Hutchinson, Kan. Action Dec. 5.

Escanaba, Mich. U. P. T-V Systems Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Escanaba, operating on ch. 76, by rebroadcasting programs of WLUC-TV, ch. 6, Marquette, Mich. Ann. Dec. 5.

Escanaba, Mich. U. P. T-V Systems Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Escanaba, operating on ch. 74, by rebroadcasting programs of WFRV-TV, ch. 5, Green Bay, Wis. Ann. Dec. 5.

Escanaba, Mich. U. P. T-V Systems Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Escanaba, operating on ch. 72, by rebroadcasting programs of WLUC-TV, ch. 11, Green Bay, Wis. Ann. Dec. 5.

K11AP White Sulphur Springs, Mont.—Broadcast Bureau granted license covering VHF TV translator on ch. 11 at White Sulphur Springs, Mont. Action Nov. 30.

K11AP White Sulphur Springs, Mont.—Broadcast Bureau granted CP for VHF TV translator to change type trans., and make changes in ant. system. Action Dec. 5.

K06AJ Cliff-Glia, N. M.—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 6, 82-88 mc, to ch. 9, 186-192 mc, and change primary TV to KOAT-TV, ch. 7, Albuquerque, N. M.; also change call letters to K09IG. Action Dec. 6.

W12AQ Black Mountain, N. C.—Broadcast Bureau granted license covering new VHF TV translator and specify name as Wometco Skyway Broadcasting Co. Action Dec. 5.

K83BC Virgin, Utah—Broadcast Bureau granted CP for UHF TV translator to change trans. location to 2½ miles north-west of Virgin. Action Dec. 5.

K78BU Centralia and Chehalis, Wash.—Broadcast Bureau granted CP for UHF TV translator to include Bunker, in principal community, change type trans., and make changes in ant. system. Action Dec. 5.

K07BD Odessa, Wash.—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 7, 174-180 mc, to ch. 13, 210-216 mc, make changes in ant. system, also change call letters to K131J. Action Dec. 5.

K78BM Point Pulley and surrounding West shore line of Puget Sound, Seattle, Wash.—Broadcast Bureau granted CP for VHF TV translator to change type trans. Action Dec. 5.

K79BD Renton and Kenndale, Wash.—Broadcast Bureau granted CP for UHF TV translator to change type trans. Action Dec. 5.

K07HC Sheridan, Wyo.—Broadcast Bureau granted license covering new VHF TV translator. Action Dec. 5.

Broadcast Bureau granted licenses covering the following new UHF TV translators: K70EE Chinle and K82BH Flagstaff, K10FM Alpine and K04EH Woodruff, all Arizona. Action Dec. 8.

CATV

APPLICATIONS

Cortland Video Inc.—Requests distant signals from CKWS-TV Kingston, Ontario to Cortland, New York (Syracuse, N. Y.-ARB 34; Binghamton, N. Y.-ARB 87) Ann. Dec. 8.

St. Landry Cable T.V. Inc.—Requests distant signals from KUHT(TV) and WHTV (TV) both Houston to Opelousas, La. (Baton Rouge, La.-ARB 84) Ann. Dec. 8.

OTHER ACTIONS

Office of opinions and review on Dec. 1 in San Diego (Midwest Television Inc., KFMB-TV) CATV proceeding, granted request by Mission Cable TV Inc., Pacific Video Cable Co., Trans-Video Corp., Escondido Community Cable Inc. and Vista Cablevision Inc., for an extension of time to Dec. 4 to file exceptions to initial decision (Docs. 16786, 17008).

Review board in Mayfield, Ky., CATV proceedings, Doc. 17721, denied petitions for partial reconsideration, clarification and mod. of order designating hearing, filed Oct. 4 and Oct. 6, respectively, by Paducah Newspapers Inc. and Hirsch Broadcasting Co., and dismissed the motion to dismiss filed Nov. 22 by Meredith-Avco Inc. Board member Nelson concurring with statement. Board members Pincock and Kessler absent. Action Dec. 11.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on Dec. 7 in Shinnston, W. Va. (Bettlevision Systems Inc.) CATV proceeding. Designated Examiner Isadore A. Honig to serve as presiding officer; scheduled prehearing conference for Dec. 21 and hearing for Jan. 16, 1968 (Doc. 17848). And on Dec. 12 in Merced, Calif. (General Electric Cablevision Corp.) CATV proceeding, designated Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Dec. 20 and hearing for Jan. 8, 1968 (Doc. 17861). And in Welch, W. Va. (Welch Antenna Co.) CATV proceeding, designated Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for Dec. 21 and hearing for Jan. 8, 1968 (Doc. 17855).

Hearing Examiner David I. Kraushaar on Dec. 5 in Aiken, City of Barnwell and Town of Williston, S. C. (Aiken Cablevision Inc. and Home CATV Inc.) CATV proceeding. Cancelled hearing scheduled for Dec. 18, along with Dec. 1 deadline for exchange of exhibits; and scheduled further prehearing conference for Dec. 18 (Docs. 17057, 17629). On Dec. 12 in Buckingham, W. Va. (Bettlevision Systems Inc.) CATV proceeding. Scheduled hearing for Dec. 20 (Doc. 17834).

Hearing Examiner Jay A. Kyle on Dec. 8 in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV proceeding. Rescheduled Jan. 5, 1968 hearing conference for Jan. 4, 1968 at 9 a.m. (Docs. 17809-10).

Hearing Examiner Chester F. Naumowicz Jr. on Dec. 6 in Galax, Va. (United Transmission Inc.) CATV proceeding. Scheduled certain procedural dates, and hearing for Feb. 28, 1968 (Doc. 17853).

Ownership changes

APPLICATIONS

KIOT Barstow, Calif.—Seeks assignment of license from Beam Broadcasting Inc. to Prudential Broadcasting Co. for \$150,000. Principals: John Parker, president and Leo P. Nyznyk a/k as Les Nelson, vice president and treasurer (each 50%). Mr. Parker is sole owner of public accounting and tax

practice concern and is 50% owner of two convalescent hospitals. Mr. Nyznyk is account executive with Los Angeles Herald Examiner. Ann. Dec. 11.

KTOT Big Bear, Calif.—Seeks assignment of license from Hugh A. Cover and Donald L. Stoner d/b as Mountain Broadcasting Co. to same. Principals: Mr. Cover (50% before, 37.5% after), Mr. Stoner (50% before, 37.5% after) and Vernon E. Thompson (none before, 25% after). Ann. Dec. 13.

KROP Brawley, Calif.—Seeks transfer of control from Ron S. Strother and Thomas A. Boyd Kelley and Glenn A. Weber. Mr. Shelton is general manager of KDLK Del Rio, Tex. Mr. Kelley is majority owner of KDNT Stanford, Tex. Mr. Crosby has CP (as Trans-Tel Corp.) for new TV in Paterson, N. J. (ch. 41), 50% owner of KTEO San Angelo, Tex. and majority owner of KDLK Del Rio, Tex. Mr. Weber is general manager of KROP. Consideration approximately \$42,000 in out of pocket cash (over 2 yr. period), initial investment and cash into operation. Requests waiver of Sec. 1.597 of rules. Ann. Dec. 11.

KMSL Ukiah, Calif.—Seeks assignment of license from Edward B. Mulrooney to William B. Grover, trustee in bankruptcy. Ann. Dec. 13.

WGCH Greenwich, Conn.—Seeks transfer of control from Mrs. Ann Lemmon, executrix of estate of Walter S. Lemmon to George C. Stevens for \$154,575. Mr. Stevens is president and director of WGCH, and is broadcast consultant and investment manager. Ann. Dec. 11.

WTSS-TV Tampa, Fla.—Seeks transfer of control from Richard B. Wiggins, John H. Monahan, Melvin R. Young, Ray C. Qualmann, Richard R. Ferayorn, Clay Armstrong, Wyn Blair Suthpin, Diran M. Seropian to Lucille Frostman, Paris G. Singer and Howard J. Scott. Principals: Mrs. Frostman is in real estate. Mr. Singer is attorney, real estate investor, banker and research and commercial developer. Mr. Scott is in real estate. All stockholders are also owners of WSM-TV Fort Lauderdale, Fla. Transferees Frostman, Singer and Scott will purchase 812, 1,624 and 5,684 shares, respectively of stock sold by transferors. Ann. Dec. 11.

WAI-TV Atlanta, WSAI and WJBI-FM both Cincinnati, KHON-TV Honolulu, KHAW-TV Hilo and KAH-TV Wailuku, all Hawaii—Seeks assignment of licenses from Jupiter Broadcasting of Georgia Inc. to Pacific and Southern Co. Inc. a wholly owned subsidiary having identical officers and directors as Jupiter. This is completion of former application (BROADCASTING, Nov. 6). FCC granted consent to assign stations Nov. 15. Ann. Dec. 13.

KRXX Rexburg, Idaho—Seeks assignment of license from Snake River Radio & Television Inc. to Alfred E. Shumate tr/as Radio KRXX. Principals: Mr. Shumate (99.3%) and May-Floyd Shumate (0.7%). Ann. Dec. 13.

WKYF-AM-FM Greenville, Ky.—Seeks assignment from C. P. Stovall Sr. and C. P. Stovall Jr. d/b as Greenville Broadcasting Co. to Millard V. Oakley and Calvin C. Smith tr/as Central Kentucky Broadcasters for \$7,000. Principals: Mr. Smith (50%) is stockholder in WBSL-AM-FM Stanford, Ky. Mr. Oakley (50%) owns 100% of new AM in Crossville, Tenn. Mr. Smith is 100% owner of WPHN Liberty, Ky., which has assignment of license pending. Mr. Oakley is 92.5% owner of WWSO Monticello, Fla., also pending assignment. Ann. Dec. 11.

WDOC-AM-FM Prestonsburg, Ky.—Seeks assignment of license from Gordon Collins to WDOC Inc. Incorporation. Ann. Dec. 13.

KDXI Mansfield, La.—Seeks transfer of control of 51% stock from Leon and Nancy Buck to Buford Bennett Strange. Consideration \$37,500. Ann. Dec. 11.

WYNZ Ypsilanti, Mich.—Seeks assignment of license from Community Service Broadcasters Inc. to Word Broadcasters Inc. for \$125,000. Principals: Royden W. Behmer, president and Edgill Howard, secretary-treasurer (each 50%). Howard Larson is vice president with no interest. Mr. Behmer is special sales agent for Northwestern Mutual Life Insurance Co., Detroit, and is landholder in Farmington, Mich. Mr. Howard is sole stockholder with wife in The Baptist Book Store Inc., tr/as Howard's Christian Stores. Mr. Larson is attorney and is in real estate. Ann. Dec. 8.

WGNV Newburgh, N. Y.—Seeks assignment of license from Orange County Broadcasting Corp. to Hudson Horizons Inc. for \$650,000. Principals: Joel W. Harnett, president (25%), Joseph H. and Helen Cowan (25% jointly) et al. Mr. Harnett is vice president and director of marketing and assistant to president of Look division of Cowles Communications Inc. (group broadcaster). Dr. Cowan is in private medical practice; Mrs. Cowan is housewife. Ann. Dec. 11.

KKND(FM) Jamestown, N. D.—Seeks assignment of CP from Robert E. Ingstad

100% before, 90.5% after) to Interstate Broadcasting Corp. Principals: Mr. Ingstad is permittee of new FM at Breckenridge, N. D. Robert and Mary J. (4.3%) are stockholders in KLOM Pipestone and KWAD Wadena, both Minnesota; KEYJ and KBMW, both Jamestown and KOVC Valley City, both North Dakota. No consideration. Ann. Dec. 8.

KNOR Norman, Okla.—Seeks assignment of license from Toe Dickenson and Wm. A. Morgan d/b as Cleveland County Broadcasting Co. to Cleveland County Broadcasting Co. Principals have 75% and 25% respectively. Ann. Dec. 11.

KJEM-AM-FM Oklahoma City, Okla.—Seeks transfer of control from Edward Coontz, Gerald Young, State Capital Investment Corp., Globe Life and Accident Insurance Co., SHS Investments, E. A. Eskridge and Edward L. Fretwell to Cameron & Cameron. Principals: C. B. Cameron (80%), C. W. Cameron and Lenice Cameron (each 10%). Messrs. C. B. and C. W. Cameron have interest in KJEM-AM-FM. Ann. Dec. 11.

WICU-TV Erie, Pa.—Seeks assignment of license from Lamb Enterprises Inc. (Edward Lamb) to Lamb Communications Inc. Assignor holds over 90% of stock of Lamb Communications and following grant of this application assignor will hold 89.54% (BROADCASTING Nov. 20). Ann. Dec. 11.

WLAC-AM-FM-TV Nashville—Seeks transfer of control from Life and Casualty Insurance Co. of Tennessee to the seven voting trustees named: Paul M. Mountcastle; Guilford Dudley Jr.; J. Truman Ward; John S. Bransford; Foskett Brown Jr.; P. M. Estes Jr., and Allen M. Steele, executive vice president and general counsel. Ann. Dec. 13.

KVII-TV Amarillo, Tex.—Seeks assignment of license from John B. Walton Jr. to Marsh Media Ltd. for \$1.5 million. Principals: Estelle (85%), Stanley, Tom F. and Michael Marsh (each 5%). Mr. Stanley Marsh is banker and bookstore owner. Mr. Tom Marsh is president of cattle feeding concern. Each family member is director and officer of The Marsh Foundation, charitable organization in Amarillo. (BROADCASTING, Oct. 23). Ann. Dec. 11.

KVWG Pearall, Tex.—Seeks assignment of license from Vernon R. Nunn and Lloyd E. Kolbe d/b as Nunn-Better Radio Co. to Walter H. Herbert Jr. (70%) and Ramon Montemayor (30%) d/b as Radio Station KVWG for \$40,000. Mr. Herbert owns KBEN Carrizo Springs, Tex. and 33 1/3% interest in ranching-farming operation. Mr. Montemayor is announcer, salesman and director of Spanish language department at KBEN. Requests waiver of three year rule. Ann. Dec. 13.

WTRW-AM-FM Two Rivers, Wis.—Seeks assignment of license from Two Rivers Broadcasting Co. to J.J.C. Broadcasting Corp. for \$195,000. Two Rivers is wholly owned subsidiary of WTRW Inc. Principals of assignee: Perry J. Collins, president (51%) and Catherine J. Collins, vice president (9%). Mr. Collins has interest in WLKE Waupun, Wis. with wife. Ann. Dec. 11.

ACTIONS

KAAR(TV) San Diego—Broadcast Bureau granted assignment of license from Bass Brothers Enterprises Inc. to Western Telecasters Inc., a wholly owned subsidiary. Bass has purchased 1,000 shares of Western capital stock, having paid \$100 per share in cash. Perry R. Bass is chairman of board, Gene L. Cagle is president. Action Dec. 8.

KACL Santa Barbara, Calif.—Broadcast Bureau granted transfer of control from Herman Properties Inc. to Herman Properties, partnership consisting of Sophia B., Leon H. and Ralph J. Herman and Rosalie J. Bier. Change of organization from corporation to partnership. Action Dec. 7.

KXKW Lafayette, La.—Broadcast Bureau granted transfer of control from Edward E. and Diane D. Wilson to Television Corporation of Michigan Inc. Transferee is licensee of WJCO Jackson and WILX-TV Onondaga, both Michigan. William J. Hart is secretary-treasurer. Action Nov. 29.

KLGR Redwood Falls, Minn.—Broadcast Bureau granted transfer of control from Eugene G. Randolph to Aiver Leighton. Agreement is for Messrs. Randolph and Leighton to each own 50%. Mr. Randolph will sell 1% of total outstanding stock to Mr. Leighton. Mr. Leighton is principal of KDLM Detroit Lakes, Minn. Action Dec. 11.

WAVN Stillwater, Minn.—Broadcast Bureau granted assignment of license from Richard Power to Eldon and Donald Lum of Wahpeton, N. D. for \$185,000. Mr. Lum is former owner of Farmer's Globe newspaper at Wahpeton. Action Nov. 29.

KRAM and KORK Las Vegas—Broadcast Bureau waived Sec. 1.597 of rules and granted assignment of license from Suna

(Continued on page 95)

DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcripts, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

- **DISPLAY ads** \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space, 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted—Management

Selling, sales manager, potentially management in 150,000 market two stations. Security and growth for proven responsible person. Box M-41, BROADCASTING.

Manager sales ability, good salary. WELV, Ellenville, New York. Contact S. Dresner, 3 Kingsley Place, Newburgh, 914-561-5236.

Manager to take over fulltime radio station. Small town. Salary & percent of gross. Write Warren G. Gilpin, P. O. Box 3, Monroe, Ga. No phone calls.

Wanted—Radio man with managerial experience who has \$25,000 to invest in 1000 w station. CP approved and we will put station on air ready to operate. Write Box 528, Albuquerque, New Mexico or call Frank Quinn area 505-842-1000 collect.

5 kw regional day-night station under construction in heart of Maine. Needs experienced station manager to take challenge of new station. Send resume to Jon Lund, 114 State St., Augusta, Maine.

Sales

Wanted—Top-flight Radio Salesman for top station in major mid-west market. The man we select will have a proven sales record and will be ready to move up and join a team of selling professionals. With our company you'll have Financial Security, many fringe benefits, protected account list, top dollar guarantee against an excellent percentage paid on your sales. Send recent photo, complete resume and letter of application to Box M-197, BROADCASTING.

Start the New Year as sales manager of a top 40 daytime in northern Illinois market of 250M. Send resume and financial details to Box M-217, BROADCASTING.

Young station winning listeners central Oklahoma with strong news, adult MOR format, aggressive promotion, wants experienced salesman, right man can start \$500 month. Resume, photo, Box M-225, BROADCASTING.

Immediate opening for aggressive salesman who can do small amount of air work. Hard hitting 3 year old station with excellent listener acceptance. Located in vacationland with plenty of skiing, hunting and fishing. Send resume and photo. KVBR, Brainerd, Minnesota.

Grand Rapids, Michigan, MOR format, daytime, needs experienced local salesman. Draw against 15%. Good list, no house accounts. Send resume manager, WMAX.

Account executive, WMNI Radio, Columbus, Ohio. Exceptional opportunity for small or medium market manager to move into much higher earnings. Top ratings in a top market. Inquiries confidential.

Ideal opportunity for experienced professional radio promotional salesmen, (Clock-jingle men,) to settle in excellent radio market located very near New York City. Immediate opening with a very progressive and highly aggressive sales-oriented organization. Will start off with guaranteed salary and liberal expense account. Will be handed good list of accounts and an unlimited financial future. Contact us immediately for this opportunity to join a 5 kw powerhouse. Telephone area code 203-878-5915.

Announcers

Combo-announcer-engineer; 1st class license preferred, Chicago. Complete experience and requirements first letter. Audition tape; all audition tapes will be returned. Box L-215, BROADCASTING.

Two fast moving capable men wanted on major market southeastern station. A DJ who is zippy and experienced radio man; good voice only considered. Also an experienced newsmen to work closely with news director and handle top news shift. No prima donnas. Send resume, picture and audition tape, Box M-6, 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-8, BROADCASTING.

1st phone announcer for all night show at progressive, high power Maryland AM-FM station reaching the great Baltimore and Washington area. Contemporary/MOR. Network affiliate. Salary commensurate with ability. Opportunity unlimited. Send tape and resume to Box M-58, BROADCASTING.

Experienced announcer for Corpus Christi station. Box M-84, BROADCASTING.

Combo announcer-boardman with third endorsed for major market stereo FM station, needed by January 1st. Experienced only. No top forty, recent broadcast school grads or beginners. Strong news voices. Handle total segue format. No personality involved. Prefer those from NYC, Phila., area. Send audition tape and resume, 1st letter. Box M-103, BROADCASTING.

One of radio's fastest growing chains is in need of a good newsmen to fill a vacancy at one of our stations. The man we want can write, gather, and report in an authoritative professional manner. Station 100 miles from N.Y.C. Box M-123, BROADCASTING.

Give yourself a New Year's present. \$7,500 annual starting salary with one of the nation's finest top 40 stations. Experienced professional dj's please. Box M-137, BROADCASTING.

Upstate New York announcer with third class ticket and endorsement. Afternoon shift with MOR station. Pleasant working conditions with other professionals. Salary and talent according to your ability. Please reply including your background, tape and salary history. Box M-141, BROADCASTING.

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Morning man for small station market in Northeast. Only those who can justify minimum of \$140 weekly need apply. Box M-179, BROADCASTING.

MOR first phone announcer. No maintenance. Permanent position with growing mid Atlantic resort station. Box M-190, BROADCASTING.

Ohio-Top 40 announcer. Tape and resume Box M-222, BROADCASTING.

Mature morning man-salesman needed in Carolina town of 18,000. Can earn well over \$7,000 a year. Rush tape and resume. Box M-226, BROADCASTING.

Announcer-salesman. Eastern shore of Maryland MOR station desires announcer with 3rd phone. Sales background preferred. Send tape and resume. Box M-230, BROADCASTING.

Announcers—(Cont'd)

Basketball, football, play-by-play sports, and news announcer needed by full time 5,000 watt midwest radio station. Require knowledge of adult modern music and on-air sell-ability. Opportunity for TV assignments. Send tape, photo and resume to Box M-232, BROADCASTING.

Combo-announcer-engineer, 1st class license. Upper New York state C&W. Send resume, audition tape and salary requirements. Must have car to get to and from work. Opening immediate. Box M-233, BROADCASTING.

One announcer, one newsmen-announcer. Must know adult MOR format. Stable. Send photo, resume, tape to KJIM Radio, Box 7321, Fort Worth, Texas 76111.

Need one solid staff announcer with experience, good commercial and news background. Excellent pay with opportunity. Send tape and resume to Manager. KOKK, Keokuk, Iowa.

Experienced announcer with first class ticket for MOR station. Excellent pay and working conditions. Send complete resume with air check to: Manager KWBB, Box 486, Wichita, Kansas 67201

Top soul station in Houston needs soul jocks. Send tapes and resume to Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas.

Mature announcer wanted for early morning show on adult MOR station. Send tape and resume to WCAT, Orange, Mass. 01364.

Immediate opening for experienced announcer: Afternoon boardwork and production at progressive regional Christian-commercial station in Elkhart/South Bend market; new facilities, 5,000 watts unlimited, enjoyable working conditions. Inviting place to live. First phone preferred. Call or send resume, references and tape: WCMR, Elkhart, Indiana.

Immediate opening 3rd endorsed. Beginner accepted. WELV, Ellenville, N. Y.

Immediate opening for announcer with first class license. Starting salary will depend upon actual experience. Three-week vacation; paid life and health insurance; other benefits. Send resume and recent tape or apply by telephone to H. M. Thayer, WGHQ, Box 427 U.P.O., Kingston, New York.

Midwest MOR station seeks experienced announcer with professional ability. Good facilities and staff plus opportunities of group. Tape, resume. No collect calls. WSMI, Litchfield, Ill.

Midwestern regional AM-FM fulltimer needs good man with experience. Announcer for Top 40 night show, 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Call Program Director, WSTW, Sturgis, Mich.

Announcer-salesman for good music format. Average from 25-30 hours weekly on the board, and rest in sales. Salary \$100 weekly plus 20% commission on all sales. Must be near enough for personal interview. Write or call Michael Schwartz WTYM Radio, Springfield, Mass. 413-525-4141.

Baltimore station has immediate opening for first phone announcer for nightshift. Call Mr. Doll, 301-761-1590.

Announcers—(Cont'd)

Top pay. Dee Jay needed immediately. Top forty, MOR or modern C&W background acceptable. Top rated modern country operation in midwest offering top pay. Solid broadcast background essential. All replies held confidential. Rush tape and resume to Bill Hudson and Associates, Inc., 1605 Hawkins Street, Nashville, Tenn.

Technical

Florida: experienced chief engineer 5 KW directional AM and also automated FM. No announcing; excellent salary and benefits. Full technical responsibility, permanent position. Send resume & references to Box M-12, BROADCASTING.

Combo-engineer, about 80% engineering at 5000 AM-FM New York State station, 20% announcing. Box M-42, BROADCASTING.

1st ticket combination man. An opportunity for directional experience and run own music program. Beginning salary \$135.00. Medium sized central Indiana town. Box M-127, BROADCASTING.

New south Texas FM station needs two engineers. Box M-130, BROADCASTING.

Well-qualified engineer needed by Corpus Christi station. M-131, BROADCASTING.

Wanted—Broadcast technicians 5 kw-AM-FM, requires engineer with minimum of two years broadcasting maintenance experience. Large southern market—one of group station. Company benefits—salary based on experience. Send resume or letter, Box M-182, BROADCASTING.

Combo man with first phone. Maintenance and short air shift. Small market. Daytime station. Send reply to Box M-231, BROADCASTING.

1st class license engineer, WOKO, Albany, N. Y. Position flexible to your wishes. May or may not include limited board work, or entirely engineering. Will consider trainee with sincere ambition to do a good job. Must have car. Send details and salary requirements. No phone calls please. Box M-234, BROADCASTING.

First phone—Sales, announcing, helpful. KHL, Willcox, Arizona.

Looking for your first break as chief? Experienced first phone engineer needed to take charge of technical operation of 1 KW AM. No announcing. Contact Manager WALE, Fall River, Mass. 1-617-674-3535.

First-class engineer: Transmitter duty and maintenance. Potential advancement to chief engineer; regional Christian-commercial unlimited in Elkhart/South Bend market; 5,000 watts AM, 20,000 watts FM. New facilities, enjoyable working conditions. Inviting place to live. Call or send resume and references: WCMR, Elkhart, Indiana.

First phone engineer for transmitter. Willing to train beginner. WEAM, Arlington, Virginia.

Engineer for AM-FM operations with directional antenna experience. Liberal fringe benefits. Radio Station WEED, Rocky Mount, N. C.

Immediate opening for qualified engineer for AM-FM-MX automation. Must have first phone. No air work. Contact Chief Engineer, WROK, Rockford, Illinois.

Immediate opening; first phone technically oriented man. Ability to maintain equipment, or willingness to learn. Full time. Good salary and group benefits. Contact Al Marshall, Chief Engineer, WTLB, Utica, New York 13503. 315-797-1330.

Interlochen needs a person to write and produce several continuing radio programs. A working knowledge of serious music required. Familiarity with sound recording techniques and equipment helpful. Write Director of Personnel, Interlochen Arts Academy, Interlochen, Michigan. 49643.

First class licensee for transmitter. Light duties, excellent working conditions and security. No experience necessary. Will train inexperienced person. Call 203-735-4606.

NEWS

Newsman-announcer needed by south Texas station. Box M-85, BROADCASTING.

Newsman. Now active in radio but desiring TV opportunity. We have an immediate opening for an experienced newscaster. Mid West location. Send resume and audition tape. Box M-180, BROADCASTING.

News Director—for sharp medium market. Piedmont, N. C. AM-FM with excellent facilities and personnel. Gather, write and air news. Third ticket. Send air check, samples of work and resume. First opening in eight years. Box M-202, BROADCASTING.

Top contemporary midwestern station in major market needs top newsman with some jock ability. 34 hours news, 6 hours jock. Good pay and working conditions. Send tape and resume with complete references. Box M-242, BROADCASTING.

Newsman-prepare and air local news. 3rd endorsed WELV, Ellenville, N. Y. Needed now.

News Director—Gather, write, and air local news for contemporary MOR, ABC affiliated station midwest. 5 day morning shift. Call program director, collect 219-743-3366.

KWTK Radio-TV needs a radio-TV newsman with a working knowledge of local news techniques and ability to deliver on-camera news. Only those able to be present for personal interview need apply. Immediate opening. Call Ron Hall, News Director for interview. Area Code 817-PL6-4451. Waco, Texas.

Opportunity to work with award winning news department. Needed at once ambitious young man for fast paced news operation, experience in news gathering and writing helpful, but, not essential. Good future for right party. Send resume and photo to N. C. Milwee, WBHP Radio, P. O. Box 547, Huntsville, Alabama 35804. Phone 534-3521.

Newsman—able to gather, write, deliver local news. Modern suburban, news-minded station needs capable addition to energetic news staff. WLNA, Peekskill, N. Y.

Experienced newsman for leading 5,000 watt-MOR personality network station serving central New York, dj experience helpful. Air mail audition tape, resume and salary requirements to Bob Lux, Program Director, WRUN, Utica, New York.

Production—Programing, Others

Wanted—Program director for top Eastern market with provable first class track record. Must be familiar with every kind of radio from "talk" to top 40 and rhythm and blues. Excellent opportunity. Must be mature, be able to assume responsibility, and stand up under pressure in competitive market. Box M-70, BROADCASTING.

Major east coast market leader needs world's greatest production 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.

Program Director—Major market northeast interested in program director experienced with heavy news operation-copy and production experience essential. Send as much information as possible—all letters will be answered. Box M-188, BROADCASTING.

RADIO

Situations Wanted Management

Management Medium-small market management. Nine years major market announcing, medium market sales, constructional engineering (first phone), writing, production. 25. College degree. Two years on East Coast, originally from midwest. Active in community affairs. Five figures. No hurry-making thorough search. Box M-81, BROADCASTING.

Experienced, mature, general manager, air personality, two-way telephone show, equal experience in music show, news, copywriting. Box M-98, BROADCASTING.

Management—(Cont'd)

Successful General Manager with outstanding record desires move to Ohio or surrounding states. Box M-170, BROADCASTING.

General mgr. country and western top ten market wants to move, good reasons, good results. Handle all phases of operation. Mature sober family man. Send inquiries to Box M-176, BROADCASTING.

Can do—Station manager who sells programs, promotes. Box M-186, BROADCASTING.

Selling manager. Proven record in all media. Seeks small radio market. Will buy stock. Box M-200, BROADCASTING.

Thorough, varied, and well rounded radio and TV experience, from 43 to 58. Plus ten years sales background. College degree with phys-ed major. Money to buy interest in station, all or part. Desire management niche, either sales, program, or general. Small station operation desired, no day-timers. All worthwhile letters answered. If you don't want creative program ideas from a man with the money, knowledge, and experience to follow through from point of sales and production, please don't waste my time and yours. Box M-209, BROADCASTING.

Radio executive, 11½ years experience, available for management—mainland station. Top references. Excellent sales record. Experienced all phases management. 33 years old. Contact Jeff-Fuier, KKUA Radio, Honolulu.

Sales

Sales Major markets. 25. College Degree. Selling East Coast multi-station market three years. Production, writing background. Box M-82, BROADCASTING.

Age 36, some college, 7 years radio TV production. Desire opportunity to learn sales. Will consider either positions. Box M-204, BROADCASTING.

Six years sales experience, major market. . . 1st phone announcer. Make me an offer. minimum \$175. Box M-223, BROADCASTING.

Announcers

NFL and college football; college basketball, hockey and golf, 'AA' baseball. TV and radio studio and interview shows. College grad, family man, excellent references. Box L-233, BROADCASTING.

10 years experience, creative, constructive, conscientious, hard working program director/personality. Presently earning \$200 weekly. Box M-38, BROADCASTING.

Top 40 personality. No. 1 rated radio and own TV show. Will be an asset to your station. Medium large to large markets. Box M-39, BROADCASTING.

Originator "Trivia" concept. Unique talk show. No fights, arguments. Also personality D.J. MOR 5 years experience; college degree radio. Topped all competition in medium market. New York City calibre. References. Will relocate. Box M-54, BROADCASTING.

Professional MOR and C&W personality first phone jock. Mature, presently employed. Available on 2 weeks notice. Box M-60, BROADCASTING.

First phone experienced chief engineer to repair, rebuild, and run proof on your equipment. Contract basis for maintenance, supplement for announcing, then you can go back to paper hangers. M-60, BROADCASTING.

Announcing Major market announcer, MOR, FM, or contemporary. Nine year backlog includes network dance band shows and heavy production experience. In East Coast multi-station market past two years on AM-FM stereo. First phone. Originally from midwest plains area. BA degree. 25. Box M-83, BROADCASTING.

Mature, experienced, top market air personality, long-time two-way telephone show, good interviewer, top voice. Will double in music show, news, copywriting. You name it, I've done it. Box M-89, BROADCASTING.

Announcers—(Cont'd)

Female Announcer (3rd endorsed) trained in NYC-commercials, news, interviews, copy, college grad. Box M-158, BROADCASTING.

Announcer, salesman, available immediately. 2 yrs. experience. Best of references. Tape resume available on request. Box M-159, BROADCASTING.

Announcer—18 yrs. exp. Network trained. Must be non-panic operation. Box M-162, BROADCASTING.

Creative announcer/producer. Good copy, boardwork, references. 1st phone. Will assume operations responsibility for MOR station. West preferred, others considered. Box M-163, BROADCASTING.

Experienced first phone announcer-salesman looking for a home with progressive chain. Base \$150. Available January. Prefer Western states. Box M-165, BROADCASTING.

Experienced combo-tight production-good air sale—1st phone-Wisconsin, Iowa, Minnesota, Dakotas, Box M-172, BROADCASTING.

Are you receptive to a pro? Consider the addition of a man experienced in all phases of radio, interested in medium to large market stable operation. . . . Prefer West Coast, but open mind. . . . BA, veteran, 9 years as staff announcer, DJ-newsman. PD. 3rd endorsed. . . . Contemporary or MOR or TV. Box M-178, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box M-183, BROADCASTING.

Exper. dj tight board. Third endorsed. Dependable. Versatile, Box M-187, BROADCASTING.

Friends, Romans, and PD's in/near college towns. 21. Have: Some experience (desires more), 3rd phone, some college, Midwestern diploma. Rock/MOR. M-189, BROADCASTING.

Female dj announcer. Good newscaster. Commercial delivery. Broadcasting school graduate. 3rd ticket. Box M-192, BROADCASTING.

Expecting firing or pressuring out. Mood of boss, not my failure. 32, single, degree. Prefer middle station. Air copy, news, no-car. Tape info. picture. Dislike, phone answering piddling. Box M-193, BROADCASTING.

Female announcer, experienced, versatile. Local news gathering, writing. Interviews, DJ, excellent voice. Box M-198, BROADCASTING.

Eastern 1st phone career announcer—four years experience—desires Florida location. Box M-206, BROADCASTING.

Stable position wanted: Experienced, dependable, announcer, dj 1st ticket. College, engineering Institute, N.Y.C. Broadcast School graduate. Available January 1st. Box M-216, BROADCASTING.

All night personality, mature, honors, college graduate, 8 years experience: Box M-219, BROADCASTING.

Detroit personality wants to move to another Detroit station, or other major market. MOR, rock or country. Have good ratings. Box M-220, BROADCASTING.

Looking for my first break! 31 year old eager-beaver, just out of broadcast school wants first job, preferably east coast. Money second to opportunity. Good electronics background. Box M-224, BROADCASTING.

Two man sports department, all around experience. Employed in suburb of biggest market. Looking to move into major market. College grads, military completed. Box M-227, BROADCASTING.

Top rated major market DJ, own style and personality, 1st phone, excellent production and presentation. Desires major market MOR. Present station changing format. Box M-238, BROADCASTING.

Negro DJ, good voice, 3rd endorsed. Willing worker needs break. Could prove to be invaluable. Box M-238, BROADCASTING.

Young announcer blind with third endorsed, Can do any format. Tape and resume. Box M-239, BROADCASTING.

Announcers—(Cont'd)

First phone, married. Top 40, Straight five years experience. Medium, metro, market only. Excellent references. Bill. 218-722-8886. 741-2251.

Super worker: College graduate with some experience—MOR—Tom Coletto, 1578 Larchmont, Cleveland, Ohio 44110.

Experienced, MOR announcer, stable, mature, authoritative newscaster, broadcast school graduate, 3rd class endorsed, married, please contact Bill Warker 717-854-9945, York, Pa.

South O.K. 3rd endorsed, small indie, ideal, MOR/rock. Joel Edwards, 45 Sargeant St., Hampton, Va. 23363.

Third phone with 4 yrs. of experience in C&W. Want station with the modern country sound. Prefer C&W. Draft exempt. 6201 Grand Ave., Pittsburgh, Pa. 15225.

Broadcast school graduate third endorsed, married, draft exempt, prefer C&W, Southern states, Gregory Craig, Box 83, Goreville, Illinois 62939.

Technical

Experienced chief combo announcer/directional experience. Good airman. No junk stations. Box M-61, BROADCASTING.

Chief engineer-announcer medium and large market experience western U.S. only. Box M-167, BROADCASTING.

Chief engineer seeks MOR station near: White schools, Three bedroom House. Salary to \$200. Moving advance. Box M-203, BROADCASTING.

1st phone, no experience, BSEE, age 51, (301) 277-7914. Prefer Wash., D. C. area.

NEWS

Enthusiastic 19 year radio veteran, programming, sales, administration, seeking management opportunity in California or Southwest. Married, reliable. Box M-194, BROADCASTING.

"I'll come to see you." News, sports, talk, Missouri Masters. 28, four years experience. Northeast, medium large market. Box M-196, BROADCASTING.

News/sports. 12 years experience. Last five 50,000 and Net O&O. Major college and pro play-by-play. Good writer and reporter. Box M-199, BROADCASTING.

Production—Programming, Others

Sales oriented program director seeks to spread his wings. Proven major market track record including New York. Looking for Group or sleeping giant connection. Box M-161, BROADCASTING.

Program director, 1st phone, family man over 35 desires move back to midwest from suburban NYC station. 15 years experience: TV, sportscasting, production specialist MOR to rock. Call Dick Thomas, 914-356-7357.

TELEVISION—Help Wanted**Management**

CATV manager. Well paid CATV job available in clean, pleasant modern north central area. Medium sized operation. Technical experience with cable and CATV equipment essential. Opportunity for advancement. Reply with summary of education, TV and CATV experience to Box M-51, BROADCASTING.

Operator-manager opportunity. Compelling personal reasons force me to seek an individual with strong sales or engineering background able to meet and work with local-area retailers and wholesalers to manage established UHF-TV, in small market. If you are capable, will make a good faith investment of \$7,500.00, have reasonable credit, I will give contract leading to ownership of sizeable hunk of stock. Obviously there are plenty of problems or this would not be available. There are also some exciting new ways to win. Station should be able to pay you 12 thousand and make an equal profit, perhaps much more. Phone 1-313-754-0800.

Sales

Midwest TV. If you want outstanding local sales opportunity in UHF-TV, send resume to Box M-88, BROADCASTING.

One of the southwest's leading, group-owned VHF stations has opening for local Television time salesman. The right man will inherit large immediate billings and will have tremendous diversified future potential. Only aggressive, experienced sales person should apply. Send resume to TV Station, P. O. Box 612, Albuquerque, New Mexico 87103.

Announcers

Southeastern VHF needs booth announcer, good voice, also on camera possibilities if qualified. Will consider man with solid radio background. Reply Box M-13, BROADCASTING.

Technical

Excellent opportunity for two TV transmitter engineers with Texas station, Box M-87, BROADCASTING.

First class engineer wanted for either TV studio or transmitter work in Iowa. Studio has all new RCA solid state color equipment. Transmitter is RCA TT50AH. This is a permanent position, and we desire someone with previous TV experience; however, we will consider applicant with radio experience who desires to break into TV. Contact Box M-97, BROADCASTING.

Maintenance chief with superior qualifications for Texas station. Box M-129, BROADCASTING.

First radio phone operator major midwest University Educational Radio Station. Box M-124, BROADCASTING.

Would you like to earn a livable wage while finishing your college degree? For experienced broadcast engineers, TV directors, KLRN-TV has a special deal. Located near the campus of the University of Texas at Austin. Write Station Manager, KLRN-TV, Box 7158, Austin, Texas. 78712.

Television Engineer wanted for Full Color UHF station. Must be experienced in maintenance and operation. Work with high band VTR's and plumbicon studio equipment. First Class License. Contact Chief Engineer KMEC-TV, 7901 Carpenter Frwy., Dallas, Texas.

Transmitter operator for FM/TV. Contact H. VanAmbergh, Chief Engineer, WGAN-TV Portland, Maine 772-4661.

Technician with 1st class license needed for midwest UHF station. Operations and maintenance. Opportunity to also work with automation, new FM stereo and AM radio. Position open Jan. 1. Contact: Pat Finnegan, C.E., WLBC AM-FM-TV, Muncie, Indiana 47302.

Full color independent UHF in Jamestown, N. Y. needs 2 first class TV technicians for repair and maintenance work. Fast growing station with excellent working conditions needs you now. Contact Curran Wade, 718-484-9191 WNYF-TV.

Broadcast Technicians—Immediate openings at full color WOAI-Television, San Antonio, Texas, for an experienced TV control technician with a first class ticket. Good starting salary and excellent fringe benefits program. Send a complete confidential resume to Mr. Charles Jeffers, Director of Engineering, WOAI-TV, San Antonio, Texas. An Equal Opportunity Employer.

Full color VHF offers opportunity to first class licensed engineer for operation and maintenance in studio or transmitter. Experience desirable, but will train capable beginner. Call or write Roger Hale, C. E., WTVM, Columbus, Ga. 31902 (Phone 404-322-8828).

Opportunity for engineer with black and white television experience to learn color in a medium sized market using new plumbicon cameras and high band VTR's. Call Chief Engineer collect today. 313-239-6611.

Prestigious position available for experienced TV maintenance man for the new color facilities of the House of Representatives. Excellent salary. Send resume to W. W. Hartnett, Office of the Clerk, House of Representatives, Washington, D. C. 20515.

NEWS

Anchorman spot now open in large midwest market. If you can film, write and deliver, send VTR and complete resume with first letter to Box M-95, BROADCASTING. Prompt answer, tapes returned.

Newsman with imagination to add to staff of news-oriented station. Assignments will include on-the-scene reporting in addition to writing and delivering newscasts. Station is also active in news features and public affairs programming. Familiarity with sports desired. Send photo, resume and salary requirements to Box M-174, BROADCASTING.

Newsman. Experienced. Now active in television or radio. Immediate opening. Send resume. Mid-west. Box M-181, BROADCASTING.

News Director, midwest radio and TV. The man we're looking for must be a good air personality and good administrator. Will run a fully staffed news & sports department, with plans for expansion. Should be a college grad and have news director experience. Send photo, tape, resume and salary requirements to Box M-240, BROADCASTING.

Production—Programing, Others

Opportunity for alert, dependable Director, Texas resort city. Box M-86, BROADCASTING.

Promotion manager—all color, VHF owned by responsible, growing group, seeks applicants for department head level position who have ability to create polished audience and sales promotion material. Desired quality include writing and supervisory ability, knowledge of broadcast sales techniques and dedication to quality. Send resume to Box M-218, BROADCASTING.

TELEVISION—Situations Wanted

Sales

Can be available Jan. 1. Seeking position as GSM or National SM. Best reputation and references. 10 years National rep, 6 years GSM 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. 15 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 markets desires change with managerial chance. No managerial changes in present position in 11 years. Box M-115, BROADCASTING.

TV management trainee, in top 10 market wants to start a career in sales with a growing organization. Young aggressive and willing to work long and hard hours. College degree, military complete, family man. Prefer southwest, but will consider all replies. Box M-160, BROADCASTING.

Experienced broadcast salesman, seeks position with progressive organization. Varied broadcast background, stable, family man credit to any organization. Box M-171, BROADCASTING.

Announcers

Announcer, director experience, ability 1st phone. Western U.S. only. Box M-166, BROADCASTING.

Technical

Administrator, engineer, seeking a more rewarding position. Box M-168, BROADCASTING.

First phone 5 yrs. TV studio preceding 15 years TV service. Want to re-enter broadcasting. Salary secondary. Go anywhere. Now. Reliable. Box M-210, BROADCASTING.

NEWS

Newsman. Thorough, experienced, professional. Presently editing two newscasts and airing one daily in sizable market. Want to join adequately staffed station in larger market. VTR, film. Box M-90, BROADCASTING.

NEWS—(Cont'd)

Highly qualified TV newsman. General assignment and political reporting experience in major markets, includes Capital Hill and White House. Phi Beta Kappa. Will consider U.S. or overseas location. Box M-138, BROADCASTING.

Girl news reporter—Experienced. Currently on-air reporter and feature writer, midwest all-color station, B.A. degree. Seeking larger market and greater opportunities. Box M-185, BROADCASTING.

Newsreader. Radio and/or television. Ten years experience. College. Age 32. References, audio and video tape available. Experienced in all phases of Broadcast news except photography. Particularly interested in top fifty market. Box M-191, BROADCASTING.

Experience, maturity, drive, high ratings, good looks, modesty are but a few of my good points. Ready to move larger market. Box M-201, BROADCASTING.

News woman, 26, now field reporter and news editor, Washington Radio Bureau for large independent group. Wants more outside work. Will leave for right offer in major market. Excellent references. Box M-207, BROADCASTING.

News reporter, completely experienced on camera, on the street or on the desk. Currently employed in million plus market as news editor, newsreader. Looking for larger market. Box M-215, BROADCASTING.

Production—Programing, Others

8 yrs. experience studio/remote camera, studio managing, set design, art work. Photograph and process color slides. Box M-21, BROADCASTING.

Creative TV camera man—Videotape operator available network color experience, draft deferred. R.C.A. grad. No small markets, please. Box M-142, BROADCASTING.

Production manager, 11 years experience; presently teaching, available February 1, 1968. Box M-164, BROADCASTING.

Top creative copywriter, smallish market, ready for big-time. Employed, boss knows. Box M-173, BROADCASTING.

WANTED TO BUY—Equipment

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

Wanted: Used 300' self-supporting tower for FM with plans. Box M-40, BROADCASTING.

TK 42 camera wanted in good condition. Box M-57, BROADCASTING.

DJ's and radio stations, top \$\$ paid, cash waiting, clean out your personal record library, LP's & 45's. Stereo King, 15 N. 13th St., Phila., Pa. Tel. Lecust 7-6310.

Wanted to buy: Used UHF Channel 21 antenna. Also For Sale: UHF RCA Channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N. C.

Gates FM-250B transmitter, antenna, turntable and used audio equipment. Write P. Rodriguez, P. O. Box 268, Del Rio, Texas. 78840.

Wanted. Rebuildable broadcast equipment. AM frequency allocation map book. Box M-214, BROADCASTING.

FOR SALE—Equipment

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

Radome, 6 foot, fiberglass, heated. Andrews HR8 for Ice, dirt and snow protection. Unused. \$150.00 each. Sierra Western Electric, Box 4668, Oakland, Calif. 94623 415-832-3527.

FOR SALE—Equipment

Continued

Equipment—Top brands, buy, sell, trade. Special offers. Audiovox, Box 7067-55, Miami, Florida 33155.

Available within 30 days, 4 Gates cartridge playback units and one Gates cartridge 11 record amplifier, 3 years old, complete package \$1,000. Also Gates model M-6144 stereo limiter, 1½ years old, \$700. All in new condition. WQIK, Jacksonville, Florida 32205, 904/354-4501.

For sale, a newly conditioned model SA 40 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.

Attention: TV & FM broadcasters. For sale —Blaw-Knox model #40 525 foot (40 pound), self-support tower with 72 mono pole. Write Min Com Co., 2625 Kennedy St., NE, Mpls. 55413. Call 336-5522. After 6 PM 473-5168.

Magencord model 1028 stereo tape machine with two plug-in output transformers. New July, 1967. Used six hours daily from July 17, 1967. Available January 20, 1968. WDMW/stereo, 321 Main, Menomonie, Wis., 54751.

Television mobile unit, RCA type TJ-53A, 1½ ton Ford chassis, special body, power control panel, air conditioner, cable reels, operators table, 15 KVA power transformer and power stat-line corrector, complete with four RCA type TK-30A black and white cameras, field switching system, and accessories. See NAB Handbook, 5th edition, pages 7-62 through 7-90 for detailed description. George Wetmore, WTOP-TV, Washington, D. C. 20016. 202-244-5678.

Motorola 41 V. Two way mobile radios, 150 mc. Narrow Band \$99.00. Box M-241, BROADCASTING.

Filmline ND-100 processor portable, negative/positive, black/white, 16mm. George Wetmore, Post-Newsweek Stations, Broadcast house, Washington, D. C. 20016. (202) 244-5678.

Two McMartin TR66 transistor receivers, crystal controlled—@ \$125, 250 watt, 451A1. Western Electric transmitter \$650. KSEN, Shelby, Montana 59474.

FM antenna, 94.3, six-bay, vertical and horizontal. Used less than 20 hours. This is a Gates F3M, face mount, complete with mounting brackets. Changing frequency. Best offer takes it. Originally \$3877.00. Contact Mason Dixon, KFTM, Fort Morgan, Colorado.

500 foot, 40 pound, Truscon television tower, including cable and complete set of plans. In excellent condition and on the ground. Ralph Werner, President, Bismarck Junior College, Bismarck, North Dakota.

Seeburg, LU-100, 100 record player, \$300. Gene Landau, WAPO, Chattanooga, Tenn.

For sale—A Steal. Auricon Pro 1200 camera, complete single system, as good as new, \$7,000.00 value for \$2,999.00. Box M-235, BROADCASTING.

Unique opportunity. Pioneer FM stereo station replacing current four track automation equipment with carousel units due to heavy commercial load. 2 stereo tape decks, 1 voice deck, racks, autoperer, and Zenith timer. Ideal for FM or background music. \$3,800 complete. Contact Glenn Woody, WKTM-FM, Box 5758, North Charleston, South Carolina 803-747-5225.

CATV equipment—Considerable amount no longer required CATV equipment including Dynair TX-4-A modulators, EMCEE model HRV 1 watt VHF translator (4 in, 11 out) etc. Send for complete list. Tell-A-Channel Corp., 3918 E. Pico, Fresno, California 93726.

MISCELLANEOUS

\$9,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

MISCELLANEOUS—(Con't.)

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

Audiotape. 2400' on NAB reels. Guaranteed. \$3.00. Hillcrest Products, 3709 Sunswep, Studio City, California.

A straight-forward concise guide to contemporary programming. This is formula, one nine six eight. \$5.00. National Format Radio Coordinators, P. O. Box 19061, Cincinnati, Ohio 45219.

Composite week log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programing percentages. Reasonably priced, completely accurate. Noyes, Moran & Company, Inc. Box 608, Downers Grove, Ill. 60515 (312) 969-5553.

INSTRUCTIONS

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

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

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

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

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, 1130 Spring Street, Atlanta, Georgia 30306.

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

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

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 reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Jan. 2, Feb. 5, Mar. 11. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

INSTRUCTIONS—(Cont'd)

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. 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 announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved. Licensed by N.Y. State. Phone OX-5-8245.

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 start Jan. 8; Feb. 5. National 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, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90286.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P.O. Box 7522, Milwaukee, Wisconsin 53222.

Six-week course for FCC first class license. Next class January 3rd. Guarantee and placement service provided. Signal Radio-TV Career School, 2314 Broadway, Denver 80205.

Announcers—(cont'd)

Here's a rare opportunity for a mature morning drive personality. Our man is being moved into an executive position elsewhere in this major chain. We need a bright, cheery sounding guy who is also sharp on production. We are a modern formatted, middle of the road operation in a large Southeastern market, and part of an aggressive group of stations. If this sounds like the kind of position you're been looking for, rush an air check and a resume to

Box M-156, Broadcasting.

Major Opportunity for Major Talent in Major Market

One of America's top contemporary radio stations has a midday slot open for a mature-sounding personality who has something to say to the housewives between the records on the Top 40 list. Experience is a must for this position. Rush a resume and tape to:

Box M-237, Broadcasting.

NEWS

RADIO CONTEMPORARY NEWS/SPORTS

MAJOR MARKET—WEST COAST
Writer - Reporter - Performers. Only experienced news/sports talent need apply. Not interested in traditional types. Looking for young ideas with professional approach.

Box M-155, Broadcasting.

RADIO—Help Wanted

NEEDED—ENTIRE STAFF FOR NEW FETZER RADIO STATION

Fetzer Broadcasting Company of Cadillac, Michigan will be accepting applications for all job classifications for the staffing of a 5,000 Watt AM station in Cadillac, Michigan. Please send replies to:

Gene Ellerman, Vice President and General Manager,
P. O. Box 627, Cadillac, Michigan 49601.

Management

GENERAL MANAGER

Radio station grossing \$130,000 AM-FM, Ohio. Must have proven sales record and reasonable experience.

Box M-211, Broadcasting.

Announcers

Leading Detroit Radio Station needs

STAFF ANNOUNCER

WWJ-The Detroit News is seeking man of unusual ability to handle staff announcing assignments.

Must have minimum of three years station experience and offer solid references.

Excellent salary and staff benefits. Send tape, photo, and resume to:

Program Manager, WWJ-The Detroit News, 622 West Lafayette, Detroit, Michigan 48231.

NEWS

NEWSMAN

... Able to write radio news and deliver it with authority and style. You will work with veteran newsmen, have a permanent job under pleasant conditions and earn ten thousand dollars a year to start. Your age isn't important. How you write and how you sound are important. Send tape and resume to News Director, KX-OK Radio, St. Louis, Missouri. 63113. Tapes will not be returned.

Situations Wanted—Announcers

25

Well-Trained Announcers

Available now. Resumes and tapes on request. Write or call:

Midwestern Broadcasting School
228 S. Wabash
Chicago, Illinois 60604
WA 2-0712

TELEVISION

Help Wanted—Management

STATION MANAGER

Metropolitan Southeastern market. Need strong number 2 man now ready for full management responsibility including budgeting, expense control, sales leadership. If you have the ability and experience to move up, here's the chance to show your stuff. All replies held confidential.

Box M-100, Broadcasting.

Management

**GENERAL
MANAGER**

International television consultant is seeking experienced broadcasters for projects overseas.

Minimum experience must include several years of television station management, including getting station on air.

Challenging opportunity with salary and allowances commensurate with positions.

Box M-154, Broadcasting

Technical

FLORIDA BECKONS

**TRANSMITTER AND STUDIO
ENGINEERS NEEDED!**

Wonderful Opportunity
Send Resume to:

Box L-255 BROADCASTING

CHIEF ENGINEER

UHF Group with four eastern OP's seeks chief engineer to build first station in Top 20 market. Excellent opportunity and growth potential. February 1968 start for Fall 1968 air date. All replies confidential.

Box M-157, Broadcasting.

Do you feel you're qualified to step up to a Chief Engineer's job?

Send qualifications to C. H. Balding, Manager KXII-TV, Box 1175, Sherman, Texas.

**TV EQUIPMENT
SALES ENGINEERS**

Central Dynamics Corp. has openings on the West Coast and the Chicago area for two experienced TV equipment sales engineers. Liberal salary, expenses and incentive plan. Relocation if necessary.

Please send resume and salary requirements, or call collect, to:



James Landy

Central Dynamics Corp.
903 Main Street
Cambridge, Mass.
(617) 547-1600

Technical—(cont'd)

**BROADCAST FIELD
ENGINEERS
RCA**

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

WANTED TO BUY—Stations

**WANTED TO BUY
FULL TIME AM**

in small market growth area. \$25,000.00 down. All locations considered. Write:

Box M-184, Broadcasting.

FOR SALE—Stations

**RADIO STATION
FOR SALE**

Daytimer, non-directional. Far West. \$17,400 down.

Box M-195, 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

**COUNTRY & WESTERN
STATION**

No. 1 in area. Good potential. Good Gross at present. 1½ years old. Must sell due to health. 505-885-2179.

N.W.	medium	daytime	\$ 55M	terms
N.E.	medium	daytime	150M	nego.
M.W.	medium	daytime	200M	\$70M
Gulf	metro	daytime	175M	terms
South	major	daytime	165M	29%

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30308

(Continued from page 89)

Broadcasting Corp. to Southwestern Broadcasting Co. for \$155,000. Principals: Theodore I. Oberfelder and Burton Lambert of Suna; Donald W. Reynolds of Southwestern. Grant approves simultaneous exchange of frequencies and certain facilities. Mr. Reynolds controls KFSA-AM-TV Fort Smith and KBRS Springdale, both Arkansas; KGNS-AM-TV Laredo, Tex., and KOLO-AM-TV Reno, Nev. Action Dec. 8.

WNJH Hammonton, N. J.—Broadcast Bureau granted assignment of license from New Jersey Broadcasting Co. to Rodio Radio Inc. for \$85,000. Principals: James N., president and treasurer (70%) Ronald O., vice president (20%) and James, secretary (10%) Rodio. Mr. James N. Rodio is manager of WNJH. Mr. Ronald O. Rodio is farmer. Mr. James Rodio is employe with Hunt Foods. Action Nov. 30.

WPET Greensboro, N. C.—Broadcast Bureau granted assignment of license from WPET Inc. to Mido Communications Inc. for \$185,000. Principals: Donald L. Wilks, president and Michael E. Schwartz, vice president (each 50%). Mr. Wilks is vice president, secretary, assistant treasurer, director and 50% stockholder of WTYM East Longmeadow, Mass. Mr. Schwartz is president, treasurer, director and 50% stockholder of WTYM. Action Nov. 29.

KEMO-TV San Francisco, WMBO-TV Atlanta, WSCO-TV Newport, Ky., WECO-TV Pittsburgh and KJDO-TV Rosenberg, Tex.—FCC granted transfer of control of CP from D. H. Overmyer Communications Inc. to U. S. Communications Corp. U. S. Communications Corp. will own 80% of each permittee; D. H. Overmyer will retain 20%. (See WPHL-TV below for principals). Consideration: U. S. Communications Corp. will pay out of pocket expenses for each permit out to aggregate on \$1 million. Action Dec. 8.

WPHL-TV Philadelphia—FCC granted assignment of license from Philadelphia Television Broadcasting Co. to U. S. Communications Corp. and, contingent on above, assignment of license to PTBC Inc., which will be 100% subsidiary of U. S. Communications Corp. U. S. Communications Corp. is 70% owned by AVC Corp. (former American Viscose Corp.) and 20% by Messrs. Aaron J. Katz, Leonard B. Stevens, and William Banks, presently principal owners of Philadelphia Television Broadcasting Co. Other 10% of U. S. Communication Corp. will be owned by other present minority owners of

FOR SALE—Stations

Continued

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
266-3430

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

G. BENNETT LARSON, INC.

R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 · 213/469-1171
BROKERS-CONSULTANTS

**NEED HELP?
LOOKING FOR A JOB?**

**For Best Results
You Can't Top A
CLASSIFIED AD
in**

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Philadelphia Television Broadcasting Co. Consideration: stockholders of Philadelphia Television Broadcasting Co. will receive five shares of common (par 10 cents) U. S. Communications Corp. for each Class A or Class B common, and \$12 share of 6% subordinated debentures of U. S. Communications Corp. for each share of preferred stock. Principals of U. S. Communications Corp.: Joseph L. Castle, chairman of board; Frank H. Reichel, president and treasurer; Aaron J. Katz, vice president; Leonard B. Stevens, vice president and Thomas Leferve, secretary. Action Dec. 8.

KSWA Graham, Tex.—Broadcast Bureau granted assignment of license from KSWA Inc. to Norman Radio Inc. for \$125,000. Principals: Robert N. Aylin, chairman of board, is also president of Norman Building Corp., owners of KOPY Alice, Tex. Action Dec. 7.

KJJJ-TV Lubbock, Tex.—Broadcast Bureau granted assignment of CP from John H. Walton Jr. d/b as KJJJ-TV to The McAlister Group for \$90,000, plus assumption of \$60,000 promissory notes \$32,164.69 total

expenses seller expended in securing CP and \$10,000 for transmitter site. Principals: Bill B. McAlister, president et al. McAlister Broadcasting Corp. is licensee of KSEL-AM-FM Lubbock, Tex. Action Nov. 30.

KVVKM Monahans, Tex.—Broadcast Bureau granted assignment of license from Monahan Broadcasters to Land of the Sun Broadcasters for \$100,000 with covenant not to compete for five years. Principals: J. Ross Rucker, president, Merle L. Rucker, vice president and Bertha Jenness, secretary-treasurer. Mr. Rucker is general manager of KVVKM-AM-TV and owner of KAVE Carlsbad, N. M. Mrs. Rucker is housewife. Mrs. Jenness is in insurance business. Action Nov. 30.

■ Commission has granted Guadalupe Valley Telecasting Co., an extension of time to construct KXIX(TV), ch. 19 at Victoria Tex. In same action, commission granted application for transfer of control of KXIX-TV from Dwight W. Strahan, John E. Melde, Frels Real Estate Corp., Marjorie S. and Rubin S. Frels to South Texas Telecasting Inc., for \$27,589.77. In addition

to sale price, South Texas will have an option to purchase 9 shares of Strahan's stock 3 years from grant for \$45,000. If South Texas does not exercise its option by end of fifth year of transfer, Strahan has an option to buy 9 shares from South Texas for \$45,000. South Texas proposes to program KXIX as 100% satellite of station KIII-TV Corpus Christi, Tex. Principals of South Texas Telecasting are Clinton D. McKinnon (10%), Clinton Dan McKinnon (24%) and Michael D. McKinnon (24%). Michael D. and Clinton Dan McKinnon own KSON and KSEA(FM) San Diego. South Texas is licensee of KIII-TV Corpus Christi, Tex. Action Dec. 13.

KRSC Othello, Wash.—Broadcast Bureau granted assignment of license from Kathleen Brownlow-Ward, Dan and Jean Leary d/b as Othello Radio, to Basin Broadcasting Corp. for \$40,000. Principals: Richard Daniel Leary (100%), president. Mr. Leary is manager and editor of Basin Publishing Co. (newspaper), owns 50% of oil company and has 25% interest in KRSC at present. Action Dec. 7.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Dec. 13. 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.

San Bruno, Calif.—M and M Cable Co., subsidiary of Pacifica Cable Co. (multiple CATV owner); Community TV Inc., Denver (multiple CATV owner), and United TV, San Francisco, have each applied for a franchise.

San Pablo, Calif.—Nation Wide Cablevision Inc., multiple CATV owner and subsidiary of Kaufman and Broad Building Co., Los Angeles, has been granted a franchise. Construction is scheduled to begin by late 1968.

■ **Arapahoe county, Colo.**—Mountain States Video Inc., Denver (multiple CATV owner), has been granted a franchise to serve the county's unincorporated areas.

■ **Brush, Colo.**—Community Television Inc., Denver (multiple CATV owner), has been granted a franchise. Installation fee and monthly charge will be \$9 and \$4.75, \$5 respectively.

■ **Loveland, Colo.**—Loveland Video has been granted a franchise. Installation fee and monthly charge will be \$9 and \$4.75 respectively. City will be prepaid 5% of first \$100,000 annual gross revenue, 6.5% of second \$100,000 annual gross revenue, 7.5% of third \$100,000 annual gross revenue, 8.5% of fourth \$100,000 annual gross revenue, 9.5% of fifth \$100,000 annual gross revenue and 10% thereafter. Firm has also applied for franchises in Fort Collins, Greeley and Longmont, all Colorado.

Wyoming, Del.—Delaware Teleservice Inc., (multiple CATV owner) Dover, has been granted a franchise.

■ **Boca Raton, Fla.**—Gold Coast Cablevision Corp. has applied for a franchise. Monthly service charge would run approximately \$4.95.

Lake Worth, Fla.—Teleprompter Corp. (multiple CATV owner) has applied for a franchise.

■ **Micanopy, Fla.**—Micanopy Cable TV Inc., Gainesville, has been granted a franchise. Installation fee and monthly service charge will run \$10 and \$5, respectively. System will carry 12 channels.

Jerome and Gooding, both Idaho—Cable View of Jerome Inc. has been sold to Mr. Elmer Wood, a system owner from the state of Washington, for an undisclosed price. Systems serve approximately 800 subscribers. Broker was Bill Daniels and Associates Inc., Denver.

Scottsburg, Ind.—Scott All Channel Cablevision Inc. (James Gregg, Dallas Montgomery and Harry Phillips, partners) has been granted a franchise. Installation fee and monthly service charge will run \$20 and \$4.50, respectively. City will receive 3% of annual gross receipts for the first five years, 4½% for the next three years and 6% for the last two years of a ten-year contract. Thereafter the percentage will be subject to negotiation.

Norton, Kan.—Norton Cable TV Inc., owned by KAYS-AM-TV Hays and KLOE-AM-

TV Goodland, both Kansas, has begun operations. Installation will be waived for customers who have signed up for service before Dec. 15. Otherwise, installation will run \$12.50. Monthly service charge will run \$5.75. System will carry seven channels. Firm was granted franchise last April.

Wamego, Kan.—Manhattan Cable TV Services Inc. has reduced monthly service charge from \$6.95 to \$5.95. City council felt rates were not comparable to those charged by firms in other cities throughout the state.

Holyoke, Mass.—L. P. Cable Corp., Springfield; Algonquin Broadcasting Corp., licensee of WREB Holyoke; Puritan TV Cable Inc., Agawam; Vecto Inc., Holyoke; Pioneer Valley Cablevision Inc., Greenfield; Audio-Visual Communications Inc., East Longmeadow; Video Enterprises Inc., South Hadley, Teletel Corp., West Springfield, all Massachusetts, and Viking Cable Co., Hoboken, N. J., multiple CATV owner and CATV equipment manufacturer, have each applied for a franchise.

Issaquah, Wash.—Cable Service Inc. has applied for a franchise.

Marlboro, Mass.—Borough Cablevision Corp. has been granted an exclusive, 20-year, non-transferable franchise. Firm will pay city \$1,450 yearly rental for tower and grounds.

Merrimac, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), has applied for a franchise.

Milford, Mass.—National Cablevision Inc., Boston (multiple CATV owner), has applied for a franchise.

North Andover, Mass.—Greater Lawrence Community Television Antenna Co. and Cablevision Corp. of America, Boston (multiple CATV owner) have each applied for a franchise. Cablevision Corp. of America would charge \$4.95 monthly and \$15 for installation.

Somerset, Mass.—Cablevision Corp. of America, (multiple CATV owner) Boston, and the Outlet Co. of Providence, R. I., have both applied for a franchise.

Worcester, Mass.—Commonwealth Cable Antenna TV Inc., Boston, has applied for a franchise.

■ **Fayal, Minn.**—Northland Cable TV Inc. has been granted a 20-year nonexclusive franchise.

Hannibal, Mo.—International Telemeter Corp.; Quincy Cablevision Inc., Quincy, Ill. (both multiple CATV owners), and KHMO Hannibal have each applied for a franchise.

Moberly, Mo.—City council has passed a CATV ordinance setting maximum monthly service charge at \$5. City would receive 5% of annual gross revenue or \$7,500 yearly, whichever is greater. Applicants for franchise are: International Telemeter Corp., Los Angeles (multiple CATV owner); Vumore Co. (multiple CATV owner); Total Television of Moberly Inc.; Moberly Cablevision Systems Inc.; Moberly Telecable Corp., and Bills Theaters, Moberly.

Elizabeth, N. J.—Community Antenna Television Co. has applied for a 25-year franchise. Installation fee and monthly service charge would run approximately \$15 and \$4.95, respectively. System would carry 20 channels.

Wanaque, N. J.—City council rejected bids from Associated Enterprises Inc., New Brunswick, and Ringwood TV Cable Co., Ringwood, for franchises. Council suggested firms resubmit applications calling for lower rates.

Boonville, N. Y.—Adirondack Cable Corp. has been granted a conditional franchise through Jan. 8. The firm will submit survey data at that time.

Westhampton Beach, L. I., N. Y.—Long Island Cablevision Co. has been offered a nonexclusive franchise. Formal granting of franchise is contingent upon board approval of installation and monthly service charges. Terms of ordinance state a maximum installation fee of \$30 and a maximum monthly service charge of \$5. City will receive \$1,000 annually for the first three years and 3% of annual gross revenue thereafter. Firm must also furnish a performance bond of \$5,000 within 60 days of grant of franchise.

Minot, N. D.—Cable Vision of Minot, Minot Cable Inc., Minot, Home Multi-TV Inc. and General Telephone and Electronics Communications Inc., New York (multiple CATV owner) have each applied for a franchise.

Cottage Grove, Ore.—T.V. Cable Systems Inc. has applied for a franchise.

■ **Vale, Ore.**—Treasure Valley Telecable Inc. has been granted a franchise. Installation fee will be waived during construction and thereafter it will run \$19.50. Monthly service charge will run between \$5 and \$6. Target date for completion of system: Nov. 1, 1968.

■ **Franklin twp., Pa.**—Tup Cable Co., subsidiary of Telephone Utilities of Pennsylvania, has been granted a 25-year franchise. Initial installation will be \$10 during first three months of construction and thereafter it will run \$20. Monthly service will run \$4.75. Township will receive 5% of annual gross revenue, excluding revenue received from installation charges. Firm is also required to furnish a \$20,000 performance bond.

■ **Koppel, Pa.**—Armstrong Utilities Inc., Kittanning (multiple CATV owner), has applied for a franchise. City would receive 5% of annual gross revenue.

■ **Shenandoah, Pa.**—Kar-Mel TV Inc., Mount Carmel, has been granted a franchise. Installation will be free and monthly service charge will run \$3.95. System will offer 12 channels.

Amarillo, Tex.—Total TV Inc., a combine of Bass Broadcasting Corp., Stauffer Publications Inc., and John B. Walton Jr. Stations Inc., all group broadcasters, and the Vumore Co., Oklahoma City (multiple CATV owner), has been granted a franchise. Bass Broadcasting Corp. is licensee of KFDA-TV Stauffer Publications is licensee of KGNC-TV, and John B. Walton Jr. Stations is licensee of KVII(TV), all Amarillo. Dunbar and South Charleston, W. Va.—Capitol Cable Television Corp. has applied to acquire franchise held by Kanawha Cable Television Co. The system is partially completed. Potential subscribers: 10,000.

Bloomer, Wis.—Badger CATV Inc., Milwaukee (multiple CATV owner), and Barron Cable Co., Barron, have both applied for a franchise. Badger proposes a \$10 installation fee and a \$5.50 monthly service charge. Barron would charge \$20 for installation, \$5 monthly.

■ **Lusk, Wyo.**—John C. Harrison (multiple CATV owner) d/b as Lusk Community Television has been granted a franchise. Monthly service charge will run \$6.95. Installation will be free if sufficient number of customers apply for service. Otherwise, installation will run \$25. System will carry seven channels. Mr. Harrison also operates systems in Torrington, Lingle, Wheatland, and Pine Bluffs, all Wyoming.

If you could take Marv Shapiro out of broadcasting and put him in charge of anything else, he'd probably make it one of the best-run businesses in the country. But you're not apt to get him out of radio-TV.

Most people who know him agree he is a fully acclimated broadcast salesman, ranking with the top practitioners in the national-spot business.

The 44-year-old Mr. Shapiro, having devoted almost half his life—19 years—to selling broadcast media, is now president of Radio Advertising Representatives, a subsidiary of Westinghouse Broadcasting Co. He became RAR's chief executive in March 1966, after working five years for its TV counterpart, Television Advertising Representatives. Both RAR and TVAR sell time for WBC outlets and other stations.

Mr. Shapiro's career is virtually spun around the term sell, which he began learning early about as a sales clerk in a men's wear retail store in Erie, Pa. But retail selling wasn't his forte. Fortunately, he did have an "extra"—a rich voice that allowed him to take up freelance sportscasting and special-events broadcasts for WLEU Erie. Today, he might be Howard Cosell's rival had he not thought that he would develop into "a less-than-average announcer."

War Experiences ■ These financially tough years changed somewhat when he was drafted and assigned as a B-25 radio operator-gunner in the Mediterranean theater. His three-and-a-half-years' duty, flying 50 missions over North Africa and Italy and, after six months back home, another 500 hours "on the hump to India, China and Burma," earned him an Air Medal, nine oak leaf clusters and eight battle stars.

He has always had a fighter's instinct that associates now call his outward "grizzly-bear impression." He's been close to fighting as a boxing official in Philadelphia while with WCAU-TV, and now is an aggressive player on the tennis court.

With World War II behind him he got his chance for college. He made a beeline to what he considered the best radio school in the country, Syracuse University, and in 27 months, while holding down two jobs, took his BS degree in speech with a radio major. During this accelerated grind, he also married and in his last year found time to act as student manager of the university's station, WAER.

Marv Shapiro has some definite ideas about how to teach students selling. Younger people should be more exposed to "first-hand working knowledge," he feels. To fill some of this need, he has returned to his alma mater on several occasions to lecture about selling techniques and the rep's relation to sales.

The return to radio sales after 16 years

Graduating in 1948, Mr. Shapiro could have walked into any one of nine job offers, but selected a sales position with WSYR Syracuse, which he considered to be "several cuts above what I might have expected." The untested salesman admittedly performed only "fairly well as I found my way." Two years later he learned of an opening at WCAU Philadelphia and was soon

WEEK'S PROFILE



Marvin Lincoln Shapiro—president and chief executive officer, Radio Advertising Representatives; b. Feb. 12, 1923, Erie, Pa.; Academy High School, Erie; Syracuse University, 1948; salesman, WSYR Syracuse, N. Y., 1948-50; account executive, WCAU-TV Philadelphia, 1950-55; account executive, CBS Television Spot Sales, Chicago, 1955-56; national sales manager, WCAU-TV, 1956, promoted to general sales manager, 1958; account executive, CBS Television Spot Sales, New York, 1958; station rep, Harrington, Righter & Parsons, New York, 1961; account executive, Television Advertising Representatives, May 1961, eastern sales manager, December 1961, named VP, June 1963, general sales manager, March 1964, and executive VP, December 1965; joined Radio Advertising Representatives, March 1966; m. Gertrude Berkman, Oct. 25, 1946; children—Susan, 18, Barbara, 13, Jonathan, 12; member—International Radio & Television Society, Ad Club of New York, Alpha Epsilon Rho (national honorary radio fraternity), Syracuse University Alumni Association, all New York, and Long Ridge Swimming & Tennis Club and Mid-Ridge Civic Association (board of directors), both Stamford, Conn.; hobbies—tennis and theater.

selling television. The station, just starting in TV, six months after hiring him decided to split its sales force.

Mr. Shapiro chose TV primarily to work under Bob McGredy, then its TV sales manager, and now Marv Shapiro's counterpart at TVAR. He points to Mr. McGredy as one of the big influences in his life.

Mr. Shapiro became one of the station's leading salesman by being "completely wrapped up" in what he was doing. In 1955 he was offered a job with CBS Television Spot Sales, accepted, and for 16 months worked as account executive in Chicago. This period gave him the experience that he describes as a "vital part of my understanding of national sales." For him, it was a transition from local "personal associations" to a national scope that "required a deftness in using the tools of the business, while minimizing personal contacts." In 1956, he returned to WCAU-TV at the request of Mr. McGredy to take charge as national sales manager. Two years later after CBS bought WCAU-TV, it was back to CBS Television Spot Sales, this time in New York, where the quick pace was much to his liking. This less than lateral move from manager to account executive was for him a matter of "swinging with the pendulum."

When CBS Television Spot Sales divested all represented stations except its owned outlets, Mr. Shapiro in 1961 joined Harrington, Righter & Parsons Inc., but after four months Mr. McGredy asked him to join TVAR. There he worked his way up to general sales manager in 1964 and executive vice president 18 months later. Shortly thereafter, he was called in by Donald H. McGannon, Westinghouse's chairman of the board, to head up WBC's AM Radio Sales Co., which was later renamed RAR.

Radio's Upswing ■ Marv Shapiro expresses a strong feeling for what he calls radio's resurgence into "a fresh exciting medium that people in TV are often blind to." Radio's audience dimension, he believes, will deliver a media efficiency that many major advertisers are just beginning to realize. Its salesmen must be "a younger tuned-in type who are marketing conscious, but not necessarily with background in radio."

Mr. Shapiro has injected his philosophy of involvement and personal communication into the RAR operation. The rep organization's list of stations is purposely limited, thus benefiting the stations with personalized attention.

That Mr. Shapiro is an effective broadcast salesman is reflected in his family. His daughter, Susan, is now a freshman at Syracuse University's department of TV-radio, studying at the school of speech.

Where everybody came in

THE more the television code is changed the more it remains the same. Last week's decisions by the National Association of Broadcasters' television code board took it back to just about where it was last May when it began what was billed then as a wholesale revamping of the code's restrictions on commercial time and placement.

The original purpose, as represented six months ago, was to simplify the standards—a laudable purpose indeed, though not as laudable as would have been an abandonment entirely of fixed specifications. Somewhere the original design has been misplaced.

As now drafted, the "new" time-standards sections of the code may contain fewer subsections than the old one, but the rules are as numerous. The current standards establish the total amount of time to be occupied by nonprogram material and the number of announcements that may be played in succession. The proposed standards do the same (though with different numbers) and in addition impose a limit on the number of times a program may be interrupted. The net change is actually an increase in the specifics of regulation.

Nor is that all the progress that has been avoided.

Last May the code board proposed to eliminate its intricate criteria of deciding whether a commercial containing mention of two or more products should be counted as one commercial or more. This elimination would have been made possible if, as originally proposed, there had also been an elimination of code restrictions on the number of commercials to be played consecutively. But last week the code board was back counting commercials again, and this, of course, requires definition of what constitutes an individual announcement. The multiple-product-announcement measuring system is still in the code, slightly simplified in language but virtually unchanged in application.

To be fair to the code board, it must be said that all this is not really its doing. It was the television board of the parent NAB that rejected the code board's proposals of last May and sent them back for reconsideration. Presumably the code board acted last week in the belief that it was producing something that the television board would accept at its meeting next month.

So the organized broadcasters will probably continue with a system of self-regulation that provides a handy guide for FCC enforcement of commercial restrictions. The new code will be specific enough to enable the commission to go on matching station performance against the broadcasters' own code and taking action against licensees that veer from the accepted standards.

The broadcasters couldn't make it easier for the government regulators.

Bad law

THE law empowering the FCC to assess fines for violations of its rules seems equitable enough on the surface. A station that is accused by FCC investigators is given a chance to explain and to demand review by the commissioners. If the FCC then decides that the fine is justified, the station may decline to pay, in which case the FCC must initiate proceedings in federal court to collect. From then on normal appellate procedures are available to either side.

In practice, however, the system favors the government. The simple fact is that in most cases it will cost less to pay a fine than to resist it in the courts. The station's predicament is that of the cross-country motorist who falls into a

local speed trap. It is cheaper to pay up and move on.

In only two cases have licensees decided to fight it out when the FCC attempted to assess fines, and in both the licensees have won, although the cost of upholding principle has far exceeded that of knuckling under to the government. Three years ago a federal court rebuffed the FCC when it attempted to collect \$500 fines it had levied against four Minneapolis-St. Paul television stations for alleged infraction of sponsor-identification rules. A few months later another federal court summarily dismissed an FCC action, on similar grounds, to collect \$1,000 from WHAS-TV Louisville, Ky. A fortnight ago, as reported in this publication last week, a federal appellate court affirmed the innocence of WHAS-TV. (Some time ago the FCC gave up the Minneapolis-St. Paul case as a lost cause.)

The importance of these cases goes far beyond the vindication of the stations that have been willing to bear the price and inconvenience of defending their rights. In these cases can be clearly seen the inequities of a system that gives an accused licensee no choice but to pay a fine or incur the larger expense of court action. According to the present rules of the game, the accused is soaked either way and in the bargain gets a black mark on his record if he accepts the fine without contest.

The inherent flaw in the system is that the FCC acts as arresting officer, prosecutor and court of first resort. In such an arrangement justice is bound to get sidetracked by expediency.

Hat's off

LAST week WJIC-TV Pittsburgh rejected an "invitation" to cover a "news conference" at which several young men would turn in their draft cards.

There's nothing particularly significant about the rejection, since draft-card turn-ins or burnings are no longer news. College kids used to eat live gold fish and pile into telephone booths until the news media quit covering these inane exhibitions.

The station's action had nothing to do with the right of public protest or public demonstration. It was the editorial judgment of the Cox station's management that the event was not news.

If more station managements evaluated events in this manner, we venture there would be fewer staged "demonstrations" for benefit of camera and microphone.



Drawn for BROADCASTING by Sid Hix
"It's the latest thing in earmuffs for teen-agers . . . It has a transistor on one side!"