New middlemen in spot deliver campaigns below rates. p23
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Cleavage at FCC widens over WLBT(TV) renewal case. p44

At last there's to be a syndicated, variety-guest show with a host who's already known in just about every American home. It's "The Donald O'Connor Show!" Talented, versatile Donald sings, dances, acts, parodies, talks, converses, teams-up with major name guest stars. The format is refreshment! You take it from there.
Call now — orders are coming in.

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WOLPER TELEVISION SALES
A METROMEDIA COMPANY
Meet America's fastest-growing "IN" group.

CATV viewers

In 18 years, the number of CATV (Cable television) viewers has increased ten million percent. These are the people who enjoy the full capabilities of their TV sets. Throughout America—in large cities or small communities—the cable delivers to them a large choice of TV programs in living color and crystal-clear black-and-white. CATV has dusted off their window to the world. It can do the same for everyone in America.

Systems now under construction will provide their subscribers with up to 20 TV channels over a single cable. These include a wide selection of VHF and UHF broadcast channels and service channels, originated at the head-end, which can cover emergency warnings, time, weather, stock market quotations, and events of purely local interest such as high school sports, town meetings, concerts, etc. This audio-visual highway to our homes is recognized today to be an integral part of total communications.

CATV has the down-to-earth potential of becoming the key contributor to total communications—the means whereby the broadest possible range of viewer interests will be served in the future. Techniques are presently being worked out to enable CATV to provide facsimile newspapers in the home, a home library reference service, full educational services, and even a method for shopping by cable. In fact, the future of CATV is limited only by the imagination.

For complete information about why the CATV systems of tomorrow are equipped by Jerrold today, write CATV Systems Division, Dept. H, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

JERROLD FIRST IN CATV a GENERAL INSTRUMENT company
When she tuned into her radio last weekend, she may have heard an addict relating the degrading, dehumanizing result of narcotics addiction.

That's right, an addict spoke to listeners on radio. Why shouldn't he? His truthful account most likely stopped every listener from trying narcotics "for a kick." Or, "to see what it's like."

Just look at today's radio listings. You'll probably find discussion programs that talk to your children about things on air that your parents wouldn't talk about in private. Things like addiction, abortion, racism and the Vietnam War. Yet things like these are very important problems in today's society. They should be discussed by knowledgeable people on radio. They should be, so that we can understand them and try to deal with them. And maybe even start to find solutions.

So if an addict is talking on radio tonight, tell your daughter to listen. In fact, you listen with her. Then you'll be able to talk more intelligently together about that problem. And know for certain that you'll never have to confront it.

We shouldn't forget though, that today's radio still entertains listeners. And with the world as it is today, we need that too.

Would you let a drug addict talk to your daughter?

Edward Petry & Company keeps up with the stations that keep up with the times.
the mark of excellence

The most sophisticated television equipment available is incorporated in Channel 4’s studio facilities and 40-foot color tele-production cruiser. Combine the ultimate in studios and equipment with the technical know-how of KRLD-TV’s craftsmen and you achieve the highest production standards in the industry.

TO PUT THE MARK OF EXCELLENCE ON YOUR NEXT VIDEO-TAPE PRODUCTION, CONTACT THE SPECIALISTS AT KRLD-TV.
Thirty-second TV announcements aren't coming: They're here. Study being made by Televisio Department of Advertising indicates they've moved into second place in nonnetwork TV advertising, with single 30's now outnumbering 60-second piggyback. Increase is evident in all day parts, including prime time. There are also signs 30's are cutting into number of "clean" (nonpiggyback) 60's, indicating some move by advertisers from full 60's to 30's. According to TVB authorities, 30's represented 1.6% of all national-spot and local commercials in May 1967; one year later they represented 14.1%.

Trend setter

Whatever outcome of Howard Hughes's effort to acquire substantial, and possibly controlling, share of ABC, case could have long-range impact on FCC policy regarding publicly held broadcast companies. For many at commission, case is dramatic example of problem agency faces constantly in maintaining control of ownership of corporation in which shares are traded daily. Commission order to billionaire Hughes not to vote ABC shares he acquires to influence ABC policies or operation without first getting commission approval is regarded as patchwork solution.

For some at commission, answer is in LIMITING amount of shares in broadcast company that can be publicly held. And there are some in agency who feel it already has sufficient authority to adopt rules putting that solution into effect.

Vigilance or violence

Advertising Men for De-escalation of Violence on Television, committee composed mainly of agency media men who prefer to remain anonymous, has incorporated as non-profit organization in New York State, has parallel committee working in Chicago, and plans to have advertiser group join soon in effort to "focus attention on violence on television and foster public opinion against violence."

AMDVT was formed following assassination of Senator Kennedy, and has set up committees on policy, resolutions, membership, network communications, petitions, codes and research. Group plans to publish 23-page policy paper in near future, and will recommend research aimed at establishing causal relationship in quantitative form between violence on television and violence in real life.

On and on

Several members of House Investigations Subcommittee are urging hearings in September—after political conventions—on at least two issues: news-staging incidents and concentration of media ownership in major markets. Assurances are being sought that staff will remain available for further assignments after Congress adjourns or recesses in early August. Subcommittee has investigated news-staging charges in WBBM-TV Chicago pot-party case and is holding another hearing on concentration issues in Ovemyer transfer case this week (see page 48). September hearings would probe beyond those cases.

Up or down?

Alternative proposals for land-mobile radio use of UHF share of spectrum will be on FCC agenda this week. One, developed by Office of Chief Engineer, would reallocate to land mobile top 14 channels (70-83), plus 26 megacycles above UHF band being turned over to commission by Office of Telecommunications Management (Broadcasting, June 10). Other, prepared by Safety and Special Radio Services Bureau, provides for television's sharing of low seven UHF bands (14-20) with land mobile. Proposals are in form of draft notices of proposed rulemaking, with commissioners being asked to choose one to issue for comment.

One other possible course some commissioners may urge is that agency do nothing until results of research project by Stanford Research Institute, under $500,000 contract, are in. That job, which includes study of inter- service sharing of land-mobile radio channels and frequency assignment principles, is to be completed within year.

Trial run

David C. Adams, senior executive vice president of NBC, will take leave of absence in November—probably through December—and will tour Europe with his wife. It's expected he then will decide whether to retire (as he had originally planned at age 55) or to return to NBC which wants him to stay on.

Anybody got a dime?

Nelson Rockefeller may be richest man running for Presidency, but lately he's been leaving impression he must be most strapped. His agency, Jack Tinker & Partners, in recent days reportedly has cancelled firm orders for time on TV networks and in explanation is said to have claimed broadcast funds are too low to honor commitments. Money involved is believed to be no more than $10,000 in each case.

Back to the bar

Leonard H. Marks, confidant of President Johnson, is expected to leave his post as director of United States Information Agency before end of year to return to private law practice in Washington. He relinquished his partnership in Cohn & Marks, Washington communications law firm, to accept USIA appointment in fall of 1965 and it's logically presumed this partnership will be reactivated.

If Mr. Marks leaves before end of year, it's expected that acting directorship of USIA will be assumed by Robert W. Akers, former editor of Beaufort (Tea.) Enterprise.

Into the bottleneck

Neither broadcaster nor would-be employee accusing him of bias is likely to be satisfied with pace of FCC action in implementing its new policy against racial discrimination in employment (Broadcasting, July 8). Policy calls for submission of complaints covered by Civil Rights Act of 1964 to Equal Employment Opportunities Commission for investigation. But EEOC has more money and backlog problems than even FCC. EEOC, with budget of $6.5 million, reported 1,900 cases pending as of June 1, and says it takes average of 16 months to process complaint from time it arrives.
EXPANDING MEDIA SERVICE IN THE SOUTHEAST

Consolidating a group of long established, well managed and successful daily newspapers, radio and television stations in four southeastern states, Multimedia, Inc., gives new strength financially to each of the connected communications media. Each company is an integral part of the regional area it serves. Each will continue to be locally managed, and will now strive with greater vigor for the best interests of its own region and for the Southeast. Multimedia, Inc., invites your inquiries to the individual media, or to the national representatives which serve them.

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WWNC-AM, Asheville, N. C. 28802

The Greenville News—morning and Sunday Greenville Piedmont—evening

The Asheville Citizen—morning
The Asheville Times—evening
The Asheville Citizen-Times—Sunday Citizen Express Co.

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GREENVILLE, SOUTH CAROLINA 29602
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DONALD P. CAMPBELL, VICE PRESIDENT AND GENERAL MGR
WMAR-TV BALTIMORE MD

FROM ALL OF US HERE AT CBS NEWS-- AND ESPECIALLY FROM ME-- OUR
DEEPEST GRATITUDE TO YOU, DAVE STICKLE AND ALL HIS BOYS FOR THE
MAGNIFICENT WORK YOU DID FOR US IN THE RFK COVERAGE...

WHEN TELEVISION HISTORY IS WRITTEN AND RECALLED, THE BALTIMORE
SEQUENCE WILL BE REMEMBERED AS ONE OF THE MOST MOVING PIECES EVER
BROADCAST. ALL THANKS

DICK SALANT, CBS NEWS
Hughes offer making for uncertainty: ABC

Witnesses for ABC testified at court hearing in New York Friday (July 12) that Hughes Tool Co.'s tender offer for control of ABC has created "uncertainty" in sales and network-affiliates areas of its operations (see page 38).

Hearing, held in federal district court on motion to restrain Hughes from acquiring stock of ABC, was adjourned late Friday until next day (July 13) to hear witnesses for Hughes and final argument.

Leonard H. Goldenson, president of ABC Inc., said offer seems to have had effect of creating doubt about company's future in minds of top personnel, talent, network affiliates and some advertisers.

Mr. Goldenson said there were several overtures from Hughes interests before tender offer was made. He reported that Eliot Hyman, board chairman of Warner Brothers-Seven Arts, last January, after ABC's projected merger with ITT failed to eventuate, told him Howard Hughes was interested in acquiring ABC and suggested that Mr. Goldenson talk to him. Mr. Goldenson said that he expressed grave doubts that FCC would approve such transaction in view of Mr. Hughes' reputation arising from TWA and other antitrust cases. Mr. Hyman replied, according to Mr. Goldenson, that Hughes can get around the FCC by setting up dummy corporations."

Mr. Goldenson said he told Mr. Hyman that ABC was at that time (late January 1968) was concentrating on "getting its house in order" and preparing for registration for debentures and was not seeking merger opportunities.

James E. Duffy, vice president in charge of sales for ABC-TV, voiced view that Hughes tender offer is creating "aura of uncertainty" in sales area. He cited one example of advertiser, Playtex division of International Latex Corp., which told him early last week that in order for ABC-TV to get additional business from Playtex it would have to be better than its competitors. Representative of Playtex told him he took this position, Mr. Duffy said, because "we don't know who we are going to be doing business with."

John O. Gilbert, vice president, affiliate relations, ABC-TV, said that two ABC-TV affiliates—WRAL-TV Raleigh, N. C., and KTVK (TV) Phoenix—had expressed concern over effects of tender offer, and possible future relationship with organization with which they were unfamiliar.

Judge Dudley Bonsal continued as he had earlier—to parry questions from ABC attorneys as to whether Howard Hughes would be required to appear.

Or was he pushed

Shades of Jack Paar—or was it fine hand of press agent? That's what millions of surprised TV viewers are wondering after Regis Philbin, announcer on ABC-TV's "Joey Bishop Show" walked off during program that was taped last Wednesday (July 10) and shown to nation on Thursday night (July 11).

Both network and Mr. Bishop said they could not explain announcer's action.

Mr. Philbin told Mr. Bishop he was quitting about three minutes after pretaped show was on air. Responding to rumors that he'd been criticized by ABC officials. Mr. Philbin said he didn't want to jeopardize show and should be replaced "for the good of the show." In statement, network said: "We are surprised at the action and statements of Philbin on the Bishop show. We feel his statements are unwarranted and had no basis in fact."

Cooke CATV interests sold to H&B American

H&B American Corp., Beverly Hills, Calif., already believed to be largest community antenna television operator in country, is set to acquire what may be the nation's second largest CATV operation.

H&B chairman and president William M. Jennings said company will pay 1.6 million shares of its common stock, with current market value of about $30.8 million, to purchase CATV interests of millionaire sportsman Jack Kent Cooke. Included are American Cablevision and Continental Cablevision Inc., which encompass aggregate of 20 systems with 81,000 subscribers in 45 communities.

In separate transaction, H&B also has agreement in principle to acquire assets of General Television Inc., which has 12,125 cable TV subscribers in Maryland and Delaware, for 220,000 shares of its common stock valued at $4.2 million.

Combined acquired companies (subject to preparation of final agreements and approval of H&B stockholders) would have 56 operating systems serving 210,000 subscribers in 101 communities and have total market value of above $35 million.

At one point, 29.1% of H&B American was owned by multiple-broadcaster RKO General, but this interest was disposed of last September, with a capital gain of almost $6 million, according to 1967 fiscal year report by General Tire and Rubber Co., parent company of RKO General.

Task Force gets 'wired city' study

It bears formidable title and fills over 200 pages, and it represents broadcasting's answer to "wired city" concept, one approach being entertained by President's Task Force on Telecommunications.

"It" refers to program diversity study conducted by Herman W. Land Associates, New York, and commissioned by National Association of Broadcasters last May (BROADCASTING, May 6). It was delivered Friday (July 12) about 12 days behind deadline to Alan Novak, executive director of task force.

Study carries ponderous title of "Television and the 'Wired City'—A Study

Hopes for phone peace

Hope for weekend settlement of Illinois Bell Telephone Co. strike brightened Friday (July 12) with disclosure federal mediator Gilbert Selden in Washington had called both Illinois Bell and International Brotherhood of Electrical Workers to Saturday (July 13) session in Chicago office of federal mediation and conciliation service (see page 59). Chicago Mayor Richard J. Daley said settled or not strike wouldn't affect Democratic national convention. He said convention would be held there as planned, "with or without television."
WEEK'S HEADLINERS

Arthur B. Tourtellot, principal and chairman of Earl Newsom & Co., New York public relations firm, named VP and general executive, CBS Inc., that city. From 1941 to 1952 Mr. Tourtellot was editorial executive of Time Inc., associate producer of March of Time films and director of Time's television productions. He produced television series, Crusade in Europe and Crusade in the Pacific, and was editor of Life's "Picture History of World War II." CBS has for some years been a client of the Newsom firm. In his new job Mr. Tourtellot reportedly will work closely with CBS chairman, William S. Paley, particularly in cultural and civic activities including Mr. Paley's forthcoming term as president of Museum of Modern Art, and will not be involved in CBS public relations activities.

Paul B. Nelson Jr., VP and account supervisor, Pappen, Koenig, Lois, Inc., New York, appointed director of advertising for North American Phillips Co., that city. He will administer budget of over $12 million for Norelco consumer, industrial and professional products, and will be responsible for sales promotion and public relations activities.

Alcuin W. Lehman, former president of Advertising Research Foundation, named acting president of ARF pending election of successor to President Sherwood Dodge, who died July 5 of heart attack (see page 75). Mr. Lehman was chief administrative officer and president from 1941 to 1966 and since then has served as consultant/past president.

Walter Terry, senior VP and head of western operations, D'Arcy Advertising, San Francisco, elected chairman of American Advertising Federation in Portland, Ore. (see page 28). He succeeds Kenneth Laird, chairman of Tatham-Laird & Kudner, Chicago. (For other results of AAF elections see page 74).

For other personnel changes of the week see FATES & FORTUNES

Gencoe gets franchise for Albuquerque CATV

Much of current action in CATV appears to center in big cities (see page 47). Multiple-CATV-owner Gencoe Inc., Austin, Tex., subsidiary of Livingston Oil Co., has been awarded franchise to operate in Albuquerque. N. M., it was made known Friday (July 12). And cost of franchise came high.

Gencoe said system will cost $4 million to construct; it offered to pay city 36% of gross revenues over $1.3 million. Gencoe proposed 20-channel system that would include signals of Los Angeles, Phoenix, Denver and Dallas independents.

Gencoe owns other systems in Illinois, Texas, Utah, Wyoming, Colorado and Maryland.

Cox, Johnson still unsatisfied on WLBT

FCC Commissioners Kenneth A. Cox and Nicholas Johnson say colleagues' criticism of their position in WLBT (TV) Jackson, Miss., case has not altered their "grave dissatisfaction" with commission procedures and results in that proceeding. Commission majority in case on Friday (July 12) released "further statement" responding to sharp Cox-Johnson dissent from decision to grant full three-year renewal for WLBT (see page 44).

Commissioners Cox and Johnson, in brief reply, also said there is nothing new in majority statement that changes their conclusion that WLBT "systematically suppressed expression of integrationist views," ignored 47% of population of its coverage area "who happen to be black," and which made "numerous misrepresentations" to commission and public about these matters.

Two commissioners noted that U.S. Court of Appeals, which had directed commission to hold hearing on application for WLBT license renewal, has retained jurisdiction in case.

They said they would prepare "analytical 'appendix,'" for inclusion in printed report of opinions in case, to deal with matters in majority's "further statement" that involve factual disputes.

Overmyer witnesses

Witness list in Overmyer CP's transfer hearing before House Investigations Subcommittee was rounded out Friday (July 12) with names of four witnesses from D. H. Overmyer.

Others, including Mr. Overmyer, were learned earlier (see page 48).

Overmyer employees called to testify: T. J. Byrnes and Arthur M. Dorfner. Two former employees have also been called: Robert F. Adams and Robert L. Bryan.

Hearing, at which FCC will also testify, is set for Tuesday and Wednesday (July 16-17).

For other personnel changes of the week see FATES & FORTUNES

Hayes sees LBJ

Back in U.S. for vacation, John S. Hayes, U.S. ambassador to Switzerland and former president of Post-Newsweek Stations, reported to President last Friday (July 12). Presumably FCC vacancy was discussed, but it's believed Mr. Hayes clung to his original preference to stay in diplomatic corps (Closed Circuit, July 8). As for FCC post, several names are reportedly before President, but there's no sign of imminent appointment.
If you lived in San Francisco...

...you'd watch KRON-TV, one of two television stations
in the country which have been awarded all three of these time-honored
symbols of local programming achievement.
M&H Researches Your Personality

Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the total personality. Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

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

You sure are a tough audience!

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

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

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

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

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Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.
Look at the facts.
The television stations represented by Peters, Griffin, Woodward deliver more circulation in their combined effective coverage areas than Look. And Life. And Reader's Digest. And McCall's. Combined.
And here's the frosting on the cake: Only television demonstrates the product with sight, sound, motion and color.
Surprised?
Want to take a good look at Spot Television?

Ask us first.

PETERS, GRIFFIN, WOODWARD, INC.
Pioneer station representatives since 1932

In PGW represented TV markets
LOOK delivers 3,004,610 copies bi-weekly.
PGW represented stations deliver 16,387,000 homes weekly.
NEW HOUSTON FEARLESS COLORMASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW—THAN ANY OTHER COLOR FILM PROCESSOR.

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

HOUSTON FEARLESS CORPORATION
11801 West Olympic Boulevard,
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in Shorthand...

...in TV and Radio...

IT'S BROADCASTING YEARBOOK!

To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbolism of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1969 BROADCASTING YEARBOOK won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as THE authority for a multitude of facts about television and radio...dependable facts they can translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often, day-after-day throughout the year. The 1969 BROADCASTING YEARBOOK, packed with more data about the broadcast media than ever before, will be delivered to subscribers in December. Your message gets a big bonus of attention and long life at regular BROADCASTING rates. Today's the day to reserve a good spot for it.

Deadlines? Oct. 1 if proofs are needed; Oct. 15, no proofs.

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*Reg. U. S. Patent Office
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Series counters charges

EDITOR: Contrary to some charges made in recent weeks in some quarters concerning the responsibility of the broadcast media in reporting on civil strife situations, [the responsibility of broadcasting is reflected by] WNKL Norwalk, Conn., which, in conjunction with the Norwalk hospital, produced a series of 30 15-minute public service interview broadcasts over a period of six weeks. The daily programs contributed to a better understanding of the hospital's services to the community and helped to open new career opportunity horizons for young men and women listeners. It is our feeling that the radio series is an outstanding example of public service.-Clarence C. Traum, director, The Norwalk Hospital, Norwalk, Conn.

Collector's item

EDITOR: On page 86 of your May 20 issue you had a great cartoon about Julia Child and The French Chef. We would very much like to have six tear sheets and the original, if it is possible. We are making a collection of Julia Child cartoons and this would be a delightful addition.—Ruth J. Lockwood, producer, The French Chef, WGBH-TV Boston.

(The original and six tear sheets have been forwarded.)

In the South Poll, these guys beat the others cold.

When you're polling the news front in the South, check the cold facts on these guys.

They're known in the Charlotte market as Doug Mayes, news; Clyde McLean, weather and editorial; and Jim Thacker, sports. And they're backed up by the South's leading TV news department.

Their news program, WBTV'S Early Report—6:00-6:30 P.M. Monday-Friday—reaches more homes than any local TV newscast in the entire South. 146,400 homes, in fact. That's more than Atlanta, Miami, Houston, Washington or Dallas.*

Facts like these prove that these guys stop the competition cold.

*Broadcasting, July 15, 1968

Extended funeral coverage

EDITOR: I have just read your editorial in the June 17 issue ["Question of balance"] of the amount of time devoted by the networks to the Kennedy funeral.

You are absolutely correct, in my opinion, and I'm glad you had the courage to say so. I agree that this does not belittle the widespread anguish, but I thought the networks went entirely too far on this occasion.—Glen A. Wilkinson, Wilkinson, Cragun & Barker, attorneys, Washington.
Solving the real estate enigma for radio

For more than a decade we've wrestled with the challenge of how to make the broadcast media more meaningful to the rental of apartments and the sale of homes. Up until recently the results have been spotty, even disastrous. This is not to imply that we've found the holy grail of real estate advertising, only that we've probably stumbled upon the obvious.

Real estate advertising has been a stepchild of the advertising business. For years agencies would not touch a real estate account with a 10-foot pica rule. The results have been reams of "shock" print, off-target broadcast commercials, and endless lines of vapid classified advertising.

This was partly due to the unsophistication of the industry itself, spoiled rotten by the post World War II boom when the product was sold long before the hole was dug. Because of this there really hasn't been time enough to build up a library of experience. Getting builders to use agencies is still a sticky problem.

To be sure, the use of print to move real estate has been sufficiently refined in certain markets so that some measure of effectiveness can be ascertained. But broadcast has always been an enigma in this field.

**Promotion Problem** • Take apartment promotion as a prime example. You've first got to bring the people to the product. If the directions are complicated, the obstacles seem massive. It is this single fact more than any other that has inhibited the use of broadcast.

It wasn't until we began to ignore the problem of directions that we began to achieve some modicum of success. We simply discovered that identity is more important than directions.

Thus, the classified pages are catalogues geared only to those who seek an apartment at a specific moment in time. In these pages there can be no element of impulse buying, no wooing away from existing products. The people who go there are simply hot prospects. This is fine when demand exceeds the supply, but not when the opposite condition exists.

At the moment, as it has been for the last 10 years in the Washington metropolitan area, the supply has exceeded the demand. This means that the apartment house developer has to go out and fish for his tenants in other buildings and other nearby areas.

**Radio's Value** • Radio offers him the best fishing potential. In radio he at least knows what fish he will find. If he's in the market for certain age groups and income levels he has a more accurate target than the scattergun approach of print. We don't, of course, advocate that print be totally eliminated, but under existing conditions of over-supply we do advocate a substantial, not supplemental, use of radio.

Bearing in mind that we are dealing with what is essentially a low budget situation, the challenge of exposure becomes critical. How then do we meet the challenge with limited dollars?

1. **We sacrifice information for frequency:** We buy a 10-second saturation package on a given format which we know is in our market target.
2. **We concentrate on women:** Drive time doesn't interest us unless it shows a whopping big sample of women listeners. Chances are we'll ask for our spots to go into a 10 a.m. to 3 p.m. time frame. Women are the big decision makers in this industry.
3. **We tell only one fact:** We don't waste time on romance. We tell them one fact and tell it straight. Naturally we pick the most important selling propositions, tell them one at a time, and make as many as six or seven to be revolved in sequence.
4. **We inform them of one intersection:** In most cases there is an intersection that is a neighborhood landmark. It's the rare apartment that's built in the middle of nowhere.
5. **We revolve our stations frequently:** No campaign runs for less than a week. Dollars available dictate how many stations we buy in a given week.

**Sample Spots** • Here's an example of a typical series of 10-second spots for a given apartment house.

1. "At the Sunview Apartments in Bethesda, every apartment has its own built-in security alarm system, the only one of its kind in the world. See the fabulous Sunview at Wisconsin and Sunset."
2. "Families with school children in the fabulous Sunview Apartments send them to Western Junior High or Bethesda-Chevy Chase High, two of the finest schools in Montgomery county. See the Sunview Apartments, Wisconsin and Sunset."
3. "The people who live at the fabulous Sunview Apartments in Bethesda do most of their shopping at Saks Fifth Avenue and Lord & Taylor. Maybe it's because they can walk there. The Sunview Apartments. Wisconsin at Sunset."
4. "Many of the people who live in the fabulous Sunview Apartments in Bethesda are former home-owners. Their apartment at the Sunview is as large as a house, Visit the Sunview today."
5. "The Sunview Apartments in Bethesda has two and three bedroom apartments with solariums for people used to large homes and lavish entertaining. See them at the Sunview—Wisconsin at Sunset."
6. "The fabulous Sunview Apartments in Bethesda has a special incentive plan for people who want to sell their present house and move to the Sunview. Visit Sunview today and ask about our Homeowner Plan."

We've illustrated the radio approach to apartment advertising. We're sure, although we haven't concentrated on the client convincing process, that the same holds true for house advertising.

Once again, we think we've proved that radio, used correctly, will rise to almost any occasion.

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After graduating from New York University at 19, Warren Adler went into the newspaper business in New York City. He left New York 15 years ago to found Warren Adler Ltd. in Washington, an advertising agency specializing in real estate promotion. In February 1967 he founded Adler Communications Corp., purchasing WHAG-AM-FM Halfway, Md. In October 1967 he purchased WAYE in Baltimore and converted it to Baltimore's only all news operation.
A new type of telephone. No hands. In fact, no telephone.

It is predicted that one day telephones will be so small they will be packaged in almost any handy article—sunglasses, for instance. Wherever you are then, you'll be able to communicate quickly and conveniently.

As you would expect, we're interested in all kinds of communications systems for the future. But throughout the world, our companies make all kinds of telecommunications equipment for today, too.

This includes telephones, switchboards, private branch and central office exchanges, and the necessary wires and cables. In the U.S., we supply a lot of equipment to the independent telephone companies.

The "International" in our name comes from our long-standing operations overseas. But as international as we are, about half our 1967 earnings, on worldwide sales of over $2.7 billion, came from U.S. sources.

An important part of our income is from the telecommunications business. It also comes from renting cars (Avis, to be exact), consumer loans, mutual funds, airport and hotel parking, data processing, hotels, avionics, and satellites and their earth terminals—just to name a few.

So, you see, we can be of service in many ways. But if you want to discuss your phone bill, don't call us. Please. We only supply equipment.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.
“Ideas won’t keep. Something must be done about them.”

There are few things more wasteful than the right idea conceived at the right time but communicated too late.

Yet it happens all too often: the perfect solution to a current problem, left unexposed, becomes pale and useless virtually overnight.

Through today’s broadcast media, an idea can be brought to more people in less time than ever before.

And through such advances as communications satellites, videotape, and miniaturized equipment, we’re working to make the gap between conception and communication even shorter.

Every new electronic breakthrough, each new broadcasting technique contributes to this speed-up.

The faster an idea can be tested in the crucible of public opinion, the faster it can be passed into practical effect. And that is one of the broadcasting industry’s greatest contributions.

Helping to transform one man’s idea into progress for all men.

*Quoted from Dialogues of Alfred North Whitehead, Atlantic-Little, Brown and Company.*
ideas won't keep

something must be done.

about them.

alred work wharead.
PHOTOCOLOR: AP's unique color news service, now serving over 1000 network television stations and key independents around the world.

Color broadcast stations demand more color news slides every day. And it's no wonder. This year's news alone will be a kaleidoscope of color. The Olympics in Mexico, the conventions in Miami Beach and Chicago, the elections. Football, baseball and possible lunar landings. All colorful news. And as an AP PhotoColor subscriber, you can stop worrying where your next color slide will come from.

Twice a week you'll receive ten 35mm color slides by the fastest air service. That's more than 1000 quality slides a year, relating to current events, continuing stories and news in the making. Each one is numbered and cross-indexed on corresponding 3 x 5 fact file cards for quick reference and easy cataloging.

Furthermore, as an AP PhotoColor subscriber, any of the more than 2000 color news slides in our library is available at a favorable reduction. Just select the slides you want from our free PhotoColor catalogue. And if you need color shots in a different format, let us know. Chances are we have what you want.

For complete details and our free catalogue, contact your nearest Associated Press representative, or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111.THE ASSOCIATED PRESS
New middlemen in spot

They're buying specialists who act for agencies
on promises of delivering campaigns below rates;
and their billings may total $40 million this year

A comparatively new breed of entrepreneur — the “negotiator-buyer” — is moving more prominently into the spot television and radio scene this summer, promising and apparently delivering — on assignments from advertising agencies — campaigns at 10% to 20% lower than prevailing rates.

From a trickle of activity only two years ago when the first of these outside buying agents began operating, this latest technique in media placement has attracted at least three other “middleman” organizations and, if their projections are accurate, they will place more than $40 million in advertising in 1968, overwhelmingly in spot television.

The movements of these media purchasing agents went virtually unnoticed until several months ago, when the tempo of their buying pace started to quicken. The serious attention of national spot representatives was drawn to these enterprises only recently when the impact of their purchases started to be felt.

Puzzled Reps • Station representatives questioned by Broadcasting over the past several weeks acknowledge, with a few exceptions, that they had not been bypassed by these outside buyers, had sold at card rates and had been paid their commissions. But reps seemed puzzled that advertising agencies would want to relinquish a vital part of a client assignment — media buying. They also expressed concern over the addition of a middleman who professes to be able to deliver a media plan devised by the agency at a reduced cost. One rep articulated his reservations in this way:

“Could this lead to widespread rate-cutting and to depressing prices at stations that want to hold the line?”

The acknowledged leader and pioneer in the area of negotiated buying is U.S. Media — International, New York, which predicts that it will purchase $25 million in advertising this year after two years of functioning in this field. Other organizations that have emerged on the negotiator-buying scene are Adonis Radio Corp. and RDR Associates’ Timebuying Services Inc., in New York and Broadcast Media Corp. in Chicago (see page 24).

U.S. Media — International is reportedly the most active of the outside media-buying firms. With extreme reluctance, Norman King, chairman-president, consented to an interview with Broadcasting, pointing out that both he and his agency clients believe his company can operate more effectively on a confidential basis. He stressed that he could not reveal the identity of his agency clients, because, he said, they had requested anonymity.

Mr. King reported that U.S. Media serves as a buying unit for advertising agencies, usually on an assignment basis on particular campaigns, and functions under the agencies’ complete supervision and control. He underscored this assertion: U.S. Media is not involved in barter in any way.

Follows Format • Mr. King emphasized that his company performs strictly according to the media plan devised by the agency. It first makes a “paper buy” for the agency and completes the buy only after agency approval of the contract. It handles all the paper work — schedules, make-goods, pre-emptions and, according to Mr. King, accepts no make-goods or changes without submitting them first to the agency for its prior approval. The agency for which it acts receives one over-all bill with station affidavits and documents attached to it.

Mr. King said U.S. Media has acted on behalf of about a dozen agencies on certain campaigns, but he declined to name them. It is known, however, that U.S. Media has performed test campaigns for John F. Murray Advertising; Delehanty, Kurnit & Geller; the Lampert Agency; Chalek & Dreyer; Wilson Harrell Agency; Grey Advertising; Warwick & Legler, and West, Weir & Bartel.

A spokesman for Ted Bates & Co., one of the biggest spot agencies, said it has not utilized the services of an organization such as U.S. Media to date, “but we probably will, since we owe it to our clients to test any organization that promises to bring our costs down.”

Lennen & Newell is also planning a test.

Mr. King said U.S. Media is paid by the agency either on a flat-fee basis, a percentage of the agency commission or a percentage of the buy. He noted that for agencies that lack a sizable media department, his company is equipped to formulate a complete media plan.

How It Works • He contended that through the use of U.S. Media, an agency and its client, the advertiser, will obtain added value for its money, but he emphasized that “we do not make a cheap or cut-rate buy.” Asked to explain how U.S. Media can improve upon a buy that an agency itself could make, Mr. King stated:

“We can perform very efficiently on certain particular assignments that re-
Other firms offer to do specialized buying

U.S. Media—International is by long odds the biggest company in the "negotiated-buying" field (see page 23), but it is not the only one. At least three others are active in negotiating and buying time and other media, but most were loath to discuss details of their operations with Broadcasting. The three: Adonis Radio Corp., and Time Buying Services in New York, and Broadcast Media Corp. in Chicago.

Adonis Radio, despite its name, is active in buying television as well as radio time for agencies. Its chief executives are Sy Rosen, president, and Jerry Shapiro, executive vice president. Mr. Rosen said Adonis expected to buy about $3 million worth of TV and radio time this year, but declined to give any other details of the operation.

Nothing to Say • Equally reticent was Sam Wyman, president of RDR Associates, which has been identified as a barter organization and whose New York offices and telephone are used by Time Buying Services. RDR and TBS are believed to he under common ownership, partially if not wholly. Mr. Wyman said disclosure of the TV-radio buying service was "premature" at this time, asserting the concept had not been fully tested.

He expected to buy "considerably more than $10 million" in advertising this year, but would not elaborate. He said he has been testing his system for more than 18 months and expects to make an announcement in about six weeks. He stressed the plan "has nothing to do with barter."

(All media-buying services insist they do not barter, though a number of the people involved have engaged in barter in the past. Some advertising agencies feel some of these organizations may indeed barter in certain markets and on certain stations, while buying for cash on the large majority of stations. But agencies confessed they have no proof that barter actually is involved.)

Late Starter • The latest entry into the negotiating-buying sphere is Broadcast Media Corp., Chicago, formed and headed by Arthur W. Bagge, previously an executive with Peters, Griffin, Woodward (Broadcasting, May 27).

Mr. Bagge could not be reached by Broadcasting last week, and it could not be ascertained whether his company already has begun work.

Other sources in Chicago indicated that the BMC plan calls for it to work at no cost to agencies. They understood that if this new firm negotiated sufficient savings in a buy, it would be allowed to collect up to 15% commission, to be taken out of the portion saved. Any excess saving would be rebated to the agency.

These same sources said there may be an association between Time Buying Services in New York and BMC, with the former company handling the paper work for the latter.

Well Financed • Mr. King emphasized several times that U.S. Media works with station representatives and does not bypass them. As for representatives who may have reservations about dealing with a fairly new organization such as U.S. Media, as contrasted with a long-established agency, Mr. King stated:

"We have a line of credit that runs into seven figures with the First National City Bank and the Franklin National Bank. We are pleased to refer questioners to the appropriate individuals at these banks in New York."

Agencies that have had test campaigns with U.S. Media were reluctant to discuss them—and in some cases to acknowledge they had been run. A few said they had tested U.S. Media and found the service delivered what it had promised. One agency executive offered this rationale:

"We consider U.S. Media an outside contractor, just as we may from time to time use an outside art service or public-relations firm. In certain periods of the year, when our own buying staff may be overburdened or in a special situation when we feel an outside service can be useful, we may turn to them.

Keen Control • "We have tested U.S. Media on one occasion and I will say it delivered all it had promised. Its staff seems to have developed a good rapport with stations and has come up with good availabilities. We check all outside services carefully and maintain close control to make certain it performs according to our plans and delivers what it promises."

Officials at some agencies, however, said they were not impressed with the claims or the performances of outside buying-negotiating services. One executive expressed himself in these terms:

"These outfits say they can bring in a buy from 15% to 20% lower than rate card. Is this a big deal? I start off with the premise that all rate cards for spot TV are overpriced and I bring in my buys at 20% and more below the rate cards in most markets. How do I do this? Sometimes I just negotiate it downward. Sometimes I buy spot on a pre-emptible basis but I let the stations know in no uncertain terms that I don't want to be pre-empted. At other times, I buy run-of-schedule, but stations had better run them in the time periods I want. Any agency with a knowledgeable, on-the-ball media staff can do the same thing."

There was a strong feeling among some agencies and representatives that out of all this ferment may come efforts at centralized buying of spot television and radio. One agency executive said his company has under consideration a plan whereby two, three or four agencies would pool their resources for the timebuying functions.

"Buying time can be a very costly undertaking," he said, "and a joint effort on the part of several agencies can be at least a partial ameliorative."
Advertising: the public view

Harvard research shows majority are 'favorable,' regulation not needed

The American public's opinion of advertising is "preponderantly favorable." People talk about it a lot, often critically, but it's not a subject of major concern for them. Despite what social critics say, few people think it is in need of immediate change, and no more than 1% think it needs more government regulation.

The findings are not new, but the book in which they appear is. It's "Advertising in America: The Consumer View," published last week by Harvard Business School's division of research and launched in special gatherings where it obviously seemed apt to do the most good: Washington and New York.

The volume, by Harvard Business School Professors Raymond A. Bauer and Stephen A. Greyser, is based on extensive 1964 research undertaken by the American Association of Advertising Agencies, which made the basic findings public four years ago (Broadcasting, April 27, 1964). Professors Bauer and Greyser also report on a follow-up study conducted in 1967 which they say found "no basic shifts" in the consumer attitudes prevalent in 1964.

Electronic Power • The book includes a detailed study of individual media, pointing out that—as the preliminary report in 1964 had shown—television and radio account for a vast majority of the advertising messages that consumers regard as noteworthy in terms of being "annoying," "enjoyable," "informative" or "offensive," but that the same pervasiveness of the broadcast media helps make their messages more likely to be considered "annoying."

The study also points up a considerable disparity—much in the favor of TV and radio—in the amount of time people spend with different media. Ranking the respondents according to the number of hours they said they spent with each medium over the preceding week, and then dividing them into groups as nearly equal in size as possible, the researchers found that:

• A total of 19% spent from zero to five hours a week with television; 18% spent six to 10 hours, 24% spent 11-20 hours. 20% spent 21-30 hours and 19% spent 31 or more hours.

• With radio, 33% spent zero to two hours a week, 35% spent three to 10 hours and 32% spent 11 hours or more.

• By contrast, magazines were read zero hours a week by 26%, one hour by 27%, two to three hours by 26% and four or more hours by 21%, while newspapers were read zero-to-one hour a week by 23%, two to three hours by 32%, four to six hours by 24% and seven or more hours by 21%.

The authors said that although asking people to estimate "about how many hours" they spent with a given medium would not ordinarily be considered an "adequate measure of the exact amount" of time spent, it is "an appropriate device for comparing groups of people."

Information Value • The book, 474 pages in length, contains more than 100 tables and exhibits along with detailed analysis of them by the authors. It notes, as did the 1964 report, that the main reason people like advertising is for the information it provides, and that generally those who dislike it feel that it is boring, interruptive or insulting to their intelligence. Complaints that advertising is untruthful or misleading were found to be less frequent.

Collaborating with the authors were Dr. Donald L. Kanter of Carson/Roberts, Los Angeles, and William M. Weilbacher of Jack Tinker & Partners, New York.

Although the research was underwritten by AAAA, it was conducted under the supervision of an academic review committee of professors from Harvard and the Massachusetts Institute of Technology and the AAAA specified in advance that the researchers would have a free hand and that all results could be published.

Also in advertising . . .

Midwest agency • Neale H. Oliver has formed Oliver Advertising Inc., City National Bank Building, Kansas City, Mo. Robert M. Sokoloff is vice president and creative director of the new firm, which includes among its initial clients the Kansas City Southern Rail-

way Co.: Putsch's Restaurants; the Performing Arts Foundation of Kansas City, and City National Bank and Trust Co.

Office move • Jaffe-Naughton-Rich Inc., Minneapolis, has moved to the Studio One building, 1220 Glendwood Avenue, same city.

Rumrill-Hoyt, Geyer in preliminary talks

Rumrill-Hoyt and Geyer-Oswald officials confirmed last week that discussions of a merger were in progress, but they termed negotiations too premature to tell when or even whether the agencies definitely would combine.

Rumrill-Hoyt, the product of a 1966 merger between the Rumrill Co. of Rochester, N. Y., and Charles W. Hoyt Co. of New York, bills about $42 million, with approximately $4.5 million in broadcast. The agency maintains offices in Buffalo and Utica, both New York, in addition to New York City and Rochester, and provides a public relations staff of 40 as well as advertising personnel. Among Rumrill-Hoyt's clients are the Eastman Kodak Co., DuPont, and Corning Glass Works. The agency also handles international industrial advertising through Parker-Rumrill International, a partnership established with a group of London agencies headed by H. T. Parker.

Geyer-Oswald, with offices in nine cities—New York, Los Angeles, Chicago, Denver, Omaha, Racine, Wis.; Detroit, San Jose, Calif.; and Portland, Ore.—bills over $50 million, with about $15 million in broadcast. The name was changed from Geyer. Morey, Baldard last October as a reflection of "a totally new management structure," president George Oswald said at the time. The agency has two clients in common with Rumrill—Merck & Co. and Hiram Walker. Its other clients

God bless Mr. Bellows, said Tiny Tim

Bellows & Co., New York, has popped its corks over an East Coast radio campaign for sweet and dry vermouth—and, indirectly, for harder stuff.

The National Distillers & Chemical Corp. subsidiary had to suspend its newly started commercials when a packaging problem arose—the corks wouldn't stay in the bottles. The Young & Rubicam executive on the account said last week the advertising would be resumed after the stock had been replaced.

The commercials, parody Ebenezer Scrooge and Bob Cratchit of Charles Dickens's "A Christmas Carol" and include a tag line recommending Bellows's "eight other flavors." The campaign started this month on radio stations in New York, Massachusetts, Rhode Island, New Jersey, Delaware, Maryland and the District of Columbia.

BROADCASTING, July 15, 1968 25
D'Arcy's new office reflects spirit of St. Louis

The regeneration of the waterfront area of St. Louis moved forward last week as the headquarters office of D'Arcy Advertising Co. formally opened its new quarters in the shadow of the Gateway Arch on the bank of the Mississippi.

D'Arcy's late founder, William D'Arcy, long had been active in promoting the restoration idea and more than two decades ago was a principal catalyst in working to secure necessary preliminary bond issues for the work. Today the office of Harry Chesley, D'Arcy board chairman, looks out upon the memorial arch saluting the city's new spirit.

D'Arcy now occupies the 11th through 15th floors of Gateway Tower, the modern structure nearing completion at 1 Memorial Drive. The building also is the new home of CBS-owned kMOX-AM-TV St. Louis. kMOX is already in and kMOX-TV began moving in over the weekend. CBS is 50% owner of the building, according to local sources.

D'Arcy Advertising had been founded in 1906 just a couple of blocks from its new site. It had been 38 years at its last location.

D'Arcy ranks among the top-16 agencies nationally. Its combined broadcast billing tops $62 million annually. In addition to seven North American offices, D'Arcy has partnerships in 14 foreign countries.

A well-equipped closed-circuit TV and radio production studio is one feature of the agency's new home. Called Studio D, the facility is designed to allow creative experimentation in the broadcast media.

At Monday's dedication Mr. Chesley was happy to announce that Studio D had already paid for itself. The agency just received $1 million in new institutional billing from Southwestern Bell Telephone Co. St. Louis, based on a presentation video taped only a few days before in Studio D.

Walter A. Armbruster, D'Arcy vice president and creative director, commenting on his department's new broadcast production facilities, said: "We've always had the talent. Now our new creative workshop will really let us fly. We'll be able to do what few agencies can—get an idea, rough it out on tape or film, then play it right back here in our own shop to see if it's a workable idea."

The creative department occupies the entire 12th floor. The research and media departments are on the 14th floor.

St. Louis Mayor Alfonso J. Cervantes at the building dedication noted that "the D'Arcy company, through its creativity and vitality, has earned its way from a one-room office to this new prestige address. The firm has always been a very good citizen, giving freely of its means and talents to aid civic causes."

include Irish Airlines, John Morrell, Aunt Jane division of Borden, Aquatec, Sunsweet Growers and United States Gypsum Co.

Rep appointments...

*KONO San Antonio, Tex.: Metro Radio Sales, New York.

Business briefly...

Campbell Soup Co., Camden, N. J., for Swanson Frozen Foods, through Leo Burnett, Chicago, is using one-minute spots in the western states, Hawaii and Alaska to introduce "In the Mood" food, its newest frozen food line.

State of Indiana, through Bozell & Jacobs Inc., Indianapolis, will promote tourism in one-minute spots Aug. 17-Sept. 8 on ABC Radio's "The World of Sports."

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

<table>
<thead>
<tr>
<th>Station</th>
<th>Station Circulation*</th>
<th>Sunday thru Saturday†</th>
<th>Total Day</th>
</tr>
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<td>WHIO 7</td>
<td>42 counties</td>
<td>450,000</td>
<td>535,000</td>
</tr>
<tr>
<td>Station B</td>
<td>33 counties</td>
<td>384,000</td>
<td>432,000</td>
</tr>
<tr>
<td>WHIO-TV</td>
<td>+9 counties</td>
<td>+66,000</td>
<td>+103,000</td>
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</table>

†Source: NSI—TV Weekly Cumulative Audiences—February-March 1968
*Source: ARB Circulation Study 1965

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.
Bell blasts government control

AAF president assails FTC's proposal to ban broadcast cigarette advertising, calls for new government spokesman for advertising

It was Howard H. Bell front and center at the American Advertising Federation's first national convention, held in Portland, Ore., last week. The former director of the code authority of the National Association of Broadcasters generated most of the sparse volume of hard news to come out of the five days of meetings (July 7-11). In his capacity as the paid president of the AAF, a position he has held only for six months, Mr. Bell first boldly called for the establishment of an assistant secretary for advertising and marketing in the Department of Commerce, and then lashed out at the Federal Trade Commission's proposed ban on radio and television advertising of cigarettes. Throughout his long week in the sunny Northwest, the reserved and steady industry spokesman reiterated two major points: The public and government must be informed and educated to know that advertising isn't always the "bad guy," and the dilemma of cigarette advertising would be better and more equitably handled by self-regulation.

Mr. Bell's ringing rebuttal to the FTC's recommended ban on radio and TV advertising of cigarettes and its proposed warning statement to be used in all advertising (BROADCASTING, July 8), was delivered at a news conference before both consumer and trade media. Armed with a prepared statement of policy, Mr. Bell strongly urged the Congress to reject the FTC's recommendations. He pinpointed six key reasons for challenging the regulatory body's proposals.

The ban would be "contrary to the whole concept of our free-enterprise society," he said, and it "would constitute an arbitrary and capricious exercise of government power." It also would raise "substantial legal questions," and besides would "deal with effect instead of cause and wind up not solving anything. Further, the FTC recommendations ignore "the role and progress of self-regulation by the industry."

Finally, beyond the question of the radio-TV ban, "the inclusion of a health-warning statement in advertising would be unwarranted and ineffective" because such requirements could lead to the eventual destruction of all advertising and still would not prevent those that want to smoke from smoking. Mr. Bell made it clear that heaping the blame on advertising is putting "the cart before the horse," instead of attempting to solve the fundamental health questions involved in cigarette smoking.

Ambiguities - This statement of policy drew an immediate reaction from Oregon Governor Tom McCall, who addressed an overflow crowd at the opening luncheon. A Republican who used to be a political analyst on radio and television, Mr. McCall first reassured that overshadowed everything else that was said or occurred at the convention, including Howard Bell's proposal for a new high federal post for advertising. In his first major speech as president of what probably amounts to the world's largest advertising-industry body, Mr. Bell told the more than 600 delegates attending the convention that the time has come to upgrade the image of advertising and marketing within jaundiced government circles.

"If consumers can have direct lines into the highest councils of government, it is high time that advertising enjoyed the same privilege," he said, pointing out that there now exists an office of marketing in the Commerce Department. But, he indicated, this office is nonexistent as effective as it could be if it had at its head "an assistant secretary who would have direct access to the highest officers in government, a man of conscience and wind up not smoking for quite a while."

Representative Bob Wilson (R-Calif.), another speaker on the convention program, told BROADCASTING that where there's smoke there's bound to be fire and cigarette advertising is not likely to get away unscathed. But Mr. Wilson, who has a background in advertising and public relations, placed himself unequivocally in opposition to any ban on cigarette advertising and said he doesn't think such a proposal "will get anywhere" in Congress.

The cigarette-advertising issue all but

28 (BROADCAST ADVERTISING)
ourselves or we will be defenseless against intrusion by government." He called this apparent new role of the federation "creative statemanship."

The other news-maker at last week's advertising convention in the Portland Hilton was Kenneth Laird, chairman of the board of Tatham-Laird & Kudner Inc., Chicago, and outgoing chairman of AAF. In his report to delegates, Mr. Laird called for renewed efforts to clean up deceptive advertising and selling practices in advertising which combine to "damage the credibility of all advertising and the reputation of all businessmen." He promised that AAF would move "positively against these business cockroaches."

To this end, Mr. Laird disclosed that AAF's legal staff in Washington has prepared a first draft of a simple, civil law that would prohibit false advertising. The proposed law, to be administered by the attorney generals of the 30 states that do not now have a broad general law against dishonest advertising, would provide for a maximum fine of $10,000 per violation. It would not be applicable to media outlets that broadcast or publish the false advertising without knowledge of its improper design.

**Nuts and Bolts**—There was little nitty-gritty about this convention. The various advertising clubs, which are members, swapped ideas of how best to run local organizations at a couple of sessions, but for the most part individual speakers and forums covered issues that far transcended the mundane questions of many such conclaves. Instead, in keeping with the convention's lofty theme of "America's Advertising Frontiers," there were constant reminders of advertising's current and future responsibilities to society. AAF delegates, some of advertising's leading citizens, were told at various times that they're overcommunicating, not communicating enough, must change the direction of their communications. They were charged with selling American business ineffectually to the public during one speech and complimented in another speech for bringing the craft of persuasion to a fine art. They were called upon to meet the challenges of crime, leisure time, equal opportunity, racial unrest, population explosion, political upheaval and generally influencing the climate of the times. These premises and demands had one common denominator: that profit-making by American business is no longer enough.

Typical and the tipoff of what this business convention was going to be about came in the keynote address of Senator Mark Hatfield (R-Ore.).

Appearing before what was essentially a hometown crowd, Senator Hatfield talked about ghettos and government not about media and marketing. His message was to be one heard throughout the convention—government is limited in what it can do and needs help from advertising to overcome social injustices.

Howard J. Samuels, undersecretary of commerce, was more specific about why and how advertising should and could help government. He asked advertising to communicate the need for keeping the tax surcharge in effect after its scheduled expiration as a way of meeting the nation's challenges. Cautioning also that the institutions of government must be updated to keep pace with rapid changes in society, he pointed out that "certainly an industry that can get the country drinking Fresca in six months can help us sell the American public on new approaches needed for our nation's progress."

**Up to Date**—Dr. Dorothy Gregg, assistant director, education services for U. S. Steel Corp., who was announced as AAF's "Advertising Woman of the Year" at the convention, urged the delegates attending to be more sensitive to the "framework of the times" when preparing their ads and commercials. "We are living in an age of tension...in a nation at war," she reminded her audience as she accepted the AAF award at a luncheon in her honor, "and perhaps it is because of this framework...that some of today's advertising seems particularly irritating to a great many people."

H. F. Dunning, president, Scott Paper Co., and chairman, Grocery Manufacturers of America, stressed the change that has come upon the advertising business in recent years. No longer is it enough to persuade people to buy a product or service with the reward for this being merely success in the marketplace. Instead, he asked that media representatives "be more than a publisher or a creative person, an account manager or a marketing executive." It's not too late, he stressed, "to determine how you can relate yourself to one of the greatest challenges this nation has ever faced, and start tomorrow to make your personal contribution."

In an enthusiastically received speech, Tom Dillon, president of BBDO, New York, charged that American business has sold itself so ineffectually to the public that the average housewife thinks the food retailer's profits and those of the food manufacturer are more than 10 times the actual profits. Such misunderstandings about American business are helping to make business susceptible to further onslaughts of "consumerism," he warned.

An ironic and devastating picture of what advertising has wrought was etched by W. W. Straley, vice president, AT&T. "Advertising gentlemen," he said, "welcome to the sad-sack status of members of the establishment. Sit quietly in your grooves. You have nothing to lose but the press in your pants, which would make you more acceptable to the great and growing sect of anti-establishment. "Welcome to the race of roboots who are wound up in the morning as they
Overflowing crowd causes AAF to blush

It was a classic example of an embarrassment of riches. Ballroom A of the Portland Hilton in Oregon seats 450 people. But some 600 hungry members of the American Advertising Federation and their guests showed up for lunch last Monday (July 8). It was the first formal luncheon of AAF's first national convention. Obviously, it was a historic moment—a time to remember.

What will never be forgotten by those who attended was Paul H. Willis, the graying vice president of Carnation Co., possibly the most important West Coast-based advertiser, fiddling with the folded legs of what leave their ticky-tacky houses and to where they bring their faceless run-down selves at night," he continued. "What you have done is build a society by and large so affluent that it provides a cushion for those who drop out of it to drop out on.

Passing the Prescription • Dr. Lendon Smith, a practicing pediatrician and syndicated TV personality (Ask the Doctor), suggested that the future task for advertising is somehow to get inside the home of consumers—even if it has to be in a sneaky way—and stimulate people into being more intelligent so that they may be "able to cope with the complexities of tomorrow's life." If advertising fails this test, according to the speaker, consumers will be unable to hold jobs that pay enough for them to buy the products advertised.

George Kozmetsky, dean of the University of Texas School of Business Administration, told the convention that the initiative for advertising's future lies in acceptance and understanding of systems planning and marketing research concepts. The systems concept, he explained, "recognizes that many factors interact in a complicated way in order to achieve an objective." According to Mr. Kozmetsky, the marketing-research concept "rests firmly upon the notion that the key to competitive success is the design, production and marketing of a product whose origin springs from the needs of the consumer, rather than the manufacturer's preconceived notion of what may be good for the consumer."

In all, more than 630 of the nation's top advertising executives attended the convention in Portland last week. They were told at a general membership meeting that the AAF is in "reasonably good financial condition." The membership present, on behalf of an aggregate of some 40,000 who belong to the federa-

tion, voted on and approved a number of by-law changes and additions. Among them was the addition, starting next year, of a senior vice chairman who would be groomed to automatically take over as chairman.

Charles W. Collier, retired president and executive director of AAF, who was instrumental in effecting the formation of one national organization through the merger of the former Advertising Federation of America and Advertising Association of the West, was presented with a check for more than $8,000 by members who contributed.

Bell's week in Portland

AAF president uses TV, news conferences to hit at FTC, FCC strictures

What last week's first national American Advertising Federation convention lacked in excitement (see page 28), peripheral events tried to supply. There were three news conferences and one local television program, all concerned with the Portland Hilton meetings. It was at a formal, full-blown news conference for all media that AAF President Howard H. Bell—surely a busy man last week—emphatically declared that Congress must reject the Federal Trade Commission's proposed ban on broadcast advertising of cigarettes. At that same news conference, Mr. Bell spoke out against the FCC's fairness doctrine that requires broadcasters to give free time to groups that want to criticize cigarette smoking. He said application of the fairness doctrine in this area is wrong and is an encroachment of freedom of the press, with serious First Amendment questions involved. "It could so saddle media," he said, "that it wouldn't be able to advertise at all."

At a news conference a few days later, this one informal and essentially for the trade press, Mr. Bell revealed that the advertising community's reaction to the surprising AAF stand in favor of gun-control legislation (Broadcasting, July 8) has been emotional and mixed. He said the federation, because it wants to become the "voice of advertising," had need to take a position on the controversial issue quickly. He pointed out that since the mail order purchase of guns figures largely in the problem of violence in this country, a substantial question of advertising was involved.

Second Attack • During a television program interview on KGW-TV Portland ("Advertising Woman of the Year," Dorothy Gregg also appeared), Mr. Bell again attacked the FTC's recommended ban against broadcast advertising of cigarettes. He said it was "highly discriminatory against a legal product in interstate commerce" and decidedly arbitrary.

A representative of government at the convention, Undersecretary of Commerce Howard J. Samuels, held his own news conference but seemed to have come more to praise Mr. Bell than platter him. He agreed with Mr. Bell's proposal for the appointment of a high-ranking advertising and marketing spokesman within the Commerce Department. He particularly agreed that there's an understanding and communications gap in this country. The Commerce Department, he said, "has a much greater responsibility than it has so far executed in representing American business."

Metro stores find medium for message

An "Armageddon for newspapers" may be approaching as television cuts deeply into the once-private preserve of department-store advertising. Television magazine reports in its July issue.

"It is clear that 1968 . . . is fast becoming the breakthrough year for department stores on television," the magazine says, adding that newspaper publishers, who have had a virtual monopoly of as much as $500 million in annual billings, are "understandably alarmed."

According to Broadcast Advertising
IS THERE A LIFE AFTER YOUTH?
Little-known facts about a very big market.

Contrary to the opinions of many marketing people, life does not end at age 35. In fact, it's just beginning. People 35 and over are today's “Crucial Customers.” Never before have they been so youthful or active. They own more homes, have more children, buy more products, do more traveling, spend more money than people under 35 do. No matter what you have to sell, they're a market you should be talking to.

They hold their beer.
And they hold it dear. 57% of male beer drinkers are 35 and over. 31.5% of them, the biggest beer-drinking group, are age 35-49.

They reign over cats and dogs.
78.5% of the money spent for pet food was spent by people age 35 and over. So while it's kids who own most of the pets, it's Mama who brings home the dog biscuits.

The commercial.
By a curious coincidence, the CBS Owned radio stations' growing audience includes a goodly share of 35 and over consumers. In fact, we've written a book on the subject, with even more data on these Crucial Customers. Your station salesman or CBS Radio Spot Sales representative will be happy to give you a copy. Even if you are under 35.

THE CBS OWNED RADIO STATIONS
WCBS New York, KNX Los Angeles
WBBM Chicago, WCAU Philadelphia
KMOX St. Louis, WEEI Boston
KCBS San Francisco

Boy, do they have headaches.
66.5% of the women who buy headache remedies are 35 or more. (Heaviest users: Age 35-49.) So if you're selling quick relief, sell it to the people who need it most.
EDITORS:
THE TALKS IN RUNNYMEDE, ENGLAND, BETWEEN THE KING AND BARONS ARE OVER. A STATEMENT IS EXPECTED SOON.

UPR/CHICAGO
FK151PCS

(USO'S)
(UNDATED) -- MORE REPORTS TODAY OF UNIDENTIFIED SAILING OBJECTS SPOTTED BY TRIBES ALONG THE EASTERN COAST. CHIEFS IN THE PALACE HAVE ORDERED AN INVESTIGATION...BUT MOST FEEL IT'S JUST ANOTHER CASE OF MASS HYSTERIA.

FK153PCS

BULLETIN
(RUNNYMEDE, ENGLAND) -- THE KING AND BARONS HAVE SIGNED A NEW AGREEMENT. ITS TERMS ARE SPELLED OUT IN A PAPER ENTITLED THE "MAGNA CARTA."

MORE FK155PCS

BULLETIN AUDIO ADVISORY
AUDIO NOW FEEDING CUTS FROM RUNNYMEDE. PLS MONITOR.

FK156PCS

MORE AGREEMENT BULLETIN X X X "MAGNA CARTA."


FK159PCS

URGENT AUDIO ADVISORY
AUDIO WILL REFED FOLLOWING CUTS AT 3:15 EST WHICH WERE FED ON A BULLETIN BASIS AT 21:56 EST.

53. 1:41 U-RUNNYMEDE (DON MACKAY) THE SPIRIT OF RUNNYMEDE.
54. 1:25 A-RUNNYMEDE (KING JOHN) FORMAL ANNOUNCEMENT OF AGREEMENT (X X X BUNCH OF WORRIERS.)
55. 1:27 A-RUNNYMEDE (ROBERT FITZWALTER, LORD OF DUNHOM. SPOKESMAN FOR BARONS) TELLS OF TOUGH NEGOTIATIONS (X X X FULL AGREEMENT.)
56. 1:45 A-RUNNYMEDE (SINGING) "GOOD SAVE THE KING" (X X X APPLAUSE FADED)
57. 1:40 WA RUNNYMEDE (RODERICK BEATON) SOUNDS OF CLAPPING ARMOR, DESCRIBES DISARMING OF RIVAL FORCES OF BARONS AND KING JOHN.

HLS204PCS

MORE AGREEMENT BULLETIN X X X AGAINST THE FRENCH.

THE CHIEF NEGOTIATOR FOR THE BARONS...ROBERT FITZWALTER...SAYS HE THINKS THE MAGNA CARTA IS A GOOD CONTRACT...ONE THE PEOPLE CAN LIVE WITH. FITZWALTER SAYS THE CONTRACT MAKES ALL MEN...AND THESE ARE HIS WORDS..."FREE MEN."

THE MAGNA CARTA SETS LIMITS ON HOW MEN MAY BE DISPOSSESSED... OUTLAWED...EXILED...OR THROWN IN PRISON. THE NEW CONTRACT IS 35-HUNDRED WORDS LONG AND IS WRITTEN IN LATIN.

HLS210PCS

MORE AUDIO ADVISORY (FOR 3:15 EST FEED)

58. 1:38 A-RUNNYMEDE (KING JOHN) READING IN LATIN A KEY SECTION OF MAGNA CARTA (X X X AMOR VINCIT OMNIA)

HLS212PCS

MORE AGREEMENT BULLETIN X X X WRITTEN IN LATIN

AT KING JOHN'S SIDE AS HE MADE THE HISTORIC ANNOUNCEMENT WERE ARCHBISHOP STEPHEN LANGTON OF CANTERBURY...THE ARCHBISHOP OF DUBLIN...THE BISHOPS OF LONDON, WINCHESTER, LINCOLN, BATH, WORCESTER, COVENTRY AND ROCHESTER...AND THE EARLS OF PEMBROKE, SALISBURY, DE WAREMNE AND ARUNDEL.

HLS214PCS
BAR network TV-billing report for week ended June 30

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 30, 1968 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended June 30</th>
<th>Cume Jan 1-June 30</th>
<th>CBS Week ended June 30</th>
<th>Cume Jan 1-June 30</th>
<th>NBC Week ended June 30</th>
<th>Total minutes week ended June 30</th>
<th>Total dollars week ended June 30</th>
<th>1968 total minutes</th>
<th>1968 total dollars</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>$145.8</td>
<td>$736.0</td>
<td>$1,968.8</td>
<td>$363.0</td>
<td>$8,611.1</td>
<td>77</td>
<td>412.0</td>
<td>1,808</td>
<td>10,703.7</td>
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<td>Sign-on 10 a.m.</td>
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<tr>
<td>Total</td>
<td>$5,870.0</td>
<td>$202,760.8</td>
<td>$8,353.0</td>
<td>$281,868.3</td>
<td>$8,335.0</td>
<td>$264,006.1</td>
<td>$22,758.2</td>
<td>47,650</td>
<td>$748,635.2</td>
</tr>
</tbody>
</table>

Reports, the article says, television's share of department-store advertising in the nation's top 75 markets has been skyrocketing. Average weekly billings for April of this year jumped 114% over April, 1967. Sears, Roebuck & Co., an industry pace-setter, upped its television budget in one major market by more than 300% from 1965 to 1967.

"There have been isolated cases over the years of immensely successful department store TV advertising." Television says, "but television's over-all share of those large budgets was barely measurable. Today . . . it could be anywhere from 10% to 30% of the total advertising allotment."

The article notes that the department store business is "local in the most literal sense," and that even large chains stress local autonomy in operations. The decline of city newspapers and the growth of monopoly and near-monopoly rate structures have combined with the mushrooming of the suburban press to make blanket coverage of a metropolitan area increasingly difficult.

Dependent stores, meanwhile, have opened more suburban outlets and become less center-city oriented. Local TV's looking for new advertisers and local department stores looking for more advertising exposure made a natural combination.

A new "television generation" of department-store advertisers with a new advertising philosophy has geared itself toward a "total institutional approach"—pushing store image—that is more effective on TV, especially with young people, than the traditional newspaper "price-and-item" format. "A good springboard" has been the growth of daytime housewife-slanted variety and talk shows that Television says are like "a women's section in a newspaper converted to television."

Network TV's top spenders show cutback

Although network television advertising billings for the first six months of 1968 rose 4% to $748.6 million, according to Broadcast Advertisers Reports (BROADCASTING, July 8), a breakdown shows many top advertisers cut back their expenditures compared with the first six months of 1967. The total was spent by 367 advertisers for 1,810 separate brands or services.

The top three companies, Procter & Gamble, Bristol-Myers and General Foods, each decreased spending by $3 million to $4 million. Nine of the top 20 contributed less to network television in 1968 than in 1967.

Individual expenditures by the top 50 brands also increased, from $135 million to $159.9 million. American Home's Anacin led the list with $7.4 million. Ten of the top 20 brands decreased spending, however, and five of those 10 were cigarettes.

The top 10 network television advertisers (net time and talent), first half of 1968 compared with 1967:

<table>
<thead>
<tr>
<th>Parent company</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$51,954,400</td>
<td>$55,157,700</td>
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<tr>
<td>2. Bristol-Myers</td>
<td>25,362,000</td>
<td>29,518,800</td>
</tr>
<tr>
<td>3. General Foods</td>
<td>22,899,800</td>
<td>26,612,100</td>
</tr>
<tr>
<td>4. American Home Products</td>
<td>22,791,100</td>
<td>22,699,000</td>
</tr>
<tr>
<td>5. R. J. Reynolds Tobacco</td>
<td>22,724,000</td>
<td>19,973,200</td>
</tr>
<tr>
<td>6. General Motors</td>
<td>20,704,000</td>
<td>15,561,100</td>
</tr>
<tr>
<td>7. Colgate-Palmoile</td>
<td>20,588,900</td>
<td>14,979,900</td>
</tr>
<tr>
<td>8. Sterling Drug</td>
<td>18,689,600</td>
<td>16,374,000</td>
</tr>
<tr>
<td>9. Lever Brothers</td>
<td>14,663,200</td>
<td>15,044,800</td>
</tr>
<tr>
<td>10. Gillette</td>
<td>14,292,900</td>
<td>14,214,900</td>
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</table>

Tax seen affecting advertising modestly

The national economy in the second half of this year will show "more modest gains" than it did in the first half, because of the recently enacted tax in crease, but neither a recession nor "even quite as severe a slowdown as occurred in early 1967" is expected. "And with the normal lag in the variation in advertising expenditures behind the general economy, the advertising industry will probably not be more than modestly affected before 1969."

These conclusions come from a first-quarter report by CBS/Broadcasting.
Group’s office of economic analysis made public July 5.

The report saw a clear upturn in network and spot TV in the first quarter but said preliminary data indicates national radio expenditures were "off somewhat."

The report said network TV revenue estimates compiled by Broadcast Advertisers Reports show, when adjusted for seasonal variations in business, that in the first quarter this year network TV sales were moving at an annual rate of $1.528 billion, 2% above the all-time high rate reached in first quarter of 1967 before last year's sluggishness set in.

CBS-TV’s 1968 first-quarter revenues were said to be at a seasonally adjusted annual rate of $587 million as against a $586 million rate in the same quarter of 1967; NBC-TV’s at a rate of $531 million as compared with a $497 million rate one year ago, and ABC-TV’s at a rate of $410 million as against 1967 first quarter’s $421 million rate.

ARB reorganizes rating operations

The American Research Bureau, Beltsville, Md., has consolidated its operational functions to improve the quality and speed of its audience measurement services and to expedite the installation of a new data processing system at the company’s Beltsville home office. Charles F. Crichton, assistant to the president of ARB, becomes vice president and general manager of operation. Under the new operations structure Mr. Crichton will have the following divisions reporting directly to him: operations under Rupert R. Ridgeway, plans and research under Herbert S. Kaufman, administration under Maurice J. McCarthy, budgets and finance under William W. Rankin and special projects under Oscar Lurie.

RAB wants the runners

The Radio Advertising Bureau has published an “Election Handbook on Radio Advertising” as part of its campaign to influence politicians to use radio. The booklet includes audience profiles, a description of radio’s dimensions and characteristics, creative techniques and case histories of successful radio campaigns.

Since being named Colorvision Ten’s News Director last year, Ken Taylor has become South Florida’s most respected television newsmen. Believing that most news stories are where you find them, Ken keeps his energetic assistants (and himself) on call around the clock to film the news wherever it is, and provide the area’s outstanding, most picture-full coverage.

NEWSMAN on the “GO”!

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Meet The Family... America's First Family of Plumbicon Color Cameras.

*Registered trademark for television camera tubes.

The PC-70 Studio-Field Color Camera. Now used by all three networks on prime-time shows. Plus a growing list of groups, independents, and videotape producers. Why? Because it offers pictures of truest fidelity. Unquestionably, the finest Plumbicon camera in the world. Because it offers lowest maintenance, simplest set-up, widest selection of lens types around today.

The PCP-70 “Little Shaver” Portable. It can do anything the PC-70 can do... but it gets around a lot more. It’s the broadcast quality portable. For news, special events, sports. You'll see them all over the place this year, wherever the networks go, and at pace-setting independents. They're lightweight, easy to set up, can get the closest, most intricate shots in beautiful, faithful Norelco color.
Last year, more Norelco Plumbicon cameras were sold than any other kind. If you haven't met America's first family of Plumbicon Color Cameras, now's the time to get acquainted. We have modified and improved it further. For example, the new-generation PC-70 has the revolutionary extended red sensitivity Plumbicon tube (as do other members of the family), separate-mesh Plumbicons for finer overall resolution and improved highlight handling capability, external filter wheel control and new, no-guesswork set-up accessories. It's remarkable. The entire family is endowed with those important traits that mean so much: All offer extraordinary resolution and color fidelity. They offer camera control unit compatibility from camera to camera. They have interchangeable CCU modules. Stability. Low maintenance. Simplicity and ease of set-up. Economy. Backed up by total Philips Broadcast service. You must meet the family. Call or write, today.

PHILIPS BROADCAST EQUIPMENT CORP.
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ABC’s counterattack stymied

Court refuses to restrain Hughes Tool’s offer, but orders hearing on issues; CIT Financial ends merger talks until threat has passed

ABC officials were set back last week in two attempts to head off billionaire Howard Hughes’s $148.5-million bid for control of the company.

Whether the setbacks would be permanent remained to be seen.

- ABC management was on the verge of a preliminary merger agreement with CIT Financial Corp. when CIT officials decided—after the ABC board approved the merger plan—that it would not be feasible to sign the agreement while the Hughes Tool threat was pending. An ABC attorney indicated later that the merger plan will proceed if Mr. Hughes is stopped (for profile of CIT, see page 41).

- A federal judge in New York refused to grant ABC’s bid for a temporary restraining order against the Hughes Tool move, a tender offer for two-million shares, or almost 43%, of ABC common stock (Broadcasting, July 8).

But he ordered a show-cause hearing to start Friday (July 12) with Hughes Tool interests called to show why they should not be permanently enjoined under a complaint that alleged, among other things, antitrust violations. There was speculation the hearing would continue into, if not through, the weekend. By its own terms, the tender offer expires today (July 15), unless extended one week by the Hughes Tool interests.

FCC Appeal - Another ABC move against the take-over attempt, an appeal for FCC intercession, remained on dead center late last week.

James McKenna, Washington counsel for ABC, on Monday (July 8) had asked the commission to issue a declaratory ruling that acquisition of two-million shares of ABC stock without prior commission approval constitutes a prima facie violation of the Communications Act, even if Hughes Tool did not vote the stock. As an alternative he asked that the commission direct Hughes Tool to place any stock it acquires through the tender offer in a trust, with the trustee instructed to vote the shares in accordance with the recommendations of the ABC management proxy committee.

He pointed out that Hughes Tool’s acquisition of 43% of ABC stock would prevent ABC from undertaking a number of actions—including merger—for which a two-thirds vote of its stockholders is required.

The commission informed ABC and Hughes Tool on Thursday that it would take no action on Mr. McKenna’s request until this week—when the results of the tender offer will be known, assuming the offer is not extended.

Gregson Bautzer, counsel for Hughes Tool, offered another proposal solution to the problem presented by Mr. McKenna. In a letter to the commission on Wednesday he said Hughes Tool, if its offer is successful, would be willing to cooperate with ABC in the commission in establishing a procedure under which Hughes Tool shares would be voted “pursuant to special commission consent, in such a way as to eliminate any possible corporate impasse.” He said any such vote would be in accordance with the commission’s directive to Hughes Tool two weeks ago not to “seek to influence the policies or operation of ABC.”

Mr. Bautzer said that the only action ABC management might be contemplating that would be subject to the two-thirds voting requirement is a merger in conflict with the tender offer. He said such a merger would require prior commission consent and that Hughes Tool doesn’t believe it would be required by the commission to vote in favor of it. He said Hughes Tool would expect, “at the very least,” to have the opportunity of considering such a merger when it comes before the commission.

Courtroom Appearance? - Much of last week’s courtroom drama in New York centered on efforts by ABC attorneys to require the personal attendance of Mr. Hughes, a reclusive figure who reportedly gave up control of Trans World Airlines rather than appear in court. But Judge Dudley B. Bonsal of the U. S. Southern District Court in New York, who was presiding, parried the ABC demands noncommittally in sessions held Wednesday and Thursday (July 10 and 11).

The ABC efforts to compel—or entice—Mr. Hughes to appear were expected to be resumed when the hearing opened Friday.

In a court session Thursday, after Judge Bonsal had denied a temporary restraining order the day before, attorneys accepted the show-cause papers on behalf of two of the four defendants named by ABC: the Hughes Tool Co., which made the tender offer, and Loeb, Rhoades & Co., dealer-manager for the tender offer. But no one would accept on behalf of the other two defendants: Mr. Hughes personally, and the Hughes Aircraft Co.

ABC then, following legal practice in such cases, mailed the papers to those defendants. Authorities said the papers do not have the force of subpoenas but that whether Mr. Hughes

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**The man in the mustache**

It couldn’t be and it wasn’t Howard Hughes in the courtroom but for a moment lawyers representing ABC, news reporters and a U. S. marshal who was on the job thought the publicity-shy billionaire was looking in on proceedings. In argument at the time (July 10) was the possibility of federal district judge Dudley B. Bonsal requesting Mr. Hughes to appear at a hearing then being scheduled on a temporary injunction against Hughes Tool Co. (See above).

The man, seated at the back of the courtroom and wearing a well-trimmed mustache and strongly resembling existing pictures of Mr. Hughes, left the courtroom when several observers identified him as the real Mr. Hughes.

In a brief session in the corridor outside the courtroom the would-be star of a courtroom drama identified himself to the satisfaction of all concerned as William Donovan, a New York insurance salesman, accepted apologies and, not being required to explain his presence, didn’t, and left in the manner first noticed, quietly.
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Why film? Because color film is the stuff such dreams are finally made of. It's the logical medium for the bright excitement, the spark that first came to your mind. Color film does the tricks you want. It conveys, teases, pounds. Film delivers.

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How to work your way up from the top.

He might be on the Dean's List at the University but the girl from State thinks some of his theories are pretty silly. And says so.

It happens at the College Leadership Institutes sponsored by the Humble Education Foundation. Only top students are invited, academic and campus leaders.

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HUMBLE Oil & Refining Company
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CIT has extensive holdings in a wide variety of fields

CIT Financial Corp., formerly Commercial Investment Trust, New York, which has been in merger negotiations with ABC, has been around a few years: 60 to be exact. It's engaged in a wide variety of Industrial and consumer financing, leasing, banking, insurance, manufacturing and merchandising activities. When it began in 1908, total assets were $178,000. net income was $10,000, and its 10 shareholders received total dividends of $5,000. At the close of 1967, total assets were $3.4 billion, net income had soared to $60.2 million, dividends of $34.3 million were paid to over 50,000 shareholders.

Personal loan offices expanded significantly in 1967 with acquisition of Laurentide Finance and its offices in California, Nevada and Oregon. All told, CIT operated 871 personal loan offices.

CIT's consumer financing also extends into education with its 30-year-old "tuition plan" that permits parents to finance educational costs on a monthly basis. Over 500,000 students have attended schools and colleges through the "tuition plan." Industrial financing in the U.S. is conducted primarily through CIT Corp. and in Canada through Canadian Acceptance Corp. Leasing arrangements in 1967 include diesel locomotives, railway gondolas, hopper cars, jet aircraft, electronic data processing systems, marine cargo containers and fleets of automobiles and trucks.

CIT also builds dormitories and other campus structures and leases them through CIT Educational Buildings Inc. It provides voluntary hospitals with nursing homes and extended-care units. CIT also sells ore, leases factory-constructed portable buildings for classroom, library, and branch banks.

Additional Interests = CIT's activities in factoring and commercial and wholesale financing are extensive. The company has two factoring subsidiaries, Meinhard-Commercial Corp. and William Iseling & Co. They primarily serve textile mills, cloth converters, apparel, shoe and furniture manufacturers and distributors. Factors purchase outright the receivables owed to their clients, and assume credit and collection responsibility. Both of these companies, along with CIT Corp., engage in commercial financing, or the providing of funds to clients, whose accounts receivable and inventories serve as collateral for interest-bearing loans. New-business volume from factoring and commercial financing operations in 1967 totaled more than $2 billion for the third consecutive year.

CIT is in the banking business as well. The National Bank of North America emerged in May 1967 through consolidation of Meadow Brook National Bank, part of the CIT organization. For 1967 earnings applicable to CIT's 95.3% investment in the merged bank were $8.5 million. This compares with $6.4 million in 1966 on CIT's 93.5% investment, solely in Meadow Brook. The bank's branch network totals 90 offices in New York City and on Long Island, with headquarters on Wall Street.

Net income derived from CIT's insurance companies totaled $15.1 million in 1967, compared to $14.8 million for 1966.

In CIT's manufacturing and merchandising operations, net sales were $765 million in 1967, compared with $237 million in 1966. Despite this increase, net income was $7.5 million in 1967 compared with $10.7 million for 1966. The companies are: All-Steel Furniture Products Division, Aurora, Ill., and Hazleton, Pa., manufacturer of a variety of all-steel furniture products; Gibson Greeting Card in the U.S., Canada and England; Holt Renfrew, retailer of apparel for men, women and children, headquarters in Montreal and branches in Winnipeg, Man., and Quebec City; Picker Corp., manufacturer and supplier of clinical ultrasonic devices, nuclear instrumentation and research analytical apparatus for areas outside the X-ray field.

and officers of Hughes Aircraft would be required to attend would be up to the presiding judge. Attorneys opposing ABC claimed Mr. Hughes need not attend because he is not an officer of Hughes Tool, though he is listed as president of Hughes Aircraft.

The courtroom drama—which flurried briefly when a case of mistaken identity led participants and observers to think that Mr. Hughes was among the on-lookers (see page 38)—was preceded by a board-room drama in which, it was disclosed, CIT and ABC authors came close to agreement on a preliminary merger but decided at the last moment to hold off.

The talks were said to have started in March and resumed in earnest on the weekend following the Hughes Tool announcement. Monday morning (July 8), the companies notified the New York Stock Exchange, in line with customary procedure, that they might have a statement later in the day. The exchange promptly suspended trading in the two stocks pending the statement. When it came a few hours later the statement was a one-paragraph announcement that merger talks had been suspended.

The merger plan under discussion reportedly would make ABC the surviving company, which presumably would minimize if not avert the need for FCC approval.

Stock Rises = ABC stock meanwhile edged up again, from 68 1/4 at the end of trading last week to a closing last Thursday at 72 3/4, or 1 3/8 below the Hughes Tool tender offer of 74 1/4 a share.

In denying ABC a temporary restraining order after three hours of argument by attorneys, Judge Bonsal said he had tried to balance the hardships as they would affect all involved and that they tipped the scale against ABC's position. He said ABC stockholders "may wish to sell" and that a restraining order would take that opportunity away from them. He also said a restraining order would effectively destroy the tender offer, with consequent injury to Hughes Tool. Argument before the court had elicited an estimate from attorneys that Hughes Tool had already spent $100,000 on the offering.

Judge Bonsal took note of ABC's assertion that the tender order had "destroyed the CIT merger" but said he did not know for a fact that this was so.

He rejected several other ABC arguments, among them the claim that by causing an FCC hearing and subsequent court appeals the tender offer could conceivably tie up ABC corporate activity for "four, five or six years" and even affect its conduct of annual stockholders meetings. The next annual meeting, he noted, was a year away (May 1969).

Judge Bonsal made clear his ruling was not on the merits of the case and that he would hear argument on a permanent injunction starting Friday.

He said he could not rule on antitrust violations alleged in ABC's complaint, nor on charges that are pertinent to the FCC and Securities and Exchange Commission regulations, "without hearing all of the facts."

Willing List = A list of officers of
Hughes Tool and Loeb, Rhodes who might testify Friday was being developed by attorneys. ABC said that ABC President Leonard H. Goldenson, Executive Vice President Simon B. Siegel and Vice President and General Counsel Everett H. Erlick would be available to testify if called upon.

Mr. Hughes, reputed to be one of the two wealthiest men in the U. S., holds all 75,000 shares of Hughes Tool, which makes and sells oil-well tools, helicopters and armaments. The company has subsidiaries in Australia and Mexico and has recently acquired extensive holdings in Las Vegas.

Hughes Aircraft Co. is controlled by Mr. Hughes through the Howard Hughes Medical Institute and is active in defense, communications and space exploration. It is also active in CATV through associations with Teleprompter Corp.

ABC attorneys said that in addition to Mr. Hughes they would seek to examine Mr. Bautzer, the Hollywood attorney who represents Mr. Hughes and who met a week earlier with Mr. Goldenson in efforts to persuade ABC president that Mr. Hughes's and ABC's interests were compatible. Mr. Bautzer also was one of the attorneys who met with FCC that week.

The indication that ABC Inc. would proceed with merger talks with CIT Financial should the court enjoin Hughes Tool's tender offer was presented near the outset of ABC's argument by David Hartfield Jr. of White & Case, a New York law firm retained by ABC.

Argument on behalf of Loeb, Rhodes & Co. was made by Leon Silverman of Strasser, Speigelberg, Fried and Frank, also a New York law firm, and by Chester Davis, Hughes Tool's counsel, on behalf of that firm.

Indications - During a brief reappearance before Judge Bonsal Thursday (July 11), Mr. Hartfield referred to "some indication" that the Hughes Tool tender offer "will not be successful." Asked later by Broadcasting to amplify this remark, Mr. Hartfield withheld comment.

During Wednesday's argument on a preliminary injunction, Mr. Hartfield noted that the tender offer coincided with ABC's offering of a $50-million convertible debenture issue, during which time it cannot under SEC regulations actively promote its stock.

He said that "we [the network] want our $50 million [in ABC's debenture offering] and we want to tell our stockholders about Mr. Hughes," but, he said, ABC was inhibited from telling them "not to sell" during the debenture offering. That expires today.

Mr. Hartfield said that ABC had already "suffered and will suffer irrepara-

able harm" by Hughes Tool's tender offer, which ABC characterized as illegal. He told the court that ABC "already got hit on the head by not being able to make a deal" with CIT Financial, that ABC was "already hampered and restricted" in conducting its corporate affairs and that "Hughes [Tool] should have gone first to the FCC" before making its tender offer to ABC stockholders.

Mr. Hartfield, citing interests in CATV and in what he termed the "esoteric satellite system business" through Hughes Aircraft, asserted at one point that "$150 million in a conventional TV system [ABC] might suggest to Hughes to get out of the satellite business and not push it so hard."

Mr. Davis, Hughes Tool's counsel, court what "more could Hughes have conceivably done" in having already indicated in correspondence and meetings with the FCC that it was aware that it must "come before the FCC on any sale" and that its action is "subject to the jurisdiction of the FCC." He said Hughes Tool had agreed, pending FCC approval, not to vote its stock or to exercise its control should the tender offer be successful and that it has affirmatively expressed recognition of the FCC's authority to order divestiture of acquired ABC stock should that be "directed" by the commission.

Mr. Hartfield mentioned several times that ABC desired to question Mr. Hughes and contended it had the right to "examine" him by obtaining testimony directly in court or by deposition. At one point, Judge Bonsal said in an aside, "I have heard that he is a hard man to examine."

In its complaint, ABC urged the court not only to restrain the four defendants from acquiring ABC stock, but also to make them divest any they have acquired.

ABC charged that the tender offer should be enjoined and listed eight specific causes for such an action. Among them were:

- If successful, the tender offer would put effective control of ABC's broadcast properties into Hughes Tool's hands without prior approval of the FCC. Thus, a successful tender offer would jeopardize the network's right to operate its "valuable and highly profitable" TV and radio stations.
- Hughes Tool's ownership of KLST-AM-FM Las Vegas together with the five ABC-owned television outlets would be in violation of FCC rules prohibiting any party from having a greater than 1% interest in more than five VHF stations.
- ABC told the court that Frank W. Gary, a director of Hughes Tool, owns "directly or indirectly" approximately 15% of the stock of Orange Radio Inc., which has applied to the FCC to operate an AM station in Fullerton, Calif., serving the Los Angeles area. This, ABC said, conflicts with the FCC rule that limits ownership to seven AM outlets.
- Moreover, ABC contended, an Orange Radio property serving the same broadcast area as ABC-owned AM-AM-FM Los Angeles, would be in violation of the commission regulation prohibiting control of two AM's in the same area.
- If Hughes gains effective control of ABC, Orange Radio's interests in the proposed Fullerton AM station would jeopardize ABC's right to acquire KXYZ-AM-FM Houston, "a valuable adjunct to the present properties and licenses of plaintiff." The FCC has already approved ABC's acquisition of KXYZ-AM-FM.
- ABC contended further that an

ABC stock still going up

In the midst of the legal maneuvering surrounding the attempt of Hughes Tool Co. to gain control of ABC (see page 38), common shares of ABC continued to rise last week on the New York Stock Exchange.

ABC stock closed Thursday (July 11) at 72 3/4, up 4 3/8 from the last day of trading the previous week (July 3). Rights to purchase ABC's $50 million convertible debenture issue, which had been selling at 13/32 before the Hughes bid and rose to 1 3/4 a few days later, slipped back to 5/16 as of last Thursday.

CIT Financial Corp. figured last week in the ABC financial picture when it was revealed the companies had held merger talks. CIT common, which had closed on NYSE the preceding week at a 1968 high of 50, was not traded Monday but closed Tuesday at 44 3/4 and on Thursday at 44 3/4. There was no trading on Wednesday.

Rebuttal - Mr. Silverman asked the
believes the value of ABC stock offers long-term benefit to the company. He
said ABC management believes a merger with a company such as CIT "would be of far
greater near and long-term benefit to you than the taxable cash offer of Hughes."

"If you reject the Hughes offer, as I sincerely hope you will," he wrote, "your company
will be in a better position to consider the possibility of a combination offer either
with CIT or with other companies which have expressed interest."

Mr. Goldenson said newspaper advertisements placed by Hughes concerning the
tender offer "failed to make any mention of the fact that the Hughes offer is subject
to withdrawal by Hughes 'at any time as to any shares hereunder and not theretofore
purchased, if [ABC] has agreed to make, or is negotiating a material acquisition
or disposition of assets. . . .'"

NAB-state meeting set

In what will probably be its first formal meeting in its new headquarters the
National Association of Broadcasters has set April 21-23, 1969 as the dates for
the 14th annual meeting of presidents and executive secretaries of state
broadcast associations. The yearly gathering in the past has been held in Febru-
ary, but the new NAB building at 1771 N Street N.W., Washington is not sched-
uled for completion until Feb. 1, and the NAB 1969 convention, which is
also to be held in Washington, is sched-
uled for late March.

Just average listeners — but what an average!

What's the average WJEF Countrypoli-
tan like? He or she is about 29, married,
and has three children. Typically, the family has two cars and is buying
their home.

They have a lot already — but they need a lot, and are buying
more every day.

What kind of income are they buying with? Well, Countrypolitans span the
spectrum of professions, services, trades, and farming. But
often as not he works in one of the

50 Kent and Ottawa County plants employing over 400 people at real
good salaries and wages.

They're inquisitive; they listen to
WJEF to know what's going on, as
well as to be entertained.

And they're acquisitive; they're
prompted to get the things she hears
about while making her shopping
list, or she hears about driving home.

Ask Avery-Knödel about WJEF —
the country music station listened
to by people with lots of needs and
the means to meet them.
Cleavage widens at the FCC

Johnson-Cox dissent in WLBT renewal

at last rouses majority to counterattack;

Bartley calls minority vituperative, self-serving

Members of the FCC majority in the controversial WLBT-TV Jackson, Miss., case last week took aim at the minority's 70-page dissent and concluded: "The dissent does not withstand reasoned analysis. To deny renewal of this license on the basis of the dissent, stripped of its inaccuracies, errors and misinterpretations, would indeed have been a gross miscarriage of justice and an abuse of agency discretion."

This was the strongest language used in a generally low-key, point-by-point response to the strongly worded statement of Commissioners Kenneth A. Cox and Nicholas Johnson objecting to the commission vote last month to grant a full three-year license renewal for WLBT (BROADCASTING, July 1).

The station has been accused by the United Church of Christ and several co-complainants of discriminating against Negroes in its programing and of violating the commission's fairness doctrine in connection with racial issues. The dissenters in effect accused the majority of manipulating the hearing process to favor the "racist" station and of ignoring the record to protect WLBT's license.

"The dissenters," said the majority, "have misunderstood both the facts established on the record and the reasoning process by which we drew our conclusions." They also said that the more they study the record the more convinced they are of the soundness of their original decision. "WLBT has not shown by this extensive record to have violated the commission's and the public's trust," they said.

Three Signers * The statement was signed by Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth. Former Commissioner Lee Loewinger, who had also participated in the majority decision, stepped down from the commission two days after the WLBT decision was announced on June 28.

Commissioner Robert T. Bartley, who concurred in the majority opinion, last week issued a separate statement that was brief but biting: "The dissenting opinion, stripped of its vituperations and self-serving characterizations, adds up to one thing: The dissenters try to build a case on bare and unsupported allegations by the intervenors and, then, appear to question the motives of the commission majority because they did not succumb to the same error."

Commissioner Bartley said the case boils down to the fact that the petitioners had made allegations against the station which, after evidentiary hearing, were found to be unsubstantiated by a hearing examiner, the commission's Broadcast Bureau attorneys who participated, and the commission majority.

It is not customary for commission majorities to respond to dissents in the manner followed in the WLBT case. But there were two reasons for the one issued last week. One was public relations. The commission majority, rushing to get its original opinion released before the departure of Commissioner Loewinger, had had no opportunity to respond to any of the charges in the dissent. The dissent, colorfully phrased, received considerable attention in the press, and the majority was anxious to hit back.

Court Again * The other reason was legal. The majority's response will form part of the commission's case in defending its decision in court. The church, which has been protesting the station's license renewal since 1964, has said it would pursue its appeal in the renewal matter in the U.S. Court of Appeals in Washington (BROADCASTING, July 8). It was the church, through its appeal,
that forced the commission to hold a hearing on the application for WLBT's license renewal. The commission had originally granted WLBT a one-year license renewal without a hearing.

Throughout their response last week the majority asserted that the dissenters had misunderstood or misstated the record. The statement is studded with such remarks as: "The accuracy of the dissent is questionable. . . . " "The dissent has conveniently overlooked. . . ." "The purported incidents of misrepresentation . . . are also unsupportable and unreasonable."

At one point the majority said the dissenters had confused "allegations" with "facts." The majority noted that the dissenters refer originally and correctly to "allegations" that the court in 1965 had recognized as sufficiently serious to require a hearing on the station's license-renewal application. "But by charges cast upon the respondent the burden of proving their falsity. We do not believe that such is the time-honored common-law precept, the Anglo-American legal standard, and we decline to adopt it as our own."

Another key argument in the dissent was that the majority had given undue weight to the station's post-1964 performance—that is, in the period following the church's petition to deny WLBT's license-renewal application, when the station would be expected to upgrade its performance.

The majority said that their colleagues noted that the court, in remanding the case for a hearing, \"declined to pass upon the relevance of post-1964 performance,\" and said they agree. But they said they disagreed with the contention that they had \"transgressed a standard which was never established.\" The dissenters had said the court left no doubt that the importance of post-application performance was to be secondary to that of past performance.

One example of what the majority said was the "questionable" accuracy of the dissent involved a program aired by WLBT on the Little Rock school integration crisis in 1957. The minority had castigated the majority for holding that the petitioners had not substantiated their charge that the program—which featured the Mississippi governor and members of the state's congressional delegation—had supported the segregationist viewpoint.

The dissenters asserted that church witnesses had testified that the participants in the program "uniformly backed segregation and blamed the outbreak of violence on the Little Rock Negroes . . . [and that] this testimony was not contradicted." But, the majority said, \"The cited material does not support the dissenters' version of the incident . . . there is no basis whatsoever for the statement of the dissenting commissioners about participants in the program blaming the Little Rock violence on Negroes.\"

Misrepresentation Issue * The majority discussed and rejected as unfounded a series of incidents the dissenters had offered as proof that, contrary to the holding in the decision to renew the station's license, WLBT had misrepresented either to the commission or the public its programing on the issue of racial discrimination.

One incident involved the effort of the Rev. L. T. Smith, one of the church's co-petitioners, to purchase time on the station for a political broadcast in 1962. The dissenters noted that the station had told the commission on Feb. 1, 1962, that it had not refused to sell Mr. Smith time but that in an April 20 letter to the commission it referred to \"our decision not to sell time.\"

The majority said the letters appear to constitute a misrepresentation to the commission if one assumes that the same 'decision' is referred to. But, they added, the dissent "has conveniently overlooked" materials in the record which detail the correspondence on the subject and "clearly demonstrate that while WLBT originally stated . . . that it had offered time to the Rev. Mr. Smith, it subsequently withdrew that offer and promptly notified the commission of this fact by letter dated April 12, 1962. The April 12, 1962, letter reversing its previous decision to sell time is the 'decision not to sell time' . . . there were no contradictory state-
ments to the commission."

The majority also held that the dissenters' assertions of "bad-faith" reporting by the station on highly controversial issues are "unsupportable and unreasonable." The majority conceded that there may have been examples of factual errors in reporting but said these cannot be regarded as bad-faith misrepresentations to the public on the racial issue.

Police Brutality? * The dissent had cited the testimony of one witness who said that he had seen police beat a participant in a civil-rights demonstration at city hall. The witness said that WLBL reported that the demonstrator "stumbled and fell from the porch, injuring himself."

"Granting the accuracy of the witness's testimony," the majority said, "we consider this incident as evidence that the news coverage may have not been completely accurate at all times, and that some inaccuracy certainly is understandable during this unsettled period in Mississippi."

The dissent also cites a WLBL report that "Mrs. King [the wife of a white clergyman who was chaplain and faculty member at nearby Tougaloo College and who was active in civil-rights activities] had been arrested for public cursing and disorderly conduct when, in fact, Mrs. King had not been arrested and was not even at the scene of the demonstration."

But, the majority said: "Mrs. King, contrary to what the dissent states, was at the scene of the demonstration, where another white woman was arrested. Thus, a misidentification of a party arrested, explainable in light of the confusion of the day, becomes for the dissenters a bad-faith misrepresentation on the racial issue."

Hearing ordered for new McLendon buy

The McLendon Corp.'s effort to acquire KXXI Oregon City, Ore., has been placed under the cloud of the FCC's growing concern over trafficking in the sale or purchase of broadcast properties.

The group owner was informed last week that its application to purchase the stations from Republic Broadcasting Inc. cannot be approved without a hearing on whether McLendon has engaged in trafficking (CLOSED CIRCUIT, July 8).

The letter, which was not made public, reportedly did not specify any station sales in which McLendon was involved which might constitute trafficking. However, the Texas-based company has been active in the station-sale market, and recently sold KLIT and KZAP-FM both Houston to LIN Broadcasting Co. (BROADCASTING, April 1). It is also seeking commission approval to acquire WCAM Camden, N. J., from the city of Camden. The sale price is $1,350,000.

The commission adopted the letter on a 5-to-1 vote, with Commissioner Robert E. Lee the only dissent.

The commission's growing interest in the station-trading practices of its licensees was indicated three weeks ago, when the commission asked the U. S. Court of Appeals to remand a case involving the grant of a construction permit for KAPP-TV Yakima, Wash., to a firm in which multiple-owner Morgan Murphy holds a 30% interest.

Court Pressure * The commission, in a reversal of an earlier position, said it felt it should consider allegations that the veteran broadcaster had engaged in trafficking (BROADCASTING, July 1). This change of mind, in turn, was influenced by two decisions of the U. S. Court of Appeals in Washington which indicated that court's concern with the issue.

For Republic Broadcasting, which would realize $1.3 million on the sale to McLendon, the present snag in the sales efforts has a familiar, and ominous, ring. Last year, the commission had approved the sale of KYYX (then KYMN) to a group headed by multiple-owner J. Elroy McCaw (BROADCASTING, June 12, 1967).

However, XXL-AM-FM Portland, Ore., which had urged the commission not to grant the application without a hearing on a number of issues, including one as to whether Mr. McCaw had engaged in trafficking, appealed to the U. S. Court of Appeals.

The court stayed the commission's grant and, before the case was argued, the applicants on Sept. 18, 1967, asked that the assignment application be dismissed. That ill-fated sale was for $980,000, plus assumption of $830,000 in debts.

Changing hands . . .

ANNOUNCED * The following station sales were reported last week subject to FCC approval. (For other FCC activities see For the Record, page 71).

* WRTW Wood River, Ill. (St. Louis): Sold by Robert W. (Woody) Sudbrink and wife to Avco Broadcasting Corp. for about $3 million (see page 52).

* KXLR North Little Rock, Ark.: Sold by Frank J. Lynch and associates to Peter Starr and William F. Buckley for $450,000. Mr. Buckley is editor of National Review and host of nationally syndicated TV show, Firing Line. Buyers own KZNO and KHOW-FM, both
Omaha, KDL and KCJC, both Kansas City, Kan., and KISO Sioux Falls, S. D. Sellers own KAYE Oklahoma City and KFYI Wichita, Kan. KKLX is a full-time station on 1150 kc with 5 kw day and 1 kw night. Broker: Blackburn and Co.

- KEXO Grand Junction, Colo.: Sold by H. Abbott Tressman and associates to Charles D. Powers and group for $267,500. Mr. Powers has been associated with radio stations in California, Pennsylvania, Nevada and Michigan for the past 20 years. KEXO is a full-time station on 1230 kc with 1 kw day and 250 w night.

- KTRY Bastrop, La.: Sold by Mercer L., Neva S. and Margaret G. King to George Shurden Sr., Jesse A. James Jr., J. D. Kubrecht and Thomas B. Trotter Jr. for $80,000. Mr. Shurden has an interest in WCLD Cleveland. Miss. KTRY is a daytimer on 730 kc with 250 watts. Broker: Chapman Associates.

APPROVED - The following transfers of station interests were approved by the FCC last week.


- KROS Tolleson, Ariz.: Sold by E. O. Smith to Southwestern Broadcasters Inc. for $350,000 (see page 53).

- KKAM Pueblo, Colo.: Sold by William W. Garvey to Southwestern Broadcasters Inc. for $240,000 (see page 53).

- WKYR Cumberland, Md.: Sold by Robert K. Richards and Frederick L. Allman to Frazier Reams Jr. for $218.-500 (see page 53).

New TV stations

KSEL-TV (ch. 28) Lubbock, Tex. has set a target date for October to begin telecasting. Station will operate with 550 kw visual and 110 kw aural from an antenna 730 feet above average terrain. Permittee is William McAlister, owner of KSEL-AFM Lubbock.

WXIX-TV (ch. 19) Newport, Ky. (Cincinnati) has set an Aug. 1 target date to begin telecasting with 436 kw visual and 87.1 kw aural from an antenna 990 ft. above average terrain. Permittee is U. S. Communications Corp.

KLRA returns to CBS Radio

KLRA Little Rock, Ark., will rejoin CBS Radio July 29. The station first became a CBS affiliate in 1928, a year after its founding, and stayed with the network for 25 years. KLRA operates at 1010 kc with 10 kw day and 5 kw night.

Sky's the limit for Jacksonville franchise

APPLICANTS WANT LAME-DUCK COMMISSIONERS TO ACT

No matter what crucial national issues remain to be resolved for the CATV industry, there's still plenty of action in the local arena as CATV entrepreneurs continue to slug it out over a coveted franchise.

Duval county, Fla. is but one scene of such activity where multiple-CATV owners—Teleprompter Corp. and Continental CATV of Florida Inc., a subsidiary of Vikoa—are competing against three local groups—and all parties appear to be offering "sky-high" terms for a franchise that is itself in dispute.

The contest is over an exclusive 20-year franchise (10-year initial term with 10-year renewal option) to operate in an incorporated county area. But the awarding of the franchise is entangled in a confused web of local politics.

Under a 1965 state law the Duval county commissioners have the authority to grant a franchise up to 30 years with 1% of the designated CATV system's gross revenues allocated for the county. The board has opted to award an exclusive 20-year franchise. But the board is due to be dissolved by Oct. 1 under a consolidation charter that would place any franchise awarded for the unincorporated area in control of a merged city (Jacksonville) and county government.

The board appears determined to award a franchise before that date. Predictably its actions have drawn fire from members of the proposed new government, a local taxpayers group and one of the franchise applicants, the Florida Publishing Co., publisher of two Jacksonville newspapers, the Times-Union and Journal.

WJXT's Opposition - They also have received some support from WJXT(TV) Jacksonville. The station has filed suit to enjoin the county board from awarding the franchise. It's challenging the validity of the 1965 law as well as arguing that the proposed franchise would reduce its advertising revenues and fragment its audience.

Despite these maneuvers the other franchise applicants, in an appearance before the board last week, urged it to act on their bids "as soon as possible." And the tenor of their proposals indi-
cates they are willing to pay a stiff price for the franchise.

Teleprompter offered a sliding fee schedule of 8.3% of its first $2-million income. It proposed 6% of the first $200,000 to 20% of all income over $2 million, with a minimum guarantee of $25,000 the first year to $75,000 by the 13th and successive years. Teleprompter also offered a $25,000 performance bond, $25,000 advance against the first-year guarantee and $4.95 each for installation and monthly charges.

Continental proposed 8.5% of gross revenues for the first five years with a minimum annual guarantee of $15,000 the first three years. $25,000 the next three, and $40,000 each succeeding year. Continental proposed a $40,000 performance bond, and a $9.95 installation and $4.85 monthly charge.

Empire Cabledvision Inc. of Jacksonville offered 4.5% of gross revenues on the first 5,000 subscribers to 7% revenues from all subscribers over 20,000 with a minimum annual guarantee of $7,500. Empire proposed a $9.95 installation and $4.95 to $5.95 monthly charge.

Sam Newey & Associates Inc. of Jacksonville requested a 30-year franchise with a renewal option. It has guaranteed a minimum payment of $1.1 million during the term of the franchise. Newey offered 10% of gross revenues or a $20,000 minimum annually the first five years to a $50,000 annual minimum through the 26th to 30th years. Newey also proposed a performance bond of $25,000 to $1 million. and said it would charge $4.50 monthly.

Florida Publishing offered an initial $50,000 guarantee as well as 8% of monthly charges with a minimum annual guarantee of $5,000. To that figure it would add 10% of income in installments plus 6% of all other income. Florida also offered a $100,000 performance bond.

Witnesses named for Overmyer hearing

Nine FCC staff members, in addition to the commissioners themselves, have been called to testify in this week's House Investigations Subcommittee hearing on D. H. Overmyer's transfer of five UHF construction permits to the U.S. Communications Corp., which the commission approved last year.

The subcommittee has also called Mr. Overmyer and "present and former employees of his various corporations," as well as Dr. Frank H. Reichel Jr., chairman of AVC Corp., parent corporation of U.S. Communications, to testify.

The principals to the Overmyer transfer deal will be first to testify at the hearing beginning Tuesday (July 16). Slated to be heard Wednesday will be the FCC and staff. The commission has already made one Hill appearance in the matter—at a surprise hearing called by the subcommittee on the last day of last year's congressional session (Broadcasting, Dec. 18, 1967). Since then the subcommittee has continued to probe details of the transfers, seeking evidence on issues raised at the earlier hearing: trafficking in permits and concentration of electronic media ownership in major markets.

The subcommittee has summoned those commission staff members who had anything to do with the original grant of the Overmyer CP's and their transfer to AVC Corp. They are: Robert Rawson, chief of the FCC's renewal and transfer division; Robert Aford, chief of the transfer branch; Martin Levy, chief of the broadcast facilities division; James L. Saady, chief of the telecommunication applications branch, with Roy Stewart and Gordon Oppenheimer, attorneys, and Lloyd Smith, engineer, in the TV applications branch, and James Sheridan, now special consultant to the commission, but chief of the Broadcast Bureau at the time the CP's were issued.

Huntley case moves Hart to recommend disclosure

A proposal that broadcast newsman be required to file annual disclosures of financial interest has been made to the FCC by Senator Philip A. Hart (D-Mich.) as a response to a controversy aired last month in the House over a conflict of interest charged to NBC commentator Chuck Huntley.

The commission is withholding its reply to Senator Hart pending its investigation of the House complaint, lodged by Representative Neal Smith (D-Iowa), that Mr. Huntley editorialized against the Wholesome Meat Inspection Act of 1967 while holding an interest and serving as an officer of a feed-lot company.

The FCC investigation is awaiting a response from NBC, which was asked for comment on the charges raised by Congressman Smith. Last week NBC said it had no comment on Senator Hart's suggestion and would give no indication when it expected to reply to the FCC on the Smith inquiry.

Representative Smith has scored Mr. Huntley for several broadcast editorials against the clean-meat law, and charged inaccuracies of fact to the NBC commentator (Broadcasting, June 17). NBC subsequently gave Congressman
Smith broadcast time to reply to the Huntley editorials.

Bad Example • Senator Hart said in a letter to FCC Chairman Rosel H. Hyde that although Congress had not set a very strong example for financial disclosure of its members, he still felt it was a good idea and thought that perhaps, in the light of the Huntley dispute, such a rule would be good for "media commentators."

"In molding public opinion," he said, "it must be conceded that the media has an ever greater influence than Congress. And certainly no one disputes its ability to influence events and force decisions," he added.

KXLW to aid Negro business

Station's plan calls for about $250,000 in advertising assistance

A plan to provide newly established black-owned businesses in the ghetto with free advertising help and on-air promotion was announced in St. Louis last week by Richard J. Miller, principal owner of KXLW Clayton, Mo., and KADI (FM) St. Louis. About $250,000 worth of services are being given.

The concept also is under consideration by Negro-programs stations in more than 30 other markets and could represent a ghetto investment of some $10 million by broadcasters, according to Mr. Miller. He expects to meet with group owners soon in New York, Atlanta and Los Angeles and said the interest developed immediately when his stations' new policy became known.

Mr. Miller explained his plan has been under development for several months and had no connection with recent unsuccessful demands by local black militants for large blocks of program time weekly to preach black nationalism ( Broadcasting, July 8, 1).

"The KXLW plan, he said, is called "Partners in Progress" and the free advertising assistance is given to new black-owned ghetto businesses through the help of a Negro business committee that is representative of the black community. Although flexible, the plan in general gives each new business about 10 weeks of free advertising consisting of about 30 spots per week, plus professional marketing and merchandising assistance.

"This is not charity," Mr. Miller explained, "because we tell these people we expect them in the future to become some of our biggest and most successful paying sponsor accounts." About a dozen new ghetto businesses already are enrolled, he said, including a dry cleaner, an exterminator, barber shop, cosmetics firm, restaurant, printing firm, auto body shop and a clothing store. Each free spot is tagged: "This is a Partners in Progress enterprise."

Call for Entrepreneurs • Mr. Miller began airing broadcast editorials about the plan July 3. He introduced them by saying they were the most important announcements he had yet made in his 10 years of station ownership. The editorials continued:

"For too long now the community outlook of white-controlled media has been limited to the four walls of management's office. . . . Events of the hour both nationally and locally have revealed to this radio station the true story of what is really happening to black people in the ghetto and I am announcing sweeping changes in our policies, a new direction in our objectives, and a shift in the very character of KXLW and KADI so we can take a more active and meaningful role in the black man's struggle for self-sufficiency and self-determination.

"We are very critical of sporadic efforts by business associations and study groups who hold continual conferences on the problems of the Negro ghetto . . . KXLW and KADI have decided that talk is not enough. Now is the time for direct action . . . the black people of the ghetto are frozen out of the economic and business life of their own community . . . to change this and give hope in the ghetto we say that what is needed now is more Negro entrepreneurs . . .

"Negro-owned businesses and black capitalism will provide real job opportunities in the very central ghetto areas where help is needed most. However, because of the financial burdens of starting a new enterprise owners of such businesses often are unable to provide further capital funds to generate necessary promotional efforts to compete . . . ."

"It is here that KXLW and KADI will focus our attention to help the newly emerging Negro businessmen realize and achieve their potential both for their benefit and for the benefit of their black employees for whom they are creating jobs."

Daytime TV fills a need for stimulation

To the American housewife, television is "my companion" or "my medium." Contrary to popular stereotypes, however, the relationship between women and daytime TV is not that of two mindless vegetables, but one in which her need for information and involvement is met by the best of daytime programming and advertising.

That's the message of a July article in Television magazine in which Gene Accas, vice president for network relations at Leo Burnett Co., New York, discusses his firm's "conversational investigations" into women's attitudes toward daytime TV fare.

"The most revealing discovery of our investigation . . . is the need women have for television," Mr. Accas reports. It's best described, he says, as a need for "stimulation." In his words, the best daytime programs "seem to provide the contact with the world that women miss . . . . they [women] are delighted to learn."

Mr. Accas noted the housewives' vocal and explicit comments on the medium. The most frequently praised programs, he says, were the talk shows, such as Mike Douglas, Girl Talk and Dick Cavett. When asked what they'd most like added to the schedule, he reports, the women requested more recent feature films, short dramas and "service" programs on such practical topics as sewing and cooking. No less vocal in their complaints, housewives deplored the "nuncredibility," " impersonality," and "carbon-copypism" of too many commercials; the same-

ness of programs and of scheduling; and the "crudeness, rudeness and vulgarity" of much programing and advertising, according to Mr. Accas.

While emphasizing the tentative nature of these findings, Mr. Accas also suggests some possible implications for marketers, agencies and broadcasters. Those in advertising, he says, should aim for uncluttered, audio-oriented communication with the viewer, not necessarily "sales-point recall." Broadcasters should heed the call for new and different programs, cater to the housewife's genuine desire to learn, and consider the possibility of vertical scheduling (by day rather than time period) because, he says, such scheduling would better accommodate both the woman's desire for choice and her varied household routine.

For all concerned, Mr. Accas says, "a mini-summary of these views is encapsulated in the well-known IBM plaque: Think. "We should."
McCall's seeks use of satellite channel

Publishing house would produce, relay TV shows; use facility for computerized data, printing

McCall Corp. applied to the FCC last week for exclusive use of a color TV channel in a domestic satellite pilot program that the commission hasn't yet approved.

McCall officials said they would use the channel for relaying TV programs that they plan to produce, for computerized data transmission and for computerized printing applications.

Announcing the move at a news conference in New York, McCall President Henry E. Bowes said the company was asking for one of the channels in the pilot program proposed by the Communications Satellite Corp. but wanted one on whatever test plan is ultimately approved by the FCC, whether that is Comsat's plan or not.

At the FCC, where no decision on the Comsat proposal is expected until after the President's Task Force on Telecommunications makes its report late this summer or fall, officials appeared surprised by the McCall application, in view of the complex questions still unresolved.

These include, aside from the basic decision on the Comsat plan specifically, the question of whether—assuming some type of domestic-satellite test is approved—prospective users like McCall and the networks would deal with the satellite operator directly or, as is generally the case in the Comsat international satellite system, be required to deal through common carriers.

Some commission sources characterized the McCall application as "early" and "premature."

Stein's Project • Mr. Bowes, however, didn't appear to have any such reservations. He told the news conference McCall would use the time between now and Comsat's 1969 date for launch of the domestic satellite in getting ready.

He said Robert Stein, former editor of the company's Redbook and McCall's magazines and now executive assistant to the president, had been put in charge of the TV project.

He noted that McCall's pattern division produced 10 half-hour home-sewing programs carried on 100 educational TV stations and said it is currently embarking on another 10. He said McCall plans to produce 52 shows next year and twice that number in 1970, when it hopes to begin using the satellite. The "data bank" of the McCall magazines—Saturday Review in addition to Redbook and McCall's—offers voluminous resources for programs of specialized interest to viewers, according to Mr. Bowes. He estimated that transmission cost would ultimately be reduced from what he said was now $10,500 a channel hour to about $1,000 a channel hour on the satellite, and that when this occurred it would be "economically viable" to present specialized programs aimed at "a couple of million people" rather than the bigger audiences of "six or eight million" or more viewers needed in the current TV economy.

He ventured that McCall could produce such programs, which he said would be much less elaborate as well as much more specialized than current TV fare, for about $5,000 a half-hour.

Unanswered Question • Whether salesmen would sell advertising in McCall magazines and on McCall TV programs at the same time—or, indeed, whether the programs would carry advertising at all to be sold to stations—were questions that he said remain to be answered.

He anticipated that the programs initially would be picked up by educational stations, CATV systems and "a few" independent commercial stations.

Officials said a new McCall division had been created to develop program formats. They said it will explore the various kinds of editorial material in the company's three magazines that lend themselves to audio-visual adaptation for TV and also investigate the creation of original programing for both home and classroom audiences. They referred to the programing generally as "a new kind of information and service programing for television."

Mr. Bowes said he wouldn't call the proposed programing "better" than current network fare, but that it would be "different. One example he cited as a possibility was a daily series showing new mothers what developments they might expect in their babies from day to day.

Mr. Bowes, whose career has been mostly in electronics—over six years with International Telephone and Telegraph and before that 25 years with Philco—anticipated eventual emergence of direct satellite-to-home transmissions, not soon, but conceivably in 15 years.

Electronic delivery of printed material to homes could come, he estimated, within 20 to 25 years.

Programing, Not Operating • He emphasized that McCall's interest in TV is in "the creation and distribution of information and knowledge," not in building or operating a satellite.

Aside from its magazine publishing, Mr. Bowes said, McCall is the second largest commercial printer in the U. S. and its McCall Information Services Co. (MISCO) is one of the biggest data-processing firms in the country, and the company wants to develop satellite applications for these, too.

Officials anticipate that MISCO, for instance, could use the satellite to feed a nationwide network of computerized communications centers, interconnected with one another and offering a wide range of services, such as customized data banks for schools and industry and even "electronic libraries" for homemakers seeking product and service information. A national network of this sort offering these and other services was described as a "long-range objective" that MISCO "would be able to move forward because the satellite lowered communications costs."

In printing, officials said, McCall has developed systems in which a manuscript or magazine copy is put on magnetic tape that is fed into computers capable of selecting type font, proper hyphenation, justification and page makeup and then producing, through a cathode ray output device, fully made-up book pages at a rate of one every 15 seconds. Transmitting the tape's electrical impulses by satellite instead of land-lines, they said, would accelerate trends toward printing in remote

Mr. Bowes

50 (THE MEDIA)
FCC's half a loaf better than none

Last month the FCC went hat in hand to the Senate Appropriations Subcommittee seeking restoration of $500,000 from funds cut by the House. Last week it learned it got exactly half for its efforts.

The Senate Appropriations Committee, embodying the recommendations of the subcommittee on independent offices headed by Senator Warren G. Magnuson (D-Wash.), voted an even $20 million for the agency. That amount is $250,000 more than the House voted. At last month’s hearing, FCC Chairman Rosel H. Hyde said the commission needed $500,000 more than the House had allowed, just to stay in the same place—allowing for mandatory pay increases and housekeeping matters (Broadcasting June 17).

The Senate committee’s $20 million must still be approved by the full Senate and the difference between the House and Senate figures must then be reconciled in a conference between the two houses.

The $20 million recommended by the Senate panel is $1,271,000 below the FCC’s budget estimate of needs. The $20 million, if appropriated, is however, $830,000 more than the agency’s 1968 appropriation.

FCC’s Budget Increase • In other actions, the Senate panel recommended $16 million for the Federal Trade Commission, an amount equal to that voted by the House. The FTC was reduced $127,000 from its budget request, but the amount recommended is $830,000 more than it got in 1968.

The Office of Telecommunications Management was voted $1,675,000, equal to the House appropriation. The funds will provide for $500,000 in contract work in telecommunications research. The amount is a reduction from the budget request ($1,986,000, with $800,000 for contract) and from last year’s appropriation ($1,945,000, with $600,000 for contract).

The National Aeronautics and Space Administration’s budget request was cut $362 million by the Senate panel, equaling the figure voted by the House. NASA’s total recommended appropriation exceeds $4 billion.

The Senate committee voted $63,640,000 for Civil Defense appropriations in the Department Defense programs. The figure represents a $5,600,000 restoration of funds cut by the House. No money was recommended for Civil Defense programs under the Department of Health, Education and Welfare due to an unobligated balance still available from last year’s funds.

Banks’ control troubles House
Staff study finds some exercise economic power in 17 radio, TV stations

The House Domestic Finance Subcommittee, conducting an intensive study of investments owned or controlled by 49 large commercial banks, along with interlocking directorships, has concluded that such banks are “becoming the single most important force in the national economy.”

And an area that “should be of special concern,” the staff report released last week says, “is the news and information media business.”

The staff found substantial stock holdings or control and director interlocks involving 18 companies publishing 31 newspapers and 17 magazines, as well as operating 17 radio and television stations.

Corporate Control • Some of the common stock held and voted by the banks are in percentages that “clearly constitute enough to control the corporation,” the staff study notes, specifically citing holdings of the Mercantile-Safe Deposit & Trust Co., Baltimore, in the A. S. Abell Co., publisher of the Baltimore Sunpapers and owner of WMAR-TV Baltimore and WBOC-AM-FM-TV Salisbury, Md. (Last month the A. S. Abell Co. received FCC approval for its purchase of WCBM-FM Baltimore from Metromedia Inc.)

The bank, it’s said, holds 61.3% of A. S. Abell common stock, has sole voting rights for 27% of the stock and exercises partial voting rights over another 23.4%. In addition, the study notes, the bank has three interlocking directorships with the company.

Other broadcast owners cited by the subcommittee staff as linked with any of the 29 banks studied are:

• Time Inc., with a director interlock with the First National Bank of Chicago and another with the Chemical Bank New York Trust; with the Morgan Guaranty Trust Co., New York, holding 8.1% of the outstanding common. The bank’s holding involves 4.1% of the sole voting rights. In addition, the bank has partial voting rights on 0.7% of the outstanding stock. Time Inc. stations are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; WFBM-AM-FM-TV Indianapolis; KOGO-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif. The company also owns CATV systems.

• The Tribune Co., publisher of the Chicago Tribune, has 8% of its outstanding common stock held by the

Those FBI men from INS are out of business

FBI men won’t again try to pass themselves off as newsmen, as they did during a recent antiwar demonstration, network news organizations were assured last week.

Attorney General Ramsey Clark, replying to a letter from CBS News Washington chief Bill Small, written on behalf of all three networks, said FBI agents would no longer pose as newsmen while performing investigative duties.

Mr. Small had protested that FBI agents posed as broadcast newsmen during a June 17 antiwar and draft-card-burning demonstration in Washington. Legitimate newsman covering the story noticed that several members of the press were completely unknown to them. When asked to identify themselves, these tape recorder-equipped “newsman” walked away or said they were associated with the now-defunct International News Service.

Newsmen also noted that the unfamiliar persons asked demonstrators unusual questions, and that on occasion, muscled in on interviews conducted by real newsman.

Other reporters later identified the unknown men as FBI agents.

Mr. Clark replied last week that he too felt FBI agents should not pose as newsmen, and said “instructions have been issued . . . to all FBI personnel that under no circumstances are they ever to pose as members of the news media in connection with any future investigations.”
Continental Illinois National Bank, Chicago, with the bank exercising 1.2% of sole voting rights and having partial voting rights on 6.8% of outstanding stock. The Tribune Co., the study notes, owns WGN-AM-TV Chicago and KDAL-AM-TV Duluth, Minn. Not noted in the study is WGN Continental Broadcasting Co.'s ownership of KWGN-TV Denver and WFMT(FM) Chicago. WGN Continental is owned by the Tribune Co. The company also has interlocking ownership with the News Syndicate Co. (New York Daily News), which owns WPXK Inc. (licensee of WPXK-FM-TV New York and WEC Bridgeport, Conn.). WGN Continental also owns CATV systems in Michigan and California.

The Evening News Association, Detroit, publisher of the Detroit News, has 16.1% of its stock held by Detroit Bank & Trust, with the bank exercising sole voting rights on 5.8% of the company's stock. The company is licensee of WWJ-AM-FM-TV Detroit.

**Appeals court slaps applications procedure**

The FCC's practice of returning as unacceptable applications for broadcast facilities that are not perfectly complete in all details received another blow last week.

A federal appeals court in Washington told the commission it should have accepted an application from WATH Athens, Ohio (on 970 kc), seeking an increase in power from 1 kw to 5 kw. WATH's application was filed on May 11, 1967, the cutoff date for consideration of competing applications with that of Valley Broadcasting Inc. for a new station in Nelsonville, Ohio, on 940 kc with 250 w.

The WATH application was refused by the FCC because, the commission noted, A. H. Kovlan, a 70% owner of WATH, is also a 32.5% owner of WPNO Middleport-Pomeroy, Ohio. If WATH's power increase was authorized, the commission said, this would increase the overlap with WPNO, thus violating the duopoly rules that forbid common ownership or control of more than one station in the same area.

**Not Spelled Out** The court said that the commission's action was high-handed because there is nothing specific in the commission's regulation that says an application involving such duopoly will not be accepted. In fact, the court noted, Mr. Kovlan has indicated that he intends to divest himself of his interest in WPNO.

The decision, written by Circuit Judge Harold Leventhal, for himself and Judges Spottswood Robinson III and Walter M. Bastian, also warned: "When the sanction is as drastic as dismissal without any consideration whatever on the merits, elementary fairness compels clarity in the notice of the material required as a condition for consideration." The case was remanded to the commission with instructions to accept the applicant's filing as of the date it was tendered, to set aside the grant to WNAI and to consolidate the two applications for hearing.

This is the second cutoff-date application refusal by the FCC that has been overturned by the court. Two weeks ago, the court told the commission it could not, out of hand, refuse to accept an application in conflict with one already on file because of an engineering error (Broadcasting, July 8).

**Avco pays $3 million for Illinois AM**

Avco Broadcasting Corp. took a step into a neighboring state last week and bought a full-time radio station in a suburb of St. Louis for almost $3 million. The station is WRTH Wood River, III.

The move marks Avco's first radio expansion into the Midwest since the establishment of pioneer WLW Cincinnati in 1927, by Avco's predecessor, Crosley Broadcasting Corp. In recent years, however, Avco has acquired WOAI San Antonio, Tex.; WWDW-AM-FM Washington, and KYA and KOIT(FM) San Francisco. Avco's other stations, in addition to WLW, are WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLOD(TV) Dayton, all Ohio, and WLWF(TV) Indianapolis.

WRTH, founded only seven years ago, is on 590 kc and operates with 500 w daytime and 1 kw nighttime. It is owned by Robert W. (Woody) Sudbrink and wife. The Sudbrinks also own WRMS Beardstown, Ill., and KYND Burlington, Iowa, and at one time owned WNOK Normal, Ill. WRTH operates as a middle-of-the-road, good-music station.

Broker was LaRue Media Brokers Inc.

**Pay-TV resolution is still stalled**

Strong opposition to renewal of a resolution asking for further delay in the FCC's pay-TV proceedings was registered last week in the House Commerce Committee. The resolution was discussed in closed session Wednesday (July 10) but was not brought to a vote.

It was understood that the committee chairman, Harvey O. Staggers (D-W. Va.), intends to bring the resolution to a vote but the matter was not brought up at an executive session on Thursday. The committee was to meet again Friday morning (July 12), when a vote could be taken on the resolution, to be offered by Representative James Harvey (R-Mich.). Mr. Harvey authored a similar resolution last year that was adopted by the panel (Broadcasting, July 1).

Opposition to the Harvey move, which is to be another sense-of-the-committee resolution, this time urging the FCC not to act on any subscription-television proposal at least until the end of the first session of the 91st Congress, was said to be so pronounced that the matter had been brought to a vote on Wednesday it could have been defeated.

Among those reported in outspoken opposition to the move were Representatives John Moss (D-Calif.), Brock Adams (D-Wash.), Richard L. Ottinger (D-N. Y.) and Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee. Mr. Macdonald was said to have been exceptionally forceful in arguing against the Harvey
resolution.

Macdonald's Stand - Earlier, he had said he would oppose the move, not on the merits or demerits of pay TV, but on grounds that Congress had asked for time to enact appropriate legislation on subscription TV last year but this year had not even held hearings. The pay-TV problem, he added, had been dragging on for more than a decade, and both sides were entitled to a decision, one way or the other.

Mr. Harvey has said he regards the institution of any large-scale pay-TV system as a radical departure in U. S. communications of the sort on which Congress should speak. In the closed session he argued that other pressures had precluded an investigation of pay TV this year, as had been hoped. Opponents reportedly charged that next year would prove to be no different from this one.

NER receives $20,000 grant from foundation

National Educational Radio has received the help it needs most—money—in the form of a $20,000 grant from the National Home Library Foundation. The grant will enable NER to realize its primary 1968 objective: new equipment for the network reproduction center in Urbana, Ill. (Broadcasting, Jan. 29).

One master unit, six slaves and a quality control unit will be included in the projected purchase, adding to the technical quality of a network service which provides 3,000 hours of taped programs monthly to 160 affiliated educational radio stations.

NHLF presented the grant to the National Association of Educational Broadcasters, which allocated it to the NER division. In announcing the grant, William G. Harley, NAEB president, noted that NHLF has provided previous support to educational radio through program grants.

Double station sale gets FCC approval

In an uncommon occurrence last week, the FCC approved the sale of two pairs of stations to two pairs of buyers:

Frazier Reams Jr., principal owner of WCCA-AM-FM Toledo, Ohio, bought WKZB Muskegon, Mich., and WKRZ Cumberland, Md., from Robert K. Richards and Frederick L. Allman for $541,506 and $10,000 respectively. WKZB is a daytimer on 850 kc with 1 kw. WKRZ is full time on 1270 kc with 5 kw days, 1 kw nights.

Southwestern Broadcasters Inc. has bought KRDZ Tolleson, Ariz. (Phoenix), from E. O. Smith, and KKAM Pueblo, Colo., from Willard W. Garvey for $350,000 and $218,600 respectively. Mr. Garvey owns KKTU(TV) and KKFM-FM Colorado Springs and owns 4.85% of group publisher-broadcaster. Stauffer Publications Inc., Southwestern Broadcasters is headed by James Gordon Douglas III and Harry T. Starland, and already owns KGFL, Rosewell, N. M. and KPRF(FM) San Diego, Calif. KRDZ operates full time on 1190 kc with 250 w. KKAM is a full-time station on 1350 kc with 5 kw days and 1 kw nights.

AMEST seeks FCC monitoring nod

Suggests joint committee monitor land-mobile radio in NY, Chicago and LA

The Association of Maximum Service Telecasters has proposed the creation of a government-industry advisory committee to monitor traffic in the land-mobile radio frequencies as a means of obtaining precise information on the use being made of those frequencies.

The proposal is seen as a further reflection of broadcaster concern that television frequencies may be reallocated to land-mobile radio before the needs of those services are fully documented. The FCC is preparing a notice of proposed rulemaking looking to some manner of land-mobile radio use of UHF frequencies (Broadcasting, April 1).

Lester W. Lindow, AMST executive director, made the proposal in a letter to FCC Chairman Rosel H. Hyde last week, and urged the commission to implement the plan. However, he said the proposed program—an outline of which accompanied the letter—need not cost the financially hard-pressed commission anything more than the assignment of commission personnel to aid in planning, managing and supervising the traffic-monitoring activities.

Under the plan, an advisory committee comprising representatives of the television and land-mobile industries, along with FCC personnel, would conduct the monitoring study. And costs would be borne by the nongovernment parties participating, along with others “who might be persuaded to make
financial contributions," according to the proposal.

Go It Alone, If Necessary • There was no indication last week whether land-mobile radio representatives would be interested in participating. But the proposal states the television industry "is prepared to proceed with the FCC even if the land-mobile industry elects not to participate."

If the AMST plan were adopted, commission consideration of reallocation of television frequencies could be put off for at least a year. The proposal would produce results between nine and 12 months after the creation of the advisory committee. And the AMST proposal says the results—to be of most value—should be available about the same time that the final report of the commission's research policies studies program is completed. That program, undertaken by Stanford Research Institute of Menlo Park, Calif., under contract, is to be completed within a year.

Mr. Lindow, in his letter to Chairman Hyde, did not refer explicitly to concern over the possible reallocation of television frequencies. But he said that "before conclusions are reached concerning future steps to be taken in commission regulation of the land-mobile radio services, the commission should have a clear picture of the existing use of land-mobile channels."

Sounder Base • When data from the proposed traffic-monitoring project is added to that to be obtained from research and policies studies program, he added, "the commission will have a far sounder factual base from which to draw conclusions, determine future policy and fulfill its responsibilities" in land-mobile radio regulation.

The AMST plan provides for traffic monitoring in New York, Chicago and Los Angeles, where land-mobile congestion is said to be most severe. The frequencies monitored would be in the industrial and land transportation services, with particular emphasis on the special industrial, manufacturers, and business radio services, which, the proposal notes, have many more users than certain of the other subservices. All of the frequencies involved are shared.

The monitoring would be designed to obtain information on the identity of licensees actually using mobile radio frequencies and the volume of their use, the nature of the licensee's business or other activity in connection with which mobile radio is used, the volume of use by each category of type of business and other activity, and on the actual messages transmitted over licensed facilities.

The AMST proposal follows commission rejection of a suggestion that such a traffic monitoring study be included in the research and policies study program. That program will include a study of interservice sharing of land-mobile radio channels and of frequency assignment principles.

Mr. Lindow wrote Chairman Hyde that the proposed study would not only relate to an evaluation of licensee eligibility, which the commission said was outside the scope of the work to be done under contract, but also to more extensive interservice sharing, which is within the scope of the research project.

Other Benefits • He also said a traffic monitoring study would provide the information to enable the commission to:

- Establish and categorize the degree of use of land-mobile channels in the top three metropolitan areas by individual licensees and by types of activities.
- Determine actual volume of traffic and amount of channel-loading stated as a total for various land-mobile services, as a relative volume of use by individual licensees engaged in similar activities and as a relative volume of use by categories of licensee activity.
- Establish channel-loading criteria which would be based on actual channel use rather than on a "paper record" based on commission files. Mr. Lindow said limited monitoring in the past has shown a discrepancy between channel loading as reflected in commission records and the actual number of licensees who are using channels.

The proposal contained no estimates of how much the study would cost but it said the cost of analyzing the data would vary depending on whether an independent contractor performed the analysis or whether it was performed by representatives of the participants in the program. The plan "assumes" that broadcasters and land-mobile radio operators would provide personnel to make equipment installations and perform "caretaker" functions for the equipment.

FCC releases funds to satellite carriers

A request by four overseas TV service carriers for withdrawal of the deferred-credit requirement has been granted by the FCC.

AT&T, RCA Communications Inc., ITT World Communications Inc. and Western Union International had asked for withdrawal of the requirement which placed their revenues from overseas television service via satellite in a deferred-credit account for the time prior to Jan. 1, 1969.

Carriers stated that the deferred-credit stipulation restricted normal accounting and due to its presence, they "have been unable to reflect in their accounts any operating revenues derived from overseas television service."

In granting the request, the commission said that the deferred-credit stipulation was established at a time when little operating experience with overseas television service existed. The FCC further stated that, at conception, the regulation "allowed for the possibility that actual experience might show that charges were unreasonably high."

ATR's microwave empire further diminished

Less than a third of the original 150-old construction permit applications for microwave radio stations in a once ambitious 1,610-mile point-to-point microwave system remain on file at the FCC.

At the request of American Television Relay, the commission has dismissed seven more applications for those CP's, bringing the total to 91 that have been dismissed since last December. According to commission records ATR has 47 of those applications remaining on file.

ATR, 100% owned by CATV entrepreneur Bruce Merrill, said last December that "changes have occurred which make it undesirable for the applicant to prosecute these applications further."

One of those changes cited was the withdrawal of customer requests for service (Broadcasting, Dec. 4, 1967). And that was the basis for the latest dismissal request.

Early Request • But the character of the latest CP withdrawals appear to be different than that evident last December.

When ATR requested at that time dismissal of 84 applications, it caused links to be removed in a 1,610-mile long chain of proposed service extending from Oregon to Texas, and Illinois and Indiana to Kentucky and Alabama. The seven CP applications now dismissed appear to constitute one whole segment of the chain at its southernmost point. They were for CATV stations in Texas, on a line from San Antonio to McAllen.

Almost since its inception ATR's proposed system has been surrounded in controversy. ATR proposed to carry signals of four Los Angeles independents to CATV's requesting that service along the following routes: California to Oregon and California to Texas. It also proposed to carry Chicago and St. Louis independents to CATV's along the Illinois and Indiana routes.

The proposal met with stiff broadcast opposition into whose service areas the signals would pass. The broadcasters alleged, in part, that the
proposals represented "a ready-made pay-TV network" (Broadcasting, Oct. 3, 1966 et seq.).

**Drop in Stature •** But the commission disagreed with that contention last January, saying that since ATR had dismissed major portions of its proposed routes, the action "rendered moot" claims the proposals would form the "nucleus of a vast network criss-crossing the nation." The remaining applications, it said, appear to be those involving construction of new facilities "of more modest proportions."

However, the commission said it would consider in connection with specific applications financial issues raised by the broadcasters. They had alleged virtually from the beginning when the applications were first made known that ATR was not financially qualified to construct and operate the facilities proposed.

In May Mr. Merrill, president and principal stockholder of Ameco Inc., CATV-equipment manufacturing firm, reported for the nine-month period ending March 31 a net loss for the company of about $460,000. For a similar period in 1967 Ameco reported net losses of $1.03 million (Broadcasting, May 27).

**NABER counters AMST on allocations proposal**

The National Association of Business and Educational Radio has reasserted its position in seeking FCC permission to coordinate newly acquired frequencies for business-radio service.

The latest remarks from NABER were in reply to opposition submitted by the Association of Maximum Service Telecasters, which felt that business-radio frequencies should be coordinated by the commission rather than by NABER (Broadcasting, June 24).

NABER stated in its reply that AMST's contention indicates its lack of understanding of the nature of NABER, its proposal, and business-radio-service licenses. NABER said that it is a non-profit, membership organization representing a cross section of business-radio users throughout the country. It said that each of its chapters have a frequency advisory committee to assist local applicants in frequency selection. NABER said that it is established to benefit all business radio service licensees.

NABER referred to statements of the Advisory Committee for the Land Mobile Radio Services which supported the establishment of frequency advisory committees. Its report said that "the commission cannot administer an involved allocation program under present staff and budget limitations. It is
clear that the users themselves be called upon to help administer the channel assignments." NABER said that it is prepared to form such a committee to handle the new frequency space and that "a frequency advisory committee formed by NABER would be in an excellent position to marshall the knowledge and resources of its members to assure optimum frequency allocation."

**Technical topics . . .**

**Sequential switcher •** Orth-O-Vision Inc., New York, has developed a solid-state, four-position sequential video switcher for cable, educational and closed-circuit systems. Price is $395.

**Teflon products •** Belden Corp., Chicagoo, has introduced 50 new teflon-insulated wire and cable products in its new high-temperature program. Included are type E, EE, and ET, RG/U transmission cables, type E shielded, teflon-jacketed cables.

**Duct probe •** Delcon Division of Hewlett-Packard Co., Mountain View, Calif., has begun production of a new accessory for ultrasonically pinpointing leaks in pressurized underground ducted communications cables.
Programing form draws more fire

Debate is over proposed public notice on community-need question; Budget Bureau still must give notice its okay

The FCC's program-reporting form which in its drafting and adoption had provided the commission and broadcasters with a subject of controversy for years, is the center of a new, though still mild, controversy.

At issue is a public notice the commission proposes to issue on the ascertainment-of-community-needs question in both the radio and television forms. This is Part IV of the license-renewal, assignment and transfer, and new-station application forms.

The commission regards the proposed notice as merely codifying and clarifying practices it already requests (Closed Circuit, July 1). Broadcast industry spokesmen, however, view it as adding a new and onerous burden on license applicants.

Waiting to hear all arguments before clearing the proposed notice for release is the Bureau of the Budget, which is required by law to pass on all government questionnaires issued to 10 or more individuals.

The present radio and television forms were adopted, respectively, in 1965 and 1966, after the commission had worked since 1959 to rewrite a document that had been in use for radio since 1946. Over the years, various proposed forms were issued, then discarded and reused, as broadcasters complained they would constitute undue burdens on them or amount to an effort to control programming.

Lack of Communication • The proposed notice grows out of what some commissioners feel is widespread failure on the part of broadcasters to provide the information requested by Part I of the present forms. This asks applicants to report on the steps the broadcaster has taken to determine community needs and interests, to describe the needs and interests that the applicant intends to serve, and to list the "typical" programs that he proposes to carry to meet those needs and interests.

Commission staff members are said to spend considerable time writing to applicants whose responses to this section are considered inadequate. The proposed notice says these "deficient showings delay definitive action on applications and impose a costly workload burden on the commission."

The proposed notice, which was pushed principally by Commissioner Robert T. Bartley, who has long been concerned with the manner in which broadcasters report on ascertaining needs, would detail the kind of information being sought.

It states that broadcasters are to report on what should be a broad range of contacts with community leaders—and that this information is to include identification, by name, position and organization, of each person consulted.

Another Requirement • It also states that broadcasters are to list suggestions received—those rejected as well as those adopted—and to evaluate "the relative importance of all suggestions and the consideration given them in formulating the station's over-all program structure"; the evaluation showing would include reasons why particular suggestions were not adopted.

These provisions are providing the major source of concern on the part of members of the Industry Advisory Committee which advises the Budget Bureau on questionnaires affecting broadcasters and whose advice has been solicited on the proposed notice. The subcommittee is headed by Joseph Baudino, of Westinghouse Broadcasting Co.

"Broadcasters would have to walk down the street with a notebook to make sure they can record the names of all those who make suggestions," said one subcommittee member. He said the request that broadcasters list all suggestions received, including those rejected, amounts to interference in their "program judgments."

The 12 subcommittee members will file their individual views with the Bureau of the Budget this week. And the expectation among those contacted was that most if not all members would register opposition to the proposed notice.

Dropped Once • Subcommittee members appeared particularly irritated by the fact that a request for names of persons contacted had been dropped from an early version of the form after sharp broadcaster protests to the Bureau of the Budget. The form now requires to identification only of "groups, interests and organizations."

Commission sources, however, insist the proposal involves nothing new. They concede that reference to individuals' names was dropped from an early version of the form. But they deny the commission's intent was to "exclude names."

And commission sources refer to the commission's report and order adopting the telephone form on Oct. 7, 1966, for proof that the commission had always expected applicants to list all suggestions received. The notice which said that users of the virtually identical radio application form, adopted a year earlier, were not supplying "full answers" to the ascertainment-of-needs question, cautioned TV applicants to include "any suggestions" that may have been made as to how the station might meet community needs, and to evaluate "the relative importance of all such suggestions. . . ."

Commissioner Robert E. Lee presented the Bureau of the Budget with a written dissent to the proposed notice. He objected to the proposed requirement that applicants provide the commission with the names of persons contacted. He said that he could see no need for such a list other than a means by which the commission could check the truthfulness of applicants.

Commissioner Lee also objected to a requirement in the proposed notice that applicants cite the programing they propose to carry to meet specific needs. He said that broadcasters have a variety of ways of becoming expert in the needs of their communities, and that while he reserves the right to question them on how they became experts, he would accept their programing proposals "without question" and would not require a listing of every program.

Avco plans 5 specials for its stations

Avco Broadcasting Corp.'s documentary production unit is preparing five programs to be aired on the group's stations before the end of this year. Appalachian Heritage, a one-hour color film, will examine social and economic conditions in that region and the plight of the hundreds of thousands of hill people who have fled to the northern industrial cities. Two Wheels to Eternity, a half-hour color safety film, will examine the motorcycle boom and the corresponding rise in deaths and injuries.

Sound of Soul will use the words of Negro poets and writers to present a one-hour outline history of American...
Soon many residents of Maine, New Hampshire, Vermont and eastern Canada will be enjoying better-than-ever TV color quality, picture resolution and audio fidelity.

Why? Because northern New England affiliates of ABC are installing over 300 miles of intercity, STL and TSL microwave relay links...B-Line fixed links from Microwave Associates.

As Goes Maine, So Goes the Nation?

How come better performance? Because wideband linear phase and amplitude designs provide minimal differential phase, gain and group delay. Because both transmitter and receiver are totally solid-state. And because there are no klystron tubes. That means higher reliability, lower power consumption, less heat, no harmful voltages...and reduced operating costs.

All good reasons for electing B-Line fixed microwave links. And systems are available for 2 to 13 GHz frequency bands, along with complete RF system engineering assistance. They're dossiered in Bulletin 9025, yours for the asking.

As goes Maine, so goes the nation.

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Regardless of weather KIRO reports latest on bumper derby

How can a station provide fast-breaking rush-hour traffic reports without taking to the air? Or when even-the-birds-are-walking weather would ground your whirlybirds just when motorists most need aid and comfort? KIRO Seattle has found that a studio high enough off the ground can make possible a car-watching operation fed by drivers themselves caught in the thick of it.

The station’s altitude—on the 580-foot level of Seattle’s Space Needle—parlayed with the enthusiasm of the area’s citizens band operators has made possible the creation of a traffic-watch network of CB-equipped motorists en route to and from work. The station believes its CB/AM radio link-up was the first in the nation and is still perhaps the only one operating in traffic-reporting service.

The height of KIRO’s Amphenol CB base station provides sometimes “unbelievable” range. Jim French, the station’s morning man, reports. And within a 20-mile radius coverage is dependable for day-in, day-out operations.

Citizens band provides “the most certain method for covering the freeway traffic scene on a full-time basis,” says Mr. French, adding that the system, in operation more than two years, has proven practical and dependable—at “insignificant” cost.

The method also allows CB-equipped listeners—about 100 in all—to “get into the act.” Citizens band users were polled at the start of the service on a preferred frequency; since then chattering on the CB channel chosen has dropped to a minimum, it’s reported. And the no-nonsense habit has spread—due to the station’s example—to other CB channels in the area, users indicate.

Mr. French and the station’s program director, Ron MacDonald, who has the afternoon rush-hour show, have the CB transceiver themselves, as well as running the board for their own programs. At times, they report commercial plays. The Amphenol 650 CB transceiver is beneath the clock.

—as when accidents on slick mornings prompt several CB reporters to hit their mikes simultaneously—things can get a bit thick.

But they’ve managed to get untangled fast enough on many occasions to call for police or ambulance service, and once were instrumental in following the course of a hit-run sideswiper (who had caromed off a CB reporter’s car) until his apprehension by police.

Negro music. Homeless Child, a holiday-oriented film to be released just before Christmas, will tell of the thousands of abandoned, neglected and unwanted children who have no home. A half-hour film about the Apollo space project to be shown just prior to the first manned Apollo flight in October is also in the works.

The programs will be carried on Avco stations WLVY-TV Cincinnati, WLWC-TV Columbus, WLWD-TV Dayton, all Ohio, WLWI-TV Indianapolis, and WOAI-TV San Antonio, Tex.

HHH to Wasilewski: thanks for the info

A final epistle has been written in that brief correspondence between Vincent T. Wasilewski, National Association of Broadcasters president, and Vice President Hubert H. Humphrey over TV-radio coverage of urban disturbances.

In a “Dear Vince” letter Mr. Humphrey thanked the NAB chief “for your long letter outlining constructive efforts of the industry.”

Mr. Wasilewski had written the Vice President a five-page letter in which he defended broadcasters’ performance as a “responsible and courageous job.” He was “particularly disturbed” by a Look magazine article in which Mr. Humphrey was quoted as saying that “TV in particular has spread the message of rioting and looting” (Broadcasting, July 1, et seq.). That article prompted the letter.

In a three-paragraph reply Mr. Humphrey said: “Needless to say, my comments in Look were not meant to indict or cast doubt on any network or station. They were, however, intended to draw attention to a problem which I know concerns you as much as it does me. Thank you so much for taking the time to bring this information to my attention.”

Ghetto to be heard through TV ombudsman

WSAZ-TV Huntington-Charleston, W. Va., will present a Television Ombudsman program weekly starting the latter part of August.

Jack Lee, vice president and general manager, said the purpose of the program is to “allow the people in the poverty areas to make specific complaints about specific conditions via the ombudsman program.”

Mr. Lee indicated that the WSAZ-TV ombudsman would go out into the ghetto areas to talk with individuals with complaints and meet with local leaders.
Nixon amenable to a debate

Candidate says he is willing provided 315 problem can be solved

Presidential hopeful Richard Nixon indirectly added support last week to attempts to suspend Section 315 of the Communications Act permitting face-to-face television debates between presidential nominees without causing splinter-party complications. At a Cleveland news conference he said he would be willing to debate Vice President Humphrey after the conventions “in the event the 315 problem can be worked out.”

Lack of a firm position on 315 suspension on the part of Republican candidates Nixon and New York Governor Nelson Rockefeller has been cited by minority members of the House Commerce Committee as grounds for withholding support for the suspension legislation. A suspension bill was before the House committee late last week, where it was referred after Senate passage (Broadcasting, June 3).

The House panel informally discussed the suspension during a closed session Wednesday (July 10) but commented for or against the measure was scarce, it was reported. A vote on the suspension bill, if not taken last Friday (July 12), could possibly come this week or next. Committee Chairman Harley O. Staggers (D-W.Va.) has told members that there would be an opportunity to vote on the suspension in committee before adjournment.

Uphill Vote • The suspension, if cleared by committee, will probably be considered by the House in the closing days of the session, when it would be brought up under suspension of the rules, thus requiring a two-thirds vote.

Meanwhile, challenges continued to fly for pre-convention debates, but both front-runners have declined. Vice President Humphrey has replied to debate suggestions from the camp of Senator Eugene J. McCarthy (D-Minn.) that he is saving his ammunition for Mr. Nixon. Mr. Nixon, in turn, says Vice President Humphrey would be the “major beneficiary” of a Nixon-Rockefeller debate.

Governor Rockefeller, however, has made it clear that he regards television—with or without debates—as the one essential ingredient for his campaign.

Rally 'Round the Tube • Television is the village green in 1968, he said in St. Louis last week as he talked his way along the presidential nominating trail. The governor was interviewed on KMOX-TV there.

Asked about the charge he was attempting to buy his way into the White House through big campaign spending, Governor Rockefeller disclaimed the idea and replied it was a part of democracy and necessary in today’s political realities. Governor Rockefeller explained:

“In the old days you could go into the village green and you could get a crowd around the bandstand and you could talk. Today, you [KMOX-TV] are the village green. Television is the place where you go to tell it to the people.

“Therefore the only way I have of reaching 200 million people in a short time is through newspapers, radio and television. I am deeply grateful for the opportunity.”

CBS Radio to survey

Republican prospects

CBS Radio will broadcast a three-part news special on the men and issues that will shape the Republican national convention.

The first report, Campaign '68: The Road to Miami Beach, will review the campaigns of the leading Republican presidential contenders, Richard M. Nixon and Governor Nelson A. Rockefeller, Friday, Aug. 2 (7:35-8 p.m. EDT). Campaign '68: Where the Republicans Stand will be the second pre-convention special. It will focus on the views of the two candidates as expressed this year. Broadcast is set for Saturday, Aug. 3 (8:35-9 p.m. EDT). The third special will concentrate on the candidates' prospects of winning the nomination and the strategies employed to bring them victory. Called Campaign '68: On the Eve of Decision, air time is Sunday, Aug. 4 (8:35-9 p.m. EDT).

600 stations to carry fight

Over 600 radio stations have signed for Woroner Productions Inc., computerized All Time Middleweight Tournament and Championship Fight to begin Sept. 30. The program was announced last February (Broadcasting, Feb. 19) after the successful completion of the All Time Heavyweight Tournament, the Miami firm's first such venture. Ford Motor Co., Dearborn, Mich., through J. Walter Thompson, Detroit, will sponsor the package for an estimated $500,000.

Chicago phones buzz with rumor

Optimism, gloom alternates on strike settlement to unsnarl convention

Tongue-in-cheek predictions of an old-fashioned convention—without radio and television coverage, or, perhaps, even telephone service for delegates—were as good as any other kind in Chicago last week. The word was out late Thursday (July 11) that the phone strike had threatened all communications at the Democratic convention set for Aug. 26 had been settled. The next day reports of settlement were denied.

The continuing dispute between the International Brotherhood of Electrical Workers and the Illinois Bell Telephone Co. revived the hopes of many newsmen who saw the possibility that the convention would be shifted to Miami Beach, where communications gear used for the Republican convention starting Aug. 5 could have been left in place for the Democrats.

No announcement had been made, however, by Friday noon, and it was noted that bargainers had not met all week and that no such meeting had been scheduled.

Whether the delay will result in curtailed communications service in Chicago could not immediately be determined. Earlier, it was said that unless a crash effort was begun early last week a less-then-optimium installation would necessarily result. But during the strike substantial rewiring of equipment had been performed off the convention site by telephone company supervisory personnel, it was reported.

One month was considered the final limit on providing convention coverage facilities at the Chicago International Amphitheatre, the experts observed. Normal installations usually have required 10 weeks.

Meanwhile, a nationwide strike against the long lines department of AT&T was authorized in New York last Wednesday (July 10) by the Communications Workers of America.

Union officials, however, did not expect any serious threat against services to the broadcast networks or the national political conventions since the negotiation issues were considered relatively minor and did not involve wages. The strike vote, they explained, was routine.

BROADCASTING, July 15, 1968
Stevens urges study of film, TV uses

Mr. Stevens

It's time for the print-oriented educational community to take a more active interest in the present-oriented educational medium, according to George Stevens Jr., American Film Institute director.

Speaking to that organization's first leadership seminar on "Teaching the Film," at Santa Barbara, Calif., Mr. Stevens pledged the AFI to a campaign to "increase the level and elevate the quality of film study in American education." He proposed four specific steps to implement that goal: (1) development of curricula for film and television study; (2) action to introduce quality film and television study into schools; (3) the training of master teachers to lead the movement; and (4) sponsorship of a national organization of film teachers to guide the movement.

"Education cannot continue to overlook an activity which pre-empts more of our children's time than all the other arts combined, and for that matter, than education itself," Mr. Stevens said. "An American 18-year-old has devoted more time to watching television and seeing movies than he has spent in school."

The emphasis on technology, he said, should never outweigh our concern for the quality of life. "This nation has spent nearly one-billion dollars developing new math," he noted. "This will affect the quantitative and industrial aspects of our life. At the same time we can ill afford not to mobilize some productive support to improve the qualitative aspect of our lives. Film study is such a concern," he said.

AFI, a nonprofit, nongovernment corporation established to advance the film art in America, will hold its film conference for four weeks, during which time teachers will meet and work with film professionals. The conference is sponsored by the U.S. Office of Education.

News ticket in Miami

News credentials for the Republican platform hearings scheduled for Miami Beach on July 29 through Aug. 1 will be handled by the House and Senate gallery superintendents. Broadcast correspondents desiring credentials can obtain them through the gallery superintendents at Miami Beach. The credentials desk will be at the Fontainebleau hotel. House radio-TV gallery superintendent is Robert M. Menaugh; Senate gallery superintendent is Robert C. Hough.

Fair-trial rules go international

A move has begun to impose worldwide strictures on news reporting of criminal trials, similar to those adopted by the American Bar Association for the U.S. early this year.

The International Bar Association meeting in Dublin, Ireland, last week decided to consult with world news organizations on adopting an international code of conduct for newsmen and news media to insure fair trials and to protect the rights of privacy.

Directed to discuss the possibility of a world code was Sean MacBride, general secretary of the IBA committee of jurists. He will get in touch with such organizations as the International Press Institute, British National Union of Journalists, East European International Association of Democratic Journalists and similar groups.

Dr. Jean-Flavio LaLive of Switzerland proposed the action at the opening session of the IBA on July 8. Associate Justice Paul Reardon of the Massachusetts Supreme Court, who headed the ABA's committee on the same subject, strongly supported the suggestion.

A warning of laws on TV violence and sex

Senator Gaylord Nelson (D-Wis.) warned broadcasters last week that the public will demand legislation if the industry doesn't voluntarily act to reduce violence and sex in TV programming.

He told members of the Wisconsin Association of Broadcasters that he did not favor giving a government agency power to regulate the content of broadcasts but added that when public opinion is galvanized it will ultimately prevail.

He told the Wisconsin broadcasters at their annual convention, held in Oshkosh, Wis., that such regulation would be difficult to legislate at either the national or local level and that content controls would be "bad for the industry and a dangerous threat to the whole concept of freedom in this country." He added that regardless of the difficulties, "something must be done."

Student revolt topic of WBC-BBC special

Westinghouse Broadcasting Co. will present a 90-minute special, Students in Revolt, that features an hour discussion with students from various countries produced by the BBC and a half-hour produced by WBC.

The BBC portion, being syndicated in the U.S. by Peter M. Robeck Co., includes Daniel "Danny the Red" Cohendit, French student revolt leader; Lewis Cole of Columbia University, and other students from Japan, Great Britain, West Germany, West Berlin, Czechoslovakia, Yugoslavia, Spain, Italy and France. It has been sold in 20 markets, including the WBC purchase.

Rod MacLeish, WBC commentator; Irving Howe, editor of Dissent magazine; and Jack Neufeld, political writer for The Village Voice, will participate in the WBC-produced half-hour analysis.

The program will be shown on WBC stations (WJZ-TV Baltimore, KPIX-TV San Francisco, KDKA-TV Pittsburgh, WXY-TV Philadelphia and WBB-TV Boston) July 24-29 in prime time.

Friday night games

studies by NBC, House

NBC and the House Judiciary Committee have been pondering the charge made by Representative J. J. (Jake) Pickle (D-Tex.) that planned telecast of two pro football games, scheduled on Fridays, violate the spirit of the 1966 merger legislation.

The Texas congressman said the law providing for local blackouts of pro ball telecasts to protect high-school or college games scheduled on Fridays has unintended loopholes that will permit the American Football League game scheduled Sept. 6 (Kansas City at Houston) to conflict with high-school games in 30 states. Another AFL game on Oct. 11 (Buffalo at Miami) will conflict with high-school games in all 50 states, he added.

Program notes . . .

First program • MPO Sports, newly formed division of MPO Videotronics Inc., New York, reported plans last week for its first programing project—a half-hour weekly TV show highlighting the New York Jets football games. Host will be Kyle Rote, sportscaster and former football star. Initial sale has been made to WNBC-TV New York,
Further proof... sound has never been in better shape!

**RE55 OMNIDIRECTIONAL DYNAMIC MICROPHONE**

There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For this microphone is even more rugged than the 655...long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a satin nickel finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4" in diameter. It fits modern 3/4" accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year unconditional guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!

Electro-Voice, Inc., Dept. 7810R, 660 Cecil Street, Buchanan, Michigan 49091
for a Sept. 14 start.

News to twang • Wt. St. Louis has switched to country-and-western format. It had been all news since September 1967.

Affiliate increase • Night Call, a one-hour telephone call-in program which premiered June 3 (Broadcasting, June 3), with 21 stations, now has 50 affiliated stations in 20 states and the District of Columbia. The show is produced by the Television, Radio and Film Commission (TRAFCO) of the United Methodist Church.

Top billing for Cambridge • CBS-TV has signed Godfrey Cambridge to a long-term, exclusive contract. The contract calls for Mr. Cambridge, a Negro comedian, actor and writer, to star in a one-hour comedy-variety series or a half-hour situation-comedy program, planned for January 1969 or for the fall schedule of the 1969-70 season.

BMI suit • Broadcast Music Inc. and several of its affiliated music publishers have started a suit against wcms Norfolk, Va., alleging that the station broadcast a copyrighted musical composition without authorization. The suit, which was filed in the U.S. District Court of Virginia, seeks statutory damages, attorneys' fees and court costs.

More spares • Pro Bowlers Tour has been renewed for two years by ABC-TV, with an option for an additional three years. The Professional Bowlers Association events will begin their eighth season on ABC Jan. 11, 1969, and will run through April 5.

New format • Triangle's wfil-fm Philadelphia was scheduled to change format, beginning July 10, from playing of classical and light classical music to middle-of-road. Four breaks are slated for each hour, providing 27-minute block of uninterrupted music within each 60 minutes.

‘Playboy' production begins

Screen Gems Inc., New York, and Playboy Enterprises, Chicago, are co-producing Playboy After Dark, a one-hour weekly variety interview syndicated series with Hugh M. Hefner, editor and publisher of Playboy magazine, as host. Production is scheduled to begin in Hollywood on July 23, and the series will be available for programing. Screen Gems will distribute the series.

Coverage set for U.S. conventions

The British Broadcasting Corp. will provide worldwide coverage of the Democratic and Republican national conventions in August by means of a special pool arrangement in which 32 nations, including Communist countries, will participate.

The BBC will edit and assemble a half-hour package film as the basic raw material for the participating networks. The networks will add commentary in local languages and also use package material from American television coverage.

In Canada both the Canadian Broadcasting Corp. and the CTV network will provide TV coverage of the conventions.

CBC reporter Norman DePoe and Washington correspondent Knowlton Nash will put U.S. political developments in perspective for Canadian viewers and the CBC's live coverage of convention activities will originate with NBC.

The CTV network will pick up CBS coverage with commentary by CTV newsman. CTV will also air a special Sunday telecast, July 28 (8:30-10 p.m. EDT) on The Next President? In the

special, British interviewer David Frost will conduct conversations with Vice President Hubert Humphrey, Senator Eugene McCarthy, Richard Nixon, Ronald Reagan, Nelson Rockefeller, Harold Stassen and George Wallace.

EMI plans bid for rest of ABPC equity

Britain's EMI, which bought up a 25% stake in Associated British Picture Corp. (Broadcasting, Feb. 26), is making preparations to bid for the remaining 75% of the equity.

The bid has remained in suspension because the Independent Television Authority feared that if EMI won control of ABPC it would be in a position to dominate British TV entertainment from the artist to the camera. The authority therefore stipulated that it reserved the right to alter the contract of new programmer Thames TV, 51% controlled by ABPC subsidiary, ABC Television. In deference to ITA concern, EMI has now agreed to sell off part of the agency side of its Grade Organization, and to divest itself completely of its agencies later on.

By the time EMI has completed this
process, Thames TV, which begins broadcasting at the beginning of August, will have produced signs of its profit potential. Thames is expected to provide something like 40% of its parent company's profits.

Providing it receives the expected ITA approval sometime next year, EMI's something broadcasting process.

Fee hike slated for viewers in Holland

The Dutch minister of culture, recreation and social work has introduced a bill into the second chamber of parliament raising the TV-set license fee in the Netherlands. The purpose of the proposed measure is said to be to help meet increasing costs and the annual extension of transmitting time for Nederlandse Televisie Stichting.

Since 1960 TV-set owners have paid a license fee of $10. An estimated 300,000 of these TV-set owners have been thought to have been evading the radio license fee. The new bill automatically forces them to help pay radio costs.

Under the bill, TV-set owners, regardless of whether they own a radio receiver or not, would pay a little over $20 in a combined radio-TV license fee. The combined radio-TV license fee of $20 is called contribution A. Under the new bill owners of radio sets only would be liable to pay $6.65, called contribution B.

The new tariffs are based on a financial prognosis covering 1967 through 1971. The new charges take into account a constant extension of TV transmitting time in the coming years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Transmitting time per week</th>
<th>Total hours</th>
<th>Color hours</th>
<th>Ad minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>58</td>
<td>6</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>62</td>
<td>8</td>
<td>105</td>
<td></td>
</tr>
<tr>
<td>1969</td>
<td>65</td>
<td>12</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td>1970</td>
<td>68</td>
<td>16</td>
<td>153</td>
<td></td>
</tr>
<tr>
<td>1971</td>
<td>71</td>
<td>20</td>
<td>177</td>
<td></td>
</tr>
</tbody>
</table>

Argentina cracks down on TV news freedom

The Argentine government last week warned radio and television to conform to government rules "dictated to safeguard order, morality, tranquility and good manners." The warning came during a news conference from the Argentine interior minister, Guillermo Borda, and was apparently prompted by the resignation of Alberto Constantini, director of channel 13. He said he quit because of "the frank advance of state control on the private activity of television."

Mr. Constantini claimed the government had pressured channel 13 into firing a news commentator, Francisco Manrique, because he "disturbed government functionaries." Mr. Constantini also said the government had pressured radio and TV media to play down their reports of recent student violence in the country.

At last week's press conference, the interior minister said that, while there was "absolute" freedom of the press in Argentina, radio and TV still must "police" their programing.

USSR orbits new satellite

The Soviet Union, which for the last several years has had a domestic communications satellite system providing television and telephone circuits between its European territory and its far eastern areas, launched a new satellite in the Molniya-1 series, it was announced last week by Tass, the USSR's official news agency.

The new satellite will carry TV and telephone equipment for communications between Moscow and the remote areas of Siberia, the far north and central Asia, the agency said. All equipment is functioning normally, Tass said.

Adro in brief . . .

Reorganization The Canadian Broadcast Corp. has regrouped all of its foreign operations into a single External Services Division. The major unit in the new division will be the CBC's international service, with headquarters in Montreal. The first director-general of the External Services Division will be H. G. Walker.

Parliamentary privilege Members of the Indian parliament will soon receive free television sets for their homes. Already MP's get free telephones, subsidized flats furnished free of cost, plus free travel to New Delhi and their constituencies. TV sets in India cost about $400 each.

Toronto switch American Standard Products (Canada) Ltd., Toronto, has moved its account to the Toronto office of Foote, Cone & Belding. The previous agency was Goodis, Goldberg, Soren Ltd.

Sold in Canada Warner Bros.-Seven Arts reports that 7 Suprizes, a motion picture produced in association with the National Film Board of Canada, has been sold to the CBC television network for showing on Aug. 7.

Canada forms ministry to regulate carriers

Prime Minister Pierre Trudeau has announced that a new department, the Ministry of Communications, is to be set up and included in the new Canadian cabinet. The new ministry will be responsible for such fields as telecommunications and satellite communications.

Eric Kierans, who was named postmaster-general in the new Liberal cabinet, will become minister of communications. Mr. Kierans was former president of the Quebec Liberal federation, and former president of the Montreal and Canadian stock exchange. Other cabinet changes announced by Mr. Trudeau include a new secretary of state. Gerard Pelletier, former Montreal newspaper editor, was confirmed as secretary of state, a spot he held on an acting basis.

Don Jamieson, Liberal MP and president of CJON-AM-TV St. John's, Nfld. (also a former president of the Canadian Association of Broadcasters), becomes minister of defense production. This department is to be converted and as a result Mr. Jamieson will become minister of supply and services.

Early warning system to apply to ad rates

Television advertising rates in Britain have been added to the government's list of items requiring "early warning" of price increases. Until now the list has been confined almost exclusively to consumer goods. The government's move follows intense pressure by the Society of British Advertisers and the Institute of Practitioners in Advertising, which represents all the major agencies. Future price uplifts by the programing companies will now be scrutinized and may in some cases be referred to the Prices and Incomes Board.

Agencies have been hotly critical of the recent inflationary trend in TV advertising rates. One programer's over-all rates have gone up by 15% and as much as 200% for prime time.

Although discussions have been taking place on the advertisers' suggestions that TV advertising rates should be geared to audience measurements rather than to arbitrary calculations, there is no sign yet that the programers are amenable.
CBS opens campaign for its new programs

CBS-TV’s promotion campaign for the 1968-69 season was scheduled to begin Sunday (July 14), with television as the primary medium.

To advertise the introduction of the new season that starts Sept. 23, CBS has prepared 40 different spots, 24- and 60-seconds in length, to be shown during nighttime hours, as well as a 30-minute preview of all seven new programs and 20- and 60-second films for each nighttime program.

Co-op radio advertising will be used for the first time, featuring 30- and 60-second spots for all new shows. Newspapers will run advertisements during the first two weeks of the new season. Every nighttime program will be highlighted in ads in 12 dailies and seven weekend supplements in New York, Chicago, Los Angeles, Philadelphia, and St. Louis, while affiliates will be supplied with co-operative advertising for their local newspapers.

The network will advertise with CBS-owned stations in their cities in TV Guide editions and with other stations in other major markets. Posters and transit advertising will also be used.

Special promotions for movies and specials will appear on television and in newspapers. The movie campaign continues through Dec. 13.

NBC announced its promotion plans at meetings of affiliates’ promotion managers in June (Broadcasting, June 24). ABC has not yet disclosed its plans.

Abstract reminder of new ABC News format

ABC-TV has and is promoting its new news format via a new animation process. The network is using a series of 10-second on-air promos to symbolize the excitement and variety of the news format. About five seconds of the spots are given over to rapidly developing images that suggest the effect of a continuous camera pullback. Starting from what seems to be an abstract shape completely dominating the screen, these images become photographs of a policeman, a model, a political convention, an auto racer, and a civil rights demonstration. There’s a lap dissolve at the end into titles reading “Watch ABC News.”

The spots were created by Tom Rounds and Peter Gardiner of Hollywood’s Charlatan Productions for Harry Marks, creative director of ABC-TV network promotion. Charlatan Productions, which developed the animation process, also created promos for ABC-TV’s Stars of Tomorrow special and the main titles and credits for the same network’s Happening ’68 series.

From Florence with love

Robert W. Sarnoff, RCA president and chief executive officer, was honored by the city of Florence, Italy, for NBC-TV news coverage said to be instrumental in raising millions of dollars to restore art treasures damaged in the disastrous flood of 1966. RCA is the parent company of NBC.

Mr. Sarnoff was given a parchment scroll and became the first American to be presented with that city’s Gold Medal of Hospitality. A two-part NBC-TV documentary, Michelangelo: The Last Giant, first shown on NBC-TV in 1965, also was cited.

7 ABA awards won by broadcasters

Two television networks, a TV production company and two radio stations have received silver gavel awards from the American Bar Association for “contributing to public understanding of the American system of law and justice.”

Two Chicago broadcasters also won certificates of merit in the 11th annual Gavel Awards competition.

The winners were: NBC-TV for Justice for All; ABC-TV for A Case of Libel; 20th Century-Fox Television for the “Commitment” segment of its Judd for the Defense series on ABC; WMAL Washington for Perspective—D. C. Crime Reports, and WETI Boston for Benzakins’ Notepad.

The certificate of merit winners were WGN-AM-TV Chicago for The New Laws, and WBBM-TV Chicago for “Free Press vs. Fair Trial” segment on Eye of Chicago.

Radio-promotion contest enters second year

The Broadcasters Promotion Association and the Radio Advertising Bureau said last week they will co-sponsor a radio-promotion-awards competition again this year. The first such event was held a year ago. It is open to stations, station representatives, networks and station groups.

The competition covers the 1967 calendar year. Deadline for submission of entries is Sept. 9, with each entry required to be accompanied by a concise statement of the purpose of the promotion and a $10 fee. Awards will be made in three categories: visual, aural and print. Entries will also be considered by size of market (metro-area homes), although awards will not necessarily be given in each of the groupings of under 90,000, between 90,000 and 200,000 and over 200,000 homes.

Arnold Katinski of WNEW New York is chairman of the awards committee. Other members are Andy Erish of WABC New York and Steve Bell of WINS New York. Entries should be sent to Box 1165, Grand Central Station, New York, N. Y. 10017.

Station becomes Pollyanna for a day

If you are weary of news about war, riots, violence and corruption, you should have been in Hereford, Tex., July 3, when KPAN held its first “Good News Day.” Bad news was banned and only good news could be read on any newscast.

The station revamped its schedule and ran only bright, happy music, and editorials and features highlighting humor, human interest, pride of country and the achievements of mankind. Hourly newscasts included remote reports noting that there had been “no riots on our streets in the last hour,” and “no fires, no violence, and no deaths.” The local hospital report listed no admissions, but only dismissals.

“Good News Day” was a response to criticism of news media for playing up violence, crime, civil disorders and other bad news.

Local-regional agencies win fair share of ADDY’s

Local and regional advertising agencies more than held their own in the national ADDY awards competition held last week at the American Advertising Federation convention in Portland, Ore. Of seven first prizes given in radio-TV divisions, local and regional agencies won four. They also won an aggregate of 12 second-place awards and citations of excellence in these divisions, compared to seven such awards given to national agencies. In all, awards were given in 19 media classi-
Owning a Schafer Broadcast Automation System gives him time for the wild life!

African Safari in Kenya...
Sahara Safari in Vegas.

Since installing his reliable Schafer Broadcast Automation System, this station owner has time for that much needed vacation.

Even sickness or personnel changes won't interrupt his smooth running daily programming one bit.

And his system is ready for computer control... which means an investment in Schafer today is also an investment in the radio station of tomorrow.

That's the magic of Schafer-land.
flications (the announced “best of show for creative art category” was bypassed).

The national ADDY awards are presented to advertisers and agencies whose ads are selected for their superior communicative qualities in local, regional and ultimately national judging by advertising professionals. The competition, believed to be the biggest in the advertising industry, encompasses some 12,000 advertisements in newspapers, magazines, radio, television, direct mail, company public relations, indoor promotion, transportation, specialties and sales promotion. Among the competition’s 20 judges were Aldo H. Constant, Kron-TV; Neil Darrough, KCBS; Richard Harris, KPIX(TV), all San Francisco; Jim Ingraham, Radio Advertising Bureau, and Jack O’Mara, Television Bureau of Advertising, both Los Angeles.

National ADDY awards winners in radio and TV


Radio, more than 30 seconds—first place: BBDO. Los Angeles, for Western Airlines. Second place: Fred Arthur Productions, Denver, for Shakey’s Pizza. Citation of excellence: Lang, Fisher & Stashower, Cleveland, for Richman Brothers Co.

Radio commercials campaign—first place: Cunningham & Walsh, San Francisco, for Qantas Airways Ltd. Second place: Botsford, Constantine & McCarty, San Francisco, for Japan Air Lines. Citation of excellence (tie): Honig-Cooper & Harrington, San Francisco, for Levi Strauss & Co.; Campbell-Mithun, Minneapolis, for Pillsbury Co.

TV commercial, 30 seconds or less, black and white—first place: no winner. Second place: no winner. Citation of excellence: Cargill, Wilson & Acree, Richmond, Va., for Chesapeake and Potomac Telephone Co. of Virginia.

TV, 30 seconds or less, color—first place: Enwin, Los Angeles, for Carnation Co. Second place (tie): Lang, Fisher & Stashower, Cleveland, for Cleveland Trust Co.; Leo Burnett Co., Chicago, for Jos. Schlitz Brewing Co. Citation of excellence (tie): S. L. Brown & Associates, Houston, for Harris Rambler dealers; BBDO, San Francisco, for Pacific Telephone Co.

TV, over 30 seconds, black and white—first place: Jim Murray Motion Pictures, Dallas, for Dallas County Community Action Committee. Second place: Plunkett’s, Fargo, N. D., for Plunkett’s Citation of excellence: N. W. Ayer & Son, Philadelphia, for First Pennsylvania Banking and Trust Co.

TV, over 30 seconds, color—first place: Botsford, Constantine & McCarty, Seattle, for Olympia Brewing Co. Second place: McCann-Erickson, San Francisco, for Cheyenne Chemical Co. Citation of excellence (tie): Cunningham & Walsh, San Francisco, for Qantas Airways, Foote, Cone & Belding, Los Angeles, for Sunskit Growers.

TV commercials campaign—first place: Bloom Advertising Agency, Dallas, for Zale Corp. Second place: Bonsib Advertising, Fort Wayne, Ind., for Peter Eckrich & Sons. Citation of excellence: Griswald-Eshleman Co., Cleveland, for B. F. Goodrich.

According to the registration statement, Storescope is also planning to establish a library of color television commercials. The commercials, designed for recurring events, such as Mothers Day, will be sold to department and chain stores throughout the country.

Storescope is headed by John H. Noble Jr., who has held executive advertising and public relations positions with various department stores for the past 15 years. Upon selling the 100,000 shares, officers and directors as a group, will own 69.1% of Storescope stock, of which Mr. Noble will retain 22.1%.

The offering, which is being made on an “all-or-nothing” basis, is being handled by Shaskan and Co., New York.

Drumbeats...

Udderly remarkable = Ways Charlotte, N. C., presented a purebred Jersey heifer to the winner of its second annual “Milk Maggie” contest. Throughout June listeners called in to guess how many squirts it would take to make Maggie moo; names of winners were then put into a barrel, and the name of 11-year-old Kathy Stroud was drawn.

TOP coats = WZZM-TV Grand Rapids, Mich., has purchased 50 navy blue nylon jackets for member of TOP (Teens on Patrol), a group of that city’s teen-agers hired to patrol parks and recreation centers. The youths, ages 15 to 19, assist adult play leaders at city recreation sites, organize games and maintain order.

Donuts and wings = In a contest for timebuyers, Greater New York Radio is offering the winner coffee and doughnuts for a year and a flight over the New York market, and for everybody entering—a bag of doughnuts. Winner will be drawn from correct entries to questions describing the market served by four sponsoring suburban New York stations: WCRC New Brunswick, N. J.; WPAS White Plains, WSSM Huntington and WGBB Freeport, all New York. Edward Petry & Co. is the representative.

FINANCIAL REPORTS

Storescope registers for 100,000 shares

Storescope TV Inc., New York, producer of commercials and television shows for department and chain stores, has filed a statement with the Securities and Exchange Commission seeking registration of 100,000 shares of stock which is expected to yield a net aggregate of $625,000.

The company will use the proceeds to cancel $107,000 in loans and indebtedness and the remainder will be used as working capital for general business purposes. As of April 30, the company was operating at a loss of $73,694.50.

Storescope, organized in December 1967, has completed several television commercials and the videotaping of its first television series, *Bouquet*, currently being telecast over KNXT(TV) Los Angeles. The show, geared to the female audience, is sponsored by The May Co., owner of department stores throughout Southern California. Besides The May Co., Storescope has sold commercials to Sears, Roebuck and Co., Chicago. R. H. Macy and Co., New York, and Dayton’s, Minneapolis.

RCA sets record in sales, earnings

RCA sales and net earnings reached record levels for the first half of 1968. It was announced last week by Robert W. Sarnoff, president and chief executive officer of RCA.

Sales climbed to almost $1.48 billion and net profit to $63.5 million. Earnings in the second quarter rose by 13% over the comparable period of 1967.

Despite a heavy schedule of pretentions for nonsponsored coverage of major news developments in the second quarter, Mr. Sarnoff noted NBC achieved record second-quarter and first-half sales and profits. He said a majority of NBC-TV’s program for next season already has been sold with the pace of sales “well ahead” of the previous season.

Sales on RCA color TV receivers at both the factory and distributor levels set records during the first half of the year, he reported.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$0.97</td>
<td>$0.99</td>
</tr>
<tr>
<td>Gross sales</td>
<td>1,479,000,000</td>
<td>1,402,400,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>65,200,000</td>
<td>58,700,000</td>
</tr>
</tbody>
</table>

Jefferson-Standard first quarter earnings good

Jefferson-Standard Broadcasting Co., a subsidiary of the Jefferson-Pilot Corp. (formerly Jefferson Standard Life Insurance Co.) and licensee of WBZ-AM, WBZ-FM and WBZ(TV) Charlotte, N. C., earned a profit of over $250,000 from Jan. 1 to March 31. This became known
last week when WRVA-TV Richmond, Va., filed an application with the FCC seeking approval of the station's sale to Jefferson-Standard for $5 million. Negotiations were completed last May (BROADCASTING, May 20).

According to the application, Jefferson-Standard also earned over $800,000 in profits during both 1966 and 1967, and $258,210.33 from Jan. 1 to March 31.

WRVA-TV as of May 31 had $1,294,560 in assets and $115,295 in current liabilities. The total capital stock and surplus amounted to $1,173,015. Replacement costs of all fixed assets were listed at $1,959,689.

Jefferson Standard's assets and liabilities were listed at $10,338,684.81 and $2.3 million, respectively. Its capital stock and surplus were listed at $1 million.

The application also indicated that the buyers have set aside $1.5 million for station improvements.

Taft says tax caused earnings decrease

Taft Broadcasting Co., Cincinnati, announced a 2% increase in revenues and a 4% decrease in net earnings for the first quarter ended June 30 at its annual stockholders' meeting last week.

The drop in net earnings was attributed by the company to the 10% federal income tax surcharge. Without the tax surcharge earnings would have increased 6%, the company reported.

Stockholders re-elected existing directors who declared a dividend of 15 cents per share, payable Sept. 13 to stockholders of record Aug. 15.

For the first quarter ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$0.60</td>
<td>$9,511,045</td>
<td>$1,682,936</td>
</tr>
<tr>
<td>1968</td>
<td>$0.45</td>
<td>$9,573,835</td>
<td>$1,792,499</td>
</tr>
</tbody>
</table>

Filmways' income up, but tax drops net

Filmways Inc., New York, reported the highest third quarter income in the company's history, although provision for the federal income tax surcharge reduced the net income from $367,000, or 37 cents per share, to $327,000, or 33 cents per share.

Filmways has five TV properties on the networks, syndicates two others (Steve Allen Show and The Addams Family), and is in motion pictures. It also has been diversifying in other related fields.

For nine months ended May 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Income per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1967</td>
<td>$1.123</td>
<td>$31,127,000</td>
<td>1,028,000</td>
</tr>
<tr>
<td>1968</td>
<td>$1.250</td>
<td>$34,714,000</td>
<td>1,254,000</td>
</tr>
</tbody>
</table>

Baird suspended from trading by SEC

A New York stock broker whose personal family foundations engaged in loans and investments to companies, including motion-picture and television firms, was ordered suspended from trading as a broker by the Securities and Exchange Commission last week. He's David G. Baird, who resigned a year ago as president of Baird and Co.

As part of a consent settlement, announced by SEC last week, Mr. Baird, 72, agreed to withdraw from the brokerage firm and not to engage in the securities business in any capacity with
any broker-dealer.

The SEC investigation was triggered by a 1963 report of the foundations subcommittee of the House Small Business committee, headed by Representative Wright G. Patman (D-Tex.) (Broadcasting, Oct. 28, 1963). This showed that Mr. Baird’s foundations (David, Josephine and Winfield Baird Foundation, the Winfield Baird Foundation and the Lansing Foundation) with total assets then of $28 million, had between 1951 and 1962 engaged in business dealings with the late Matthew Fox, then engaged in promoting subscription television in Los Angeles and San Francisco; C&C Super Corp., engaged in the early days of television in bartering of programs for credits in time that it sold to advertisers; Louis Chesler, Eliot Hyman and the late David B. Stillman, then executives in Seven Arts Productions Ltd. and Seven Arts Associated Corp.; Spyros Skouras, Walt Disney, Nicholas Reisini (Cinema Rama), James Davis, Harry Schlinger, (BROADCASTING, Aug. 10, 1963). Other board members were: Joseph Harris, William Fishburne, Harry Wilner, Robert Hildreth, and Henry Blume.

Mr. Baird, according to FCC records at one time owned 49% of KFWB-FM Los Angeles; he sold that interest in 1952.

Company reports...

Gulf and Western Industries Inc., parent corporation of Paramount Pictures Corp., International Telemeter Corp. (multiple CATV owner) and Desilu Productions Inc., reported record sales and earnings for nine months ended April 30:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$7.44</td>
<td>$7.10</td>
</tr>
<tr>
<td>Net earnings</td>
<td>$986,000,000</td>
<td>$81,000,000</td>
</tr>
</tbody>
</table>

AT&T reported increases in income and earnings for three months ended May 31, and a dividend payment of $0.60 per share:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$9.50</td>
<td>$8.02</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>3,466,204</td>
<td>3,233,018</td>
</tr>
<tr>
<td>Net income</td>
<td>652,025</td>
<td>610,356</td>
</tr>
</tbody>
</table>

Scrips-Howard Broadcasting Co., Cincinnati, reported a slight increase in net income for the three-month period and a slight decrease for the six-month period ended June 15 as compared with the same periods last year.

For three months:

<table>
<thead>
<tr>
<th>Income per share</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$5,208,045</td>
<td>$4,660,066</td>
</tr>
<tr>
<td>Net income</td>
<td>1,877,682</td>
<td>1,126,355</td>
</tr>
</tbody>
</table>

For six months:

<table>
<thead>
<tr>
<th>Income per share</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$10.05</td>
<td>$0.68</td>
</tr>
<tr>
<td>Net income</td>
<td>3,806,317</td>
<td>2,338,691</td>
</tr>
</tbody>
</table>

*The 10% federal income tax surcharge and 1968 depreciation expense, an increase of $127,434 over 1967, adversely affected earnings per share by approximately 12 cents.

Schertle galleries added to LIN holdings

LIN Broadcasting Corp., Nashville, a diversified company with multiple broadcast and CATV holdings, has acquired Schertle Galleries, Baltimore-based art marketer, for $3.3 million in an exchange of stock.

Schertle has 51 outlets throughout the country. Frederic Gregg Jr., president and chairman of LIN, said that an additional 50 galleries would be opened by the end of this year. Mr. Gregg added the company would inaugurate an "aggressive franchising program which will ultimately include 500 to 750 art galleries throughout the U. S. and Canada.

FATES & FORTUNES

BROADCAST ADVERTISING

William E. Davis, creative director, Magna Ltd., Los Angeles agency, also named executive VP.

James E. Muse, manager. The Katz Agency, St. Louis, joins Media/Marketing Service Center Inc., Western Springs, Ill., as executive VP in charge of new St. Louis office due to open within month.

John F. Tukey, account supervisor; Frederick L. Schlinger, manager, copy and creative research; Carlton Zucker and Don A. Reed, client services, all Leo Burnett Co., Chicago, all named VPs.

FCBA’s new officers

Robert L. Heald, member of Washington law firm of Fletcher, Heald, Rowell, Kenehan and Hildreth, has been elected president of Federal Communications Bar Association. He succeeds Ben C. Fisher, who has become member of board.

Other FCBA officers elected at annual meeting: Morton H. Wilner, 1st VP; Howard C. Anderson, 2d VP; Michael H. Bader, secretary; David R. Anderson, assistant secretary: Alan Y. Nafalin, treasurer. Newly chosen members of board are Jack P. Blume and Herbert E. Forrest, as well as Mr. Fisher. Other board members are: R. Russell Eagan, Stanley S. Harris, Harry J. Ockershausen, and Thomas H. Wall. J. Roger Wollenberg remains as FCBA’s delegate to American Bar Association.

David Low, account executive, WKB&Tv Cleveland, appointed sales manager.

Nathan Pinsof, media manager, J. Walter Thompson Co., Chicago, elected VP.

Sidney H. Gilmore, marketing and merchandising director, Fraust/Day Inc. Advertising. Los Angeles. appointed national sales manager, radio division, Golden West Broadcasters, that city.

Clare L. Simpson, group supervisor, TV-radio department, Young & Rubicam. New York, named VP.

Joseph G. Burbeck, associate media director, and Joseph A. Ferenc, director. print production/traffic, Compton Advertising Inc., New York, named VP.

William Middleton, writer-producer, D’Arcy Advertising Co., appointed general manager, audio-visual studio, St. Louis.

Henry P. McHale, marketing research analyst, Ford Motor Co., Dearborn, Mich., joins American Motors Corp., Detroit, as marketing research manager.


Robert J. Kohlbrenner, associate manager, production department, N. W. Ayer & Son, Philadelphia, appointed production and traffic manager.

James B. Nickell, VP and creative group supervisor, Gardner Advertising, New York, joins McCann-Erickson, Los Angeles, as creative director.

Robin Adrian, account executive, CBS Television Stations National Sales, Los Angeles, appointed manager of Los Angeles office.

Fred Kaufman appointed general sales manager, KOMO Seattle.

Dale Drake, national sales manager, KXOL Fort Worth, appointed sales manager.

Anthony R. Thompson, account executive, KTVK(Tv) Phoenix, joins WKB&Tv Cambridge-Boston as sales promot-
NAB names PR committee


tion director.

Del Gore, KNTV (TV) San Jose, Calif., appointed sales development manager.

James Skelly, with WJW Cleveland, appointed local sales manager, WCJW (FM), that city, both Storer Broadcasting Co. stations.

Russell DeMarois, account executive, WTK Gardens City, Mich., appointed local sales manager.

MEDIA

Robert C. (Jake) Embry, president, Baltimore Ice Sports Inc. (Baltimore Clippers) and Maryland FM pioneer, named general manager, WCBM-FM Baltimore (applied for WMAP-FM). Mr. Embry was former VP, WITH-AM-FM there.

R. Edward Ripley, program director, WDAE Tampa, Fla., also named VP.

George Hagar, assistant general manager, WQXI-TV Atlanta, appointed general manager.

Robert G. Peyer, with WJZZ (FM) Bridgeport, Conn., appointed general manager.

Howard C. Weiss, with WNOV Milwaukee, joins WMAL-AM-FM, that city, as general manager.

Don Boyles, with WVE Birmingham, Ala., joins KOME Tulsa, Okla., as general manager.

Joseph A. Reilly, commercial manager, WERA Plainfield, N. J., also appointed station manager.

William H. Tewell, commercial manager, WCDA Pensacola, Fla., appointed station manager.

Frank Reagan, commercial manager, WPUS Brewster, N. Y., appointed station manager.

Bob Luningham, account executive, KZSY Albuquerque, appointed station manager.

Bob Nelson, operations manager, WJIB (FM) Boston, joins WPIX-FM New York in same capacity.

James A. Geisheimer returns to Westinghouse Broadcasting Co., New York, as business manager.

William L. Alexander, manager, GT&E Communications Inc., Sun City, Calif., appointed manager, California operations.

Wesley P. Melling, with IBM, New York, joins CBS Television Stations Division, there, as director of management systems and procedures.

PROGRAMING

George Resing Jr., program director, WLWD (TV) Dayton, Ohio, (Avco Broadcasting Corp.), appointed to newly created position of manager, corporate TV programming for Avco, Cincinnati.

Hal Secor, creative director, Midwest sales, Wilding Inc., Chicago, named VP.

Lee Shobom, station manager, KDKO Littleton, Colo., resigns to devote full-time to his production company, Shobom Productions, Denver.

Jon Ross, executive producer, KTTV (TV) Los Angeles, appointed program director.

Vassil R. Furnad, with ABC News, Washington, joins WSWO-TV Springfield, Ohio, as production manager.

Bob Carlin, program director, WPTX (FM) Fort Wayne, Ind., resigns to become pastor of three United Methodist churches, Bryant, Ind.

Marvin Chauvin, television production manager of KRSY Roswell, both New Mexico. Both are John M. Burroughs stations.

Mark Prichard, VP in charge of programming, WLAC-AM-FM Nashville, joins WJW Cleveland as program manager, succeeding Charles Reinwicz, who assumes position of general manager, WCJW (FM), that city.

James F. Major, production manager, WITI-TV Milwaukee, appointed program and operations manager, succeeding Robert A. Oliver, who died June 7 after long illness. Kenneth Behan, chief director, succeeds Mr. Major.

Martin Jacobs, with KDTH and KFMD (FM) Dubuque, Iowa, appointed director of operations and programming for KFMD.

Ted Moore, assistant program manager, WTMJ Milwaukee, appointed program manager.

John Yotts, air personality, WPUS Brewster, N. Y., appointed program manager.

Len Biegel, manager, live and video tape operations, Public Broadcast Laboratory, New York, appointed assistant program manager, WNEW-TV New York.


Don Nutting, WERA Plainfield, N. J., appointed program director.

Stanley M. Donaldson producer-director KZAZ (TV) Nogales, Ariz., joins WJRT-TV Flint, Mich. in similar capacity.

NEWS

Paul Kuntz, WTH Hartford, elected president, Connecticut AP Broadcasters Association; Chris Kelly, WCC Bridgeport, elected VP; Pat Yal, chief, AP

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Robert Light, president, Southern California Broadcasters Association, Hollywood, and Jack P. Timmons, general manager, kwwk Shreveport, La., elected vice chairmen of western and central regions, respectively, of American Advertising Federation at AAF's national convention in Portland, Ore. last week.

Howard H. Bell and Samuel Thurm, Lever Brothers, New York, continue as AAF president and vice chairman, eastern region, respectively.


Mrs. Annie-Clair Mote, Herbert S. Benjamin Associates, Baton Rouge; John Coyle, Commercial Recording Corp., Dallas, and Jean Middlebrook, Chicago Bank & Trust, all elected new VPs of AAF.

Gail Smith, General Motors Corp., Detroit; Dr. Dorothy Gregg, U. S. Steel Co., New York; Richard Dodderich, Bruce Brewer, Kansas City, Mo.; Lydia Reeve, Foote, Cone & Belding, Los Angeles; John Lamb of Minneapolis; Douglas Smith, Lennen & Newell, New York, and Jean Replogle, Davis/Replogle & Associates, Los Angeles, all elected new directors.


Other AAF directors are continuing in office.
began news career in 1934 with UP, Washington, later specializing in entertainment. He was formerly director of press for NBC and Screen Gems and public relations director for WNEW New York.

Richard C. Rosenthal, 44, executive VP, Harold E. Flint & Associates, advertising agency, Fargo, N.D., died July 2 following short illness. He is survived by his wife, Margarette, and two children.

Sherwood Dodge, 52, president of Advertising Research Foundation, died of heart attack July 6 in Doctors hospital, New York. Mr. Dodge, who had been ARF president since 1966, started his advertising career as copywriter-researcher at Lord & Thomas after graduation from the University of California in 1938. Following World War II service as director of research for Office of Price Administration, he joined Foote, Cone & Belding, successor agency of Lord & Thomas, as research director, and became national VP in charge of marketing. In 1957 he was elected executive VP of Fletcher D. Richard Inc. and later served three years as marketing VP of Colgate-Palmolive toilet articles division. He was past president and member of the Copy Research Council; member of American Association of Advertising agencies’ standing committee on media relations and member of market research council. He was co-author of The Engineering of Consent, published by University of Oklahoma Press in 1956. He is survived by his wife, Betty, and daughter, Dariel.

Dr. Donald Manly Williams, 56, professor of communications, American University, Washington, died July 8 of brain hemorrhage in Suburban hospital, Bethesda, Md. He is survived by his wife, Josephine, two daughters and son.

Harold F. (Hal) Dyer, 49, program director, WFTN Franklin, N. H., died July 5 in Laconia, N. H. He had been in broadcasting for more than 26 years.

Robert S. Darby, 53, broadcast studio technician, Voice of America, Washington, died July 8 of heart attack at his home in Falls Church, Va. He is survived by his wife, Elizabeth, son and daughter.

Mrs. Frances Goke, 56, continuity director, WSWW-AM-FM Platteville, Wis., died June 24 of heart attack. She is survived by her husband, William, and daughter.

Mrs. L. L. Morris, 60, retired FCC secretary, died July 1 in Northern Virginia Doctors hospital following illness of several months. She lived in Alexandria and was with FCC for 25 years. Mrs. Morris is survived by her husband, L. L., and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 3 through July 10 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. ch.—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kilocycles. kw—kilowatts. LS—local sunset. mc—meagacycles. mod.—modification. N.—night. PDA—presunrise service authority. SCA—subsidary communications authorizations. SSA—specified hours. SSA—specific service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. VHF—very high frequency. vis.—visual. w—west.

New TV stations

APPLICATION

Reading, Pa.—Reading TV Broadcasters, seeks UHF ch. 51 (692-698 mc); ERP 240 kw vis., 403 kw aur. Ant. height above average terrain 712.5 ft; Ant. height above ground 329 ft. P. O. address: c/o Robert N. Thomas, 119 North Fairfax Street, Alexandria, Va. 22314. Estimated construction cost $427,500; first-year operating cost $296,000; revenue $60,000. Geographic coordinates 40° 24' 0" north lat.; 75° 28' 30" west long. Type trans. Ampex TA-155T. Type ant. Jamaro JZ823-99B. Legal counsel Robert N. Thomas; consulting engineer David L. Steel Shawnee, O.; architectural engineer Paul Inner breier. (415) 654-1627. L. A. Marks (275%) et al. Mr. Breier is partner in real estate development firm, 50% owner of nursing home in Reading, Pa. and 25% owner of nursing home in Greenbelt, Md. Mr. Marks is partner in two stock brokerage firms and 50% owner of real estate firm. Mr. Marks is also 35% owner of WDMZ-FM Flint, Mich., WPAC-AM-FM Patchogue and WHRF-AM-FM Riverhead, both New York. Ann. July 10.

FINAL ACTIONS

Hagerstown, Md.—Regional Broadcasting Co. Broadcast Bureau granted UHF ch. 25 (538-542 mc); ERP 294 kw vis., 33.4 kw aur. Ant. height above average terrain 331.13 ft. P. O. address: c/o Arthur A. Snowberger, Box 461, Hagerstown. Estimated construction cost $121,057.50; first-year operating cost $84,000; revenue $100,000. Geographic coordinates 39° 58' 30" north lat.; 77° 43' 13.5" west long. Type trans. GE TT202A.


OTHER ACTIONS

• Review board on July 5 in Sacramento, Calif., TV broadcast proceeding, Docs. 17776-79, petition for grant of application and favorable resolution of limited financial issue, filed by Hercules Broadcasting Co. on May 13 and joint request for approval of agreement and dismissal of application filed on same date by Hercules Broadcasting Co. and Grayson Television Co. are granted; agreement submitted therewith approved to extent indicated; application of Grayson Television Co. dismissed with prejudice; application of Hercules Broadcasting Co. for CP for new television broadcast station to operate on ch. 15 in Sacramento granted and proceeding terminated. Action July 9.

• Review board on July 2 in Largo, Fla., TV broadcast proceeding, Doc. 17051, scheduled oral argument before panel of review board for Aug. 1.

• Review board in Medford, Ore., TV broadcast proceeding, Docs. 17811-82, granted.

ed motion filed on July 5 by Medford Printing Co., extended to July 24 time within which to file reply to Liberty's opposition to motion to enlarge issues. Action July 8.

• Review board, on July 5 in Medford, Ore., TV broadcast proceeding, Docs. 17681-82, granted petition for extension of time filed July 2, by Broadcast Bureau, extended to July 15 time within which to file responsive pleadings to request for clarification of issues and/or enlargement of issues filed by Southern Oregon Broadcasting Co.

RULEMAKING ACTION

FCC adopted amendment of the TV table of assignments to provide for additional UHF channel assignment at Fort Smith, Ark., George T. Herrinhart t/as XFWW Broadcasting Co. requested rulemaking RM-1209. Action July 8.

Existing TV stations

FINAL ACTIONS

WKAB-TV Montgomery, Ala.—Broadcast Bureau granted CP to change ERP to 813 kw vis., 83.2 kw aur.; reclassify trans. and studio location as 3221 Harrison Road, change type trans., type ant., make changes in ant. structure, ant. system and increase ant. height to 830 ft.; condition. Action

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(FOR THE RECORD)
July 2

**KLO-C-TV Modesto, Calif.**—Broadcast Bureau granted CP to change WRP to 2 kw. Waiver of Sec. 73.202 was granted at same time. Rule specifies that ERP of aur. trans. shall not be more than 20% of radiated power of vis. trans. Action July 3.

**KKTV-TV** (Colorado Springs)—Broadcast Bureau granted CP to change studio location to 3200 North Nebraska Avenue. Action July 3.

**WOWE-TV** Albany, N. Y.—Broadcast Bureau granted mod. of CP to change EWP from 456 kw, 912 kw. aur. trans. location to Beaver Dam Road, Helderberg Mountain, near New Scotland Town, N. Y.; studio location to be determined; change type trans., type ant., ant. structure; ant. sys. tem. Increase ant. height to 1030 ft. and mod. of CP to extend completion date to Jan. 8, 1969. Action July 8.

**WDTV(TV)** Weston, W. Va.—Broadcast Bureau granted CP to change 1.7 kw, 5.5 kw., authorized to be extended for license covering change in name to Broadcast Industries of West Virginia Inc. Action July 8.

**OTHER ACTION**


**NEW AM STATIONS**

**STL Inter-City Relay**

**STL—Inter-City Relay**

**STEREO**

**Remote Control**

**MONOURAL**

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**72 (FOR THE RECORD)**

**BROADCASTING**, July 15, 1969

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**INUAL DECISION**

**Application** for license to build Inter-City Broadcasting Co. for CP to build new AM daytime station in Crowleys, La., has been granted. Initial hearing at Alexandria. Applicant, Charles J. Frederick (Doc. 18788). Ann. July 3.

**OTHER ACTIONS**


**Review board** in Waukesha, N. C., AM broadc. proceeding, Docs. 18396-88, filed July 17 for renewal of license and for approval of agreement filed by Onslow County Broadcasters and Hendon M. Harris, extended to July 20. Rule specifies that further opportunity be afforded other persons to apply for renewal or modification of Hendon M. Harris; that Hendon M. Harris will then file responsive provisions of Sec. 1.535 of commission’s rules.

**Review board** in Lebanon, Mo., FM and AM contest, filing Docs. 18434-44, granted to extend indicated, denied in all respects on motion to enlarge issues filed March 29 by Risner Broadcasting Inc. Action July 2.

**Review board** on July 10 in Hartsville, S. C., AM broadc. proceeding, Docs. 18798-99, granted to extend indicated, denied in all respects on motion to enlarge issues filed June 11 by Community Broadcasting Co. of Hartsville. Action July 3.


**STL— Interstate Relay**

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**NEW AM STATIONS**

**FINAL ACTIONS**

**St. Marys, Ohio—Clearwater Broadcasting Co.** FCC granted 1600 kw, 1 kw D.P.O. board at Pearl, Idaho. Estimated construction cost $3,450; first-year operating cost $216,000; revenue: $364,000. Principals: John H. Matlock and Eugene A. Hamblin (each 50%). Mr. Matlock has 50% interest in KLBR with 50% interest in KOZE-AM-FM Lewiston, Idaho. Mr. Hamblin has 50% interest in KOZE-AM-FM and 50% interest in KLBR. Action July 3.

**CALL LETTER ACTION**


**NEW FM STATIONS**

**APPLICATIONS**


**Call Letter Applications**

**WKNM (Koch Broadcasting Corp., Ypsilanti, Mich.)**. Request WKKN, Action July 2.

**CALL LETTER ACTION**

**AVA Radio Association, Ava, Mo.** Granted KSOA.

**NEW FM STATIONS**

**WASHINGTON**

**APPLICATIONS**

**WMSK Morganfield, Ky.**—Broadcast Bureau granted CP to build new AM station to cover area. Action July 3.

**WPFW** Paddockville, Ky.—Broadcast Bureau granted mod. of CP for changes in daytime WFNW(FM) license. Action July 3.

**WPVC Alma, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 30.**

**Commission** has granted application of Broadcast Bureau for extension of time to file a modified, nonpersonalized nighttime power of its station WYNE(FM), Miss., from 300 kw to 1 kw on July 18. RKF Tulsa, Okla.—Broadcast Bureau granted waiver of the regulations to extend time to file a modified, nonpersonalized nighttime power of its station WOSX(FM), Md., from 300 kw to 1 kw on July 18. Action July 3.

**FCC** notified City of Camden, N. J., licensee of WACAM, Camden, that it has inquired about the possibility of $700 for rule violations. Action July 3.

**FCC** denied application for mitigation of $2,000 forfeiture of the痼, Broadcast Co., licensee of WRIB East Providence, R. I. Action July 3.

**RULEMAKING ACTIONS**

**FCC** adopted notice of proposed rulemaking to simplify, clarify and update rules for station identification and the relation of FM stations by amending Sec. 73.117 and 73.287. Action July 3.

**CALL LETTER APPLICATIONS**

**Wade B. Sullivan, Ozark, Ala. Requests** WWHK, Action July 3.


**CALL LETTER ACTION**

**AVA Radio Association, Ava, Mo.** Granted KSOA.

**NEW FM STATIONS**


**Call Letter Applications**

**WKNM (Koch Broadcasting Corp., Ypsilanti, Mich.)**. Request WKKN, Action July 2.

**CALL LETTER ACTION**

**AVA Radio Association, Ava, Mo.** Granted KSOA.

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BROADCASTING, July 15, 1968

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SUMMARY OF BROADCASTING
Compiled by BROADCASTING, July 9, 1968

ON AIR    TOTAL    NOT    Authorized
Licensed CP's    ON AIR    CP's    ON AIR
Commercial AM 4,185 22 4,208 82 4,290
Commercial FM 1,812 1,835 2,273 2,662
Commercial TV-VHF 496* 9 505* 13 518*
Commercial TV-UHF 118* 33 150 163 314*
Educational FM 318 15 333 31 378
Educational TV-VHF 366 16 382 77
Educational TV-UHF 55 27 82 29 111

STATION BOXSCORE
Compiled by FCC, July 1, 1968

COM'L AM COM'L FM COM'L TV EDUC FM EDUC TV
Licensed fall on air) 4,185 1,812 614 335 123
CP's on air (new stations) 18 38 42 13 33
Total on air 4,203 1,850 655 348 156
CP's on air (new stations) 24 213 181 378 188
Total authorized stations 4,289 2,094 833 378 188
Licenses deleted 1 0 0 0 0
CP's deleted 0 0 0 0 0

1 Includes two AM's operating with Special Temporary Authorization.
2 Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

SCA on sub-carrier frequency of 67 kc for new FM station.

INITIAL DECISIONS
■ Hearing Examiner Millard F. French proposed in initial decision grant of application for new FM station to operate on ch. 296 (107.1 mc) with ERP of 3 kw and ant. height of 300 ft. to Robert P. Singletary and Logan M. Lewis db/a Thomasville Broadcasting Co., Thomasville, Ga. (Doc. 17854). In same action, mutually exclusive application of Triple C Broadcasting Corp. was denied (Doc. 17853). Ann. July 3.
■ Hearing Examiner Jay A. Kyle in initial decision granted application of Thomasville Broadcasting Corp. for CP (Doc. 17857) for new class A FM station to operate on ch. 295 (104.9 mc) at Ga. (Ann. July 9).

OTHER ACTIONS
■ Review board in Pompano Beach, Fla., FM broadcasting proceeding, Docs. 19850-21, 18187, granted motion for extension of time filed July 8 by Deerfield Radio Inc. extended to Aug. 8 time within which to file responsive pleadings to petition to enlarge issues and question for mod. or enlargement of issues filed by Malmond Inc. of Florida. Action July 10.
■ Review board on July 3 in Harrisburg, Ky., FM broadcasting proceeding, Docs. 17856- 57, denied petition to enlarge issues filed May 7 and granted motion to accept reply filed May 24 by Breckinridge Broadcasting Co. (Doc. 17858).
■ FCC notified Irvenna Broadcasting Co., licensee of WIRV Irvine, Ky., that application for new FM station cannot be granted without additional arguments. Action July 3.
■ FCC review board decision granting FM CP for Sildell, La., will be reviewed by commission. Following stay it ordered on grant June 28, commission has issued another order allowing for oral argument on two applications for permit Sept. 30 before commission. Action July 3.
■ FCC granted license covering installation of two FM transmitters, in connection with limited public service plan filed by licensee of WJBK (FM) Chillicothe, Ohio. Action July 8.

DETERMINATION OF HEARING
■ Commission has designated for consolidated hearing applications by KPPW Broadcasting Co. and George Dornese for new FM stations to operate in Fort Smith, Ark., and Van Buren, Ark., and for consolidated hearing applications by KBCU-FM from ch. 292 (106.3 mc), ERP 3 kw, ant. height 300 ft. to ch. 298 (107.5 mc), ERP 15 kw, and ant. height 297 ft. and change station location from Terrell Hills to San Antonio, Texas for station with ERP 100 kw, and ant. height of 1,298 ft., and Bexar ERP of 42.5 kw, and ant. height of 450 ft. Action July 3.

Existing FM stations

KQED-TV (FM) Chico, Calif.—Broadcast Bureau granted mod. of CP to change type trans. to change in ant. system, change ant. height to 300 ft, remote control permitted; condition. Action July 3.
■ W Well-FM Frequent, Ill.—Broadcast Bureau granted mod. of CP to add vertical polarization, change type ant., ERP 19.3 kw, ant. height 150 ft., remote control permitted; condition and CP to replace expired CP. Action July 3.
■ Commission has granted application of Iowa State University to increase ERP of station WOI-FM Ames, Iowa, (ch. 91.0 mc), from 18 kw to 100 kw and decrease ant. height from 1,200 ft. to 225 ft. Action July 3.
■ WBNF (FM) Ypsilanti—Broadcast Bureau granted mod. of CP to change name to small business college in Albion, Mich. Action July 2.
■ WOBA-FM Mayaguens, P. R.—Broadcast Bureau granted license covering installation of two FM transmitters, at main loc. trans. location, remote control permitted for auxiliary program only. Action July 2.
■ WNKW (FM) Chillicothe, Ohio—Broadcast Bureau granted mod. of CP to change ant. trans. frequency from 22 to 41 kc. Action July 2.

OTHER ACTIONS
■ Commission has granted waiver of Sec. 73.350 that prohibits acceptance of applications that create short spacings and mileage deviation requiring the substitution of different rules, and accepted for filing application by Penobscot Radio Broadcasting Corp. for construction permit. Application requests change of trans. site of station (Doc. 17526) Los Angeles, Calif., and ant. height of new ant. to increase from 137 ft. KPQM (FM) is now operating on ch. 246 (97.1 mc) with ERP of 3 kw and ant. height of 160 ft. Action July 3.
■ FCC ordered Allan R. Jones and Kenneth F. Warren, d/b/a El Centro Broadcasting Inc. of Chula Vista, Calif., to show cause why license should not be revoked. Action July 3.

FINES
■ Broadcast Bureau by letter of July 8 notified WCOF-FM N. C., it has incurred apparent forfeiture liability of $200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action July 8.
■ Broadcast Bureau by letter of July 8 notified WITN-FM, Washington, N. C., it has incurred apparent forfeiture liability of $200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action July 8.

CALL LETTER ACTIONS
■ WDRN Broadcasting Co., St. Cloud, Minn. Granted WION-FM.
■ WNNZ Inc. Endicott, N. Y. Granted WNBX-FM.

RENEWAL OF LICENSES, ALL STATIONS
■ Broadcast Bureau granted renewal of licenses for following stations and their co-constituent auxiliary stations: KMKJ Grand Island, Neb.; KREY-TV Montrose, Colo.; KREZ-TV Durango, Colo.; WWGS Tifton, Ga.; WPQM (FM) and WKYN both San Juan, P. R.; WOPENFM Miami; KFBX-LP Maywood and KKRW Tucson, Ariz. Action July 3.

Translators
MODIFICATION OF CP's, ALL STATIONS
■ Broadcast Bureau by order of May 27, 1968, granted CP's, ALL STATIONS to extend completion dates for following stations: KEOS Flagstaff, Ariz. to Oct. 1; KWSF-TV, Santa Cruz, Calif. to San Jose, Calif. to Nov. 1; WSSH Fort Lauderdale, Fla. to Dec. 31; WSMX Boston, Mass. to Oct. 8; WMEX Boston to Sept. 15 and KCBX Lubbock, Tex. to Jan. 13, 1969 Action July 2.

ACCTIONS
■ Grand Canyon Recreation Association, Grand Canyon, Ariz.—Broadcast Bureau granted CP to change primary TV station to change from Grand Canyon to KQED-TV, Phoenix, Ariz. Action July 3.
■ KQED-TV (FM) Chico, Calif.—Broadcast Bureau granted mod. of CP to change type trans. to change in ant. system, change ant. height to 300 ft, remote control permitted; condition. Action July 3.
■ WBNF (FM) Ypsilanti—Broadcast Bureau granted mod. of CP to change name to small business college in Albion, Mich. Action July 2.
■ WOBA-FM Mayaguens, P. R.—Broadcast Bureau granted license covering installation of two FM transmitters, at main loc. trans. location, remote control permitted for auxiliary program only. Action July 2.
■ WNKW (FM) Chillicothe, Ohio—Broadcast Bureau granted mod. of CP to change ant. trans. frequency from 22 to 41 kc. Action July 2.

(Continued on page 81)
Help Wanted

Management

Mass.—be one of the top creative sales- men in the radio industry with an "idea" company that has changed management less than 15 times in 25 years. Protect our network over 200% since that time. Excellent salary, prove yourself in AM and take over as sales manager 25 years old in large Manager company with training program. This is a rare opportunity in an industry one that could completely change your life. Send resume and full bio. Box G-121, BROADCASTING.

Unusual opportunity—learn management—salaries by working part-time. Manager, N.Y. single. Box G-180, BROADCASTING.

Young, aggressive, educated, community-minded, selling manager. Single, Syracuse, Indiana. Box G-220, BROADCASTING.

Sales manager wanted to take over as managing editor of weekly newspaper. Will teach good salesman newspaper business. $600 to $800 per month possible. It's up to you. Must be immediately. Call hard at 404-358-2339, after 5 p.m. 404-358-2398. Ask for Don Morton, Publisher.


Help Wanted

Sales

Pregnant station needs account executive with good delivery for fat commissions. Must be honest, aggressive, and have proven track in wholesale market. Send complete resume and picture to Box G-212, BROADCASTING.

If you like money and security, you'll like our medium market North Carolina station. The salesman picked will be trained to earn over $15,000 next year and a real go-getter could become manager. Box G-217, BROADCASTING.

Capitalize on your sales experience—become manager. New acquisition, single, 200 miles N.Y. City. Box G-209, BROADCASTING.

Grand Rapids newest AM station, WAPT, is looking for two aggressive young experienced radio salesmen who want to make money bilaterally and company could provide all benefits. Send resume to Gar Meadowcroft, 3508 Corell Road, H.W., Grand Rapids, Michigan 49504.


Chicago area sell radio by telephone; age or experience not necessary; expenses paid; home weekends; salesman and management positions open. Call ROBERTS—312-743-0506; write 2705 West Howard Street, Chicago, Illinois 60645.

Help Wanted (Cont'd)

Radio

Announcers

Number one 5kw station in northeastern North Dakota looking for a 1st Phone announcer. All details and requirements in first letter. If you're our man, you can look forward to a happy and profitable relationship with a growing company. Box F-189, BROADCASTING.

Wanted first phone bright morning man, who can provide a cheerful, tight production, MOR setting for total information by farm director, sports director and newsman. This is a regional station in a market area, with professional hard-working staff. Send tape, photo, and complete resume to Box G-4, BROADCASTING.

Announcer with good knowledge of middle-music for small Gulf Coast station. No tape please. Box G-11, BROADCASTING.

Announcer needed August 18, 1968. Must have 2nd year college experience, and transportation. Send tape, references and a letter showing interest of the road and segmented C&W. If you are not looking for permanency, don't reply. Box G-112, BROADCASTING.

Sorry for the Intrusion . . . but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please consider the source. They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING Classified Section is the marketplace for everybody and everything in broadcasting.

All-night dj with first phone. Top 40. East. Send complete resume. Salary as soon as possible. Box G-129, BROADCASTING.

Negro R&B personality wanted for Balti- more's swinging soul station. Full time Monday through Saturday. Must have a 2nd year college endorsed license. Send tape and resume to Box G-182, BROADCASTING.

Experience announcer needed for major adult album station in Phoenix. Good company benefits. Excellent employment record and references are essential. Send tape, salary, and first letter to Box G-169, BROADCASTING.

Changing format from MOR to contemporary. Need young-thinking operations director and dj's. Send tape, picture and complete details with references, first letter. Top pay for top man. Box G-171, BROADCASTING.


Announcers—(Cont'd)

Small market west Texas MOR station needs small market west Texas MOR station needs small market west Texas MOR station needs small market west Texas MOR station needs small market west Texas MOR station needs small market west Texas MOR station needs small market west Texas MOR station. Experienced morning man, age 25-30. Send complete resume and references. Box G-35, BROADCASTING.

Announcer experienced in commercial position to combo production man able to fit country's most progressive c/w format. Good past experience and references required. Send complete resume and references. First phone preferred. Contact Program Director, 133 Madison Ave., Richmond, Virginia 23219.

Wanted immediately by top rated 10,000 watt KAWA, Waco, Texas. evening drive MOR. Must be experienced and able. If you know how. Let us train you in sales at our medium market North Carolina station. Send resume immediately. Box G-181, BROADCASTING.

Immediate opening for first phone nighttime dj. Send tape, resume. Box G-213, BROADCASTING.

Immediate opening for announcer and play-by-play combination. 这 is a basketball and football high school schedule involved. Additional capabilities will be taken into consideration on screening, including tape, snapshot and salary expected. Maxon Dixon, KFTPM, Fort Morgan, Colorado.

Greater Denver — KLAK offers immediate position to combo dj-production man able to fit country's most progressive c/w format. Good past experience and references required. Send complete resume and references. First phone preferred. Contact Program Director, 133 Madison Ave., Richmond, Virginia 23219.

Small town station with good future. MOR. Local news/sports. Send tape, resume, photo. Ron Knight, KEXS, Excelsior Springs, Mo.

Immediate opening for announcer and play-by-play combination. 这 is a basketball and football high school schedule involved. Additional capabilities will be taken into consideration on screening, including tape, snapshot and salary expected. Maxon Dixon, KFTPM, Fort Morgan, Colorado.

Grand Rapids — current first phone, 8,000 watt, Bon Caro, Grand Rapids. Send tape and resume to Bob Payne, 7075 W. Hampden, Denver, Colorado 80227.

Station will do 70 college and high school football and basketball games. Need sports- caster of ability; sales ability important. Send tape, resume and picture to KOLT, Scottsbluff, Nebraska.

500 watt—full time—top 40 station—require first phone, license—1st phone helpful; not necessary. Send complete resume, salary requirements and photo to Bob Payne, 7075 W. Hampden, Denver, Colorado 80227.

Having open Sept. 1 for MOR announcer, who has mature music judgement, and good voice. Strong production; round vacation land . . . hunting, fishing. Next to Mexico. Pay scale above average for area. Send tapes and resume to Joe Young, KVOZ, Laredo, Texas.

Immediate opening for evening MOR personality. Must be experienced and able to produce a tight and bright sound. First phone preferred. Professional staff. Florida resort area. Send resume to WCOA Radio, (NBC), P.O. Box 1660, Pensacola, Fl.

Negro announcer—minimum 3 years experience, capable of fast paced R&B and gospel. In a major salary company with experience, health and life insurance program, company paid retirement program, pleasant working conditions and sur-

Immediate opening for announcer, professional experience. Send resume, photo, tape to Bob Todd, Operations Director, Radio Station WGER, Indianapolis, Indiana 46203. No phone calls. Personal interview mandatory.

20,000 college students will listen to you. Number one station needs weekend dj. Send tape—resume to Mal Harrison, WGGG, P.O. Drawer G, Gainesville, Florida . . . home of University of Florida.
Help Wanted—Announcers—(Cont'd)

5,000 watt, clear channel WHAM has an opening for strong mid-day personality. Also consideration for right man to join the staff of one of the most progressive companies in the country. Send resume, complete resume and photo to Jim O'Brien, WHAM, Rochester, New York 14604. Phone: 716-487-4881.

Experienced combo—bright news/morning personality. First phone. WHMC, Gaithersburg, Maryland.

Announcer/salesman. Minimum one year commercial experience. Must be energetic and outgoing. Excellent, accent-free reader who likes radio and TV. Salary plus benefits. Send resume and references. WREM, Kansas City, Missouri 64111.

Technical—(Cont'd)

Qualified chief engineer needed by Pennsylvania full-time newscast station. Must be experienced in maintenance and construction for complete “take over” Well qualified engineer will handle all starting conditions. Details in confidence first letter. Box G-216, BROADCASTING.

Chief Engineer. Immediate opening for a Chief Engineer at KVA Radio, San Francisco, California. Position is a leading personality. Contemporary. Professional afternoon drive time air personality. No directional experience necessary. Station is leading adult station. Must have FCC license. Contact Howard Kester, Station Manager, KVA/AUDIO/Broadcasting of California, 4100 Market Street, San Francisco, California, 94108. An equal opportunity employer. (M/F).

Chief engineer, good maintenance. Opening at 1 of 3 station group. Send resume to WEBO, Owego, N. Y.

Engineer—WGH, Newport News-Norfolk, Virginia. We are seeking an engineer for one of the highly successful stations currently operated by Woodley Broadcasting. Contact Chief Engineer, WGH, Phone: 703-826-1310.

Wanted—chief engineer. No board work. Excellent opportunity, good operation. $150 a week. Call collect 606-822-5576, WGES, AM & FM. Must be top notch major market. Box G-201, BROADCASTING.

Chief engineer for 5 kw full-time station. Must “take over” complete engineering responsibility. Must have experience in studio & transmitter maintenance, remote control and general knowledge. Night shifts and some off shift work required. Contact General Manager, WJPS Radio, Evansville, Indiana. Position now open.

Urgently needed, first phone engineer for summer 5 kw transmitter shift. Could work into full-time. WPHM, 513-981-9171, George Carroll.


Technical

Chief engineer. Baltimore-Washington area. Good directional experience necessary. Up to $250 weekly to start. Box F-173, BROADCASTING.

Chief engineer needed at once for Ohio daytimer. Must know installation and construction of studio and FM equipment. Good salary plus travel allowance. Box F-545, BROADCASTING.

Radio engineer with excellent technical qualifications desired for large resort city. Box G-12, BROADCASTING.

Chief engineer trainer with first phone for southern Texas station. Box G-46, BROADCASTING.

Chief engineer needed. Man who believes in working out his own distress trouble, but who can handle any that does come along. Non-directional. Station is sound, stable, low power, most equipment latest, new. An adult operation run by pros, not kids. Send resume to Box G-135, BROADCASTING.

Immediate opening for board operator steady and permanent—Chicago station 3rd license steady. Box G-199, BROADCASTING.

ANNOUNCERS

Immediate opening for board operator steady and permanent—Chief Engineer, Vic York station in Northern Ohio. Send tape, resume with references in first letter. Box G-517, BROADCASTING.

Production director—announcer. Creative production ability and good air sound are necessary to fill a top立足at a leading adult station in important Florida market. CBS affiliation. Send resume and personal experience record. Box F-330, BROADCASTING.

Situations Wanted

Management

Station manager—northest preferred, broad experience sales, production, promotion, administration. Position available immediately. Box F-310, BROADCASTING.

Available August first professional sales manager. Can build and train staff 18 yrs. all phases. Can get the job done. Box G-187, BROADCASTING.

Available for interview anytime from Aug. 1 to August 13, a young married man—sales manager of a Mass medium market station. Will be in the Ohio, Kentucky, Tenn. and Florida areas. Currently in the $15,000 range. Reply to Box G-280, BROADCASTING.

General manager—thoroughly experienced manager with record of leadership. Must have experience in large major market. Box G-201, BROADCASTING.

Big-league assistant promotion manager seeking position with potential for growth. Excellent all around experienced, versatile youngster. Box G-429, BROADCASTING.

Manager of profitable station—experienced in training sales staff. Looking for sales or station manager position. Available immediately. Box G-269, BROADCASTING.

Manager, 31, family vet., 14 years radio, management, sales, programming, Exc. ref. Within 250 miles of Memphis, Tenn. 919-287-3204.

Sales

Recently graduated from college. Has experience in selling. Want to sell part-time. Box F-355, BROADCASTING.

Announcers

DJ, newscaster, salesman, announcer. Experienced, 3rd endorsed, versatile, creative, aggressive. Tight board, authoritative newscaster. Box G-391, BROADCASTING.

Good voice plus something to say. Non-stereotyped. Hot 100 or Progressive rock, experience. Voice to hear more? Box F-315, BROADCASTING.

Experienced sports director, play by play, dj, 3rd endorsed, married, draft exempt. Box G-169, BROADCASTING.

Dj, tight board, good news commercials, third phone. Box G-83, BROADCASTING.

Experienced rock jock, tight, production, tight board, gazing southwesternly, afternoons drive time. Box G-99, BROADCASTING.


Young man with upbeat MOR style and professional qualifications seeking to make a career in broadcasting. Good tight book,oral abilities, good sales experience. Married, draft exempt. Willing to relocate. Box G-119, BROADCASTING.

Talented, ambitious, determined TV-radio dj, 3rd license, neat image, broad experience. 3rd phone. Box G-161, BROADCASTING.

A.R.J. in August. Want to work and learn all phases of broadcasting. Inexperienced, but capable, 3rd, draft exempt, from southeast Florida. Box G-152, BROADCASTING.

Two years experience, some college, third, good voice. Box G-157, BROADCASTING.

Versatile, portable 3rd, ready for market position, any format. Distinctly creative, Box G-155, BROADCASTING.

BROADCASTING, July 15, 1986

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BROADCASTING
Announcer with first phone, experienced, wants position in broadcasting. Northeastern states. Box G-178, BROADCASTING.

Communicator, knowledgeable, wants California telephone talk-show program. Box G-174, BROADCASTING.

Announcer/newsmen—fast west or west coast if possible. Needs good engineering experience in major markets. J. Daniles, code (213) 244-4444 (6 p.m. AM only). Box G-185, BROADCASTING.

Modern C&W, 1st phone, plus sales. Young, experienced in large markets. Box G-188, BROADCASTING.

Want good announcing job or medium or small program directorship. 10 years experience in Washington, D.C., area. Box G-190, BROADCASTING.

Put some insight in your major market "now sound." Contemporary mouth with mind fresh from Vietnam/Army. 8 yr. top 40 exp., college degree, 25, married, 3rd: not afraid to work. Available late July. Box G-181, BROADCASTING.

Experienced, responsible, listenable MOR type, good record, face 100$ minimum. Box G-198, BROADCASTING.

Smooth sound dj, authoritative news. 3rd endorsed. Seeks small station with big opportunity. Box G-203, BROADCASTING.

Rock, blues and top forty contemporary disc jockey, authoritative Cars. Draft free. Box G-205, BROADCASTING.

Chicago: Part-time Veteran announcer wants relief spot or one or two shifts a week. Box G-210, BROADCASTING. Experienced all phases, including new and promotional sports. Box G-213, BROADCASTING.

Experienced and aggressive announcer, age 24, draft exempt. 3rd ticket, would like to work in college town. Prefer northern Illinois. Box G-222, BROADCASTING.

Contemporary dj, major market experience. Swimming sound, military exempt, desires permanent position in central or southern Florida. Box G-223, BROADCASTING.

Jazz is not dead, I can prove it. Experienced, married, available immediately. Box G-224, BROADCASTING.

A former #1 TV and radio personality returning to broadcasting after a year in industrial management. Seeks a position with growth potential—dj, newsmen—or management position with investment opportunity. Box G-225, BROADCASTING.

Modern country dj—programmer with major market background. Fresh fun sound, proven rating maker, young, draft exempt, seeks Florida medium to major market. Send air check with reply. Box G-228, BROADCASTING.

Experienced dj/annewler, all phases, mature voice, selling sound, market, draft deferred, New York, New England market. Box G-228, BROADCASTING.

Soul dj, incessant soul. 3rd phone, good voice. Seeks break. Box G-229, BROADCASTING.


First phone jock—singer, r&b, top 40. Experienced in pleasant surroundings. Seeks new production, top 40, r&b, MOR, some tv. Willing to learn sales and service, also techniques. Young, draft free. Relocate anywhere for right job. This is it for me. Box G-230, BROADCASTING.

First phone jock—Main Street, Woodbridge, New Jersey. 201-Mercy 4-5024.

Technical

Technical engineer seeking chief or assistant chief engineer, all phases, AM-FM, Maintenance, construction, directional, remote, production. Programming. 50 kw. Family man no drifter. 15,000 plus. Box G-190, BROADCASTING.

Chief wanted in TV; desire return to radio. WNY or WFO, please. Box G-170, BROADCASTING.

Major market? Chief with 20 years directional experience in construction, maintenance engineering management. Can handle the job. Desires chief's position with quality mid western station or group. Box G-172, BROADCASTING.

Chief eng.—15 yrs. plus exp. All phases. Mgr. and new TV. Box G-195, BROADCASTING or call 703-768-3253—not collect.

Wish transmitter position, 2 yrs dir. exp., available immediately. License, Box G-204, BROADCASTING.

Engineer first phone 14 years experience in contemporary, studio or transmitter, operation or maintenance. Charles Simpson, 72 Knollwood Circle, Waterbury, Conn. 203-737-0619.

NEWS

Experienced radio- TV weathercaster. Professional, negotiable, with the AMS Seal of Approval desires to make move to larger market. Box G-183, BROADCASTING.

Seeking permanent position. Ten years experience in the northeast, including television weather. Family. Military experience while in college. Box G-219, BROADCASTING.

News director . . . former foreign correspondent. Thoroughly versed in local, political and mobile news. Currently in the top 25 metro market. Will adjust program change. Box G-216, BROADCASTING.

Experienced, first phone, radio and TV. Six years experience. Pool, medium to major market. Box G-233, BROADCASTING.

Program director, management. Four years pro. Creative, hard working, married. Want to settle in medium market, large market east of Mississippi. Contemporary. Box G-100, BROADCASTING.

Full-time Ohio TV/R sports director now available. Former award-winner, top play-by-play. Outstanding references, 15 year background. Young-married-stable. Audition materials and interview request. Box G-146, BROADCASTING.

Major market production manager wants air control position preferably in large market and good personality rocker. east, north central area. Bright tight job with large market input. No ticket and continuity writer too. Single, draft free, young and wide open for hard work. Box G-150, BROADCASTING.

Creative, young bi-lingual PD/Production man seeks employment commensurate with 11 years experience. Box G-192, BROADCASTING.

Copywriter—idea man. Excellent professional background. Station or agency. East coast. Complete details first letter, please. Box G-206, BROADCASTING.

Program and operations manager in LA market will relocate on coast or northwest, 15 years.Desiring back plus degree. Excellent airman, production and copy, administrator, and music producer. 213-249-8130 or 4134 Oceanview Blvd., Montrose, Calif. 91020.

Boss of 4 years welcomes your contact! I have new management of one of nation's largest automobile dealerships. Am seeking full-time broadcasting challenge. This move is for the rest of my life. Career: College's 49's, regional, 50 kw and net and network 41'll, 50's, news, sales, sales—salesman. Hosted 50,000 calls on "The People's News" show. Desires promotion or ownership. Favorable community involvement. Believability, profession, your well—be good, strengthen your public relations, with interviewing and upgrading of features for your policies and needs. Lloyd Anderson (505) 368-1662 after 5:30 p.m.

TELEVISION—Help Wanted

Sales

Lin Broadcasting's WAVY-TV has immediate openings for engineering and technical personnel. Motion within company. Radio or TV sales background required. Prior sales experience essential. All replies held confidential. Send photo and resume to P.O. Box 1960, Norfolk, Virginia 23501.

Announcers

Announcer: Personable, dependable, mature for south Texas station. Box G-14, BROADCASTING.

Staff announcer for midwestern NBC-TV station. Medium market. Send resume etc. to Box G-155, BROADCASTING.

Staff expansion creates room for television announcer, Experienced, part-time, switch from radio, with top flight training for good advance potential. Must audition materials, including photograph, to Box G-168, BROADCASTING.

KOMU-TV, Columbia, Mo. Has opening for withing broadcasting operation considering young newsman with TV potential. Would prefer male with no TV experience. Complete applicant's resume and telephone number. Sample broadcast interview tapes. Box G-16, BROADCASTING.

Wanted—assistant chief engineer for established midwest VHF station. Must be knowledgeable in all operational phases. Box G-128, BROADCASTING.

Major group seeks corporatechief engineer with five years experience necessary. Broad depth administrative background and FCC experience. Must fill FCC and FCC filings. Box G-102, BROADCASTING.

First phone engineer for studio switching console operator. Transportation provided. Contact Chief Engineer, WBAJ-TV, Binghamton, N.Y. 607-712-1122.

Opportunity for technician with supervisory experience to become engineering manager for existing station, now all color and soon to cover all areas. Applicants should include specialization in VTR and/or UHF transmitters. Good salary, benefits, potential advancement in group. Contact Bob Kien, Chief Engineer, WKEY-TV, Lexington, Ky. 606-254-5727.

Midwest UHF station needs engineer for production and studio operations. Salary-package. Phone M. J. Lamb, 419-223-3010.

Florida, beaches and fishing for one engineer. Color experience necessary. Please send permanent, Call Chief Engineer—305-965-5500.

NEWS

Assistant sports director for major midwest independent. Interested in top caliber play-by-play, sports news and commercial men. Info, resume and VTR tape to Program Director. Box G-158, BROADCASTING.

TV newcomer to do major newscasts on #1 station in 3-station market. Aggresive delivery, and writing more important than photographic skills, although will be expected to develop later. Will consider good man willing to switch from radio. Audition materials, including photograph, to Box G-164, BROADCASTING.
TELEVISION—Help Wanted

News—(Cont'd)

Chief engineer—11 yrs. plus exp. All phases. Must have 4 yrs. Broad- casting, or call 703-768-3253—not collect.

Chief engineer position desired, several years experience. Box 214-G, BROADCASTING.

TELEVISION—Situations Wanted

Management

Assistant manager: Right-hand TV administrator for aggressive top man. Married, experienced, adaptable. Box G-184, BROADCASTING.

General sales manager, long tenure present position desirable for top spot. Box G-189, BROADCASTING.

Local retail sales heavyweight. Mature professional broadcaster with no place to grow in present top 10 market seeks change with opportunity. Box G-199, BROADCASTING.

General manager—general sales manager available as a result of change in top management of group operation. History of outstanding success in sales and management in small, medium and large markets. Well versed in creative programming and promotions and in sales of target—tough-minded, profit-oriented—unlimited energy. Best reference: Program manager. Box G-231, BROADCASTING.

Technic

Chief engineer desires affiliation with station specializing in good engineering practice and quality and location advantage. Box G-77, BROADCASTING.

Chief engineer or assistants position 15 yrs. experience, college electrical engineering. Box G-136, BROADCASTING.

TV engineer available to design, make FCC applications, and operate new station. Years experience in all technical phases of installation and operation. Box G-186, BROADCASTING.

Chief engineer—11 yrs. plus exp. All phases. Must have 4 yrs. Broad- casting, or call 703-768-3253—not collect.

Chief engineer position desired, several years experience. Box 214-G, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Dresser 380 foot self supporter tower, dismantled on ground ready for shipment. Base leg spacing 15 feet, 1314 bay FM antenna, two microwave dishes and TV antennas. Prime or reasonable offer. Call Art Silver, or Herb Hobler at 656-8967 or write WTOA, Box 9750, Trenton, N. J., for details.

Gates producer like new $250. 1000 watt modulation transformer—brand new. 2000 watt modulator. Excellent condition. Call 466-6628, assemble and ship to him and 1000 watt all trans-istorized G.E. base station on 28.7 megacycle also mobile unit of same power for both units. $1000. Original cost $2000.

For more listings call Mike Hagen, Box 1936, Vail, Ariz. 85911.

MISCELLANEOUS


Mike plates, studio banners, magnetic car signs, auto tags, decals, custom buttons, etc. Write Business Builders, Box 186, Opelika, Alabama 36801.

Anyone knowing the whereabouts of Don-ald F. Lewis or Don Tucker please contact Jim Ambrell at 601-442-1941.

Like fishing? World's best! Duebills offered. Bill Mason, Free Literature, 3200 North St. Louis St., Minneapolis, Minn. 55401.

“Do you want to know” answers questions your listener may send in. Five complete taped programs each week. Add your own local commercials. Just $2 per program. Audition tape on request. Else Productions, 8317 Park Lane, 2247, Dallas, Texas 75231.

$50.00 reward for information to the pres- ent owner of the following item. Please call, or write to: Bobby Keith, Replies will be held confidential. Box 120. G-175, BROADCASTING.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D.C. Free course Desk, 28-B, Grantham Schools, 1505 N. West- ern, Hollywood, California 90267.

The nationally known six-weeks Elkina License Training School is offering a new free class license. Conveniently located on the loop in Chicago. Fully G. approved. Elkina License School, 1833 N. Orleans, Elgin, Ill., Chicago, 60604.

Elkina is the nation’s largest and most re- sted name in First Class FCC licensing with over 13000 students trained and approved for Veteran's Training. Accredited by the National Radio License School and Technical Schools. Write Elkina Institute 2603 Inwood Road, Dallas, Texas 75238.

Elkina, the nation’s largest and most re- sted name in First Class FCC licensing with over 13000 students trained and approved for Veteran’s Training. Accredited by the National Radio License School and Technical Schools. Write Elkina Institute 2603 Inwood Road, Dallas, Texas 75238.

First Class License in six weeks. Highest success rate in VHF Television. Theory and laboratory training. Approved by Veteran’s Administration. Approved for Veteran’s Training. Elkina License School of Minnesota, 3600 East Lake Street, Minneapolis, Minnesota 55446.

The Masters, Elkina Radio License School of Atlanta, offers the highest success rate yet in VHF Television. First Class License, approved for Veteran’s Training. Elkina Radio License School of Atlanta, 1309 Spring Street, Atlanta, Georgia 30309.
Help Wanted

Announcers—(Cont'd)

If You Are—

an experienced announcer, no fluster wanted, have a 1st class ticket—we have an ideal position available. If you are capable of doing a talk program, know how to handle the public—you can earn an excellent salary. Full-time, 1,000 watt, CBS Radio affiliation.

We need 2 good men—one with a 1st class ticket and the other with or without 1st ticket.

Telephone immediately: J. C. Jeffrey, daytime, 317-433-1212 or night 453-5903. Call person to person—no collect calls please.

This is not just another job!

Technical

Help Wanted

Announcers—(Cont'd)

PROS ONLY

Top jock/personalities. We offer what you are worth—up to 15,000, for openers. Top Radio Market—join the pros. Send tape and return to:

Box G-111, Broadcasting

MODERN COUNTRY JOCKS

Join a winner! South Florida's only fulltime, modern country music sound. Pros only need apply. Send tape to:

WGMA Hollywood, Florida 33022

(No collect calls)

Box G-36, Broadcasting

ENGINEERS

Major Washington Consulting Engineer

Firm has positions available for two engineers interested in AM-FM-TV allocations and all other engineering factors related to broadcasting and allied fields. Compensation proportional to ability and experience. Many fringe benefits. All replies confidential.

Box G-38, Broadcasting

CUSound equipment manufacturer has immediate opening for Audio Products Manager with thorough technical knowledge of film and television audio systems and is familiar with transistorized equipment. Responsibility includes sales administration, customer communication, bids and proposals, and product management.

Located in progressive medium-size midwest city. Salary commensurate with experience and complete company benefits. Call or send resume to Robert T. Fluent, Employment Manager, 217/222-8722.

GATES RADIO COMPANY

A DIVISION OF HARRIS-INTERNATIONAL CORPORATION

AN EQUAL OPPORTUNITY EMPLOYER (M & F.)

BUSINESS OPPORTUNITIES

CUSTOMER SERVICE DEPARTMENT

BROADCASTING EQUIPMENT

MANUFACTURER

Young man familiar with broadcasting industry needed to fill position of Returns and Adjustments Coordinator in Customer Service Department of expanding Midwest broadcasting equipment manufacturer.

Must have knowledge of broadcasting industry and be technically familiar with wide variety of associated equipment.

Should also be familiar with electronic test equipment and test procedures.

Must have ability to write and converse tactfully, and have good telephone manners in handling written and phone contacts with customers.

If interested in investigating this excellent opportunity for young person with interest and background in the industry, call collect or send resume to: Mrs. Ruth Snowhill 123 Hampshire Quincy, Illinois 62301 Phone (217) 222-8202

SPORTS DIRECTOR

Henry sports schedule September through March. Compensation depends on ability to also serve as Program Director, announcer, or sales. Send non-returnable applications to:

Roger H. Coleman

WGIL AM-FM

Galesburg, Illinois 61401

BROADCAST WRITER

IMMEDIATE ASSIGNMENT AND EXCITING CAREER OPPORTUNITY WITH TOP STARTING SALARY FOR PROVEN MAN OR WOMAN

You will work in Manhattan with one of the world's leading publishers writing broadcast programs for major Chicago syndicator.

You should be young—mature, creative, drama-conscious with strong news/documentary type background.

Send letter/resume, writing samples, salary requirements, and earliest availability to:

Nightwood-Conan Corporation

333 N. Michigan, Chicago, Illinois 60601

Are You Ready

In tune up to Program Supervision and "air in the shift" Contemporary station in southeast offers excellent opportunity for experienced knowledgeable man. Send full information to:

Box G-133, Broadcasting.

INSTRUCTIONS—(Cont'd)


Announcing, programming, production, newscasting, disc jockeying, and facets of operation. All taught by highly qualified professional teachers. The nation's newest, finest, most complete facilities including our own, commercial broadcast station—MEIB. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 9065 Inwood Road, Dallas, Texas 75235.


Formerly of Burbank, California.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen year FCC license teaching experience. Proven. Bob Johnson Radio License Instruction. 1000D Duncan, Manhattan Beach, Calif. 90266.


Going to Kansas City, Kansas City here I come. They gotta R.E.I school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition $330.00. Rooms & apartments $12-$18 per week. Call Old Joe at 730-1441. Classes begin July 25, Sept. 3, Oct. 7. Call The Pope at WEI-1444 or R.E.I. 310 Gilham Road, Kansas City, Missouri 64106.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 56 graduating class passed. FCC 2nd class exam, 100% passed FCC 1st Class Exam. New programmed methods and earn while you learn job opportunity. Contact ATS 26 W. 46th St., N.Y. City. Phone OX 5-9215. Training for Technicians, Combo-men, and Announcers.


See our display ad under Instruction on page 89. Don Martin School of Radio & TV 1653 No. Cherokee, Hollywood, California 90028. HO-2-3281.

PROS ONLY

Top jock/personalities. We offer what you are worth—up to 15,000, for openers. Top Radio Market—join the pros. Send tape and return to:

Box G-111, Broadcasting

MODERN COUNTRY JOCKS

Join a winner! South Florida's only fulltime, modern country music sound. Pros only need apply. Send tape and return to:

WGMA Hollywood, Florida 33022

(No collect calls)

BROADCASTING, July 15, 1968

79
TV—Help Wanted—Management

Immediate Opening

TV Business Manager/Controller

Major New England market

Must be capable of evaluating present system and recommending changes for automated system to include budgets, disbursements, payroll, general ledger, traffic, billing, production, program and film costs. Send resume to include minimum salary requirements and earliest date available to

Box G-210, Broadcasting.

Announcers

TALK PERSONALITY

Responsible, knowledgeable host for television show. Medium-sized Ohio market. First day on air will be more important than voice. Send resume to

Box G-211, Broadcasting.

NEWS

TV ANCHOR MAN

Major market group owner looking for anchor man. Send picture and resume to

Box G-59, Broadcasting.

Prog.—Production, Others—(Cont’d)

ART DIRECTOR

We are looking for a graphic artist with high style and administrative ability to head art department in major eastern market television station. Send complete resume of professional experience immediately. Salary negotiable.

Box G-208, Broadcasting. An Equal Opportunity Employer.

PROGRAM DIRECTOR

Due to a recent promotion, we have an immediate opening for a program director at WLWD in Dayton Ohio. Candidates should have substantial administrative and programing experience including management of local live programing employees selection and supervision, labor contract administration and budget administration. A top compensation package will be offered to the person selected for this job. Send a complete confidential resume of your experience education and current income to:

Mr. Donald L. Dahlin, Vice-President General Manager, WLWD, 4595 Avco Dr., Dayton, Ohio 45401.

An Equal Opportunity Employer (M/F)

TV WEATHERMAN

Wanted by major market group owner to run top weatherman. Meteorologist preferred but not necessary. Send picture and resume to

Box G-50, Broadcasting.

WANTED

Television

Traffic Manager

Experienced, well qualified individual wanted to assume complete control of TV traffic operation for large, major market station in Great Lakes area. Send detailed resume.

Box G-107, Broadcasting.

TELEVISION—Situations Wanted

Announcers

COPI-OUT WANTS COMMITMENT

Over twenty years experience in radio-TV principally spent in front of mike and camera on network commercial TV. Seeks application of broadcast and sales abilities in new direction. Any hold considered, however, extreme offer of creative opportunity to contribute toward the goal of a world of total and true equality, justice, peace and plenty. Education, Communications or Foundation work might be type of area preferred. Must remain based in New York City for next several years.

Box G-234, Broadcasting.

INSTRUCTIONS

Obtain

YOUR FCC 1ST CLASS LICENSE IN 6 WEEKS at the

DON MARTIN SCHOOL OF RADIO & TV

(America’s Foremost School of Broadcasting) est. 1937

* Individualized Instruction
* Most Comprehensive Methods
* Utilization of Visual Aids
* Highly qualified instructors
* One Low cost until completion
* Inexpensive accommodation nearby

Next Class Scheduled to Start August 5th

Register Now—Classes Limited

For additional information call or write:

DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES

1653 N. Cherokee
Hollywood, Calif. 90028

MISCELLANEOUS

“ROCK”
AIRCHECKS

Cat inexpensive tape recordings of the Top D.J.’s on MAJOR MARKET Rock stations. Markets like L.A.—N.Y.C.—Chicago—Miami to name a few. We have FREE BROU-CHURE & SPECIAL OFFER.

Command Productions, Box 1591
Portland, Ore.

It’s sweeping the nation. Watch for it from

CHARLES EVESON
PRODUCTIONS

Waupun, Wisconsin

BUSINESS OPPORTUNITY

Once in a lifetime offer.

Combination broadcast school—electronic school. Licensed school franchise in New York City available. Not a correspondence school. This is a residence school. We will get you licensed and approved by state, $15,000 required. Four territories in New York City available . . . Long Island, Staten Island, New Jersey and Westchester. Upstate New York available also. Contact Franchise Director:

New York School of Announcing & Speech, 165 West 46th Street, New York, N. Y.

AMAZING WAY TO START YOUR OWN ADVERTISING BUSINESS

JUST LIKE OWNING YOUR OWN RADIO STATION

Any salesman, salesman, or station manager that’s willing to work can own his own business, and make big money with hardly any investment today for full details—we have openings in 40 states—

Write:

V.I.C. CLUB ADVERTISING
P.O. Box 4
Cypress Gardens, Fla. 33880

80

BROADCASTING, July 15, 1968
trans. and studio location to 4.8 miles southwest of Taviner; change type and type ant. Action July 3.

Universal Missionary Church, Detroit—Broadcast Bureau granted authority to deliver by leased wireless, religious programs to CKLW Windsor, Ont. Action July 3.

Levola University, Gulfport, Miss.—Broadcast Bureau granted CP for new VHF TV translator station to serve Gulfport, operating on ch. 70 by rebroadcasting programs of WWL-TV, ch. 4, New Orleans. Action July 1.

Valley T.V. Club Inc., Tampico, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Tampico and rural area, operating on ch. 4 by rebroadcasting programs of KFBB-TV, ch. 5, Great Falls. Action July 1.

KFHT Banden, Ore.—Broadcast Bureau granted mod. of CP to extend completion date for VHF TV translator station to July 1, 1969. Action July 8.

Radio Medford Inc., Klamath Falls, Ore.—Broadcast Bureau granted CP for new VHF TV translator station to serve Klamath Falls, Altamont, Pelican City, operating on ch. 12 by rebroadcasting programs of KMED-TV, ch. 10, Medford. Action July 1.

WHBI(FM) Newark, N. J.—Broadcast Bureau granted mod. of SCA to delete subcarrier frequency of 41 kc (retain 67 kc) and make changes in programming. Action July 3.

Electronics, Missiles and Communication Inc., White Haven, Pa.—Broadcast Bureau granted CP for new UHF TV translator station to serve White Haven, operating on ch. 72, by rebroadcasting WHEV-TV, ch. 16, Wilkes-Barre operating on ch. 77 by rebroadcasting WDAU-TV, ch. 22. Scranton. operating on ch. 80 by rebroadcasting WBER-TV, ch. 28, Wilkes-Barre operating on ch. 82 by rebroadcasting WVIA-TV, ch. 44. Wilkes-Barre. Action July 8.

K6EQ Midland, Tex.—Broadcast Bureau granted mod. of CP to extend completion date for VHF TV translator station to July 1, 1969. Action July 1.

K76CM Wheeler County, Tex.—Broadcast Bureau granted license covering changes in UHF TV translator station. Action July 3.

KSL Inc., Brigham City, Utah—Broadcast Bureau granted CP for new VHF TV translator station to serve Brigham City, operating on ch. 13 by rebroadcasting programs of KSL-TV, ch. 5, Salt Lake City. Action July 2.

Quincy Valley TV Inc., Quincy, Wash.—Broadcast Bureau granted mod. of CP for new UHF TV translator station to serve Quincy, operating on ch. 70, by rebroadcasting programs of KSPS-TV, ch. 7, Spokane. Action July 1.

Broadcast Bureau granted mod. of CP's to extend completion dates for following UHF TV translator stations: K1ALM Alamosa, Leadville, and Salida, all Colorado to Jan. 1, 1969 and K6DI Hillside and rural area.

TV station to serve Klamath Falls, Altamont, Pelican City, operating on ch. 12 by rebroadcasting programs of KMED-TV, ch. 10, Medford. Action July 1.

KWHI(FM) Newark, N. J.—Broadcast Bureau granted mod. of SCA to delete subcarrier frequency of 41 kc (retain 67 kc) and make changes in programming. Action July 3.

Broadcast Bureau granted license coverage changes in following UHF TV translator stations: K1ALU Spencer, Iowa; K7RS AM and Olette, Miss; K73AE Redmond, Ore.; K78AJ Redmond and Prineville, both Oregon; K6AT Wheeler, Tex. Action July 1.

Broadcast Bureau granted license coverage changes in following new VHF TV translator stations: K12GF North Tongass community, Alaska; and K78BW Juneau, Alaska, and Grace, all Idaho. Action July 2.

Broadcast Bureau granted license coverage changes in following new VHF TV translator stations: K2B1T Tohatchi, N. M. and K31AW Santa Fe, N. M. Action July 7.

Broadcast Bureau granted license covering changes in following VHF TV translator stations: WO4AH Middleboro, Ky. to name as Reporters Missoula, Mont. and K88DI Huntville, Liberty and Eden, all Utah. Action July 2.

Cincinnati, Ohio.

BROADCASTING, July 15, 1968

WANTED TO BUY—Stations

Long-established group operator wishes to purchase direct from principals medium-to-large VHF television properties. All replies held in strict confidence. Reply to Box G-250, Broadcasting.

CALIFORNIA

Unusual opportunity. Single market AM fulltimer. $125,000. Includes real estate. $375,000 with $250,000 cash over five years. Includes real estate. N. B. brokers. Send detailed identification in first letter.

Northwest

South single AM & FM $85 per month

Wisc. small daytime 210 per month

S. D. small daytime 90 per month

Gulf metro daytime 175 per month

M. W. major daytime 188 per month

ky. small daytime $100 per month

 Ala. small AM & FM 106 per month

 Ore. daytime 125 per month

 S. E. metro daytime 100 per month

 South major daytime 165 per month

FOR SALE—Stations

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH

NEW YORK, N. Y.

263-2430

South single AM & FM $85 terms

S. D. small daytime 90 terms

Gulf metro daytime 175 terms

M. W. major daytime 188 terms

Single market AM fulltime, excellent profits, $174,000 with $25,000 down.

Box G-238, Broadcasting.

South single AM & FM $85 terms

Wisc. small daytime 210 per month

S. D. small daytime 90 per month

Gulf metro daytime 175 per month

M. W. major daytime 188 per month

Chapman Associates

media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

BROADCASTING, July 15, 1968

FOR THE RECORD} 81

Broadcast Bureau granted license covering changes in following UHF TV translator stations: K1ALU Spencer, Iowa; K7RS AM and Olette, Miss; K73AE Redmond, Ore.; K78AJ Redmond and Prineville, both Oregon; K6AT Wheeler, Tex. Action July 1.

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Cincinnati, Ohio.
associates with the broadcasting industry for approximately 20 years on managerial levels through Colorado, California, and Pennsylvania, Nevada and Michigan. Aug. 27.

WKUZ Wabash, Ind. — Seeks assignment of license from Upper Wabash Broadcasting Co. to WKUZ-FM. Value of sale is $100,000. Principals of UPPER Wabash Broadcasting Co. are Paul G. H. Demoor, president; Samuel W. S. S. R. Atwood, vice president, and Elton E. Atwood, secretary-treasurer. Mr. Dickson is in charge of upper Wabash Broadcasting Co., owner and operator of station. Agreement velues $240,000. In total, $240,000. In total, $240,000.

WBS-AM-FM Port Huron, Mich. — Seeks assignment of license from Stevens-Wismer Broadcasting Co. to WBS-AM-FM. Value of sale is $50,000. Principals of Stevens-Wismer Broadcasting Co. are George A. Smoker, president; and Elton E. Atwood, secretary-treasurer. Mr. Dickson is in charge of Stevens-Wismer Broadcasting Co., owner and operator of station. Agreement velues $50,000. In total, $50,000. In total, $50,000.

KQFM Oshkosh, Wis. — Seeks assignment of license from Linton D. Hargreaves (25% before, none after) to D. Bryce Eberle (50% before, none after). Consideration is $100,000. Ann. July 10.

WHLS-AM-FM Fort Hagan, Tex. — Seeks assignment of license from Stevens-Wismer Broadcasting Co. to WHLS-AM-FM. Value of sale is $50,000. Principals of Stevens-Wismer Broadcasting Co. are George A. Smoker, president; and Elton E. Atwood, secretary-treasurer. Mr. Dickson is in charge of Stevens-Wismer Broadcasting Co., owner and operator of station. Assignment velues $25,000. In total, $25,000. In total, $25,000.

KBOM Billings, Mont. — Seeks assignment of license from Point-0-Sadle cente. Value of sale is $50,000. Principals of Point-0-Sadle cente. are John Y. Moore, president, and Elton E. Atwood, secretary-treasurer. Mr. Dickson is in charge of Point-0-Sadle cente, owner and operator of station. Assignment velues $50,000. In total, $50,000. In total, $50,000.

WHBP Belton, S. C. — Seeks transfer of control from cable operators to cable operators to cable operators. Value of sale is $10,000. Principals of cable operators are: Michael J. Brzozowski, president; and Elton E. Atwood, secretary-treasurer. Mr. Dickson is in charge of cable operators, owner and operator of station. Assignment velues $10,000. In total, $10,000. In total, $10,000.

WRYA-TV Richmond, Va. — Seeks transfer of control from Lamar and Brother Co. (50% before, none after) to Jefferson Standard Broadcasting Co. (100% before, none after). Principals of Lamar Brothers Co. are: W. Brooks Jones, president, and Elton E. Atwood, secretary-treasurer. Mr. Dickson is in charge of Lamar Brothers Co., owner and operator of station. Assignment velues $10,000. In total, $10,000. In total, $10,000.
A little flip, a little blip, and a big hit

have been set free—free from writing for the traditional and tired variety shows and its sketches. Now there are no more rules and regulations for them, just sensitive boys off on a spree and encouraged to reflect the things that are going on in the world.

They're experienced to know how to do it and young enough not to be bored," says Ed Friendly. Do what? Do funny things—sight gags, one-liners, songs, cheers, news streamers, poems. Somehow it communicates with a broad cross-section of the country.

The television series has conspired to make Schlatter-Friendly Productions (Romart Inc, Rowan and Martin's company gets token credit as co-producer) the hottest independent house in television. On order, besides 26 new Laugh-Ins for NBC-TV in the fall, are a series of specials for Monsanto Co.; a series, "The Worst of Ross and Ty," to be made for "Time" and NBC-TV late in 1968; The Best on Record (Grammy Awards) next spring; a firm commitment from a major advertiser for 16 half hours of a comedy series called Knocktangle to start maybe next January; and Soul, an hour special for late this year with an all-Negro cast, Negro writers and Negro technical staff, which may be the forerunner for a series.

George Schlatter came to this time of wine and roses after a reported divorce background as boxer, wrestler, football player and opera singer. Then, while managing the now-defunct Ciro's nightclub on the Sunset Strip, he came to the attention of NBC programing executive Hal Kemp. who died earlier this month. Mr. Kemp brought George Schlatter into NBC-TV's programing department where he produced many specials before going into independent production.

As an independent, Mr. Schlatter worked many times with Ed Friendly, who toiled for BBDO, ABC-TV and CBS-TV before moving with an NBC-TV in 1959. As of 1962, Mr. Friendly was responsible for all entertainment specials at the network, did maybe 50 or 60 specials a year, worked with every independent producer in the business.

On Same Frequency • Why, then, George Schlatter of all free-wheeling people as a partner? For one, Ed Friendly felt every Schlatter production was magnificently done. Then, too, there were vibrations between the two.

On April 10, 1967, they formed an equal partnership and after a month of thinking came up with a two-year plan that included TV specials, series, features and a record company.

For the first six months, specials carried the new company. There were The Tennessee Ernie Ford Show, Radio City Music Hall at Christmas Time, The Fabulous Funnies, The Legend of Robin Hood, The Best on Record, and Wayne Newton's One More Time program. Then on Sept. 9, 1967, Rowan and Martin's Laugh-In was introduced as an hour special on NBC-TV. The audience and the station section so spontaneously favorable that the one-shot soon became a regular weekly hour.

Won't this cascade of achievement spoil Schlatter-Friendly? The trouble with revolutions is that they just lead to new and bigger establishments. “Do I look up tight?” asks a smiling Ed Friendly, his in-coming basket devoid of network memorandum. “It can't happen here," says George Schlatter, fingering his less-than-luxuriant chin whiskers.
They can’t have it all

MORE and more it becomes apparent that the ambitious ventures in cable television think of some day owning systems containing 20 channels or more of distributive capacity—and controlling all the intelligence that passes through those many paths of access to American homes. It is a beguiling dream, and some cable enterprises have begun to talk of it in public.

At the convention of the National Cable Television Association, which was extensively reported in this publication a week ago, there was open talk of exploiting all the cable channels that will be left over after broadcast relays are accommodated. Meter reading, merchandising, police and fire alarms, the display of motion pictures—these were among the services that were mentioned as revenue potentials for the cables of the future. And all this was said from a position of assumed proprietorship—as though tomorrow’s cable operator would combine the functions (and the ownerships) of the Bell System, the television networks, the independent television stations, the motion-picture theaters and who knows what other enterprises.

It won’t wash.

If indeed the cable system of the future is to contain a multichannel capacity far in excess of that needed to relay broadcast signals that subscribers cannot easily take off the air, it will be an entirely different system from the kind for which regulatory principles are now being decided. Before those regulatory principles are firmly set, the regulators ought to look at what they are likely to be regulating.

As a starter, the regulators might find it helpful to think of cable television as a common carrier, a distribution system available to those who have something to distribute. In such a concept it would be logical to decide that no one could monopolize both the carrier and its contents. And that sort of decision, it seems to us, may be the necessary first step toward a rational structure of regulation for the kind of cables that cable operators are now conceiving and indeed installing.

Landslide vote

THE critics of advertising last week were given a reminder—if a 474-page document filled with tightly reasoned analysis and more than 100 tables and exhibits can be called a mere reminder—that their criticisms are a far, shrill cry from the way the public feels about advertising.

The reminder is a book, “Advertising in America: The Consumer View,” published by Harvard Business School’s division of research. It is a reminder because its basic findings were made public four years ago (Broadcasting, April 27, 1964). It is based on research undertaken by the American Association of Advertising Agencies, but its credentials for independence and impartiality are impeccable. And in case the critics claim that attitudes have changed since 1964, it reports that a follow-up study in 1967 found “no basic shifts” had occurred.

The nub of the findings is that while consumers have clear feelings about what they like or dislike in advertising, their opinions are “preponderantly favorable,” and few people think immediate changes are needed.

The book also notes, as did the findings published four years ago, that eight out of 10 advertisements that the consumer considers noteworthy in terms of being enjoyable, informative, annoying or offensive come from—you guessed it—the broadcast media. Radio and TV commercials are hard to miss. For any advertiser who didn’t get the message, let us quote the authors, Professors Raymond A. Bauer and Stephen A. Greyser: “It is precisely this intrusiveness that is one of the attractions of radio and TV for the advertiser.”

As one might expect, and as the report four years ago also brought out, intrusiveness of this magnitude if not necessarily all good. It is, in fact, mainly responsible for the tendency for TV and radio commercials to be considered “annoying” more often than print ads. Intrusiveness is, therefore, both an advantage and a problem, and the obvious challenge is to maximize the advantage by minimizing the problem.

Advertising in all media is considered “enjoyable” and “informative” far more often than “annoying” and “offensive,” but every effort should be made—by all involved—to improve the ratio on the favorable side. “The Consumer View” effectively answers the popular criticisms of advertising, but the people in the business would be mindless to disregard the insights it offers for further improvement.

Going too far

NO enlightened broadcaster can quarrel with the established national policy that prohibits racial discrimination in employment practices. But all broadcasters have reason to object to the FCC’s new interpretation of how that national policy is to be enforced.

As reported in this publication’s July 8 issue, the FCC has adopted a policy under which complaints of discrimination at broadcast stations will be investigated. If the complaint is considered serious enough, a hearing will be held. If the hearing is called in a license-revocation proceeding, the burden of proof will be on the FCC. Fair enough. If it is called at license-renewal time, the burden will fall on the applicant. In the latter case, the licensee is in the position of having been found guilty unless he can prove his innocence. Not so fair.

Further, the commission has proposed to adopt a rule requiring every applicant for a station grant, transfer or renewal, to prove as part of his submission, that he has not engaged in discriminatory practices. This could only lead to a system of entrapment, which is as unattractive in its way as racial discrimination is in its.

The policy that has already been adopted is harsh enough. The rule that has been proposed would discriminate against the broadcasters.
Good Morning, Texas!

From the mountains, to the prairie, to the ocean white with foam, Robert W. Walsh, WBAP-TV Farm Director, roams continually. Bob packs his gleanings in a tight half-hour program, sprinkled generously with general news, weather, and sports, and wakes Texas viewers each morning at 6:30.
New Gates TV Audio Console

can be expanded as your station grows.

Gates new dual-channel TV-15 audio control console is a big-facility board in a space-saving size. Compact, yet capable of providing complete audio control with proven solid-state reliability for your entire television operation.

The TV-15 features 15 mixing channels – six studio microphone channels, an announce booth channel, and eight medium-level channels. Each channel has a four-station interlocked push-button selector to expand the total number of inputs to 60. All channels are provided with a jumper card or preamp board for hi or low level inputs.

Easy-to-operate vertical attenuators provide precise audio control – and a cue position on each feeds the inbuilt cue amplifier. Audio follow video may be added by plugging in the remote controlled relays.

As your station grows, the TV-15 can be expanded to 21 mixing channels, or 27, or more.

Write for complete information.

Gates TV-15 with two TVS-6’s added for a total of 27 mixing channels and 108 inputs.