BMI under fire over insistence for increased rates. p23
Spot TV sales shows 18% increase in 2nd quarter. p24
ARB makes minor changes in revising top-100 markets. p28
The new TV shows: critics' views, first ratings. p42

In New York
the number to dial
for all Screen Gems
Post-60 features
is Channel 7

So far Channel 7 has bought every one of the
Post-60 features we've offered in New York. Thanks
to WABC-TV's smart move, New Yorkers are able
to see such great motion pictures as "Advise and
Consent," "The Bedford Incident," "The Notorious
Welcome to a greater Chicagoland

Welcome to Weston, Illinois. It's just 30 miles down the road from the heart of Chicago. There, the National Accelerator Laboratory, world's largest nuclear reactor, will be under construction.

Today a prairie town. Soon one of America's key scientific centers.

The Weston story is another example of Illinois—now in its 150th year—meeting the challenge of today. And preparing for the promise of tomorrow. With Weston, the Chicago area emerges as the nuclear research capital of the world. And it assures an ever bigger and better Chicagoland.

WGN Radio and WGN Television salute the people—and the spirit—who are making it all happen.

WGN Continental Group Stations—dedicated to quality, integrity, responsibility and performance.
WESTON
550
More children view KRLD-TV per average quarter-hour, Sunday through Saturday, sign-on to sign-off, than any other station in the market.*

...and even more this Fall!

The addition of the ever-popular Mr. Ed series to our morning line-up at 7:30 a.m. will help expand Channel 4's leadership among the children in the nation's 12th ranked television market.

Contact your H-R representative for choice availabilities to sell products appealing to children.

*February / March
1968 ARB Television
Audience Estimates

The Dallas Times Herald Station

CLYDE W. REMBERT, President
Two at the top

Saw competition is developing between NBC and CBS for leadership in monthly TV network billing reports. CBS-TV, which has led ever since Broadcast Advertisers have started keeping estimates in 1963, was edged by NBC-TV in BAR's July report, $34,470,000 to $33,032,000 (ABC-TV had $24,700,000). In August CBS was back on top, $31,107,000 to $31,120,000 (ABC: $24,338,000). For January-August period, however, CBS is out front with $346,924,000 to NBC's $299,716,000 and ABC's $250,726,000. But of eighth month, three-network gain of $30,890,000 over same period year ago, NBC accounted for $29,890,000 (10% increase) and ABC added $1,136,000 (0.5%) while CBS was off $217,000 (0.1%).

Future of film

Television broadcasters may be confronted soon by question of whether to stick with 16mm film, now standard, or go to 8mm. Unofficial word is that Eastman Kodak researchers are turning out "super 8" color film heretofore used by CBS Labs' electronic image enhancer—that equals quality of 16mm color pictures. Ironically, same CBS Labs that produced image enhancer is having second thoughts about marketing its Broadcast Electronic Video Recorder system. It uses, as base stock, 16mm black-and-white film.

BEVR drew favorable response in advertising agency circles when first described last winter (BROADCASTING, Dec. 4, 1967). It makes release prints on 16mm black-and-white film. Prints are projected through special camera to generate full-color signal for broadcast. CBS once saw BEVR as perhaps becoming standard system for handling and transmission of broadcast material now recorded on tape or conventional film. Question now is whether Eastman's electronically enhanced "super 8" has faster marketing potential. But so far Eastman isn't making moves. As major supplier of film stock, it knows better than anyone that conversion from 16mm film to 8mm by TV would mean huge reduction in business.

Big burst

Colgate-Palmolive, which ranks among radio's elite customers, reportedly will spring next week (Sept. 30) with one of biggest short-duration spot-radio buys in years. Colgate said to be spending close to $1 million in five weeks for Ajax detergent (of TV "white knight" fame). Campaign is tied to give-away promotion of prizes and cash. Norman, Craig & Kimmel, New York, is agency.

Middlemen muddle

What appears to be strongest step yet by station rep to guard against potential problems in dealing through outside buying services, or "middlemen", has been taken by Storer TV Sales. Agencies last week received letter saying—among others rep were sent (BROADCASTING, July 15, et seq.)—that in sales through middlemen. Storer would furnish affidavits to agency of record and also, on request, would submit details of availability and copy of contract. Kicker, however, was request that, when buying through middlemen, agencies give Storer letter guaranteeing payment. Agency sources said it was first time they'd had request quite that explicit.

Word now is that study of TV-radio buying practices, being prepared by special committee of American Association of Advertising Agencies (BROADCASTING, Sept. 16), will probably be submitted to AAAA board of directors at meeting Oct. 15. Study is said to be unusually comprehensive report on buying and selling procedures, including middlemen, barter, rates and rate-cutting and perhaps also roles played by various kinds of operations, both conventional and unconventional.

Double bill

Record companies in Canada are said to be preparing to push their bid to collect royalties from Canadian broadcasters for playing their records. Under procedures there, they must apply to copyright appeals board for "tariff" by Nov. 1 if they hope to start collecting in 1969. If application is granted they may collect at whatever rates appeals board specifies. There are persistent but unofficial reports they'll meet Nov. 1 deadline and seek fees equal to those that broadcasters now pay to Broadcast Music Inc. of Canada and Composers, Authors and Publishers Association of Canada. But procedures also provide for filing of objections, followed by public hearing, and Canadian Association of Broadcasters—for at least one—is sure to fight if tariff is issued.

Canadian situation has certain parallels in U.S. In congressional hearings on pending copyright revision bill, however, push for extra royalties has been led-publicly anyway—by recording artists rather than record companies themselves. In both cases, however, companies and artists presumably would share in any such plan that might be granted.

Oh, boy

Some legislative aides are wondering whether House Commerce Committee has voted limited suspension of Section 315 (see page 44) or mousetrap play for broadcasters. Amended suspension resolution voted by committee last week would apply only to programs offering "opportunity for equivalent appearances" by all presidential or vice-presidential candidates, paid for by the campaign, and restricted to broadcast nation. In congressional hearings, only presidential candidates qualified on ballots of at least two-thirds of states (which would let George Wallace in). But what do "equivalent appearances" mean?

Fear is that if language were adopted in final suspension resolution, any candidate appearing in broadcast debate but unaudited by one or both opponents could claim he got less than an "opportunity for equivalent appearances." And if claim held up, it would mean whole show was disqualified from exemption under Section 315. And that would mean all fringe candidates would have crack at equal time. There's hope that clarifying record can be made at Commerce Committee's meeting this week.

Going it alone

Urged to merge that runs rampant among Hollywood entertainment companies these days is so far being resisted by Walt Disney Productions, although film production firm reportedly has received more than 200 offers for merger or outright sell-out. Company has gone through difficult time since death of Walt Disney, but seems to be finding itself again. Meanwhile, Disneyland in Anaheim, Calif., continues to boom and much hope is held out for eventual profitability of mammoth "Walt Disney World" project in central Florida (new Disneyland and three hotels) and Mineral King in mountains north of Los Angeles (winter-sunmer recreation development).

If you don't call him, Keith Lewis will call you.

He'll call almost every day. He may call one of his stations to describe a new sales approach. Or maybe to counsel another station on rates. Or to provide programming information.

Keith Lewis is General Manager of our Chicago office. And he's determined that his stations and his staff are thoroughly informed.

So when he does call, his stations listen. They know that they'll benefit from this very personal attention and skill of the Chicago staff. They also know that they can avail themselves of the huge source of information gathered from Petry's nation-wide operation.

But if Keith Lewis hasn't called you yet, maybe you should call him. Right now.

The representative is sometimes the only part of your station that people ever get to see.

Edward Petry & Company
WEEK IN BRIEF

Issue of new licenses for use of Broadcast Music Inc.'s music explodes, triggered by friction between negotiators over BMI's insistence it is entitled to higher rates; BMI offers to submit matter to arbitration. See...

BMI PRICE BLASTED...23

First real reading on extent of spot TV's 1968 comeback shows, according to TVB figures, for second quarter, national-regional sales up 18.1% over 1967, biggest quarterly gain in nearly four years. See...

SPOT TV SOARS...24

ARB issues new rankings for top-100 markets with few significant changes evident. Boston moves from sixth to fifth place, San Francisco from eighth to seventh; Houston up two in top-15 shuffle. See...

ARB REVISES RANKS...28

Political coverage gives way to new fall season as NBC displays its wares first with ABC and CBS due to start this week. Nielsens fail to impress advertisers who are looking closer at charts today. See...

NBC MOVES FIRST...42

Suspension of the equal-time law that would permit televised presidential, vice-presidential campaign debates gets a new look as House Commerce Committee moves to allow George Wallace TV opportunity. See...

WALLACE IN PICTURE...44

TV broadcasters confront FBI Director J. Edgar Hoover who tells Violence Commission he thinks there's too much crime and violence on TV, and he didn't like Chicago convention coverage. See...

HOOVER HITS TV...48

Chicago Mayor Richard J. Daley gets his moment in the sun over 160 TV stations to tell his side of Chicago convention TV coverage; meets tough Bonanza, Barbra Streisand competition head-on. See...

DALEY'S STORY...49

FCC Chairman Rosel Hyde tells International Radio and Television Society commission will investigate complaints of fairness-doctrine violations, "deliberate" news distortion or slanting of news—but that's all. See...

HYDE CLARIFIES FAIRNESS...57

FCC orders hearing that could result in Coral Television Corp., losing its authorization to operate TV channel 6 in Miami. Issues are unauthorized transfer of control and "trafficking." See...

WCIX-TV PROBE SET...62

Color uniformity—that bane of broadcast engineers' existence in last few years—receives high level attention in Washington at symposium sponsored by Institute of Electrical and Electronics Engineers. See...

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WALLACE IN PICTURE...44

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WBIR-TV is No. 1 in Coverage...and Still Growing!

WBIR-TV transmits from one of the world's tallest towers (1,751 feet). This enables us to reach a wide area, including approximately 60 counties in east Tennessee, southeast Kentucky, southwest Virginia, and western North Carolina.

Our Area of Dominant Influence (ADI) is indicated by solid red in 35 counties on the map at left. Coverage of 25-49% Net Weekly is shown by the medium red shading. The pink shaded counties have coverage of 5-24% Net Weekly. Approximately 1 million people, with incomes of $1.8 billion and retail sales of $1.3 billion are in our ADI.

The 3-county Metro Area Population (Anderson-Blount and Knox Counties) is 394,000 (Sales Management, June 30, 1968).

ARB COVERAGE STUDIES, NET WEEKLY CIRCULATION IN HOMES

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AND STILL GROWING!

MULTIMEDIA
A station of Multimedia Broadcasting Company. Affiliated with WFBC-TV, Greenville, S. C. and WMAZ-TV, Macon, Georgia.

Represented by AVERY-KNODEL, INC.

BROADCASTING, September 23, 1968
FCC claims right to regulate nets

FCC order reopening 31/2-year-old rulemaking aimed at limiting network control or ownership of programing was issued Friday (Sept. 20) (Broadcasting, Sept. 16). Issued with it was legal memorandum that, for first time, propounds views that commission has an authority to implement proposed rule through direct regulation of networks.

Commission scheduled oral argument on proposal for Dec. 16 in Washington. Persons interested in filing comments are asked to submit them no less than 30 days before that date.

In past, commission has held that its jurisdiction was contained in its authority to license stations owned by or affiliated with networks. And it has, commission noted, “disclaimed” direct authority.

But commission now says authority given it in Communications Act to regulate chain broadcasting empowers it to regulate networks directly.

Commission’s proposed rule, which would prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing and limit their participation in syndication activities, is intended to foster competition in program-production market. In issuing proposal in March 1965, commission expressed concern over “undue concentration” of network control of programing.

In order reopening proceeding, commission asks for comments on jurisdiction in light of memorandum. It also asks for comments on counterproposal submitted in proceeding by Westinghouse Broadcasting Co. that would prohibit station in top 50 markets with three or more stations from carrying more than three hours of regular network programs between 7 p.m. and 11 p.m.

Commission, in addition, seeks updated information on networks’ interests in syndication. Commission’s information on this has cutoff date of 1964.

Commission released statistical data showing that network interests in programing is continuing to rise. Tables show that in November 1967 networks produced or controlled 95.2% of all weekly hours of prime time programing. Figure was 67.2% in 1957.

News guidelines adopted for federal jury trials

Recommendations designed to ease problems arising out of constitutional rights of free press and fair trial have been adopted by Judicial Conference of United States.

Report issued by committee of conference said it does not recommend any direct curb or restraint or publication by press of potentially prejudicial material during coverage of trial. But it recommends that courts use their power to control release of prejudicial information by lawyers, courthouse personnel, such as bailiffs, clerks, and court reporters.

Committee emphasized that courts should adopt rules prohibiting taking of photographs or radio and television broadcasting from courtroom or its environs. Committee, headed by Judge Irving R. Kaufman of U.S. Circuit Court of Appeals for Second Circuit and consisting of 14 other leading judges, said it had studied and adopted many of recommendations included in Reardon and Medina reports. But Kaufman panel did not follow Reardon proposals that courts use their contempt powers to control press and police.

Asks ban on CATV mass-appeal shows

ABC has asked FCC to ban origination of commercials and mass-appeal programing by CATV systems until public-interest considerations of such CATV activity can be considered. ABC expressed concern about “precipitous” establishment of origination services that might, it said, destroy free television. But network said, it has no objection to routine, noncommercial local originations.

ABC made request in commenting Friday (Sept. 20) on commission proposal to permit CATV systems to use frequencies in Community Antenna Relay Service (CARS) —in 12,700-12,950 mc band—to serve as outlets for “community self-expression” (Broadcasting, Feb. 19).

Frequencies would be used in beaming material from CATV’s studio to its headend and for remote picks-up. Though thus limited in scope, proceeding provided forum for broadcasters and CATV interests to debate basic question of local origination by CATV systems.

National Community Television Association and number of CATV companies urged commission to adopt rule and thus permit systems to perform local service. They also asked that no restrictions be placed on that service and some urged that proposal be liberalized to permit interconnection of CATV systems.

National Association of Broadcasters and Association of Maximum Service Telecasters, like ABC, said over-all question of CATV program origination should be studied before commission acts on proposed rule.

AMST expressed opposition to any kind of CATV program origination. It said that “community self-expression” type of programing would be first step in development of “hybrid CATV pay-TV”.

Jetdorf Corp., one of CATV owners urging adoption of rule as means of permitting CATV systems to provide local service, also said such CATV service could be enhanced if systems were allowed to interconnect. And it said systems should not be prohibited from carrying commercials; such prohibition would be “highly inequitable.”

Similar views were expressed in dozen other CATV comments.

IRTs award to Sullivan

Ed Sullivan has been named recipient of 10th annual gold medal award of International Radio and Television Society.

He’s second performer in decade of IRTs medal winners—Bob Hope was first—made for achievement in and contribution to broadcasting. It’ll be presented at banquet in New York March 13.

Chicago: Act II

Metromedia Television said Friday (Sept. 20) it’ll grant requests for follow-up program “replying” to Chicago Mayor Richard Daley’s documentary telecast on Chicago disorders carried by Metromedia and other stations on Sept. 15 (see page 49).

Wire went to several organizations including Youth International Party, American Civil Liberties Union and to campaign aides of Senator McCarthy, all of whom had asked for opportunity to reply.

Principals were requested to appear
WEEK'S HEADLINERS

Sid Sheinberg, VP for Universal Television and one of executive supervisors of The Name of the Game, series studio is producing for NBC-TV named VP in charge of all TV production. Mr. Sheinberg will become responsible for administration of all TV production for studio, including "World Premiere" motion picture project for NBC-TV. Mr. Sheinberg joined legal department for Revue Studios (now Universal City Studios) in 1959, subsequently worked in business affairs and from there moved into developing new projects for TV. He was closely associated with "World Premiere" project from its inception in 1965.

John D. Callaway, news and program director, WBBM Chicago (CBS-owned station) named to new post of VP of program services, CBS Radio division in New York. Mr. Callaway, who joined WBBM in 1957 as general assignment reporter, will be responsible for expanding CBS Owned Radio Stations' exchange of broadcast material and coordinating efforts of news and program executives at stations. He will also serve CBS Radio network in advisory capacity, working with program staff and CBS News division.

Donald P. Carter, president. The Biddle Co., Bloomington, Ill., becomes president of Post-Keys-Gardner, Chicago, effective Oct. 1. PKG and Biddle will exchange substantial blocks of stock in partial merger. Mr. Carter joined Biddle in 1954 and became president in 1967. He will be director of both companies. Everett Biddle, founder of Biddle Co., will assume presidency of agency.

Maurice L. Kelly Jr., associate advertising manager with The Procter & Gamble, Co., Cincinnati, joins Eastern Airlines, New York, as VP-advertising and merchandising. Mr. Kelly joined P&G in 1954 and supervised development of advertising and merchandising programs for major consumer products. He succeeds John B. Andersen, who became VP-customer services May 15.

Samuel H. Northcross, VP and national director of broadcast, Foote, Cone & Belding, New York, resigned from agency last week. His future plans are indefinite. Mr. Northcross joined Foote, Cone in 1963 after 15 years with William Esty. He is credited with establishing TV department at Esty and became VP in charge of TV operations there.

in person or to send representative to WNEW-TV New York studio (205 East 66th Street) at 3 p.m., Wednesday, Sept. 25.

Carling leaves Tinker

Carling Brewing Co. of Ohio, Cleveland, and Jack Tinker & Partners, New York, have parted company, ending three-and-half year advertising relationship. Tinker did creative work on Black Label beer while regional agencies placed media buys. All worked on fee basis.

Company spokesman said Friday (Sept. 20) that Carling spent $9-10 million advertising all brands. Radio-TV advertising in 1967 for Black Label alone amounted to over $8 million, according to Radio Advertising Bureau and Television Bureau of Advertising.

Mogen David TV plans

Television, both network and spot, will get major portion of $2 million advertising-promotion budget set for new year by Mogen David Wine Corp., Chicago, via Edward H. Weiss & Co. there.

Three-network participation drive will total $1 million. Spot TV will be used in 65 markets, spot radio in Los Angeles and Seattle also.

Firm changed marketing strategy and is now concentrating on TV as result of dealer and consumer reaction to 100% TV campaign last spring, according to Ronald Field. Mogen David advertising manager.

Cosby $15 million deal with NBC-TV

Bill Cosby and NBC-TV have signed new "long term" contract giving comedian starring role in new half-hour comedy-drama planned for 1969-70 season.

Also covered by contract, made by network with Campbell, Silver, Cosby Corp. (Mr. Cosby's company on West Coast), is provision for Mr. Cosby to appear in one-hour specials, first to be shown during 1969-70 season, plus commitment to produce two half-hour animated specials based on characters Fat Albert and Weird Harold made famous by comedian in his record album, night club act and five-days-a-week radio program.

Mr. Cosby series, comedy about detective in San Francisco area, will have guaranteed run of two years. Second series, not starring Mr. Cosby, will be produced by his CSC company for presentation on NBC-TV between spring and fall of 1970. Network will carry hour Bill Cosby specials yearly for five years. CSC also will develop and produce at least one pilot yearly for NBC. Company further will develop and produce specials, variety shows and films, live or animated, for network. First project is The Kissy Face Show, which has panel format concept. CSC estimates over-all deal amounts to minimum of $15 million.

Question due bills

Offer to radio stations of hotel due-bills in exchange for air time to boost presidential bid of George Wallace (Closed Circuit, Sept. 16) prompted letter Friday from Democratic National Committee to FCC.

Committee asked whether proposed trade-outs by Park Plaza hotel, Orlando, Fla. would permit other candidates to claim equal time, since spots wouldn't be paid for by Wallace campaign people. Also, committee said, due bills aren't normally worth face value, so offer could be construed as discount which should be available to other candidates.

For other personnel changes of the week see FATES & FORTUNES

10

BROADCASTING, September 23, 1968
There's more room on the road for the kind of driving you like...

When highway trailers ride piggyback—the modern railroad

A train of 100 flat cars carries 200 highway trailers piggyback...and we're carrying about two million trailers a year.

Piggybacking and its new cousin, containerization, unclog highways...save you money when you buy the things you like for the kind of living you like.

We're constantly improving. And that's why average rail freight charges are lower today than ten years ago.

In just one more generation there'll be 300 million Americans—50% more people requiring more production of everything...and more good transportation.

Dependence on railroads will grow and grow. And railroads will be ready.
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.


Sept. 23—Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for Class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.


Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.


Sept. 25—ASCAP semi-annual West Coast membership meeting. Century Plaza hotel, Los Angeles.


OCTOBER


Oct. 4-6—Southern area conference, American Women in Radio and Television. Decatur.

Oct. 5-6—Fall meeting Illinois News Broadcasters Association, Decatur.

Oct. 5-7—Fall convention of Texas Association of Broadcasters. Inn of Six Flags, Arlington.

Oct. 6-8—Regional conference, American Association of Advertising Agencies. Speakers: Norman Fields, president of Fields and Fields, Chicago; Frank Gromer, director of marketing services, Foote, Cone & Belding Inc., New York; Dr. William Rivers, Stanford University; James Hayes, dean of business school, Duquesne University, El Minibar hotel, Palm Springs, Calif.


Oct. 8—New deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by non-network workers and not made available to certain television stations. Previous deadline was July 8.


Oct. 9—Deadline for reply comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Oct. 10—Deadline for filing comments on FCC's proposed rulemaking to codify policy on trafficing in station construction permits and to require hearings in questionable cases.


Oct. 16—Deadline for comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.


Oct. 18-19—Annual convention, Missouri State AP Broadcasters Association, Buffalo.

Oct. 18-20—Annual convention, Missouri Broadcasters Association, Plaza Inn, Kansas City.

Oct. 18-20—West Central area conference.
How a signal booster can amplify profits!

All you have to do is install our Audimax. It boosts your signal to a higher average level. Guarantees a big increase in your audience coverage. And the more people you reach the more money you make!

What's more — by automatically controlling audio levels, it frees engineers. Cuts costs. Amplifies profits.

And you'll have a happier audience, too! Our Audimax works without distortion, thumping, pumping and audio "holes". Bridges clear through program pauses without increasing background noise. Delivers a smooth, more pleasant sounding program.

Try it FREE for 30 days. No obligation. No strings attached. If you don't like it, send it back. The freight's on us! If you like what you hear, send us $665.

Small price to pay for the biggest profit booster in the business!

Write. Or better yet — call us collect:
(203) 327-2000.
A Sound Market

$1,147 per household retail sales (Ranks 24th nationally), total $593,835,000 (82nd nationally). Latest SALES MANAGEMENT SURVEY OF BUYING POWER ranks the Lansing Metro Area among the top 100 markets for all categories—Population, Households, Effective Buying Income, and Retail Sales. Generous balance of government (state capital), education (Michigan State University), and industry (home of Oldsmobile, Fisher-Body, Reo-Diamond and Motor Wheel) keeps Lansing's spending habits stable.

American Women in Radio and Television, Midtown Motor Inn, Des Moines, Iowa. Oct 21—Deadline for filing reply comments policy on trafficking in station construction on FCC's proposed rulemaking to codify permits and to require hearings in questionable cases.


Oct. 22—Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases and promote for those stations strict compliance with minimum separation rules.


Oct. 22-23—Broadcast executive sales conference sponsored by Tennessee Association of Broadcasters and University of Tennessee School of journalism. University Center, Knoxville.


Oct. 25-26—Fall meeting Maryland-D.C.-Delaware Broadcasters Association. Annapolis Hilton, Annapolis, Md.


Oct. 26—Southern college radio conference of the Intercollegiate Broadcasting System. Speakers include Harold F. Kreisstein, pres, Plough Broadcasting Co; Rod G. Collins, director of radio-TV center, University of Virginia; Will I. Lewis, dir of noncommercial WBUR(FM) Boston, Georgia State College, Atlanta. For information write IRS-Southern, Rov 458, Georgia State College, Atlanta 30503.

Oct. 28—Deadline for reply comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Oct. 31-Nov. 1 — Fall convention, Ohio Association of Broadcasters. Nell House, Columbus.

NAB FALL CONFERENCES


Oct. 21-22 — Ambassador hotel, Los Angeles.


Nov. 11-12—Sheraton Gibson, Cincinnati.

Nov. 14-16—Dallas Hilton, Dallas.

Nov. 18-19—Atlanta Marriott, Atlanta.

NOVEMBER

Nov. 5-6—Annual fall meeting Alabama Cable Television Association. Guest House motor Inn, Birmingham.

Nov. 6-8—West Coast conference on broadcasting of Institute of Electrical and Electronics Engineers. Ambassador hotel, Los Angeles.

Nov. 8—Deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Aug. 8.

Nov. 10-13—California CATV Association fall meeting. Del Coronado hotel, Coronado Island.


Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by Illinois Institute of Technology and IRE Research Institute. Sherman House, Chicago.


Nov. 17-20—Annual convention of Broadcasters Promotion Association. Deauville hotel, Miami Beach, Fla.

Nov. 18—Deadline for filing reply comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.


Nov. 20-22—Annual convention, Sigma Delta Chi, Atlanta Marriott, Atlanta.

indicates first or revised listing.

Who really are friends?

Editor: In 1964 it was the Republicans who felt badly about the way the networks handled their convention. Commentators were sharply critical of the Republican nominee for the Presidency. Great emphasis was placed upon matters occurring outside the hall, especially among a handful of Negroes, most of whom were not delegates. In the weeks that followed there were many other instances which clearly showed bias on the part of network journalists,

but the Republicans "forgave and forgot" after network executives offered explanations.

In the wake of the Chicago ruckus it is now the Democrats who are feeling "foul," but there is also a lot of talk about reprisals against the whole broadcast industry with one congressman going so far as to offer an amendment which would forbid editorials. There will be 'investigations' and a stepped-up campaign to daub broadcasting with a wide brush over such intangibles as 'violence' etc. Remember another Dem-

OPEN MIKE®
Beeline® Country...awfully big in Automotive Fuels

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

You can get a lot of mileage from your advertisements on Fresno’s Beeline Radio KMJ. Gas station sales in KMJ’s ten county market is 127.6 million dollars big. This is not surprising when you consider KMJ’s market includes six of the richest agricultural counties in America. And KMJ covers a total market of one and one quarter million people with $2.3 billion in effective buying income. So take advantage of all this extra power, put your message on Beeline Radio KMJ. And remember, KMJ is just one of four Beeline stations covering California’s prosperous Inland Valley area and Western Nevada.

Data Sources: SRDS 1968 — Sales Management’s Survey of Buying Power, June 1968

McClatchy Broadcasting

KATZ RADIO — NATIONAL REPRESENTATIVE

BROADCASTING, September 23, 1968
And now . . . in brilliant color on high-fidelity video tape . . . Paul Harvey brings his provocative, memorable commentary to syndicated television. Every program in the series is written and presented by Paul Harvey—in his dynamic style. The series represents a completely new dimension in five-minute news programming. Each segment is designed to fit into established news shows . . . or can be used as self-contained news features. Be the first in your market to present the man who has been acclaimed by a group of 600 newspaper critics as "Commentator of the Year." Call us collect: Area Code 312. 467-5220. Or write (wire) Ed Broman, Walter Schwimmer Division, Bing Crosby Productions, Inc., 410 North Michigan Avenue, Chicago, Illinois 60611.
"PAUL HARVEY COMMENTS"

...expressing new insights in Television News Commentary.

another FIRST from:

BING CROSBY PRODUCTIONS, INC.

Walter Schwimmer Division

a service of Cox Broadcasting Corporation
McHugh & Hoffman, Inc.

Television & Advertising Consultants
430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313 644-9200

Researches Your Personality

Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amusing 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 call letters or channel personality. We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada. Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market. Our clients know where they stand, and more importantly, they know reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc. One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with the station for a whole year to make sure you understand the study and that it works for you. Our contribution has helped the aggressive management effort of some of our clients to move from third to first place in several of the country's most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there. If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

Oath who wanted to muzzle broadcast editors? Here is the latest James Lawrence Fly, a Roosevelt appointee, who as chairman of the FCC held the dubious distinction of having signed the infamous Mayflower decision. In fact 90% of the troubles we as an industry have suffered may be laid at the door of Democratic administrations.

Perhaps this is a good election year for broadcasters to realistically appraise the facts as to who our friends really are. My broadcast experience goes back to 1926, and I can recall a total of 12 years of comparative freedom from government harassment out of 42—those under former Presidents Herbert Hoover and Dwight D. Eisenhower. Perhaps things will be smoother after President Nixon takes office.—Rex G. Howell, Grand Junction, Colo.

Little music but regular fees

Editor: It's about time talk stations spoke up about the unfair contracts they are committed to negotiate with American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC. It's true that ASCAP, at least, offers a choice of a blanket agreement or a per-program agreement, but even the latter is unfair since the cost per use of any musical composition is overwhelmingly prohibitive, as is the cost of record-keeping.

As an audience involvement station our use of music is minimal. Yet we pay the music publishers on the basis of our total revenue, the same as a station which depends upon music for 100% of its programming.

I'd like to hear from other talk stations having this common problem.—I. T. Cohen, president and general manager, KZIQ El Paso, Tex.

Wrong emphasis claimed

Editor: Why does Broadcasting continue to underestimate the accomplishments of broadcasting? On page 41 (Broadcasting, Aug. 19) the top half of the page is headed "Top oil companies spend $65 million in TV in '67." What an understatement of the real story: "Top oil companies spend $88 million in broadcasting." The facts of the story are that 17 oil companies used newspaper and magazine space for only 16.7% of the total. Broadcasting combined for 83.2% of the total.

Let's tell the whole story and sell the entire broadcast media.—Don O'Malley, general manager, KLEG Wichita, Tex.

(The story, as reported, was based on Televison Bureau of Advertising's report on TV expenditures. The figures for other measured media were stated in full as supplementary information.)
Color tape to color film transfers are dull, fuzzy and not worth the trouble.

Horse radish!

And any other expletive you wish to use.

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

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

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

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

Still unconvinced about color transfers? Horse radish!

*TM Reeves Sound Studios
The name of the game will be change

All of advertising is undoubtedly in for an incredible shake-up before the beginning of the new century.

This shake-up will happen because new techniques and new refinements in mass communication will bring this change—and advertising will be adapted to take advantage of the changes.

The staff of the Wall Street Journal in their book, "Here Comes Tomorrow," did a little mind expansion in their prophecy of things to come in communications. They wrote: "by the year 2000 you will be able to do just about everything but shake hands or kiss your wife via electronic communications...what researchers envision...is the creation of a vast network of facilities that will put present technology to work and make instant audio and visual communications available world-wide."

The writers see satellites, microwave systems and coaxial cables as the key elements in the communications network we may expect. The satellites and microwave systems will transmit spoken, visual or computer-coded information in the form of electrical impulses over tremendous distances.

The Future * This communications revolution will also see the laser beam opening enormous new capacity for the transmission of information. Microwaves currently used for broad-band communications have frequencies in the billions of cycles per second. Laser light waves come in frequencies of hundreds of trillions of cycles per second. Such laser beams, transmitted along light "pipes" or via satellites, could result in a millionfold increase in our communications capacity.

Laser communication, the experts say, would cause the cost per communications channel to plummet. In turn this lower cost would stimulate an immense expansion of traffic, including holographic TV, facsimile, telephone, data etc.

There still are problems to be solved before the laser will arrive in force in the communications industry. But it is roaring down the road toward us with a smugness born of inevitability. This also is true of other new communications techniques.

The simple truth is that all of us are going to be communicating with each other—and mass audiences in particular—in new forms. These new forms will insist that each of us get with it or get out of the way.

That may not seem like a fair choice. But, in my opinion, it is the inevitable

one—for people in the media as well as the people in advertising agencies.

Need for Change * Our future depends on how well we can adapt to change. In some cases it depends on whether we want to change.

The door is open to a new world of complex electronic technology. And some of the jolting new inventions are yet to come. What does it mean?

To me it means that those of us working for advertising agencies cannot afford to think of our futures in terms of magazines and newspapers, or radio and television, or outdoor, or direct mail. We have to think in terms of how we can adapt our commercial messages to the new and refined media which will be available to us.

What will cable television mean to us? Are there 15-minute commercials in the future? Or will there be new discipline brought on by the five-second message?

Will the facsimile printer offer a new instrument for the agency copy writer and art director?

Can we sell products by picture telephone?

How will newspapers and magazines offer new ways to use the printed word on a page? Will newspapers still be tossed on the doorstep or will they come through transmitters that unravel the message on your breakfast table?

Will we be making television commercials for wrist watch-size screens on wrist watch receivers?

What will three-dimensional TV require of me when I'm writing a commercial?

Will radio tell me about products while I'm sound asleep?

Will magazines come in different sizes, printed on different substances, with different ink? Will magazine ads include real samples of powdered food, or lawn fertilizer, or hair set?

Will magazines include paper records to be played on your home stereo as background for the story as you read?

Many Questions * These are the questions a creative man in an advertising agency should have. There are many more. Many of the questions on changes ahead will come and should come from account executives and media planners and buyers. They also should come from broadcast and print production people, from research people, and everybody who comes to work in the morning at an advertising agency.

But no one is fighting some brave battle for survival alone. Any businessman today in his particular way is fighting this same battle.

Advertising agencies are. We have no water-tight agreement with the future. We will either perform a valuable function in the emerging new world of communications technology or we will succumb to the marketing myopia which has seen too many impervious businessmen disappear down the economic drain in one swift and cruel curling motion.

Does this worry us?

No. We cannot expect this world to stand still for us. And we cannot afford to stand still while the world changes around us.

What is your future? That, of course, is up to you. Are you tired of fighting or will you fight your tiredness?

I don't know about you, but I'll tell you nobody is going to run me into a corner I can't get out of.

Today is a good day. It may be an upsetting day, a confusing day, but it is a day that offers more roads to success than it does roadblocks.
Let a girl lead a dog’s life.

You might win an award. WMAL-TV did.

Our modern Pied Piper, Claire Kleess, and her white poodle, CoCo, lead the way every morning to a fascinating combination of education and entertainment. In and out of the wonderfully exciting places that children look forward to each day. The White House, Expo, Colombian jungles, Florida everglades, the National Zoo, Maine lobster beds, a West Virginia logging camp are a few of the interesting places they explore.

Phonics • Number development • Reading readiness • Chalk talks • Storyland • Crafts • Embassy Day • Even action poems and daily exercises are fun with former school teacher Claire. They’re all part of “Claire and CoCo,” our uniquely successful program adored by children and admired by parents and educators.

Ohio State University’s Institute for Education by Radio-Television liked it too—and gave us an award “For instructional excellence through entertaining adventure . . . bringing additional validity to the use of television medium for education.”

“Claire and CoCo” certainly do lead a dog’s life . . . an award winning one!

“Claire and CoCo”
8-9 AM Weekdays;
9-9:30 AM Saturday

WMAL-TV
The Evening Star Broadcasting Company
Washington, D.C.
Represented by Harrington, Biggers & Parsons, Inc.
Baltimore’s Biggest Winners

... are lucky viewers who play WBAL-TV’s new Ring-a-Rino and Duckpins and Dollars for top cash prizes.

Ring-a-Rino enriches attentive viewers by $1,000 a week, with three telephone calls each weekday morning during the 9 - 10:30 a.m. Steve Allen Show and a fourth call preceding Perry Mason at 4:25 p.m.

And each Monday-through-Friday at 6 - 6:30 p.m., local bowlers and home "pin pals" are striking it rich on Duckpins and Dollars. Prize money totals well over $1,200 weekly.

It's all part of WBAL-TV's exciting Year of the Look-In—full of "rewarding" surprises for Baltimore area viewers and advertisers.

Have you looked into it with your Petry man?
Radio spokesmen blast BMI price

Bargaining session breaks off with charges by industry group that demands are exorbitant; licensing body offers to submit the matter to arbitration

The issue of new licenses for the use of Broadcast Music Inc.'s music by radio stations exploded last week, triggered by friction between negotiators over BMI's insistence that it is entitled to a larger share of the price for public-domain music.

After a bargaining session with BMI officials on Tuesday (Sept. 17), the All-Industry Radio Music License Committee announced the next day that BMI made "exorbitant" demands and that negotiations had broken off.

BMI officials replied that they first learned of the break-off in the committee's release and that they would still like to meet with "responsible members" of the radio industry. They offered—as they said they had done before—to submit the issue to impartial arbitration.

A continued stalemate could lead to a situation reminiscent of 1941, when, in a dispute with the American Society of Composers, Authors and Publishers, broadcasters operated with virtually nothing but public-domain music for 10 months. At that time—popularly known as the "Jeannie with the Light Brown Hair" era—BMI was just getting started, set up by broadcasters to provide an alternative source of music because of the ASCAP dispute.

But there seemed to be little serious thought last week that the stalemate in BMI-committee negotiations would be permanent. It was generally regarded as inevitable that sooner or later, in one way or another, discussions would resume. What they might lead to was considerably less certain.

Extension Promised • The current licenses expire Sept. 30 but BMI offered earlier this month—and most stations are expected to accept the offer—to extend them to Nov. 30 (Broadcasting, Sept. 9, 16).

The all-industry group's announcement, issued by Chairman Elliott M. Sanger, retired WQXR New York executive, gave the first public inkling of the nature of the rate increase BMI is seeking.

The announcement also reported that the committee had counter-offered to recommend a rate increase amounting to 10% up to a specified revenue level, but said BMI rejected the offer.

Mr. Sanger's statement said BMI wanted the maximum rate paid by stations for BMI music, now pegged at 1.35% of a station's "receipts from advertisers after deductions," to be raised to 1.75% over a five-year term, with the increase in the first year taking it to 1.5%.

In addition, he said, BMI requested (1) that a minimum flat fee of $200 to $300 a year be established for small stations, regardless of their income, and (2) that stations with net receipts under $100,000 pay at the same rate as the larger stations.

BMI's current radio rates range from a low of 0.84% for stations in the lowest revenue brackets up to the 1.35% for those in the highest brackets. Committee sources said they understood this part of the proposal to mean that stations in the under-$100,000 category would pay either a flat $200-300 fee or at the proposed new maximum rate, whichever is greater.

The Sanger statement said the committee "rejected BMI's demands, point-out that BMI's revenues from radio had increased approximately 50% in a two-year span—i.e. from $5.7 million in 1965 to approximately $8.5 million in BMI's fiscal year ended June 30, 1968; that no factor presented by BMI warranted a further increase on top of the 50% increase BMI had already received, and that this 50% adequately compensated BMI for its claimed 15% increase in the use of its music since 1965."

Boost 90%? • The statement said that assuming a 6% annual growth rate in radio revenues, radio's BMI payments under the plan would in fact go from $8 million in 1967 to approximately $15 million in the last year of the pro-
Spot TV soars in second quarter

Gain of 18% over a year ago is estimated by TVB;
first half of 1968 is thought to be between
13% and 15% over that for same period in 1967

The first real reading on the extent of
spot television’s 1968 comeback in-
dicates sales are once again moving at
a record clip.

The Television Bureau of Advertis-
ing’s second-quarter spot-activity re-
port, being released today (Sept. 23),
shows national and regional spot sales
up 18.1% from the same period of
1967.

That’s the biggest quarterly gain in
almost four years. TVB officials said
it was the highest since the third quar-
ter of 1964, when a 21% increase was
recorded.

The 18.1% gain is also on top of a
sales period that had itself increased
slightly. Although spot TV sales for
1967 gained less than 1%, the second
quarter of 1967 was still about 2.8% ahead of the second quarter of 1966.

This year’s second-quarter increase
also follows a gain of 7.8% in the first
three months of the year. The best
available estimates were that over the
entire first six months spot sales were
13% to 15% higher than in the 1967
first half.

The 18.1% increase in the April-
June period represents the gain shown
by 359 TV stations that submitted sec-
dond-quarter reports in both 1967 and
1968.

In addition, 18 other stations sub-
mitted second-quarter reports this year
but not last year. Total spot business
reported by all 377 stations was put at
$348,461,400 as compared with $317,-
628,700 for the stations that reponed
on the second quarter of 1967. But
last year’s total, according to TVB
spokesmen, was based on reports from
400 stations.

Solid Gain = This means, therefore,
that 377 stations billed $30.8 million
more—almost 10% more—than 400
stations billed in the comparable 1967
period.

TVB does not make an industry-
wide projection of spot billing. Rather,
it uses as the dollar total for the period
the aggregate billing actually reported
by stations. (The reports are compiled
for TVB by the LNA-Rorabaugh serv-
ice.) Gain or loss percentages are then
derived by comparing the totals of
only those stations that reported both
for the current period and for the com-
parable period of the preceding year.

This procedure gives the percentage
figures a level of consistency not always
present in the dollar totals. For the first
quarter of this year, for example, the
number of reporting stations was so far
below normal that their dollar total was
actually less than had been reported in
the first quarter of 1967, even though
the stations that reported in both quar-
ters showed—and general industry ex-
perience confirmed—a gain of almost
8% (Broadcasting, July 29).

Because of the unusually low number
of stations reporting in the first quarter,
TVB officials said, adding their dollar
total to the second-quarter dollar total
would not produce a valid first-half
figure. The percentage gains, based on
"same station" reports, were regarded

BROADCASTING, September 23, 1968
as realistic.

The number of stations reporting in the second quarter was higher than in the first—377 as against 344—but still short of the approximately 400 that has been normal in recent years.

Aside from the dollar and percentage advances in the second quarter, TVB noted several factors contributing to optimism in spot TV.

Automotive Over 50% = Automotive advertising, for one, was 58.2% higher than in the same period of 1967, rising from $14.2 million to almost $22.5 million. Five other categories also showed gains ranging from 17.5% to 45.5%, and 13 individual advertisers boosted their spot TV spending by $1 million or more (see tables, page 26).

Another happy harbinger was seen in the performance of Sears, Roebuck, which has been getting more and more into television advertising and as a bellwether is expected to lead many other retailers into more extensive use of the medium.

In the second-quarter report a year ago, Sears ranked 60th among spot TV spenders, with an outlay of $1,253,300. More than doubling that investment, it ranked 23d in this year's second quarter with a total of $3,090,700.

Another company that has been moving more and more into television, the McDonald's Corp., one of the leading franchisers of drive-in restaurants, moved into spot TV's top 100 for the first time in any quarter, TVB noted. McDonald's total for the period was $786,300, making it 88th in spot TV spending.

TVB's day-part analysis showed that nighttime TV had the biggest dollar gain, and also the biggest percentage gain in spot expenditures for the second quarter, with a $16.3 million advance (14.5%) to a total of $128.3 million for the period (see table).

Among commercial lengths, 60's continued to account for the most dollars, but the continuing rapid growth of 30's was credited with a big part of a 71% increase noted in the "20's and 30's" category, which accounted for $97.7 million or 28.1% of the spot dollars as compared with $57.1 million or 18% in the 1967 second-quarter report (see table).

TVB's top 100 national and regional spot TV advertisers for the second quarter ranged from the customary leader, Procter & Gamble, with a $20,563,300 investment, to Pan American World Airways, with $681,800. Seventy-seven advertisers put more than $1 million each into spot TV in the quarter.

Top 100 national and regional spot television advertisers—second quarter 1968

1. Procter & Gamble $20,563,300
2. General Foods 18,637,200
3. Coca-Cola 15,275,100
4. Colgate-Palmolive 14,592,900
5. Bristol-Myers 14,000,000
6. American Tobacco 12,375,700
7. William Wrigley Jr. 11,200,000
8. Lever Brothers 10,781,500
9. Continental Baking Co. 9,735,300
10. General Motors 9,057,700
11. National Dairy Prod. 8,056,900
12. Warner-Lambert Pharm. 7,913,400
13. PepsiCo 6,000,000
14. Alberto-Culver 5,696,000
15. Kellogg 5,131,000
16. American Home Prod. 4,978,000
17. Jos. Schlitz Brewing 4,321,000
18. General Motors, dealers 3,924,000
19. General Mills 3,664,400
20. Johnson & Johnson 3,319,300
21. Seven-Up 3,203,100
22. Corn Prod. 3,070,800
23. Sears, Roebuck 3,090,700
24. Gillette 2,988,000
25. Shell Oil 2,955,000
26. Ford Motor, dealers 2,848,100
27. American Can 2,801,600
28. Quaker Oats 2,638,000
29. Sterling Drug 2,429,300
30. Standard Oil of Calif. 2,240,200
31. Borden 2,160,200
32. Scott Paper 2,137,000
33. Ralston Purina 2,141,300
34. Campbell Soup 2,128,800
35. Chrysler Corp., dealers 2,123,400
36. Ford Motor 2,086,500
37. R. J. Reynolds 2,035,800
38. Philip Morris 1,957,400
39. Quibb Beach-Nut 1,934,300
40. United Air Lines 1,919,000
41. Pillsbury 1,837,700
42. American Tel. & Tel. 1,818,200
43. Miles Labs 1,791,500
44. Carter-Wallace 1,763,700
45. Standard Brands 1,761,500
46. Consolidated Foods 1,732,700
47. Canadian Breweries 1,650,700
48. Unigro 1,527,200
49. Avm Prod. 1,521,500
50. Armour 1,519,000
51. Pabst Brewing 1,510,400
52. Royal Crown Cola 1,401,400
53. National Biscuit 1,375,300
54. American Dairy 1,498,300
55. Nestle Co. 1,491,200
56. Norwich Pharmacal 1,407,400
57. Fisher 1,397,500
58. Mobil Oil 1,386,000
59. Canada Dry 1,379,000

The current BMI-radio negotiations come at a time when the jockeying between BMI and ASCAP—by far the leading music-licensing organizations in the field—has been growing in intensity. ASCAP in recent years has expanded into many musical fields developed by BMI, including pop-rock, country and western, and rhythm and blues. BMI reportedly feels that an important factor in its bid for higher rates is need for greater resources with which to head off the inroads made by ASCAP.

In his statement President Cramer did not mention ASCAP competition, however, but said that "in our judgment as custodian of the rights of the writers and publishers affiliated with us," BMI's current radio rate "does not properly reflect radio's use of our repertoire.

"It does not, we believe, reflect the change in the role of music on radio which has taken place since 1940, when the present BMI rate structure was evolved. It does not reflect the change which has taken place in American music since BMI came into existence. It does not reflect true recognition of the role BMI writers and publishers have played in shaping radio's present music-programing patterns and economy.

"We regret that the unilateral action of this committee has resulted in breaking off of negotiations. We still wish to meet with responsible members of the industry to effect a mutually suitable and reasonable fee. We again offer the opportunity to take the matter to arbitration."

The all-industry committee, said to represent upwards of 1,000 radio stations, was represented at Tuesday's negotiating session by Chairman Sanger and George W. Armstrong of the Storz stations; Herbert T. E. Evans, People's Broadcasting; John J. Heywood, Avco stations, and J. Allen Jensen, km Idaho Falls, Idaho, and by Emanuel Dannett, William W. Golub and Bernard Buchholz of the New York law firm of McCoidruck, Dannef, Horowitz & Golub, counsel to the committee.

Representing BMI were President Cramer and Robert B. Sour, former president, now vice chairman of the BMI board, and Vice President Justin Bradshaw.

BROADCASTING, September 23, 1968
Million dollar increase club

Present in the top 100 for the first time in any quarter is the McDonalds Corp., one of the leading franchisor organizations, which has steadily increased its use of market-by-market television. Their second quarter investments climbed to $786,300. Also among the top 100 are 13 companies or groups which increased their investments over $1,000,000 against expenditures spent in the period during April-June 1967. They are:

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<td>1000</td>
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<td>American Tobacco</td>
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<tr>
<td>National Dairy</td>
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<td>General Motors</td>
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<td>Sears, Roebuck</td>
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<td>Consolidated Foods</td>
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<td>American Home Prod.</td>
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<td>American Dairy</td>
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<td>Standard Oil of Calif.</td>
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<td>Squibb Beech-Nut</td>
<td>839</td>
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<tr>
<td>Pillsbury</td>
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<tr>
<td>Campbell Soup</td>
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<td>Sterling Drug</td>
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<td>General Motors, divs.</td>
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Royal Castle chain has snappy hamburger jingle

Royal Castle, a restaurant chain based in Miami, is spending $500,000 to bring 14 words to television viewers in six markets.

The message "Royal Castle, the hamburger place where people who love to eat love to eat," backed by pictures of happy eaters and catchy music, will be shown for 46 weeks in Miami and 39 weeks in West Palm Beach, Orlando, Tampa and St. Petersburg, all Florida, and New Orleans. The campaign began last week.

Warren Muller, Dubowsky Inc., New York, which was appointed Royal Castle's agency two months ago, created the campaign.

FCC asked to apply fairness to car ads

The FCC, which ruled last year that stations carrying cigarette commercials must devote "significant" air time to antismoking announcements, has now been urged to extend that logic to the issue of automotive safety.

Dr. Sedgwick Mead, a regional director of Physicians for Automotive Safety and head of the Kaiser Foundation Rehabilitation Center, noted that "about the same number of persons are dying each year from lung cancer as are meeting death on the highways," and called upon the commission to acknowledge that fact by applying its fairness doctrine to automobile advertising.

In its ruling last year, the commission said that broadcast licensees' statutory obligation to operate in the public interest "includes the duty to make a fair presentation of opposing viewpoints on the controversial issue of public importance posed by cigarette smoking." At that time, the commission rejected arguments that its decision opened the door to application of the fairness doctrine to advertising of other "controversial" products, specifically including automobiles (Broadcasting, Sept. 11, 1967).

Agency appointments...

- George A. Hormel & Co., Austin, Minn. has appointed Spanish Market Specialists Inc., New York, to handle its Spanish advertising and public relations for the promotion of Spam. Spam spread and Hormel Vienna sausage.
- Bozell & Jacobs Inc., New York, has been named by Jay Peak Inc., owner and operator of a 5,000-acre ski area and year-round recreational village in northern Vermont, to handle advertising, sales promotion and public relations. A campaign to include spot radio is being planned for the ski season this fall.

‘Progressive rock’ rep opens N.Y. office

Progressive Rock Media Co., a radio advertising sales representative firm for "progressive rock" format stations, has opened an office in New York under the direction of Richard Stoneman, formerly market research project director of Home Testing Institute/TVQ.

The new organization, which will also provide program consultation, record service, spot production and station promotions, has a clientele of nine FM stations: WQAD-FM Philadelphia; WYBC-FM New Haven, Conn.; WCMF-FM Rochester, N. Y.; WBON-FM Cleveland; WYBE-FM Cincinnati; KPPC-FM Pasadena, Calif.; KMPX-FM San Francisco; KRPI-FM San Diego; and KFMC-FM Provo, Utah. Mr. Stoneman noted his services would not be limited to FM stations, although it would be offered only to those with the rock format.

Headquarters is at 76 Riverside Drive, New York 10024, phone (212) 724-9211. Mr. Stoneman also plans to open offices in Los Angeles and Chicago.
One thing that grows faster than the Atlanta market: WSB's share of it.

According to trends, WSB's share of the Atlanta radio audience should someday be larger than the total number of Atlanta Radio Households. Fact is, Pulse Surveys* show that in this last five years WSB's share of the Atlanta Metro audience has increased 51% while the total number of Atlanta Metropolitan radio households has increased 25%.

Anyhow, we figured that if something is growing faster than Atlanta, you'd probably like to know about it.

We really don't expect our cut of the pie to ever be bigger than the pie. But we're working on it, nonetheless.

WSB Radio
Atlanta/AM 750/FM 98.5
NBC Affiliate/Perry & Co. Inc.

*Pulse Studies, 1962-1967. Key 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.
ARB revises its top-100 markets

Few significant changes turn up in new listings used variously by FCC, agencies and advertisers

The American Research Bureau has released new rankings for the top-100 markets. The ranking are issued by ARB prior to their publication in the 1968 edition of the company's *Television Market Analysis.*

ARB's three lists of top-100 markets, ranked by different criteria, have been issued by the Beitsville, Md., research firm: one based on updated 1968-1969 areas of dominant influence and current TV households estimates, the second based on prime-time average quarter-hour TV households reached by combined home market stations, and a third based on net weekly circulation reached by the dominant station in each market.

The prime-time and net-weekly-circulation market lists are based on data obtained in ARB audience surveys earlier this year (Feb. 14 through March 12).

The first two market lists—based on areas of dominant influence and prime-time average quarter-hour audience—are widely used by agencies and advertisers. The net-weekly-circulation market list is used extensively by the FCC in its decisions on the locations of CATV systems and determinations on multiple-station ownership.

Where Changes Occur • The top-five markets are identical in all three lists this year. But, compared to 1967's prime-time and net-weekly-circulation lists, there were some changes in the top-15 markets. The area-of-dominant-influence list was not released last year (BROADCASTING, Oct. 9, 1967).

In the prime-time roster, Boston moved up from sixth to fifth place, exchanging places with Detroit; San Francisco moved up from eighth to seventh place, exchanging places with Cleveland. Minneapolis-St. Paul moved up one into the 13th spot, exchanging places with Baltimore; Houston jumped up two places into the 15th position, while Indianapolis dropped from 15th to 16th place.

Compared to last year changes in the net-weekly-circulation list showed Washington moving up from ninth to eighth place, exchanging places with Cleveland. Dallas-Fort Worth moved up from 15th to 12th place. But St. Louis dropped from 12th to 14th position, and Providence, R. I., dropped from 14th to 15th position.

The Newcomers • Although none of the three lists showed any dramatic changes in the top-100 markets, one new market moved into the top-100 category on each of the three lists. Baton Rouge moved into 99th place in the area-of-dominant-influence ranking; Tucson, Ariz., moved into 100th spot in the prime-time ranking, and Akron, Ohio, became the 97th entry in the net-weekly-circulation listing.

The newest ARB rankings:

**Rankings by area of dominant influence TV households**

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Boston
6. San Francisco
7. Detroit
8. Cleveland
9. Washington
10. Pittsburgh
11. St. Louis
12. Dallas-Ft. Worth
13. Minneapolis-St. Paul
14. Indianapolis
15. Baltimore
16. Houston
17. Atlanta
18. Seattle-Tacoma
19. Cincinnati
20. Miami
21. Buffalo, N. Y.
22. Hartford-New Haven, Conn.
23. Milwaukee
24. Kansas City, Mo.
25. Sacramento-Stockton, Calif.
26. Tampa-St. Petersburg, Fla.
27. Memphis
28. Portland, Ore.
29. Providence, R. I.
30. Nashville
31. Denver
32. Columbus, Ohio
34. Birmingham, Ala.
35. New Orleans
37. Syracuse, N. Y.
38. Albany-Schenectady, N. Y.
39. Charlotte, N. C.
40. San Diego
41. Louisville, Ky.
42. Oklahoma City
43. Dayton, Ohio
44. Greenville-Spartanburg, S. C.-Asheville, N. C.
46. Phoenix
48. San Antonio, Tex.
49. Flint-Saginaw-Bay City, Mich.
50. Salt Lake City
51. Tulsa, Okla.
52. Greensboro-Winston-Salem-High Point, N. C.
53. Wichita, Kan.
54. Orlando-Daytona Beach, Fla.
55. Shreveport, La.-Texarkana, Tex.
56. Toledo, Ohio
57. Richmond, Va.
58. Little Rock, Ark.
60. Omaha
61. Jacksonville, Fla.
62. Davenport, Iowa-Lock Island-Moline, Ill. (Quad City)
63. Des Moines, Iowa
64. Knoxville, Tenn.
65. Mobile, Ala.-Pensacola, Fla.
67. Rochester, N. Y.
68. Champaign-Decatur-Springfield, Ill.
69. Fresno-Visalia, Calif.
70. Cedar Rapids-Waterloo, Iowa
71. Raleigh-Durham, N. C.
72. Green Bay, Wis.
74. Spokane, Wash.
75. Portland-Springfield, Me.
76. Greeneville-New-Bristol, N. C.
77. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.
78. Jackson, Miss.
79. Chattanooga
80. Lincoln-Hastings-Kearney, Neb.
82. Albuquerque, N. M.
83. Pt. Wayne, Ind.
84. Sioux Falls-Aberdeen, S. D.
85. Honolulu
86. Peoria, Ill.
87. Bristol, Va.-Johnson City, Tenn.
88. South Bend-Elkhart, Ind.
89. Evansville, Ind.
90. Duluth, Minn.-Superior, Wis.
91. Lansing, Mich.
92. Rockford, Ill.
93. Amarillo, Tex.
94. Salinas-Monterey, Calif.
95. Fargo, N. D.
96. Augusta, Ga.
97. Wheeling, W. Va.-Steubenville, Ohio
98. Wichita Falls, Tex.-Lawton, Okla.
99. Baton Rouge
100. Springfield, Mo.

"Rankings based on ARB 1968-69 updated ADI areas and estimates of television household-specialty by county."

Ranking by prime time*  
1. New York  
2. Los Angeles  
3. Chicago  
4. Philadelphia  
5. Boston  
6. Detroit  
7. San Francisco  
8. Cleveland  
9. Pittsburgh  
10. Washington  
11. St. Louis  
12. Dallas-Ft. Worth  
13. Minneapolis-St. Paul  
14. Baltimore  
15. Houston  
16. Indianapolis  
17. Cincinnati  
18. Seattle-Tacoma  
19. Atlanta  
20. Kansas City, Mo.  
22. Milwaukee  
23. Miami  
24. Buffalo, N. Y.*  
25. Sacramento-Stockton, Calif.  
26. Columbus, Ohio  
27. Tampa-St. Petersburg, Fla.  
28. Portland, Ore.  
29. Memphis  
30. New Orleans  
31. Denver  
32. Columbus, Ohio  
34. Birmingham, Ala.  
35. New Orleans  
37. Syracuse, N. Y.  
38. Albany-Schenectady, N. Y.  
39. Charlotte, N. C.  
40. San Diego  
41. Louisville, Ky.  
42. Oklahoma City  
43. Dayton, Ohio  
44. Greenville-Spartanburg, S. C.-Asheville, N. C.  
46. Phoenix  
48. San Antonio, Tex.  
49. Flint-Saginaw-Bay City, Mich.  
50. Salt Lake City  
51. Tulsa, Okla.  
52. Greensboro-Winston-Salem-High Point, N. C.  
53. Wichita, Kan.  
54. Orlando-Daytona Beach, Fla.  
55. Shreveport, La.-Texarkana, Tex.  
56. Toledo, Ohio  
57. Richmond, Va.  
58. Little Rock, Ark.  
60. Omaha  
61. Jacksonville, Fla.  
62. Davenport, Iowa-Lock Island-Moline, Ill. (Quad City)  
63. Des Moines, Iowa  
64. Knoxville, Tenn.  
65. Mobile, Ala.-Pensacola, Fla.  
67. Rochester, N. Y.  
68. Champaign-Decatur-Springfield, Ill.  
69. Fresno-Visalia, Calif.  
70. Cedar Rapids-Waterloo, Iowa  
71. Raleigh-Durham, N. C.  
72. Green Bay, Wis.  
74. Spokane, Wash.  
75. Portland-Springfield, Me.  
76. Greeneville-New-Bristol, N. C.  
77. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.  
78. Jackson, Miss.  
79. Chattanooga  
80. Lincoln-Hastings-Kearney, Neb.  
82. Albuquerque, N. M.  
83. Pt. Wayne, Ind.  
84. Sioux Falls-Aberdeen, S. D.  
85. Honolulu  
86. Peoria, Ill.  
87. Bristol, Va.-Johnson City, Tenn.  
88. South Bend-Elkhart, Ind.  
89. Evansville, Ind.  
90. Duluth, Minn.-Superior, Wis.  
91. Lansing, Mich.  
92. Rockford, Ill.  
93. Amarillo, Tex.  
94. Salinas-Monterey, Calif.  
95. Fargo, N. D.  
96. Augusta, Ga.  
97. Wheeling, W. Va.-Steubenville, Ohio  
98. Wichita Falls, Tex.-Lawton, Okla.  
99. Baton Rouge  
100. Springfield, Mo.  

*Broadcasting, September 23, 1968
If Bob Nelson said
It was going to snow in July...
a lot of people in the Land of Milk & Money
would get out their overshoes.

Nobody takes more kidding than our weatherman Bob Nelson. Nobody has more fans either. We've been on the air since 1953 and we've never had another weatherman . . . we don't think people would let us.

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Homes</th>
<th>Share</th>
<th>Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 - 6:30 PM</td>
<td>WBAY-TV</td>
<td>66,400</td>
<td>56</td>
<td>93,200</td>
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<tr>
<td></td>
<td>STATION Y</td>
<td>25,700</td>
<td>22</td>
<td>38,700</td>
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<tr>
<td></td>
<td>STATION Z</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30 PM</td>
<td>WBAY-TV</td>
<td>67,100</td>
<td>56</td>
<td>96,200</td>
</tr>
<tr>
<td></td>
<td>STATION Y</td>
<td>42,800</td>
<td>36</td>
<td>62,800</td>
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<tr>
<td></td>
<td>STATION Z</td>
<td>9,800</td>
<td>8</td>
<td>13,800</td>
</tr>
</tbody>
</table>

*Subject to limitations of survey

See your Blair Representative

WBAY TV 2
GREEN BAY
The Resultstation
<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
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</thead>
<tbody>
<tr>
<td>30</td>
<td>Toledo, Ohio</td>
</tr>
<tr>
<td>29</td>
<td>Columbus, Ohio</td>
</tr>
<tr>
<td>28</td>
<td>Davenport, Iowa-Rock Island-Moline, III</td>
</tr>
<tr>
<td>27</td>
<td>Green Bay, Wis.</td>
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<tr>
<td>26</td>
<td>Raleigh-Durham, N. C.</td>
</tr>
<tr>
<td>25</td>
<td>South Bend-Elkhart, Ind.</td>
</tr>
<tr>
<td>24</td>
<td>Des Moines (including Ft. Dodge), Iowa</td>
</tr>
<tr>
<td>23</td>
<td>Mobile, Ala.-Pensacola, Fla.</td>
</tr>
<tr>
<td>22</td>
<td>Greensboro-Winston-Salem, N. C.</td>
</tr>
<tr>
<td>21</td>
<td>Norfolk-Portsmouth-Newport News-Hampton, Va</td>
</tr>
<tr>
<td>20</td>
<td>Shreveport, La.-Texarkana, Tex.</td>
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<tr>
<td>19</td>
<td>Jacksonville, Fla.</td>
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<tr>
<td>18</td>
<td>Venice, Fla.</td>
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<td>17</td>
<td>Buffalo, N. Y.</td>
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<tr>
<td>16</td>
<td>Madison, Wis.</td>
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<td>15</td>
<td>Tucson, Ariz.</td>
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<td>14</td>
<td>Milwaukee, Wis.</td>
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<tr>
<td>13</td>
<td>Des Moines, Ia.</td>
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<tr>
<td>12</td>
<td>Greensboro-Winston-Salem-High Point, N. C</td>
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<tr>
<td>11</td>
<td>Cleveland, Ohio</td>
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<tr>
<td>10</td>
<td>Greensboro-Winston-Salem, N. C.</td>
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<td>9</td>
<td>Baltimore, Md.</td>
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<td>8</td>
<td>Nashville, Tenn.</td>
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<td>7</td>
<td>Columbus, Ohio</td>
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<td>6</td>
<td>Youngstown, Ohio</td>
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<td>5</td>
<td>Chattanooga</td>
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<tr>
<td>4</td>
<td>Jackson, Miss.</td>
</tr>
<tr>
<td>3</td>
<td>Albuquerque, N. M.</td>
</tr>
<tr>
<td>2</td>
<td>Peoria, Ill.</td>
</tr>
<tr>
<td>1</td>
<td>Cleveland, Ohio</td>
</tr>
</tbody>
</table>

*Prime-time average quarter-hour TV households reached by all home market stations combined—February 14-March 12, 1968.

**Buffalo, N. Y. ranks 11th when Canadian viewing estimates are included.**

**Ranking by net weekly circulation**

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Boston
6. Detroit
7. San Francisco
8. Washington
9. Cleveland
10. Pittsburgh
11. Baltimore
12. Dallas-Ft. Worth
13. Hartford-New Haven, Conn.
14. St. Louis
15. Providence, R. I.
16. Cincinnati
17. Minneapolis-St. Paul
18. Indianapolis
19. Atlanta
20. Miami
22. Sacramento-Stockton, Calif.
23. Seattle-Tacoma
24. Houston
25. Buffalo, N. Y. (U.S. only)
26. Milwaukee
27. Dayton, Ohio
28. Wheeling, W. Va.-Steubenville, Ohio
29. Columbus, Ohio
30. Toledo, Ohio
31. Portland, Ore.
33. Tampa-St. Petersburg, Fla.
34. Charlotte, N. C.
36. Memphis
37. Syracuse, N. Y.
40. Nashville
41. Denver
42. Greensboro-Winston-Salem, S. C.-Asheville, N. C.
43. Albany-Schenectady-Troy, N. Y.
44. New Orleans
45. Flint-Saginaw-Bay City, Mich.
46. Louisville, Ky.
47. Lansing, Mich.
48. Greensboro-Winston-Salem-High Point, N. C.
50. Oklahoma City
51. Raleigh-Durham, N. C.
52. San Diego
54. Manchester, N. H.
55. San Antonio, Tex.
56. Tulsa, Okla.
57. Salinas-Monterey, Calif.
58. Orlando-Daytona Beach, Fla.
59. Omahas.
60. Wichita, Kan.
61. Salt Lake City
63. Rochester, N. Y.
64. Phoenix
65. Richmond, Va.
67. Shreveport, La.-Texarkana, Tex.
68. Davenport, Iowa-Rock Island-Moline, Ill. (Quad City)

**Pasta cheesecake**

"Here Come Da Prince," the "biggest, hardest-hitting TV spot and sales promotional campaign" in the history of Prince Macaroni Manufacturing Co., Lowell, Mass., will spoof the techniques of NBC-TV's "Rowan and Martin's Laugh-In," and will even use some of the show's performers to do it. Ten rotating spots, produced by Venet Advertising Inc., and filmed by Rose-Magwood Productions, both New York, will be shown 60 to 90 times a week in a saturation campaign on 15 stations in New England, six stations in New York and two stations in Detroit. The campaign is being reached this month and will run through July 1969.

The commercials feature body-painted model Inga Nielsen and television performers Henry Gibson, Artie Johnson, Jo Ann Worley, Judy Carne and Christopher Joy in various puns and quick-cut situations.

**Business briefly...**

Borden Inc., Foods Division, through Needham, Harper & Steers, both New York, has begun a major fall promotion of Cremona, a non-dairy coffee creamer, which includes spot announcements...
on NBC-TV's Huntley-Brinkley Report, CBS-TV's Love Is a Many Splendored Thing, House Party, and the network's 4:25 p.m. news program.

Milton Bradley, Springfield, Mass., game and puzzle manufacturer, has announced the largest fourth-quarter advertising campaign budget—$2.5 million—in the company's history. Media include ABC-TV Saturday and Sunday mornings, prime time on all networks and spot TV in 39 major markets. Bradley estimates its yearly expenditures at about $4 million. Harvey and Carlson, New York, is the agency.

Armstrong Cork Co., Lancaster, Pa., through BBDO, New York, has purchased time on ABC-TV's That's Life and That Girl and on CBS-TV's Oct. 24 special, Girl Friends and Nabors, to announce the offer of a Claizor Kindness 20 Instant Hair Setter to purchasers of Armstrong Vinyl Corlon Floors.

Jantzen Inc., Portland, Ore., through Carson/Roberts Inc., Los Angeles, is greatly expanding its use of television in 1969 after allocating a major part of its budget for television for the first time this year. Expansion calls for the use of 30-second spots in 1969 instead of the 10-second spots being used in 1968. Jantzen will promote its women's sportswear and swimswear lines on TV in two flights, one in the spring and the other in the fall. Both flights call for 30-second spots in Jantzen's top markets in prime and in fringe time. For retailers, fashion footage on every swimwear style is being offered for customized local TV spots.

Corning Glass Works, Corning, N.Y., through Rumrill-Hoyt, New York, has prepared a series of 18 radio commercials for use by retailers to increase traffic and sales during peak selling seasons. The commercials, in both 30- and 60-second versions, have blank spaces for insertion of the retail outlet's name and location. The commercials also serve as outlines for use on television.

American Machine & Foundry Co., Westbury, N.Y., through Cunningham & Walsh, New York, has launched its bowling products advertising for September and October to coincide with the start of Championship Bowling on TV. Champion bowler Dick Weber will do color commercials to be seen in approximately 50 major markets.

The Benson & Hedges division of Philip Morris, New York, through Leo Burnett, Chicago, will support the introduction of a new cigarette for women, Virginia Slims, with network and spot television and radio advertising this fall. National distribution of the new brand is expected by Oct. 7. Commercials will appear on CBS-TV in Mission: Impossible, Family Affair, Hogan's Heroes, Mayberry RFD, The Red Skelton Show, Green Acres, CBS Evening News and Thursday and Friday movies.

Royal allots for TV

Royal Typewriter Co., New York, for the first time in its history has placed approximately half of its $2 million advertising budget for the coming year in television, the company announced last week. Purchases are in ABC-TV's Hollywood Palace, Lawrence Welk Show, Sunday Night at the Movies and NCAA post-game coverage. Purchases on CBS-TV include The Jackie Gleason Show, The Ed Sullivan Show, Miss Teenage America, CBS News with Roger Mudd, The Red Skelton Show, Petticoat Junction, Two Good Guys, Thursday and Friday night movies, and Evening News with Walter Cronkite. Grey Advertising, New York, is the agency.
TV commercials irk Mexican Americans

A group of Mexican Americans last week announced a campaign to abolish television commercials and other advertising which presents what they regard as a degrading and demeaning stereotype of the Mexican or Mexican American.

The group is fighting what one Mexican American described as "an obviously stereotyped image of the Mexican, depicting us as lazy, shiftless, gun-toting, guitar-playing and barefooted sombreroed men and women." The group has already complained to Frito-Lay Inc., Dallas, about its "Frito Bandito" TV commercials and to NBC about a performance by Bill Dana as Jose Jimenez on NBC-TV's Tonight Show Aug. 9 (Broadcasting, Aug. 19).

Armando Rodriguez, chief of the Mexican-American unit of U.S. Office of Education and a spokesman for group, said complaints about advertising have already been mailed to AT&T, Frito-Lay Inc., Liggett & Myers Tobacco Co., American Motors Corp., Granny Goose Foods Inc. (makers of potato chips), and Ken-L-Ration (makers of ken-l-ration dog food). He said the Mexican American group would first try to negotiate with these companies, and other action would be attempted only if an impasse had been reached.

Domingo Nick Reyes, with the U. S. Civil Rights Commission in Washington, said the group would employ a 10-point program to help improve the image of the Mexican American. The plan involves the setting up of a Mexican-American lobby in Washington, a possible boycott of certain products by Mexican Americans, the development of a skills bank to make Mexican Americans available to broadcasting, the monitoring of media for Mexican American stereotyping, requests for support from foundations, and appeals for support from other anti-defamation groups.

Mr. Reyes said his group calls itself the Mexican-American Anti-Defamation Committee.

Tony Calderon, chairman of involvement of the Mexican American in Gainful Endeavor, or IMAGE, said a 90-minute program similar to the Tonight show may be started in Los Angeles with well-known personalities talking about Mexican Americans and their problems. He said the program would be Martin Castillo, identified as a lawyer in Los Angeles. Plans are to have the program syndicated.

L.A. agencies merge

Faust/Day Inc. Advertising and Jay Chiat & Associates Inc., both Los Angeles, have merged to form Chiat/Day Inc., a new agency with expected combined bills of more than $8 million. Guy B. Day, vice president and director of client service for Faust/Day, is president of the merged agency. He has purchased the stock of G. Thomas Faust, president, director of marketing service and media for Faust/Day, who reportedly will leave the agency business. Jay Chiat, president of Jay Chiat & Associates, is vice president of the new agency, which will operate from the Faust/Day address, 1300 West Olympic Blvd., Los Angeles.

AA starts ad campaign

starring airline employees

American Airlines launched a yearlong corporate advertising campaign yesterday (Sept. 22) approximating $10 million, of which about 60% will be in television and 10% in radio.

An unusual aspect of the campaign will be that the men and women employed by American will be the "stars" of the campaign on television and in print. According to Jerry Jordan, vice president, passenger sales and advertising. Pilots, stewardesses, mechanics and other employees will be featured in the advertising that is keyed to the company's overall campaign, "Fly the American Way."

Almost one-half of the $6 million allocated to TV will be for sponsorship of National Football League games on CBS-TV. The remainder will be devoted to spot television in principal markets throughout the country.

The company's overall advertising budget for 1968-69 is about $20 million, according to Mr. Jordan. An estimated $12 million will be spent on television and about $2 million on radio. Doyle Dane Bernbach is the agency for American Airlines.

BBDO gets Techmatic

The Gillette Safety Razor Co., Boston, last week named BBDO, New York, to handle advertising for its Techmatic razor and razor band cartridges. The account bills an estimated $5.8 million, of which about $5.2 million is in broadcast. Jack Tinker &
Motorola picks F&S&R; plans family specials

The Consumer Products division of Motorola Inc., Chicago, has chosen Fuller & Smith & Ross there to handle a new television color tape special for entire family viewing during the December holiday season. It is expected to become an annual TV institutional promotion. Clinton E. Frank Inc., Chicago agency handling Motorola's regular account, is not affected.

The Motorola TV special this year would be a half-hour vehicle and probably would be placed in only six or seven markets, according to Edward P. Reavey Jr., vice president of marketing, Motorola Consumer Products. Next year the show would move to full hour format "and be expanded throughout much of the country," it was explained, possibly still on a spot basis.

AT&T promotes Trimline phone

A nine-week, participation push in network television by AT&T starting this Wednesday (Sept. 25) and promoting the company's Trimline telephone will cost approximately $900,000. AT&T's schedule for Trimline's fall campaign that takes the "high-fashion route" in its commercials includes 21-minute and 30-second participations in prime-time periods on NBC-TV and ABC-TV. Print media also is slated for the campaign, which in total comes to about $1.1 million. The campaign was placed by N. W. Ayer & Son, New York.

IRTS completes plans for fall seminars

Executives prominent in the buying and selling of broadcast time are listed as speakers in the annual time buying and selling seminar "courses" set for the fall under the auspices of the International Radio and Television Society.

IRTS' 15th annual seminar will meet weekly starting Sept. 30 in room 315 at the Chemical Bank New York Trust Co., 277 Park Avenue, New York. All are Monday meetings except the one on Thursday, Nov. 14, scheduled then because Veterans Day falls on the Monday of that week.

The 10-evening session program costs $25 per person of $20 each for three or more persons from the same company. Courses will be held from 5:30 p.m. to 7 p.m. Purpose of the sessions is to introduce young executives in advertising to media planning and buying concepts. The program:


Nov. 14—Time Selling, Radio by Maurie Webster, vice president, development, CBS Radio, and Television by Jack Fritz, vice president and general manager of Blair TV; Nov. 18—Time buying by Hope Martinez, vice president and associate media director of BBDO, and Herbert Gandel, vice president, media and programming, Delahanty, Kurinit & Gelber; Nov. 23—Electronic Data Processing, Present and Future, Agency by Jackie DaCosta, vice president and associate director of media information and analysis, Ted Bates & Co. and Representative by John Amey, head of data processing, The Katz Agency; Dec. 2—Revue by committee members.

Singer explains its emphasis on TV specials

A television special can form the keystone of a "total promotions" package that incorporates virtually all other advertising media to reinforce a sales drive, according to the advertising manager of the Singer Co.

At the sales promotion management seminar of the Association of National Advertisers last week, Peter F. Eder detailed the elaborate planning and media buys that accompanied broadcast of Singer's second network special of 1968, "Singer Presents Hawaii—Ho." Mr. Eder told the seminar, held at the Seaview country club in Absecon, N.J., that Singer rates 35th in network tele-

PREVIEW: Unchangeable VW accents a change

"This is one of the few times we've had something new to introduce," said Wilfried Schwabe, Volkswagen of America's manager of creative services, in explaining last week the reasons behind one of the biggest pushes in Volkswagen history for a particular model.

The new feature is a fully automatic transmission in the Fastback and Squareback models, and it will be advertised in a one-minute commercial produced by Doyle Dane Bernbach and taped at the Videotape Center.

Volkswagen has purchased time in ABC-TV's "It Takes a Thief," CBS-TV's Smothers Brothers, NBC-TV Tuesday movie and "Name of the Game," and has placed spots on local stations. Individual dealers will place local radio spots. The campaign was scheduled to begin Friday (Sept. 20) and run the rest of the year.

Mr. Schwabe noted the campaign would include at least one other commercial on the transmission and other product commercials.
vision advertising, with an annual investment of between $6 million and $7 million, even though local advertising is primarily in print.

He said the firm tries "to develop vertical promotional themes that cut across media and bind it together even more strongly." He described how a six-week promotion campaign was built around the Hawaiian special, using it to promote everything from the introduction of a new line of sewing machines to a series of Hawaiian print fabrics and Polynesian dress patterns.

Promotion of the show and sales campaign, he said, included network scatter buys, national consumer and trade magazine ads, newspaper and local radio purchases and truck and some billboard advertising. "About the only medium we didn't use was direct mail," he said.

Mr. Eder said success of the total campaign was indicated by the special receiving the highest rating for the month of July; sales over the projected budget and previous year; more than 750,000 entries in a Hawaiian travel contest; distribution of more than 250,000 Hawaiian flowering plants at Singer stores and sale of the entire stock of a promotion record featuring the special's star, entertainer Don Ho.

A middleman speaks out
USMI's Severn defends his firm's 'professionalism' at media forum in Atlanta

"Professionalism" is what they have to offer, he said, and "professionalism" (if he said it once, he said it a dozen times) is what makes U.S. Media—International, New York, the leader of a comparatively new breed of entrepreneur—the "negotiator-buyer,"—the so-called middlemen in spot.

So reaffirmed Don Severn, former vice president in charge of station relations at Ted Bates & Co., who holds the same title at USMI, before broadcast and advertising personnel attending the first media forum of the Atlanta Broadcasting Executives Club in Atlanta last week.

By his own admission Mr. Severn said he was following a "tough act" performed by Carl Ally (see page 39) because he was going to be a serious talk and he felt that the audience might want to ask him some questions.

They did, in what turned out to be a stormy 45-minute session that perhaps reflects some of the mistrust and what Mr. Severn called "misconceptions" about USMI that has been evidenced in recent weeks (Broadcasting, Sept. 16).

Mr. Severn was asked variously about USMI billing practices (an agency receives an over-all bill), whether it deals with reps ("It's like a turnstile. I don't know of any rep firm that doesn't have a salesman or two calling on us," he said), and whether it accepts competitive accounts ("We leave it up to the agencies.").

And Mr. Severn explained what USMI is:

"U.S. Media is an extension of a media department (a "service unit," not a negotiator-buyer, he preferred). We buy in broadcast your criteria: everything you set up before any phonograph is lifted [demographics, for example], we take it from there. We can do this because we have professionalism that today perhaps is not as rampant as it used to be among agencies.

"You [the agency] are the supervisor, director. We don't make a move without the agency's approval.... We take your criteria and buy by running through the reps and the stations.... [It is] not our intention to reduce media departments or eliminate them. It's the furthest thing from our minds. We need you. If we professionally can make the best damn buy we can, we're available," he said.

Mr. Severn indicated how available USMI was, when asked, as he ticked off a partial list of clients that heretofore had been deemed confidential (Broadcasting, July 15). The advertising agencies named were: BBDO; Campbell-Ewald; Chalek & Dreyer; Dance-Fitzgerald; Delehanty, Kurnit & Geller; Doyle Dane Bernbach; F. William Free & Co. Inc.; Grey Advertising; Guminner & North; Wilson Harrell Agency; Marshalk Co.; Mathison Advertising; Parkinson & Associates; Reach, McClellan & Co.; Rumrill-Hoyt; Warwick & Legler, and Wells, Rich, Greene.

And he recited a partial list of products USMI is buying: Arnold bread, in New York; Borden shampoo and hair spray; Cantree hosey; Pet Foods; A1 sauce; Lancers Vin Rose; Fruit of the Loom; Binaca; Dutch Boy; Netherlands Tourist Bureau; Oldsmobile dealers of New York; Martinis & Rossi vermouths; Rheingold beer; Schaeffer pen: Dr. Scholl's; Scharff's of New York; Canadian-Dry; Mounds; Progresso Foods; Utica Club beer, and Geritol.

But, about USMI's alleged ability to deliver campaigns at 10% to 20% lower than prevailing rates, Mr. Severn was less specific. One manager of a group broadcast station indicated that it was his experience there was no difference between USMI and any other large New York agency, and he asked: If USMI gets a "better deal," who do they get it from?

Mr. Severn replied: "Everybody thinks that the minute we've made a buy, we've made a million dollars. I think I can get a better deal because of the very professionalism of the people I want to hire and want to employ. If you want to look at a better deal as busting the rate card, that isn't so. It can't be because everytime you make a buy, you don't always get what you shoot for—but perhaps you don't talk with the professionalism that you know you have in you."

To which an audience member added: "What you're saying is you have better employes than we do."

Another member asked Mr. Severn how USMI proposes to save an agency money by doing the buying rather than employing the agency's timebuyers. He replied: "You're not going to like this, but by the sheer professionalism of how we buy"—a response which generated an uproar of groans and guffaws around the room.

"We like to look on ourselves as a service available that heretofore has not been. This service is so new and so different.... that it is going to rock the establishment," Mr. Severn said. And he pleaded: "There are these misconceptions that I would dearly love to dispel overnight. We're no men of mystery; we have no mystique."

Electronics hold key to mass-media future

Agency experts in Chicago took a look last week at the future of the principal mass media and colored them all quite electronic.

Even newspapers and magazines will find electronic technology somewhere in their evolution, according to a panel discussion Thursday at a luncheon meeting of the Chicago Advertising Club. Radio and TV especially will continue to prosper, the panel agreed, with a fourth TV network close on the horizon.

There has been little change in newspapers over the past 30 years, it was noted by Edward M. Stern, vice president and director of media, Foote, Cone & Belding, chiefly because of ownership tradition and union problems. But even
In 1926, Network Radio was invented.
In 1968, the Blair Represented
Network is where radio is at.

In 1968, Blair Radio put together a network like no line network ever was. We call it the Blair Represented Network. The BRN. It's revolutionary. It will give you 1,258 markets. It will give you exposure in every single one of the top 200 markets. It will give you unheard-of flexibility in the purchase of network radio. You can tailor BRN affiliates to meet your specific marketing needs. You can pick any schedule, weight your markets by population or sales potential, use local programming to attract the most highly rated audiences. You can use local personalities to deliver your message, vary your starting dates, have individual copy for individual markets without the expense and trouble of cut-ins. With the BRN, your product message can be heard in the same time period in every market. No delays. How's that for a radio breakthrough? Want to know more? Call Blair and ask about the BRN. You've never heard it so new.
Another milestone.

The history of radio is marked by Blair innovations and improvements. Since our company was formed in 1933, it has been a Blair tradition to pioneer, to explore and expand, to improve existing techniques and to develop new ones. Blair's innovations have contributed to the growth and progress of the radio industry as a whole.

For example, Blair established the first full-fledged research department in the industry. Next we took the lead in providing the pace-setting National Saturation Plan. Then came another totally new Blair idea, the Blair Radio Group Plan. Continuing in our role of trend-setter, we established the industry's first radio marketing department. Then we came up with still another revolutionary concept, the Blair Spot Bank Plan.

Now Blair announces the Blair Represented Network. As you've read, BRN makes radio more flexible. BRN makes radio more efficient and effective. And by making radio different from anything that has happened in the industry before, Blair Represented Network is making radio history.

Tom Harrison
President
Blair Radio
this is changing, he said, and ultimately newspapers may even be delivered via the home TV set and facsimile. More immediately he predicted rapid printing centers in the suburbs fed by facsimile from editorial central.

Concern over the economic beating magazines have taken from television was expressed by William R. Barker, vice president and media director of D'Arcy Advertising. "As a media director I am anxious to see magazines prosper," he said, explaining marketers need multiple media to reach the con-
temporary consumer under all conditions. Ultimately he predicted fewer mass magazines, possibly distributed as film capsules something like "show and tell" toys today.

Gordon F. Buck, vice president and media director, Needham, Harper & Steers, noted retailers are using radio most these days and indicated this should tell one something because "these people have the keenest insight into the fastest sales results." He predicted "more and more agencies and advertisers will discover radio is a 'reach' medium" as well as the most efficient with cost per thousand often under a dollar. Radio too continues as the most personal medium, he explained, with the air personality the key element regardless of station format.

Thomas Glynn, vice president and director of media, J. Walter Thompson Co., was particularly optimistic about the Howard Hughes purchase of Sports Network Inc. (Broadcasting, Sept. 16) and what his money and promotional magic might accomplish in sports specials and eventually other fare. "If this be a fourth network," he said, "can a fifth be far behind?"

Mr. Glynn predicted continued testing of pay television's viability for perhaps another decade with the eventual result of the public showing "they want their television free." Pay TV, however, he felt, may join forces with cable television which already has the subscriber system going. Despite the growth of UHF TV, he thought, UHF will continue to have red ink until it finds some unique specialized program service to win the one-third who don't watch regularly.

Otter says network TV helps small advertisers

John M. Otter, NBC-TV vice president for sales, indirectly took aim at various congressional critics who have claimed frequently that local advertisers have not been able to use network television to carry their messages because of high cost. Speaking to a luncheon meeting of the Washington Advertising Club, Mr. Otter noted that one of the lesser known aspects of network TV is the part "played in it by the relatively small advertiser—and the way in which television has so often enabled these companies to increase both their sales and their advertising budgets dramatically year after year."

Network TV is bigger than most realize in the number of advertisers, he said, citing that last year 379 different companies used network TV with a median investment of about $900,000 or less than one-twelfth the average expenditures of a top-100 advertiser. Mr. Otter further said that over 80 individual advertisers found ways to use network TV with an annual budget of less than $200,000.

One example of the small advertiser, he cited, was McDonald Hamburger in Chicago, which invested $53,000 in a Thanksgiving Day parade on NBC in 1965. By 1966 its network TV budget was $349,000, and last year totaled over $3.5 million.

NBC's smallest advertiser, Twin-Pak, purchased eight minutes for less than $25,000 for its product "Footsie", which is a sort of hula hoop for the ankle.

Carl Ally philosophizes about advertising

Carl Ally of Carl Ally Advertising, New York, left broadcasters and agency personnel attending the first media forum of the Atlanta Broadcasting Executives Club figuratively "laughing in the aisles" with a speech frequently laced with humor and some pungent commentary on the advertising profession.

Mr. Ally noted that advertising "in the large and philosophical sense, which it has never achieved and may never achieve, could be an important social institution because within the framework of advertising as it's practiced, you probably have the opportunity for some purposeful and candid discussion of the total values of society as it is expressed in the behavior of people and those drives and those things which they seek." But Mr. Ally said that he didn't believe agencies, including his, were "really motivated by these considerations—which may be a shame. We are largely personally motivated by a desire to 'get rich'."

Mr. Ally further noted that advertising credibility is currently under assault because "most of it is incredible." Advertising tends to act, he said, "like certain things are not which are very obviously so to everybody." Mr. Ally said he prefers to work with an advertiser who feels as though he needs the advertising as a "very productive and important part of what he's trying to accomplish." And he spoke disparagingly of advertising budgets that are used to get a "name around." "You can hire guys to write it on john walls," he said.

Other Ally-isms:
- On client-agency relationships: "The first person who has to like our work is ourselves, not the client. It is necessary that he likes it, but it isn't essential. It is essential that we like it . . . ."
- On humorous commercials: "It sells better than being grim. What's wrong with it if it's related and minimates the point of a product. Pointless humor is ridiculous."
- On political candidate-agency relationships: "A candidate should present himself within the circumscription of his own personality and his own ability to project himself and his ideas, and that the intrusion into that process with the specialized skills of an agency is entirely beside the point and outside the process. It's none of an advertising agency's business."

HHH praises aid to youth by advertising industry

A "magnificent job" was the way Vice President Hubert Humphrey last week described the efforts of the advertising field in spearheading communications about youth programs on the national and local levels.

The special 50-city program was kicked off in April, with a closed circuit telecast aired in each area by NBC. It featured Vice President Humphrey, Dan Seymour, president of J. Walter Thompson Co., Labor Secretary Willard Wirtz and other government officials and business leaders involved in nationwide youth opportunity programs. Mr. Seymour is national communication coordinator for the President's Council on Youth Opportunity. Initial priority was set on the development of additional summer jobs, and the coordinating agencies worked with local officials of the National Association of Businessmen in communicating this need to the communities.

Vice President Humphrey had requested the advertising industry to take charge of this drive.
Ad standards eased in code

Ban on personal products lifted by NAB TV board—but only for trial period

Some personal product advertising once thought taboo for home viewing—until a week ago—will soon be seen on the television screen. The National Association of Broadcasters TV board has temporarily abandoned its total prohibitory stance on such television advertising and has voted to permit only the advertising of feminine deodorant sprays and powders "on an experimental basis" until Feb. 1, 1969.

That permission was granted less than three months after the board had officially "tabled for further study" a TV code board proposed amendment to lift the ban (BROADCASTING, June 24). It was assumed the amendment would be brought up for discussion at the next TV code board meeting scheduled for December.

The proposal wasn't permitted to languish, however. And why it couldn't wait until December represents the considerable influence of certain advertisers—and broadcast stations—that was stealthily brought to bear on the board and the TV code itself.

Requests to lift the personal-product ban were first made known last December (BROADCASTING, Dec. 18, 1967). At that time it was learned that Alberto-Culver had been testing commercials in Minneapolis-St. Paul for FDS (feminine deodorant spray). The commercials were carried by WCCO-TV and KSTP-TV, both of which declared the advertising suitable for broadcast and requested that it be permitted under the code.

Although the spots were subsequently found to be in good taste by the code authority, they were explicitly prohibited as product-type by the code rule: "The advertising of particularly intimate products [those treating hemorrhoids or used in connection with feminine hygiene] which ordinarily are not freely mentioned or discussed is not acceptable." A similar ban against personal-product advertising was lifted from the radio code two years ago.

The products that would be affected and that have expressed a frequent interest in TV advertising include American Home Products' Preparation H, Bristol-Myer's Pazo (both hemorrhoidal preparations), Carter Wallace's Easy Day (a feminine deodorant spray)—and FDS.

The TV code board urged acceptance of the ads (BROADCASTING, May 27) to the TV board citing "changing taste tolerances of the American public."

The board at its June meeting said no. Although some board members reportedly had no objection to the inclusion of the FDS spots, the board was meeting at a time when critics of violence on television, both public and congressional, were inveighing against the medium, and it was felt that broadcasters, in approving the proposal, would give those critics another cudgel to use against them.

It was not until the NAB executive committee meeting in early August (BROADCASTING, Aug. 12) that it became known that NAB was in receipt of complaints from personal-product manufacturers regarding the TV board action. And it's subsequently understood that board members, at that time, began considering lifting the ban.

Some of the complaints were from Alberto-Culver, who, it was learned, was not going to wait for further code board study, but was instead lining up stations to carry its FDS spray commercials in about 30 markets (CIRCUIT, Aug. 26). In addition Alberto-Culver, it was reported, was preparing a spot-TV campaign for an FDS bath oil product that was held to be unacceptable under the code, consistent with the board's refusal to lift the personal-products ban.

Alberto-Culver reportedly thought that since its "test market" stations (six in all) had considered its FDS commercial acceptable, it was entitled to spread the campaign to other stations. Besides WCCO-TV and KSTP-TV, the other test stations were WISN-TV and WTMJ-TV, both Milwaukee, KCRATV Sacramento, Calif., and WLWC TV Columbus, Ohio.

It's understood that other stations agreed on the acceptability of the FDS commercial and wrote to Charles Tower, TV board chairman, saying so. Mr. Tower polled the TV board by mail and telephone, it is said, and a majority approved permitting the limited advertising trial.

Officially, in a memorandum Mr. Tower has sent to NAB TV members, the board is permitting the experimental airing of the feminine deodorant spots so that when it meets in January it will have gathered enough experience through viewer and broadcaster reaction to make a "final determination" on over-all personal-product advertising. The board has also directed the TV code board to re-examine the "entire personal products problem" and make recommendations to the board in January.

But the memorandum further notes, perhaps in a word of warning: "Keep in mind that there is a whole range of products in the personal category. The one that precipitated the present problem may well be less controversial than others."

Big budget to be used for A-C deodorant ads

Alberto-Culver Co., Melrose Park, Ill., Thursday announced plans for a "multi-million dollar" TV drive using both network and spot to introduce Alberto Light Touch, a new spray-on deodorant for use over all the body. Agency is J. Walter Thompson Co., Chicago.

The new product dries on contact and contains anti-bacterial hexachloriphene. Alberto-Culver said: "It may be sprayed on underarms, feet under foundation garments, anywhere perspiration may occur."

Alberto-Culver officials could not be reached to learn if the new product commercials had been submitted yet to the National Association of Broadcasters code board. But a company representative did report: "The spots have been accepted by the networks."

Technique still minus agency

Shulton Inc., New York, said last week it had not yet selected a new agency for its Black Flag insecticides, Technique division, which bills around $1 million. Shulton and Richard K. Manoff Inc., New York, have agreed to terminate their relationship, effective Dec. 2 (BROADCASTING, Sept. 16). The account places approximately $375,000 in television.

Agency change announced

The Boyle-Midway Division of American Home Products Corp., New York, has appointed Cunningham & Walsh as agency for its Black Flag insecticides, Sani-Flush and Sinarol, it was announced last week. These products bill a total of about $3 million, of which an estimated $2.4 million is in TV-radio. The products will remain at its current agency BBDO New York, until Sept. 30.

Rep appointments . . .

92%*

of those who advertised on Los Angeles Radio Station KPOL in 1967 are again advertising on KPOL in 1968.

Repeat business tells you a lot about a radio station.

(The other 8% will probably check in by the end of the year.)
**PROGRAMING**

**NBC moves first into new season**

ABC, CBS fall line-ups set to roll as movies take center spotlight every night of the week; advertisers are cool to instantaneous Nielsens

It was a summer of intense competition in political convention coverage for the television networks, but this week a new phase opens and with advertiser coin on the line. All three networks are programming new-season entertainment fare every night of the week.

ABC-TV and CBS-TV formally started their new schedules yesterday (Sept. 22), and NBC-TV is in its second week of new-season programming. As of last week, the viewer could tune in to a movie any night of the week, and last Friday was able to choose between a movie-like program on NBC ("Name of the Game" at 8:30-10 p.m. EDT) or a motion picture on CBS that started a half hour later at 9.

Certain to cut into the general ratings picture in the weeks ahead are political purchases in a presidential campaign period; ABC-TV's summer Olympic games coverage in prime time in October, and other sports and entertainment or news specials and the election night coverage on Nov. 5.

**First Licks** - NBC opened its season last week against mostly reruns on the other two networks. As would be expected, NBC shows, new to the season or new episodes in continuing series, had a grip on the ratings. This was particularly so in New York where the first ratings of the season — instantaneous Nielsens — were assembled by NBC researchers and averaged for each of the network's program periods (see next page).

According to this limited ratings information, which averaged competitive programming in 90-minute and two-hour hunks where it was to conform to the NBC program schedule, NBC made its biggest waves in New York — from Sunday through Wednesday evening — with *Julia*, a new half-hour situation comedy-drama starring Diahann Carroll, Tuesday, 8:30-9, and its Monday night movie. But even this showing was open to further question in that the CBS station in New York (wchs-tv) programmed NFL football on Monday night and a special on Tuesday night against

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**Critics vs. new TV season**

They give their views on first four of the 21 shows new to TV

The newspaper TV critics let loose with a barrage of verbal brickbats directed at the first two new shows for the 1968-69 TV season, but then they ceased fire to lavish praise on NBC's *Julia*, the first situation comedy-drama series about a Negro widow and son. NBC shows were first on the critical firing-line this season (and high in the ratings [see above]), but they will have company this week as ABC and CBS unveil their new fall schedules.

A national sampling of opinion on the four new shows by the critics follows. The shows are listed in the time sequence of their regularly scheduled appearance for the fall season.

**The New Adventures of Huckleberry Finn** (NBC-TV, Sunday 7-7:30 p.m. EDT).

"... an ideal time to turn off the set and read the stories to the little loved

---

BROADCASTING, September 23, 1968
**Julia.**

Several advertising agencies indicated they weren't even interested in seeing the ratings for the past week, except where they had a client in an NBC show. This week, they said, will be treated with more deference.

**New York ratings are as follows:**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Time</th>
<th>Monday, Sept. 16 Rating Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Mission: Impossible</td>
<td>7:30-8 p.m.</td>
<td>18.1 31</td>
</tr>
<tr>
<td>ABC Phyllis Diller (N)</td>
<td>8-9 p.m.</td>
<td>22.2 38</td>
</tr>
<tr>
<td>CBS Gunsmoke (R), 1st half</td>
<td>9-11 p.m.</td>
<td>5.0  9</td>
</tr>
<tr>
<td>NBC Gunsmoke (R), 1st half</td>
<td>9-11 p.m.</td>
<td>19.0 10</td>
</tr>
<tr>
<td>NBC i Dream of Jeannie (NTP)</td>
<td>9-11 p.m.</td>
<td>25.1 41</td>
</tr>
<tr>
<td>ABC Cowboy in Africa (R), 1st half</td>
<td>9-11 p.m.</td>
<td>14.3 12</td>
</tr>
<tr>
<td>ABC Gunsmoke, 2nd half</td>
<td>9-11 p.m.</td>
<td>6.7 12</td>
</tr>
<tr>
<td>Bing Crosby Show (R), 2nd half</td>
<td>9-11 p.m.</td>
<td>17.0 24</td>
</tr>
<tr>
<td>Bing Crosby Show (R)</td>
<td>9-11 p.m.</td>
<td>22.0 30</td>
</tr>
<tr>
<td>NBC Laugh-in (NTP)</td>
<td>9-11 p.m.</td>
<td>38.9 56</td>
</tr>
<tr>
<td>ABC Lassie</td>
<td>10-11 p.m.</td>
<td>3.0  1</td>
</tr>
<tr>
<td>CBS The Virginian (NP)</td>
<td>10-11 p.m.</td>
<td>17.2 30</td>
</tr>
<tr>
<td>NBC Green Acres; He and She (both R)</td>
<td>10-11 p.m.</td>
<td>14.4 22</td>
</tr>
<tr>
<td>NBC Kraft Music Hall (NP)</td>
<td>10-11 p.m.</td>
<td>27.7 42</td>
</tr>
<tr>
<td>ABC Movie</td>
<td>11-11 p.m.</td>
<td>13.7 24</td>
</tr>
<tr>
<td>ABC The Outsider</td>
<td>11-11 p.m.</td>
<td>24.1 43</td>
</tr>
</tbody>
</table>

**ABC**

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7:30-8 p.m.
ABC Mission: Impossible (R)
7:30-8 p.m.
CBS Gunsmoke (R), 1st half
8-9 p.m.
ABC Cowboy in Africa (R), 1st half
9-11 p.m.
ABC Gunsmoke, 2nd half
9-11 p.m.
ABC Lassie
10-11 p.m.
CBS The Virginian (NP)
10-11 p.m.
NBC Green Acres; He and She (both R)
10-11 p.m.
NBC Kraft Music Hall (NP)
10-11 p.m.
ABC Movie
11-11 p.m.
ABC The Outsider
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A suspension of the nation's equal-time law that would permit televised presidential and vice presidential candidate debates, although approved by the House Commerce Committee two weeks ago, underwent reconsideration by the committee in a series of cliff-hanging meetings last week and re-emerged from committee almost completely redesigned to guarantee at least the opportunity of equal time for third-party candidate George Wallace.

The revised Section-315 suspension resolution, which still faces another committee vote this week, then a floor vote in the House (and, because of the revisions, either Senate concurrence in the changes or a conference-committee compromise), regained the support of key southern Democrats on the committee, whose defections—along with Republican opposition—had paved the way for an unexpected reconsideration last Wednesday (Sept. 18).

Word that the inclusion of Mr. Wallace was acceptable to the Democratic nominee, Vice President Hubert Humphrey, was reported to have come directly from the Vice President himself at a late Wednesday afternoon meeting between Mr. Humphrey and a large number of congressional Democrats. After the meeting, one of the resolution's supporters said, a special session was held on the suspension, "with miraculous results" on the Commerce Committee chairman, Harley O. Staggers (D-W. Va.), who had opposed a suspension two weeks ago but voted for the revised version the morning after the Vice President's appeal.

Out of Order • Parliamentary tangles have littered the path of the suspension resolution through the committee, and last week's sessions were no exception. As a result of a monumental last-minute snarl on Thursday (Sept. 19), the revised resolution, although voted "approved" by a 21-10 margin, was, by an oversight (pounced on at once by the opposition), not ordered "reported." Opponents took advantage of the confusion by freezing further action until the bells rang for attendance on the House floor, thus forcing adjournment and postponement of a final vote until this week.

Pending at adjournment was a motion to reconsider the reconsidered resolution and a counter-motion to table the second reconsideration—a move made by supporters of a suspension aimed at preventing a third reconsideration and further delay.

Chairman Staggers, fresh from his vice presidential confrontation, took the delay until this week ("probably Wednesday [Sept. 25] or perhaps sooner") in stride and expressed confidence that the resolution, once reported, would move rapidly through floor action and into prompt enactment.

Party Unity • The suddenly improved prospects for the measure, and his own conversion to its support, Chairman Staggers indicated, was a result of polarization of the issue along strict party lines. It was understood that the inclusion of Mr. Wallace provided the cement to weld together Democratic votes that had previously been drifting off in all directions.

In including Mr. Wallace, the suspension departs completely from the simple language used in the 1960 suspension that permitted the Kennedy-Nixon debates, and also from the language (patterned on the 1960 suspension) passed by the Senate for this year's televised appearances of the major candidates.

The amendment adopted by the House panel, submitted by Representative J. J. (Jake) Pickle (D-Tex.) provides that the suspension "shall apply only to broadcasts which incorporate in the same program opportunity for equivalant appearances by all presidential or vice presidential candidates who have been qualified by applicable state law to appear on the ballots of at least two-thirds of the several states."

There was concern in the Senate that the Pickle language, literally construed, prescribes an invariant format for the candidates' televised appearances, and that any variations that might be desired by either the three major candidates or the broadcasters would not be exempt from claims for equal time by a large number of fringe-party candidates. Under a simple suspension, as passed in 1960 or as envisaged by the Senate for this year, nonnews documentary and other presentations of the top candidates would also have been exempt from the equal-time strictures.

Report Might Clarify • The rigor of the House language prompted speculation that the Senate might insist on a compromise in conference with House members after House passage. Suitable explanatory language in the House report, however, might preclude the necessity for a conference. It was indicated, and make it possible for the Sen-
ate directly adopt the House resolution without more delay.

The division of the Congress on strict party lines on the issue was seen clearly Wednesday during a preliminary vote on reconsideration of committee action taken the week previously. On a motion to table the move to reconsider, offered by W. S. (Bill) Stuckey (D-Ga.), a solid bloc of committee Republicans (some of whom had previously supported a suspension), joined by southern and border-state Democrats, defeated tabling (thus supporting a reconsideration) by an 18-14 vote. The resolution (S. J. Res. 175) had drawn only 14 opposing votes when approved two weeks ago, with a smattering of Republicans and Democrats on both sides (Broadcasting, Sept. 16).

In last week’s semifinal vote, the Democrats, for the first time, were in solid support of the revised resolution, but a few Republicans broke rank to join them. Republicans voting for the revised suspension were reported to be the same who voted to approve the original version, before last week’s reconsideration. Those were, it was understood, Representatives James W. (Bud) Brown Jr. (R-Ohio) and Representative Clarence J. (Bud) Brown Jr. (R-Ohio) — both Pennsylvania Republicans — had been absent on Wednesday during the vote to reconsider, because of a primary election the previous day (see page 63), was present for the action on Thursday.

Mr. Moss had argued (forcefully and effectively, according to Mr. Stuckey, who later made the move to reconsider) that laws on the books should not be suspended. The position was echoed by Chairman Staggers, who said Wednesday that such action “weakens the law” at a time when all laws should be strengthened. During the reconsideration and before the session with the Vice President, Mr. Staggers added that he thought that debates could be held without a suspension. “The candidates could raise the money and buy the time,” he said.

But the Democrats’ difficulties in raising campaign funds (“especially the way the polls have been running,” said one committee Democrat) was seen as an excellent reason for Republican opposition to the suspension, the defeat of which would effectively deny to the Democratic campaign any possibility of a large gift of nationwide prime time for exposure on all three networks.

Calls Nixon’s Hand • One committee Democrat, Representative Brock Adams (Wash.), castigated the Nixon forces, for, in effect, talking out of both sides of their mouths. “If Mr. Nixon really wants this debate,” he said, “then he will inform his Republican colleagues just as Vice President Humphrey has informed his Democratic colleagues that he wants this measure passed from the committee and through the House forthwith. Otherwise his statement that he really wants to debate is phony.”

The measure, as it is expected to be reported this week, however, provides Mr. Nixon with an excuse not to participate by including Mr. Wallace. The Republican candidate has said he is willing to debate Mr. Humphrey but that he would rather not dignify the Wallace campaign by sharing a platform with the former Alabama governor.

But part of the Humphrey strategy may be to remove Mr. Nixon of the excuse of debates not being possible anyway because of Section 315 complications. A suspension would put the onus of refusing a debate squarely on whichever candidate did the refusing.

There was considerable speculation on Capitol Hill as to the motives behind Representative Stuckey’s move to reconsider what had been a settled matter, in what amounted to a play into Republicans’ hands. He had voted in the affirmative on the original suspension (a requirement, under House rules, for anyone who wishes to move for a reconsideration).

One possibility was hinted in Georgia newspaper dispatches, which have been speculating on the prospect of Mr. Stuckey’s conversion to Republicanism in preparation for seeking the Georgia governorship in 1970, when the current governor’s term expires. Under Georgia law, the current governor, Lester Maddox, cannot succeed himself. The unstable condition of the Democratic party in Georgia was underlined Thursday by reports that five top Democratic state officials had announced a switch in party affiliation, becoming Republicans.

Wanted More Debate • Mr. Stuckey, asked about his motives last Wednesday, said that he felt that there had not been sufficient debate on the matter and that he and others, after having voted to approve the Senate resolution, had second thoughts and wanted to examine the matter further. He said he had cleared his intention with Chairman Staggers and added that out of the re-examination could come modifications providing “fairness” to all major candidates, including Mr. Wallace, and that he might well, after reconsideration, vote again for it or a modified measure (as, in fact, he did).

After the committee approval of the modified suspension, CBS President Frank Stanton, who had visited Rules Committee Chairman William M. Colmer (D-Miss.) earlier in the week urging prompt floor scheduling of the suspension resolution, said he endorsed the House amendment giving equal opportunity to Mr. Wallace to appear in debates.

"In the light of today’s significance..."
of the third-party candidacy of George Wallace, "Dr. Stanton said, "we believe the electorate should be given the opportunity to compare firsthand his views on the critical issues of this campaign with those of the candidates of the Republican and Democratic parties. Current polls make it clear beyond dispute that George Wallace has emerged as an important political force in this fall's campaign."

**NET Proposal** - Meanwhile, National Educational Television invited the Republican and Democratic presidential candidates to debate, regardless of whether Congress suspended the equal-time provision.

NET President John White sent telegrams to Richard M. Nixon and Hubert H. Humphrey last Tuesday (Sept. 17) offering an NET Journal time slot (Monday, 9-10 p.m. NYT), but leaving the date and format open.

The telegram noted that others may be invited to participate in the debate.

Before the conventions NET invited all the major contenders for the nominations to be interviewed, on the premise that the equal-time provision would not apply if the interviews were presented as a part of the NET Journal news show. A spokesman admitted, however, that a change in format to a debate might make a change in this concept.

**Gurney changes mind after Fla. ETV debate**

That Florida educational television network experiment, which was designed to determine whether through ETV exposure candidates for political office could cut down their campaign costs, received a wry twist last week.

The experiment matched Republican Ed Gurney, now a U.S. representative, with Democrat LeRoy Collins, former Florida governor and one-time president of the National Association of Broadcasters, on a special one-hour program that originated from WUFT(TV) Gainesville, Sept. 17 (BROADCASTING, Sept. 16).

Both men, candidates for the U.S. Senate, were questioned by a panel of four Florida newsmen. A second similar confrontation is scheduled for Oct. 1.

The irony surrounding the experiment involves Mr. Gurney. He reportedly turned down a third and fourth TV "debate" with Mr. Collins because he didn't want to receive repeated exposure to the same audience. Now, as a result of the first program (and free statewide exposure), Mr. Gurney has offered to pay half the cost of placing a video tape of that program on "every TV station in Florida." Mr. Collins has not yet responded to the offer.

**State Picks Up Tab** - The program was funded through a grant of $25,000 from the state department of education for interconnection expenses. It was aired live on six ETV stations: WTHS-TV Miami, WEDU(TV) Tampa, WJCT-TV Jacksonville, WFSU-TV Tallahassees, WSRJ(TV) Pensacola, and WUFT(TV) Gainesville. A seventh ETV, WMFE-TV Orlando, decided against the program, but Orlando TV audiences were able to view it on commercial WFTV(TV) Orlando.

The candidates were questioned by Ray Rueser, director of news and special events for WFTV(TV); Hank Drane, political editor of the Florida Times-Union; Charles Hesser, political editor of the Miami News; David Watson, political editor of the Tampa Tribune.

**Taft Broadcasting set to purchase Said Inc.**

Taft Broadcasting Co. has announced agreement in principle to acquire Fouad Said Productions Inc., a Hollywood-based film production organization. The transaction is subject to approval of the final agreement by the Taft board and a possible ruling from the Internal Revenue Service.

Taft proposes to acquire all of the outstanding shares of Said Productions in two steps: It will pay founder-owner Fouad Said in Taft stock, valued on a 10-day average proceeding closing, worth $2.6 million. Additional shares of Taft stock, also to be averaged, will be paid no later than May 31, 1973, based on the level of earnings of Said Productions from June 1, 1968 to March 31, 1973. But, Taft said, in no event is the total amount of Taft stock to be issued to be more than $5,100,000. Taft also will be committed to advance up to $1 million to finance a program of building additional remote units and improving the five now in use.

Said Productions has gained a reputation for location filming of motion pictures and TV series programs through the use of its specialized "Cinemobile" units and miniaturized production equipment.

It gained its first success in the worldwide filming of the I Spy television series. Since then it has been used in Daniel Boone, Felony Squad, Hawaii Five-O, Ironside, My Friend Tony, and the new Hanna-Barbera series Banana Splits Adventure Hour (NBC for Kellogg). The Said firm also was used on such feature motion pictures as "Kona Coast," "Midas Run," and "Take the Money and Run."

Taft owns Hanna-Barbera, acquiring the firm in 1966. It also produces game shows in association with Nicholson-Muir Productions Inc.; the latest being Pay Cards now on the air in New York and win advance sales in 25 TV markets. Taft radio and TV stations are in Cincinnati and Columbus, Ohio; Birmingham, Kansas City, Buffalo and Scranton-Wilkes-Barre, Pa.

**NAB publication boosts urban aid**

The National Association of Broadcasters has distributed a 36-page booklet entitled "Local Radio and Television Programs on Urban Problems" to all TV stations, all major market radio stations, members of the FCC and Congress in an effort to show that broadcasters "are doing a meaningful, imaginative and continuing job in helping to solve the foremost domestic problems of our time."

That characterization of the information contained in the booklet is made by NAB President Vincent T. Wasilewski in an accompanying letter. Mr. Wasilewski further notes that "the variety and depth of the programming is an eloquent refutation of critics who, without real knowledge of the nationwide job being done by broadcasters, have alleged broadcasting to be deficient in this area."

The booklet may also serve as a guide to program ideas for station managers since the information is categorized into subject types—"helping people to get jobs," "talent shows," "crime and law enforcement," "telephone talk shows"—and is replete with examples of individual station efforts with such programming.

The booklet was the product of over 500 TV-radio responses to an NAB survey.

**'Gangbusters' to return**

An old and familiar program of the heyday of radio, Gangbusters, will return to the air on a line-up of 60 radio stations next month, it was reported last week by Charles Michelson Inc., New York.

Charles Michelson, president of the radio distribution company, said the series is scheduled to run for 39 weeks under the sponsorship of a national advertiser that he could not yet disclose. He stressed that the series will not be a re-creation but will consist of the actual original network episodes that were broadcast live on CBS Radio during the 1940's. Some of the well-known names in the series are Agnes Moorehead and Art Carney.
That's what Gates Solid Statesman Limiting Amplifier will do for your station. It brings broadcast signals up to maximum efficiency by controlling audio levels instantaneously, automatically.

The Gates Limiter attacks modulation problems — in just 3 to 5 microseconds (without audible clipping) and a 30:1 compression ratio allows 99.5% modulation.

Asymmetrical limiting is provided for AM stations, permitting positive peak modulation levels of 110% or 120% with negative peaks limited to 100%, thus producing a louder sounding signal.

Want to hear more? Write or call for full information. Gates Radio Company, a Division of Harris-Intertype Corporation, Quincy, Illinois 62301. Telephone (217) 222-8200.
Hoover hits TV violence

FBI chief decrées emphasis on crime on TV, rebukes television for its coverage of police and demonstrations during the Chicago convention

Television was denounced by J. Edgar Hoover last week for emphasizing sex and violence in its programing and for carrying distorted coverage of demonstrations in Chicago during the Democratic convention.

Mr. Hoover gave his views to the National Commission on the Causes and Prevention of Violence, which was appointed by the President last spring after the assassination of Senator Robert F. Kennedy.

In his appraisal of television news coverage in Chicago, the director of the Federal Bureau of Investigation was at apparent odds with his nominal boss, the attorney general of the United States, who also testified before the President's commission.

But another witness, Dr. Albert Bandura, professor of psychology at Stanford University, told the commission of what he claimed were casual relationships between fictional portrayals of violence and real-life actions. He said children tend to imitate aggressive conduct that they see on TV or in films.

The commission is headed by Dr. Milton Eisenhower, president emeritus of Johns Hopkins University and brother of former President Eisenhower. Its executive director is Lloyd N. Cutler, a Washington lawyer, whose shop, Wilmer, Cutler & Pickering, has a number of broadcasters, including CBS, among its clients.

Last week's sessions were closed to the public, but statements by those appearing were given to newsmen. The meetings continue this week, but will be public sessions.

Chicago Exaggeration • Although Attorney General Ramsey Clark also testified, he did not touch directly, in his prepared statement, on the news coverage of the Chicago disturbances. He was most pointed, however, in faulting police for being overzealous in some circumstances. "Of all violence," he said, "police violence in excess of authority is the most dangerous. For who will protect the public when the police violate the law?"

Afterword he told newsmen that the Chicago disturbances had been "overstated." "There was," he said, "exaggeration of police conduct and of crowd conduct."

Earlier a blue-ribbon group of broadcasters and publishers "specifically" asked Dr. Eisenhower to include in the commission's study an investigation of the "treatment of news reporters, photographers and cameramen by members of the Chicago police force" and "the subject of police violence aimed at repressing free news coverage of such events as the Chicago demonstrations."

A task force on mass media, headed by Robert K. Baker, a recent Department of Justice attorney, and Sandra Ball, a San Diego College sociology teacher, as co-directors, hopes to begin holding meetings late this fall (Broadcasting, Aug. 19).

Mr. Hoover's remarks about television violence and news coverage of the Chicago affair were blunt and pointed. Here are some excerpts:

"Although the television industry has control over the programs it presents, the extent of violence depicted in many shows is almost unbelievable. Viewers are constantly bombarded with a steady stream of sex, sadism and criminal acts that, through repetition, might appear to some as normal behavior."

"Far too much emphasis is also being placed on television to the antics of a publicity-seeking extremist minority. Impressionable youths and immature individuals can easily conclude from television news coverage that everyone is protesting, demonstrating, marching and burning draft cards when, in some cases, the reporters, cameramen and assorted technicians appear to outnumber the demonstrators. Usually, rational explanations or refutations are not supplied."

"I am in complete agreement with the observations of some representatives of the mass media who admit that television, radio and the press all too frequently are guilty of distorting the efforts of police to preserve law and order when confronted by large, hostile mobs, as was true in Chicago during the recent Democratic national convention. These media will highlight and magnify some acts of so-called 'police brutality' and completely ignore or minimize the premeditated and viciously provocative acts of demonstrators."

The FBI chief repeated the charge that the presence of TV cameras helps precipitate mob violence.

"Professional demagogues, extremists and revolutionaries," Mr. Hoover said, "have learned that the news media—television in particular—are their most effective weapon to gain notoriety and to discredit law enforcement. Consequently, they make it a practice, for the benefit of television cameras, to try to goad the police into resorting to strong measures necessary to maintain effective control."

Movies Too • Television was not the only medium that was apportioned blame by Mr. Hoover, "A seemingly limitless excess of sex, sadism, degeneracy and violence is only too apparent in the offerings of the motion picture industry," he said. He also swung at "cheap novels and sensual magazines" that "glorify sex in both its normal and abnormal context."

Basically, Mr. Hoover preached what he called "the vital necessity for creating a wholesome social and economic atmosphere in which all citizens will have an equal opportunity to better themselves" and above all the "time-proven deterrents to crime and violence... the certainty of sure detection, swift apprehension and realistic treatment under law." He blamed a large part of today's increase in crime and violence on "permissiveness," urging
also strong gun control laws.

**Hey Teach!** Television as mentor to young children of solutions for problems was described by Dr. Bandura. Dr. Bandura told the commission that experiments with young children point to the conclusion that TV violence "teaches" children forms of violent behavior. He quickly added, however, that other factors must be taken into account before assuming that such behavior will actually be performed. A deterring force, he indicated, might be the punishment that befalls the criminal.

**Freedom of Press** In its Sept. 13 telegram, the group of broadcasters and publishers said: "We feel that the freedom of America's news media to observe and report was seriously jeopardized during the Chicago disorders and that this repression of freedom of the press should be publicly scrutinized."

Members of the group also said that "our reporters, photographers and cameramen who were beaten and harassed by members of the police force in Chicago will be available to provide information and we shall, of course, be happy to cooperate fully to assist your commission in its work."

The group, which earlier had called upon Chicago Mayor Richard Daley to launch a probe (Broadcasting, Sept. 9), was composed of Leonard Goldenson, ABC president; Frank Stanton, CBS president; Julian Goodman, NBC president; Bailey K. Howard, president of the newspaper division of Field Enterprises (WFLD-TV) Chicago, WCAN-TV Milwaukee; Otis Chandler, publisher of the Los Angeles Times; Arthur Ochs Sulzberger, president and publisher of the New York Times (WOR-AM-FM); Hedley Donovan, editor-in-chief of Time magazine (Time-Life Broadcast group) and Mrs. Katharine Graham, president of the Washington Post Co. (Post-Newsweek Stations).

**Nielsens on convention**

Nielsens 30-market ratings covering the Aug. 26-29 Democratic convention put ABC-TV in an over-all lead for the 7:30-11 p.m. time period, reflecting the network's high ratings in its entertainment programing periods of 7:30-9:30 p.m. CBS attracted more viewers than NBC in the early half of evening, bringing its average for the whole evening slightly above that of NBC's.

National Arbitrons reported NBC in the lead (Broadcasting, Sept. 2).

Nielsens, for the four nights, prime time:

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<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<td>7:30-9:30</td>
<td>17.4</td>
<td>11.5</td>
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<td>9:30-11</td>
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<td>10:30-11</td>
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**Daley presents Chicago's story**

Despite network refusal, program is shown by 160 TV stations in U.S.

Reaction was mixed last week to Chicago Mayor Richard J. Daley's full-hour television special that gave the city's side of the disorders attending the Democratic convention. The show, however, won broad exposure after network refusals.

The program was aired on 150 TV stations Sunday (Sept. 15) and Monday. By Thursday an additional dozen stations had asked to air the special and the CBC-TV of Canada had a video-tape copy and was considering it.

Irish TV ch. 4, Dublin, also was seeking the show and planned to obtain a copy from the BBC in London which aired it. Another request was pending from Australia.

The 55-minute radio version of the rebuttal special was carried on more than a thousand stations, including affiliates MBS and UPI Austin.

Both the radio and TV shows sought to give the untold portions of the convention disorders, especially the planned demonstrator provocations faced by the police. Network coverage at the time depicting police actions was charged to have been distorted.

WGN Continental Broadcasting Co. and Metromedia, both group operators, made the initial offers of rebuttal time which sparked the special production after Mayor Daley was turned down by the three major networks on his bid for his own show. Two of the networks had offered to put the mayor on panel shows but he declined. The third, CBS, had the mayor on the air during the convention.

The TV special was produced by the mayor's own staff and by Henry Ushijima, Chicago TV film producer.

Chicagoans favored their mayor with heavy viewing of the program on wgn-tv Chicago at 9 p.m. Sunday evening. A special American Research Bureau study gave the show a 26 rating and 38.8% share for the Chicago eight-county area. "Station B" rated 22.6 and 22.4 share with the other local outlets falling below that.

The mayor's program received an average 14% share of the sets in use in New York in its 9-11 p.m. EDT time period on Metromedia's wnew-tv. In that hour, three network-owned television stations carried popular entertainment fare—Bonanza on wnbc-tv, a Barbara Streisand special on wcbs-tv and a movie on wabc-tv New York. The biggest shares went to wcbs-tv and wnbc-tv, with the Daley program's share close to wabc-tv in the instantaneous Nielsen and just a shade better in the Arbitrons.

**The New York ratings:**

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<thead>
<tr>
<th>Station</th>
<th>Nielsen Rating</th>
<th>Arbitron Rating</th>
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<tbody>
<tr>
<td>WNEW-TV</td>
<td>9</td>
<td>14</td>
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<tr>
<td>WCBS-TV</td>
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<td>WPIX-TV</td>
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A syndicated show, featuring William Buckley Jr., was on wor-tv through the hour, and the off-network Naked City on wpix-tv.

Mayor Daley's office Thursday reported his total mail pull since the convention now totals 135,000 pieces supporting his actions and 5,000 criticizing. Many producers of network shows, including some entertainment programs, have asked the mayor to appear, his aides said, but he has turned them all down because of annual budget hearings now underway.

The mayor's staff wasn't upset over splinter Democrats protesting the city's convention handling. It was enjoying a letter of congratulations from former Senator William Benet (D-Conn.) who served on the convention platform committee and thought the TV show had been fair and balanced.

Mr. Benton, publisher and chairman of Encyclopaedia Britannica, also had enclosed a copy of his Sept. 12 talk to the American Club in Paris. He had strongly defended the police action as a whole in his speech.

"Our nation has under-reacted to the great steps forward of the Democratic convention," Mr. Benton told his Paris audience, "and has over-reacted to the over-reaction of the news media to the over-reaction of the police to the carefully planned disruption of law and order."

**Heads new projects**

Twentieth Century-Fox TV's new East Coast division, established to develop series and specials for network and syndication, will begin operation under Robert Kline, appointed to the new position of director of special projects. Mr. Kline was president and executive producer of Canaan Productions, New York.

New division's first project is What's the Big Idea?, a half-hour color tape series about inventors and their creations, produced in association with Alan Foshko Productions.
Who's at fault if there's violence on TV?

WRITER ACCUSES ADVERTISERS, NETWORKS, PUBLIC

Producer-writer Christopher Knopf, once-time president of the Writers Guild of America, West, is convinced that television advertisers and the TV networks have been guilty of fostering excessive violence in programing. And the public—or that part of it that appears in research panels—shares the blame. "Merchandising violence in America is big business and too profitable to vacate," Mr. Knopf said at one of the two panel discussions on the subject conducted last week by the Hollywood chapter of the National Academy of Television Arts and Sciences. He said that Cimarron Strip, a series with which he was involved from the beginning, was changed before it reached the air last season so that it would more vividly project violent resolutions. Cimarron Strip played on CBS-TV in 1967-68. It did not return this season.

Following is an excerpted account of Mr. Knopf's account:

"Cimarron Strip was created not by me but by a dear friend, Stanley Kallis [now producer of Mission: Impossible]. Stanley wrote a six-page document which brought in the same formula, the lead character and the boy. Stanley called me in, and I was put to work writing a script.

"We have a rather unusual lead on paper, which was a man that realized that there were really no devils here, nobody was evil [the series, a 90-minute western, concerned the opening of the Oklahoma territory]. Our lead's responsibility, primarily, was to keep trouble from happening. He had a great deal of compassion for everybody, practically.

"We wrote a script, a very good script, and we shot a pilot. It was very expensive, very tastefully produced. We brought in with us three subsidiary characters, every one of whom was eventually faulted. One was a young girl, fresh out of the East, who had seen the Wild West shows and thought that was what the West was all about. Part of her story would be an awakening to the realities of life.

"We brought in a young boy. And what he wanted was a Buffalo Bill to trapeze around all the Wild West shows of the world. He wanted to build Marshal Crown [the lead character in the series, played by Stuart Whitman] into a bona fide hero with six-gun blazing away. He wanted him to go out and get shot at, shoot and kill and become a helluva guy so that he could exploit him by taking him around to carnivals later on. He was very naive but an entertaining type of character. Another character was a Scotchman, who was my thought. He was everyman, had all the foibles and all the failings you and I have, full of greed and avarice but he failed and failed largely—but a heart of gold deep inside.

"The show had its faults, but its winning points far, far overshadowed them. I will say quite honestly when I sat in the projection room with the network, they were quite awed by what had happened. The show was sold the day that they saw it and it was commissioned—it was set. They then did what they do with all shows; they tested it. A sufficient number reacted negatively to what they saw.

"The audience was confused by the marshal's compassion. They didn't like that. The second thing that they didn't like was the fact that he should show any sign of regret for having killed. It boggles the Scotchman confused everybody. They had never seen him in a western before. They couldn't place him in their own ken. They didn't know what to make of him or to do with him. They had no frame of reference, and it upset them deeply. And the boy they thought was a sissy. The girl they accepted generally but compared her to Kitty [the female lead in Gunsmoke]. They wanted a robust, bawdy, tough-talking girl with a golden heart that ran a saloon.

"Attrition set in. Mike Dann [CBS-TV senior vice president, programs] came out from New York. Nobody is a heavy in this, incidentally. They [the network] had put more money into Cimarron—they put $800,000 in the pilot. The first two or three episodes cost $400,000. They programmed it at 7:30, which was kid's hour. And we were trying to be reasonable and sophisticated and sensitive. Now they began pulling us back. They didn't want that Scotchman in that show from the beginning. We fought very hard to keep him in. 'Well, if he's going to be in,' they said, 'he is the aide; he goes with the marshal; he's going to shoot to kill.'

"They wanted to toughen the boy. They didn't know what to do with the girl, but generally left us alone with her. They were all over Stu Whitman, all of the time. They so confused him he really never found his character. He did in the pilot but from then on they shooed him up, everything he did. They were coming at him from all sides.

"One of the problems that happened is that Mike Dann said: This is what I want, quote: 'I want to see the good fellow kill the bad fellow.'

"That's a fair quote. I was given a wink by the network. Which was give Mike four and then go ahead and do it your way. But Mike wasn't kidding. He meant all 23 or 26, or whatever it was we did. I fought him on this tooth and nail and I thought he was dead wrong.

"One thing that happened, too: It was determined not to put the pilot on first, which just threw me out the window. First of all my ego and secondly it was the best show we had. And they scheduled a show which they hadn't ever seen. They had seen the dailies on it and saw a lot of shootings and killings in it and put it on first. We never recovered from it.

"What finally happened, when we were expecting the show to go to a second year, an encyclical came down, from whom nobody really knows, which simply said in about six pages: What Cimarron will be in the second year—Scotchman, out. The girl would be bawdied up. The boy would become a kind of gun-toting aide. No ambivalent heavies. He [the marshal] will not have a compassion for human misery, for human failings. We will have outrages, evil incarnate. In our heavies they will commit an outrageous evil act in the beginning and the marshal will go out and bring him to justice.

"The only way to bring them to justice in westerns is to kill them. That's what happened to Cimarron. And one part of me says, 'Thank God.' But my business manager doesn't think so.

"When informed of Mr. Knopf's charges, CBS-TV's Mike Dann declined to comment beyond noting that at no time was anyone asked to emphasize violence in any Cimarron Strip script.

Rule asserts ABC's reaction to violence

Elton H. Rule, after some eight months in New York as president of the ABC-TV network, last week made a formal return to his hometown West Coast environs and plunged into the bubbling and troublesome violence-on-television cauldron. Apparently were some 300 of the broadcast industry friends he won during a 20-year work tour in radio and TV in California, Mr. Rule did not resort to success stories or high-blown declarations of network objectives. Instead he laid bare ABC-TV's...
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* Sunday Movietime (5 p.m.) * Saturday Cinema (5 p.m.)
  * Sunday Movie of the Week (11:30 p.m.)
  * Sunday Spectacular Showcase (Noon)
  * Saturday Western Jamboree (7:30 a.m.)

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reaction to the intensifying fire the medium is receiving over the violence issue.

Making clear that he does not accept the allegation that television is responsible for the violence in today's world, Mr. Rule still made it equally unequivocal that there is no justification for the presentation of violence on television in a gratuitous manner. "Violence or the use of force as an appropriate means to an end is not to be condoned on ABC," he emphasized in his speech, which was delivered at a luncheon meeting of the Hollywood Radio and Television Society.

Mr. Rule cited ABC-TV's new hour western, "The Outcasts," being produced by Screen Gems, as an example of how the network is taking pains to insure that the amount, the manner of portrayal and the necessity for violence on television be reasonable and motivated. Portions of the first six completed hours of the series have been redone, and portions of the first 10 scripts were rewritten, because the network—with Screen Gems cooperating—felt the material "might be considered excessive violence in today's new climate." The changes "cost dearly," Mr. Rule assured.

A particular area of concern, according to the network executive, have been the advertisements, publicity, and on-the-air promotion for the new season's product. These activities have been given the closest scrutiny because, said Mr. Rule, "we wanted to be certain that no entry would be made singularly attractive" by the flamboyancy or sensationalism of violence.

**TV's role in raising the caliber**

**N.Y. FORUM ASKS HOW IT INFLUENCES AMERICAN LIFE**

Community organizations leaders throughout the country were urged last week at the conclusion of a two-day forum concerned with the quality of American life to express their views on individual television and radio programs, motion pictures and newspapers and magazines.

Representatives of 127 organizations were given ballots by the Center of American Living Inc., a two-year-old nonprofit educational organization, on which they and their members could offer congratulations to individual TV-radio programs or indicate which programs they considered destructive to the community. The citizen respondents also were given the opportunity to say they would not purchase products that sponsor particular programs.

The two-day forum was held under the auspices of the Center of American Living, which is an association of individuals concerned with problems and improvement of American life. Lady Malcolm Douglas-Hamilton, founder and president of the center, told the meeting that filling out and sending the ballots to the appropriate media could have an influence on the caliber of American life.

Lady Douglas-Hamilton is a native-born Bostonian, who founded and was president of Bundles for Britain during World War II and since has been active in movements for better living and international understanding.

**How Media Molds Civilization**

The central theme of the two-day meeting on Monday and Tuesday (Sept. 17, 18) at the Biltmore hotel in New York was "The Influence of the Communications Media on the Caliber of American Civilization." Speakers from various fields of communications, government, the arts, science and education examined the impact of the media on the caliber of American life, with particular emphasis on the role that violence plays in this area.

The center presented "citations of excellence" to persons and organizations in the communications field who have shown affirmative or inspirational leadership. The recipients were M. J. Rifkin, president, Wolper Productions Inc.; Leo Jaffe, president, Columbia Pictures Corp.; Robert C. Doyle, chief of the television division, National Geographic Society; Ross Hunter, Ross Hunter Productions-Universal City Studios; James E. Allen, president, television stations division, Westinghouse Broadcasting Co.; Spyros P. Skouras, chairman, 20th Century-Fox Film Corp.; George P. Norton, vice president, General Telephone & Electronics Corp. and Edgar Ansel Mowrer, Internationally syndicated columnist.

Many speakers at the sessions had criticisms of the broadcasting industry ranging from bias to violence to "managed news." Speakers closer to the broadcast field—and some outside it—defended it.

Cartoonist Al Capp castigated the networks for what he said was non-objective treatment of demonstrations in Chicago during the Democratic convention. "Mayor Daley took away their freedom of instant judgment," he said, "so they defecated on Chicago." He denounced the commentators for giving sympathy and encouragement to the "rabble".

John M. Allen, senior editor of The Reader's Digest, was less harsh in his judgments—he felt that television was not treating its audience with dignity in assuming that all the viewers wanted was "pap" and violence. He suggested the industry should operate on the premise that people desire betterment and would respond with better behavior.

**Discussing Deviation**

Jenkin Lloyd Jones, editor of the Tulsa (Okla.) Tribune, reported that it is "generally acknowledged there is less restraint from violence with the television generation." He accused advertisers of "pulling sales up by pulling young America down" and accused all media of "publicizing deviation so much that the young think deviation is the norm."

Attorney Morris Ernst, citing "Paley and Sarnoff" (William S. Paley of CBS and either David or Robert Sarnoff of RCA) specifically, ("Only human beings can blush—not corporations") chastised them for not reporting good news as well as bad, and claimed network chiefs were "managing our minds in the direction of the violent." He felt that no culture could rise above its mass media, and that predictions of violence were helping to create violence.

Tex McCrary, writer-publicist, did not criticize the broadcasting industry as much as laud the printed word as being of "decisive importance in this era of electronic journalism." He quoted the late producer Ted Yates as saying "television is writing in wind and water," and noted that as the speed of transmission of an idea increases, the penetration depth decreases.

Neil Hickey of TV Guide agreed that the print media were vital. "Television is a medium of headlines and short features," he remarked, adding that no one in television expected the medium to supplant newspapers and books, but the general viewing audience may be convincing itself it has enough news with television.

**Sophistication in the Ratings**

John H. Secondari, head of his own documentary production company, defended network programing because "programs are what they are because American people like them." But he looked forward to the day when documentaries would "pay their own way"; he believed audience sophistication was increasing and would show up soon in the ratings.

Dr. Herbert A. Otto, director of research at the Stone Foundation, called the news format of today a "narrow
and destructive concept," singled out television cartoons for "having more than one act of violence every minute," and reported that bad news has a motivational effect and contributes to the climate of violence. He proposed a policy of "balancing" the bad news with "good news" of technical progress, natural science achievements, arts and drama.

Jay McMullen, CBS News editor, felt there was too much "consensus journalism" rather than "enlightened leadership," because of economic pressure station relationships and federal government regulations, producing bland, "play it safe" programming.

Peter Jennison, director of National Book Committee Inc., although directing his comments primarily to print media, felt "sex and violence are symptoms, not causes, of a violent society," and that "silencing dissent is the quickest way to violence—violence is the real obscenity."

The Rev. Morton A. Hill S. J., of Morality in Media Inc., said there must be a "cumulative effect of poisonous diet" and that media have the responsibility for "truth, taste, inspiration and love."

Comments on Censorship • Betsy Blackwell, editor-in-chief of Mademoiselle, maintained that the media "are providing a convenient scapegoat—censorship is not the answer," but that media have a responsibility of self-censorship for taste. Attorney Louis Nizer continued this theme of self-censorship regarding the motion picture industry.

Leonard Evans, publisher of Tuesday, commented that mass media were portraying only a small minority of the Negro race, and the positive side was never shown.

Mrs. Earl Hubbard, president of the Deerfield Foundation, summed up the Tuesday morning session by declaring one of the long-range goals of the forum would be to persuade the media to change their idea of "news" and report the positive side as well as corruption.

In subsequent sessions, George A. Heinemann, director of public affairs for NBC News, discussed children's programming and described the new Carnegie Foundation series for youngsters and the NBC Children's Theater. He urged parents to watch the programs with their children so that they may share an experience together.

Miss Ann Switzer, administrator, social and rehabilitation service, Department of Health, Education and Welfare, recommended that TV networks and stations devote a portion of their time to programs illustrating the progress achieved by handicapped individuals in business and social situations. She indicated that HEW would cooperate in furnishing leads on stories that might be dramatized or documented.

Backing the Best • Norman E. Cash, president of the Television Bureau of Advertising, urged that community leaders maintain liaison with TV stations in their areas. He suggested that they compliment the stations when they present outstanding cultural telecasts, as a means of encouragement. He listed such advertisers as Mobil Oil, Gulf Oil, Heinz, Xerox, the Institute of Life Insurance and AT&T as examples of companies that are sponsoring television presentations focusing on the critical issues of 1968.

Dr. Frederic Wertham, a psychiatrist, contended that an excessive amount of violence, brutality and sadism in the mass media can be a contributing factor to all kinds of adjustment problems, including violence-proneness. He said that "media mayhem" may supply the immature individual with a "first suggestion"; reinforce pre-existing tendencies and deflect constructive forces into destructive forces.

"We not only want the screen and literature to be less brutal, we want their active aid in the uphill struggle against violence, individual and collective," Dr. Wertham pleaded, "for without their aid, the struggle cannot be won."

Fred Freed, a producer for NBC News, stressed that TV has had an influence on the quality of life in the U.S. but insisted that TV to a larger extent reflects the quality of American life. If TV news programs are violent, he continued, they reflect the violence of Vietnam, of Chicago in August and of the streets of our cities.

Mr. Freed suggested that America must apply itself to the challenges that beset us—the Vietnam war, the decaying cities and the racial hatreds. TV and other mass media can play a role in the solutions, he said, but added they largely mirror the crises of our times rather than influence them.

Finally a CHROMA KEYER THAT REALLY WORKS

- DC REMOTE CONTROL FOR CHROMA
- USES R, G AND B SIGNALS FROM COLOR CAMERA
- OPERATES WITH EITHER NTSC, PAL OR SECAM SYSTEMS

The new CD Chroma Keyer Model 2110 has been designed to operate with any professional quality special effects generator. Remote selection of keying hue through 360°, continuously variable. The 2110 keys on the chrominance portion of the color signal and distinguishes between the insert and the background where luminance levels are similar as to both the hue and saturation. RESULT... clear and sharp keying with tearing virtually eliminated. Adequate separation is also obtained between areas of the same hue but with different saturation levels.

Solid state, plug-in module with built-in power supply. Installation kit, mating control connector and remote hue control ready for simple and quick integration into your existing system.

The price is so low for a Chroma Keyer of this quality that it simply cannot be duplicated by any other manufacturer. For further information, write or call!
companies in an effort to get a preliminary injunction against an origination decision (Broadcasting, Sept. 16).

The film interests argued that the city's board of estimate, which will make the decision, had not given the required 10 days public notice of an August hearing on the issue. The two CATV companies involved, Manhattan CATV (Teleprompter) and Manhattan Cable Television (Sterling Information Services), argued that a consent grant, which is not a franchise, does not require 10 days notification. All CATV companies in New York currently operate under "consent on an experimental basis." Justice Francis J. Bloustein ruled that "the drastic remedy of injunction" was not warranted.

A further court appeal by the Metropolitan Motion Picture Theaters Association, Independent Theater Owners Association and Moving Picture Machine Operators Union, Local 306, IATSE, also failed to get the injunction.

With the application from the third New York CATV company, CATV Enterprises, for origination permission, the board of estimate was required to conduct another public hearing. The agency decided to include all concerned parties in the hearing Oct. 24. CATV Enterprises also asked for an extension of its "consent" term, which was granted through Dec. 31, 1969.

The final factor in the decision to delay the ruling was a report by Mayor Lindsay's advisory task force on CATV and telecommunications, formed in 1967 and headed by Fred Friendly. The mayor asked that the board postpone the ruling until the report could be studied.

The task force made 12 recommendations, including a proposal for origination: (1) the city should be divided into approximately 10 areas; serviced by separate companies authorized by competitive bidding; (2) bidding should be based on a percentage of gross revenues, and the city should be guaranteed $5 per home for the first 10 years of operation; (3) the city should regulate all rates to subscribers; (4) state legislation should be sought establishing the city's authorization over all companies, including those using telephone company lines; (5) cable companies must be financially and technically qualified and not have an interest in a local television station.

Also, (6) the city should seek a contract with New York Telephone to secure the right to lease space in the duct system in Brooklyn, Queens and Staten Island; (7) the city should take legal action when necessary against opposing landlords; (8) the city should insure that the cable company does not discriminate economically among subscribers; (9) the city should set technical standards; (10) each company should provide 18 channels—11 for local stations, three for the city's use at no cost, and four for program origination; (11) the city should authorize advertiser support or subscriber payment for origination, receiving 25% of the gross receipts in the case of pay television; and (12) the board of estimate should continue to supervise cable operations through a new municipal office.

The board of estimate will consider the recommendations in establishing a general policy for granting franchises. Three CATV companies are now operating in New York under a "consent" grant, meant to be temporary until a definite policy is designated, while a fourth, Comtel Inc., subsidiary of Bell Television Inc., uses telephone company lines without a city permit. The New York Supreme Court upheld Comtel's right to operate without "consent" (Broadcasting, April 22).

G&W sells portion of Desilu Productions

The conglomerate Gulf & Western Industries Inc., which acquired three film studio lots when it purchased Desilu Productions Inc. in 1967, is selling one of them to Perfect Film & Chemical Corp., New York for $9 million. The film studio, known as Desilu Culver, in Culver City, Calif., is being sold to satisfy a 1967 consent decree with the U.S. Justice Department under the terms of which G&W is ordered to sell its Desilu Culver and Desilu Calhuenga (in Hollywood) studios within two years. A announcement of the transaction was made last week by Perfect Film & Chemical.

The Culver City lot includes a 14-acre studio with 11 sound stages and a 29-acre backlot. The only Desilu facility that Gulf & Western will retain is Desilu Gower, which adjoins—and now is a part of—the Paramount Pictures lot. Paramount is another G&W subsidiary.

Desilu was merged into the Paramount Pictures division after both were acquired.

The transaction for the studio is subject to approval by the U.S. District Court in Los Angeles.

FINANCIAL REPORTS

Interpublic registers for debenture offer

The plan of refinancing that aims to put the Interpublic Group of Companies back on the tracks was made public last week. The company registered with the Securities and Exchange Commission for an offering of $4 million in 7% convertible, subordinated debentures due in 1988. They will be offered to subsidiaries, officers and employees. They will be convertible after Nov. 1, 1971 at $22.50 per share.

The voluminous document also showed that Marion Harper Jr., deceased chief of the advertising and marketing complex, will be paid $100,000 a year until 1976 under the terms of a termination agreement. The company also has bought back Mr. Harper's 109,325 shares of class B stock for $2,295,825 paid to various banks to which they were pledged as loans to Mr. Harper. This leaves Mr. Harper owning the company $17,750 which will be repaid by reductions in payments by the company to him.

The registration showed that Mr. Harper had a contract running to 1976 specifying a salary of $245,000 yearly plus incentives and deferred compensation to a maximum of $490,000 annually. At that time, he was to have a consutlancy payment of $245,000 yearly plus death and disability benefits.

In the new agreement, Mr. Harper continues to receive a salary at the $245,000 rate until the end of this year. He then will receive $100,000 yearly until 1976. He also has agreed not to compete for clients prior to Feb. 1, 1969, and for employees prior to Jan. 1, 1971.

The company also released Mr. Harper from his obligation to pay for 10,001 shares of class B stock for $219,322, originally due to be acquired between 1969 and 1971. Mr. Harper, however, retains all his present retirement and profit-sharing rights. He stepped down last November.

Bank Debts: At the end of last year, Interpublic owed U. S. and foreign banks a total of $12,513,630. On an interim basis, three clients loaned the company $2 million, but last July, the Chase Manhattan Bank loaned the company $10.2 million and guaranteed up to $1.7 million of foreign bank loans. Payments for this obligation are due to begin in 1970, with full payment due June 1, 1971.

As part of this agreement, the company pledged that it would sell $4 million worth of assets by the end of this year. The registration statement says that management will not sell any of the five U. S. agencies (McCann-Erick-
son, Erwin Wasey, Marschalk Co., Jack Tinker & Partners and Pritchard Ward Associates) or any of the marketing companies. The $4 million is being raised by way of the debentures.

Black Ink* In 1967, Interpublic had gross billings of $668,024,000, of which 62.2% came from the U. S. Income from commissions, fees and other sources totaled $103,713,171. For the year the company had a net loss of $3,889,565 ($7.01 a share).

For the first six months of this year, however, on billings of $339,431,000, of which 59.7% came from U. S. operations, Interpublic had revenues of $52,999,882 and a net income after taxes of $1,386,099 ($2.58 a share).

The SEC documents also showed that Robert E. Healy, president, received $116,866 in 1967, plus holding a $57,834 interest in profit sharing and $16,511 annual retirement benefits. Neal Gilliatt, chairman and group vice president, received $80,130, plus $37,002 in profit sharing and $25,097 in annual retirement benefits; J. Donald McNamara, senior vice president, general counsel and secretary, $49,508 with $17,010 in annual retirement benefits; Carl Spielvogel, senior vice president, $63,090 and $19,599 in annual retirement benefits; and William S. Taggett, executive vice president, $57,445 with $18,772 in annual retirement benefits.

Mr. Harper received $245,590 in 1967, with $327,559 in profit sharing and $36,556 annual retirement benefits.

As of June 30, Interpublic consolidated balance sheet showed total assets of $106,801,243, of which $91,903,436 were current assets. Total current liabilities amounted to $88,019,427, non-current liabilities were put at $5,765,171, and retained earnings were put at $9,106,003.

Outstanding are 487,500 shares of class A stock; 643,958 of class B and 60,000 of class C.

Hipp-controlled companies reorganization approved

A reorganization of the Hipp-controlled companies in broadcasting, life insurance and real estate, under the tent of Liberty Corp., a Greenville, S.C., holding company, has been approved in principal by the directors of group broadcaster Cosmos Broadcasting Corp., Liberty Life Insurance Co., and Surety Investment Co. Liberty Corp. is also under the control of the Hipp family.

Liberty has offered to pay the equivalent of four shares of its stock for each share of Cosmos' outstanding 300,000 shares. Liberty was quoted at 19½ cents a share bid on the over-the-counter market at the end of last week, bringing the transfer to a $23.4 million transaction.

Cosmos Broadcasting, which owns WIS-AM-TV Columbia, S.C.; WSPA-TV Montgomery, Ala., and Wtol-TV Toledo, Ohio, as well as CATV systems in four South Carolina and one North Carolina communities, is 60% owned by Francis M. Hipp, B. Calhoon Hipp and families; 6.6% owned by G. Richard Shafro and wife, and others.

For the first six months of this year, Cosmos Broadcasting had operating revenues of $4.9 million and net earnings of $422,264 ($1.41 per share). This compares with the same 1967 period when operating revenues were $4.4 million, net earnings $319,601 ($1.07 per share).

The WJEF Countrypolitan

His job's in town, but his ear is tuned to country music.

Sure, a man listens to WJEF because he likes our very special brand of country and western music.

But he also listens because he relies on WJEF and CBS news—and to get sports coverage no competitor can touch.

We've had to come up with a new name for him: Countrypolitan.

Is he a farmer? Probably not. He may be a doctor, lawyer, merchant, chief. Typically, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And the car radio he listens to on the highway, and the one that keeps his wife company all day, can best remind him of the things he needs and wants.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.
Meredith Corp. sets net earnings record

Meredith Corp.'s broadcasting division achieved another new high in revenues, the company reported in announcing fiscal 1968 record revenues. Net earnings, however, were down 10.6% over the same period in 1967.

The sale of national spot during the second half of 1967 was below prior years, in line with general industry trends, the company stated, but recovered sharply in the spring. AM radio revenues and the sale of TV time to local advertisers, however, remained strong throughout the year, Meredith said.

In addition to its five radio and television properties, Meredith also is half-owner with Avco Corp. of Meredith-Avco Inc., which operates CATV systems in 10 Southeastern communities. They had 22,200 subscribers as of June 30. A Florida CATV firm, half owned by Meredith-Avco, had 19,200 customers as of that date. The company stated that it received a profit of $464,000 as its share of Meredith-Avco's operations in 1968, the first profitable year since 1964 when the joint CATV firm was founded.

For the year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.29</td>
<td>$2.37*</td>
</tr>
<tr>
<td>Revenues</td>
<td>113,821,661</td>
<td>110,527,430</td>
</tr>
<tr>
<td>Net earnings</td>
<td>6,283,663</td>
<td>7,006,797*</td>
</tr>
<tr>
<td>Average stock outstanding</td>
<td>2,782,153</td>
<td>2,783,665</td>
</tr>
</tbody>
</table>

*After extraordinary gain of $318,000 in 1967.

Wall Street merger talk keeps ABC stock high

ABC stock prices took another jump last week, apparently upon the producing of a new round of merger rumors. Tuesday ABC stock shot up 5 1/4 points. Its close at 71 3/4 was only 1 3/4 points below the year's high. Thursday the stock closed at 69 3/4, down 1 1/4, but still 4 3/4 points higher than its closing price the week before.

The sudden leap was attributed to a new flurry of Wall Street rumors, including alleged resolution of merger negotiations with CIT Financial and discussions with Xerox Corp. and 3M Co. There also was talk of an impending tender offer from an unknown source. ABC sources denied all four rumors.

Columbia, SG set for merged operation

The boards of directors of Columbia Pictures Corp. and Screen Gems Inc., Columbia's TV subsidiary, have agreed to merge the two companies, it was announced last week.

Screen Gems is owned 86% by Columbia Pictures. Under the merger, Screen Gems stockholders will be entitled to exchange each share held for one share of Columbia common stock. It is contemplated that the merger will take place after the payment of a stock dividend of 5% declared by Columbia last Tuesday (Sept. 17) on its common stock, payable Nov. 12, 1968, to holders of record Oct. 3, 1968.

Screen Gems closed Tuesday, the date of the merger announcement, at $34.625 on the American Stock Exchange. Columbia Pictures, traded on the New York Stock Exchange, closed that day at $41.

It was stated that both Columbia Pictures and Screen Gems will function as autonomous units with the same present executive management.

MCA merger vote deferred

MCA Inc. announced last week that a special stockholders meeting to vote on a proposed merger with Westminster Electric Corp. has been delayed until Oct. 15. The meeting was previously set for Oct. 7. It will be held on Oct. 15 at the Sheraton Blackstone hotel in Chicago.

Martin lists assets at $16.9 million

Martin Theaters of Georgia Inc., which is being acquired by Fuqua Industries Inc. in an estimated $20 million stock transfer transaction (Broadcasting, Aug. 19, 12), reported total assets of $16,950,217 in applications asking for FCC approval to transfer its two TV stations that are also part of the deal.

In its balance sheet as of June 22, Martin Theaters reported that current assets totaled $1,676,420, and that the unamortized portion of FCC licenses and network affiliations were worth $544,490. Total current liabilities were listed at $3,699,530; long-term debt, $5,361,285, and retained earnings $7,647,965.

The two TV stations are WTVY(TV) Columbus, Ga., and WTVC(TV) Chatanooga. Both are VHF and are affiliated with ABC. WTVY is also affiliated with NBC.

Martin Theaters' WAPA Chattanooga is being sold to Turner Advertising Co. of Atlanta for $305,000.

Also involved in the Fuqua acquisition are about 150 theaters and associated real estate in three southern states (Georgia, Alabama and Tennessee). The theater company is owned by E. D. Martin and R. E. Martin Jr.

Fuqua Industries, Atlanta-based diversified company, owns WROZ and WTVW(TV) Evansville, Ind.; KXOA Sacramento, Calif.; WTAC Flint, Mich., and KTHI-TV Fargo, N.D. KTHI-TV has been sold to Morgan Murphy for $1.4 million pending FCC approval. J. B. Fuqua, chairman and chief executive officer of Fuqua Industries, personally owns WJRE(TV) Augusta, Ga.

Company reports...

Ameco Inc., Phoenix, manufacturer of CATV equipment, reported an increase in consolidated net sales and sharp reduction in losses for the fiscal year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share (loss)</td>
<td>($0.76)</td>
<td>($2.16)</td>
</tr>
<tr>
<td>Net sales</td>
<td>5,616,816</td>
<td>5,451,863</td>
</tr>
<tr>
<td>Net earnings (loss)</td>
<td>(907,001)</td>
<td>(2,591,220)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,200,000</td>
<td>1,200,000</td>
</tr>
</tbody>
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General Recorded Tape Inc., Sunnyvale, Calif., producer of prerecorded stereo tapes, reported increases in sales and earnings after taxes for fiscal year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.17</td>
<td>$0.35</td>
</tr>
<tr>
<td>Sales</td>
<td>5,760,943</td>
<td>1,867,856</td>
</tr>
<tr>
<td>Earnings after taxes</td>
<td>401,924</td>
<td>88,053</td>
</tr>
<tr>
<td>Average share outstanding</td>
<td>344,095</td>
<td>251,520</td>
</tr>
</tbody>
</table>

Revenue picture bleak for UHF stations

A further breakdown of figures contained in a television financial report released by the National Association of Broadcasters department of broadcast management last month shows a grim profit picture for the "typical" UHF station in 1967.

According to the study (Broadcasting, Aug. 12), the typical UHF station had a pretax profit margin of $9,000 (1.13%) with total revenues of $800,000 and total expenses of $791,000. Of those UHF stations operating at a profit last year, the study shows that typical station had a pretax profit margin of $170,800 (15.80%) with revenues of $1,080,900 and expenses of $910,100.
BROADCASTERS who have been rocked by the blasts of criticism to which they have been recently subjected, got a word of comfort—although with some qualification—from FCC Chairman Rosel H. Hyde last week.

The chairman, speaking at the newsmaker luncheon of the International Radio and Television Society, in New York, took note of the criticism that has been leveled at broadcast coverage of the election campaign thus far, and of the demands for a commission investigation.

The commission, the chairman said, will investigate complaints of fairness-doctrine violations and of "deliberate distortion" or slanting of news—but that's all.

"We are not going to stand over the broadcaster, second-guessing his journalistic judgment, and inquiring why this segment of film was presented, or was not presented, or why this question was asked, or was not asked," he said.

He said such a role would be "wholly improper and inconsistent," with the policy on which the constitutional guarantee of freedom of speech rests.

But Scrutiny Is Desirable • However, he also made it clear he did not mean that broadcasters' journalistic efforts should not be studied or are above criticism.

Study and criticism, both from within and without, he said, are part of the process by which broadcast journalism can grow. "So I believe that broadcast media—in view of their great importance to the functioning of this nation—should also be the subject of study both by institutions within the media and by appropriate outside institutions."

At least two congressional panels—the Senate Communications Subcommittee and the House Un-American Activities Committee—have indicated they will investigate broadcast coverage of the Democratic national convention in Chicago and of the attendant civil disorders. A federal grand jury was impaneled in Chicago two weeks ago to cover the same ground (Broadcasting, Sept. 16).

Chairman Hyde also advised broadcasters seeking repeal of the equal-opportunity section of the Communications Act to forget that goal and focus instead on a proposal for relaxing the law, as he has recommended before.

Congress Not Ready • Congress, he said, is made up of candidates anxious to retain the protections of Section 315. Furthermore, he said, broadcasters have not made a case for repeal.

He noted that the argument for repeal is that broadcasters would be free to make time available to major-party candidates without having to give equal time to candidates of lesser importance. But commission studies do not show "that the absence of fringe candidates in other elections has resulted in substantial free time being given to the major candidates," he said.

The doubts these studies arouse as to what effect repeal would have, plus the new problem that the commission would face in proceeding under a general fairness standard, he said, "explains my inability to go beyond supporting a temporary suspension" for the presidential and vice presidential candidates this year, he said.

He also urged on broadcasters two steps for dealing with the problem of soaring political campaign costs. He said broadcasters should sell all candidates time at reduced rates. And he said broadcasters should give "substantial amounts of free time now in those contests where fringe candidates are not present." He said this would provide a demonstration of the kind of service broadcasters would provide if Section 315 were repealed, as well as give "substantial benefits to the candidates and the public."

Both proposals were first advanced by Mr. Hyde in a speech at the National Association of Broadcasters Convention last spring (Broadcasting, April 8).

Chairman's Proposal • The chairman's proposal for relaxing the equal-time law, first spelled out in a draft submitted to the Senate Commerce Committee last year, was also discussed in his NAB speech. It would enable broadcasters to give free time to major-party candidates without having to give equal opportunities to "fringe" candidates: time for lesser-party candidates would be made available under "a fairness standard," which would afford broadcasters more discretion in covering political fees.

The term "major party" would be given a generous interpretation under the proposal. It would apply to any nominees whose parties appeared on the ballot in the last presidential election in at least 34 states, and whose candidates received at least 2% of the vote. Equal time could also be obtained by candidates filing petitions with signatures equal to 1% of the total vote in the last presidential election, if his name appears on the ballot in at least 34 states.

A candidate who could not meet either of those requirements could get equal time on stations in any state where his party received 2% of the vote in the previous presidential election, or where he obtains signatures equal to 1% of the popular vote in that state in the previous presidential election.

Same Principles • Essentially the

Your Blair Man Knows . . .

COAL FACTS IN A HOT INDUSTRY! Consolidated Coal's new 20 million dollar McIntyre mine in nearby Moundsville will help supply another Consolidated contract with Japanese Steel companies for 23 million tons of iron ore. Hickory, the new Coal-stripping contract brings the total up to 37 million tons presently scheduled for Japan. Another long-term contract between Wheeling's Valley Camp Coal and Ohio Edison last posted 21 million tons of bituminous coal to existing contracts for delivery by river transportation to various electric generating plants owned and operated by Edison along our Ohio River. Just some of the cool facts . . . reason after reason why alert advertisers "warm up" to WTRF-TV's Wheeling-Steubenville Market. Are you here?
Some 40 prominent executives in broadcasting were seated on the IRTS dias last week with Rosel Hyde, FCC chairman, at what has become the annual event "launching" the broadcast year in New York.

First row (left to right): Donald H. McGannon, Westinghouse Broadcasting Co.; Don Durgin, NBC-TV; John T. Murphy, Avco Broadcasting Corp.; Gardner Cowles, Cowles Communications; Simon B. Siegel, ABC Inc.; Frank Gaither, Cox Broadcasting Corp.; Julian Goodman, NBC; C. Wrede Petersmeyer, Corinthian Broadcasting; Frank Stanton, CBS Inc.; Mr. Hyde; Edward P. Shurick, H-R Television (and president of IRTS); Walter D. Scott, NBC. Also, Clair R. McColough, Steinman Stations; Leonard H. Goldenson, ABC; Lowell Thomas, CBS; John A. Schneider, CBS/Broadcast Group; George B. Storer Sr., Storer Broadcasting Co.; Walter A. Schwartz, of ABC Radio; Dan Seymour, of J. Walter Thompson Co.; Thomas H. Dawson, CBS-TV; Thomas S. Murphy, Capital Cities Broadcasting; Vincent T. Wasilewski, National Association of Broadcasters, and John B. Poor, of RKO General.

same principles would apply to candidates for all other public offices, under the chairman's proposal.

Chairman Hyde acknowledged that the proposal is imperfect: it does not deal with the equal-time problem in primaries, for instance. But he insisted it provides "a basis for thought and discussion, and hopefully for a very significant first step in this important field."

Chairman Hyde, who was making his third and final appearance as commission chairman at an IRTS newsmaker luncheon—he's scheduled to retire on June 30—reminded his audience of the power and responsibility broadcasters' use of the airwaves gives them, particularly at a time of conflict in the U.S. and elsewhere.

"If we are to have peace and harmony at home and abroad," he said, "we must get to truly know one another and 'communications' is the way. It is the way by which enlightenment may be radiated and received.

"The expression, 'meaningful dialogue,' has to some extent become a meaningless cliche, but I am sure of the crucial importance of the communications industry—not just to fill our increasing leisure hours with worthwhile entertainment—not just to continue its contribution through its advertising aspect to the nation's economy—but to aid our vital educational processes, including the greatest educational aspect of all: to let us know better ourselves and others."

**NBC Reaction** - After Mr. Hyde's talk, NBC issued a statement in which it said it welcomed his support for immediate suspension of the Section 315 equal time requirement for presidential and vice-presidential candidates, and that it thought Mr. Hyde's proposal for a long-range solution to Section 315's restrictions was interesting and "merits study." But, the network statement said: "NBC continues to believe that outright repeal of the equal opportunity provision is a better solution, but any relief from the restrictions of the statute would be an important contribution to the political process."

NBC also commented on Mr. Hyde's suggestion that broadcasters voluntarily reduce the cost of sponsored political broadcasts, noting that the network last July announced a 50% reduction for political advertisers in the purchase of one-minute commercial positions in entertainment programs. NBC said the offer has had "substantial acceptance" by the candidates.

NBC had announced the sale of minutes at 50% of card rate to political candidates from Aug. 1 to election day (Broadcasting, July 22). CBS-TV had indicated that it sells political minutes at its lowest card rate.

**AT&T rate hikes may wait until July '69**

Broadcasters are likely to get another three months of grace before being required to pay AT&T higher rates for program transmission.

AT&T, which had originally intended to make new, higher rates effective as of April 1, 1968, last March postponed the effective date for one year at the request of the FCC's common carrier bureau (Broadcasting, March 4).

But the company, in a letter to Common Carrier Bureau Chief Bernard Strassburg, now indicates that the effective date may not be reached until July 1, 1969.

The company has been revising its proposed rates in accord with the conclusion of a commission hearing examiner in a case involving Sports Network Inc. that AT&T rates, as they apply to part-time users, are discriminatory. In the decision process, the company has hired National Analysts Inc. of Philadelphia to conduct a market survey based on various illustrative rate schedules.

Richard S. Holt, AT&T assistant vice president, has advised Mr. Strassburg that the company does not believe it can meet the March 1, 1969, deadline.

Also, Weston C. Pullen Jr., Time Inc. and Time-Life Broadcast; Clark B. George, CBS Radio; Howard S. Meighan, first vice president of IRTS; Charles H. Tower, Corinthian Broadcasting; Robert D. Wood, CBS Television Stations.

Also, Frank P. Fogarty, Meredith Broadcasting Co.; Roy Danish, Television Information Office; Mary Dorr, American Women in Radio and Television; Frank Martin, John Blair & Co. and Station Representatives Association; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Robert P. Keim, The Advertising Council; Lester W. Lindow Association of Maximum Service Telecasters, and Sonny Fox, National Academy of Television Arts and Sciences.

it had set for filing the revised tariffs.

He said May 1 appears to be a more realistic date. And it seems that two months would be allowed to elapse before the new rates become effective. The tariffs that were to have become effective April 1 were filed on Feb. 1.

Mr. Holt said work on revising the proposed tariffs has been slowed as a result of commission staff calls on the time of company personnel for information on questions involving noncommercial rates for the Corp. for Public Broadcasting. AT&T, whose representatives have met several times with commission staff members and noncommercial broadcasters on this subject, last month revealed new, lower rates it is prepared to offer noncommercial television (Broadcasting, Aug. 26).

**Johnson in the middle of another rhubarb**

FCC Commissioner Nicholas Johnson, who has criticized broadcasters for allegedly practicing racial discrimination in programing and hiring, is now engaged in an effort to chip away at a segregationist policy of the suburban country club to which he belongs.

Kenwood Country Club, a few miles over the District of Columbia line in Maryland's Montgomery county, has no Negroes and few Jews among its 2,000 members, and it has been accused of barring Negro guests.

Commissioner Johnson and seven other members, including Senator Frank Church (D-Idaho) and Robert Pierpoint. White House correspondent for CBS News, are seeking to have the club drop its ban on Negro guests. Thus far, they have not been successful.

News of the effort was broken in a front-page story in the Sunday (Sept. 15) Washington Post. Commissioner Johnson regards the publicity as unfortunate: he said he had hoped the matter could be kept a private one within the club, at least for the time being.

**Two-Year Member = Commissioner Johnson** who lives directly across the road from the club, joined it two years ago primarily to make use of its swimming pool, he said.

But he said he never had occasion to invite guests to the club, so did not even know of the policy barring Negro guests until several of those seeking to change the policy asked his support during the summer.

He said he thought the policy was "horrible," and was "glad" to sign a letter, dated Aug. 1, requesting that the ban against Negro guests be dropped.

The club management's answer was negative. It said the "vast majority" of members preferred to retain the policy, and called on the dissidents to accept the will of the majority.

**Johnson's Reply = Commissioner Johnson** replied with a letter on Sept. 14 rejecting the assertion that the majority of the members backed the policy. And the eight began circulating a petition among the members urging management to lift the ban. The petition was still circulating last week.

There apparently is no intention on the part of the dissidents to broaden their attack and seek admission of Negroes as members of the club.

The commissioner's views on racial discrimination and on the racial crisis confronting the country have been well publicized. In the WLTN-TV (Jackson, Miss., case, he (in a statement in which Commissioner Kenneth A. Cox participated) excoriated the commission majority for renewing the license of what he described was a "racist" station that, he said, had discriminated against Negroes in its programing (Broadcasting, July 1). He has frequently spoken, also, of the need to build bridges between the races, and of the important role broadcasters can play in that construction.
Barter: a $20-million business

That report given IBFM by major barter house; threats to poorly-insured broadcasters discussed

A call for radio-TV broadcasters to include barter in their fiscal planning and a reminder that stations should more seriously consider the worth of liability insurance were heard by a record 250 broadcast executives attending the eighth annual conference of the Institute of Broadcasting Financial Management held last week in Miami.

Barter and insurance were but two of the varied topics that characterized the four-day session. Broadcasters also heard panel discussions regarding CATV, music licensing and radio problems, and an address by FCC Commissioner Robert E. Lee who expressed concern over broadcast response to the so-called 50-50 rulemaking (see page 61).

Wilson Northcross of Pepper & Tanner Inc., Memphis, a major barter house, emphasized the importance of bartering during a fourth-day session: "Barter is no longer a haphazard, sometime thing," but a "permanent, symbiotic mutually beneficial arrangement" which permits stations to change unsold time into goods and services it might need on a regular and planned basis.

Allows Expansion Mr. Northcross, who estimates that stations are currently bartering $20 million worth of time, claimed that stations who use barter regularly "have reduced their cash requirements, been able to expand programing, contests, promotions and other sales and audience building programs." He further estimated that radio stations do not sell between 10% and 20% of their time, and that TV stations range from 5% to 15% unsold. A station should admit that there will be unsold time, which may serve as a "hidden asset," Mr. Northcross said, and plan for that time's use "just as carefully" as it plans to use its other assets.

It was a consensus among the other panelists—Juliana Royal, xcop-tv Los Angeles, and Harold Poole, Gilmore Broadcasting Co.—that barter has become a more common practice, and that stations would be well advised to establish a firm policy regarding trade deals and to set them up on a firm accounting basis.

Insurance Need Broadcasters were also made aware that "only a pitiful few" of them carry liability or special risk insurance, according to Garrett Redmond of Fund America Insurance, San Francisco. Mr. Redmond noted that the insurance doesn't accord a station the license to libel or slander, but does protect it against human and mechanical errors.

And Mr. Redmond delineated what problem areas in format he considered were appropriate for special risk insurance:

- Hot-line radio shows, particularly those that do not employ delay-sound devices.
- Religious programs with speakers "who confuse politics with religion."
- Ethnic programs broadcast in a foreign language.

Radio's future was optimistically assessed during the "Radio Now" session by James Rupp, Cox Broadcasting Corp., who ventured that radio billing will double within the next 10 years from $1 billion to $2 billion. Another panelist, Carleton Loucks, Radio Advertising Bureau, claimed that radio is "today's fastest growing advertising medium," and urged that "financial men can be helpful in the radio sales arena by reporting advertising figures for various product classifications."

A third panelist, Richard Dudley, wsaou Wausau, Wis., and chairman of the National Association of Broadcasters radio board, noted that network radio sales revenues are at about the same level as they were 10 years ago. And, he added: "If we [the local station] can do a job for a local advertiser, then why can't the networks convince people that they too can do a job. Possibly they should do some self-examining."

Joint committee sets final FCC funds

FCC appropriations were right back where they started last week as a House-Senate conference committee approved $19,750,000 for commission salaries and expenses for fiscal-year 1968, which began July 1. The amount was identical to that voted originally by the House, despite a $250,000 increase allowed in the Senate bill. The commission had asked that $500,000 be added to the House figure.

The conference-committee agreement is expected to be approved promptly by both bodies, perhaps this week. A total of $21,271,000 had been budgeted for commission salaries and expenses, an amount that was reduced to the $19.7-million figure in the initial House action.

In a June appearance before the Senate appropriations subcommittee, FCC Chairman Rosel H. Hyde urged that a minimum of $500,000 be restored to the agency, to forestall any cutbacks in current commission programs activities. The added funds, he said, would not cover any expansion of programs. The Senate, however, voted half of the requested restoration—$250,000 (BROADCASTING, July 15).

Even that amount was denied the commission by the conference. The funds approved, however, are $580,000 more than the FCC received during the previous fiscal year. But more than that amount, Mr. Hyde testified before the Senate subcommittee, has been already obligated by mandatory pay increases and expenses incurred as a result of the commission's move to leased quarters last year.

The amount appropriated for the Federal Trade Commission, $16 million, was the same in both Senate and House bills, and was not subject to readjustment by the committee.

Dickey moves up to presidency of IBFM

The Institute of Broadcasting Financial Management elected new officers and a board of directors during its conference in Miami last week (see above).

Allan Dickey, wtrf-tv Wheeling, W. Va., was elected IBFM president, succeeding Blaine Whipple, Bonneville International Stations, Salt Lake City, who becomes chairman of the institute board.

Other new officers are: Justin Liss, wgn Chicago, IBFM vice president, and Don Schonburg, kso St. Louis, IBFM secretary-treasurer.

The new board of directors, elected for three-year terms: Edward F. Devine, Group One Broadcasting, Akron, Ohio; Francis P. Hermans, wbay Green Bay, Wis.; Arthur H. Hertz, Wometco Enterprises, Miami; C. Mack Murphy, wsoc Charlotte, N. C., and James H. Pits, koco-tv Oklahoma City.

Mr. Dickey

Mr. Dickey

60 (THE MEDIA)
Fanning the fire under networks

As FCC looks again at network program equities,
Lee asks those who stayed quiet last time to speak up

FCC Commissioner Robert E. Lee, who once opposed issuance of a rule-making proposal to restrict network ownership of programming, last week indicated serious concern over the matter that proposal was designed to cure.

He expressed his views in a speech in which he urged all interested parties—with special reference to licensees and program producers—to take advantage of the commission's expected invitation to submit updated comments on the proposal and suggest alternatives.

Commissioner Lee spoke at the Institute of Broadcasting Financial Management conference in Miami, on Wednesday (see page 60), as the commission order reopening the three-and-a-half-year-old proceeding was circulating among his colleagues for approval (Broadcasting, Sept. 16). Dates for the oral argument to be held and the comments to be filed had not been set as of Thursday.

The proposal is designed to break up what the commission, in its notice of proposed rulemaking, said was network domination of the programming market, by providing wider opportunity for competition in that market and diversifying sources of television programming.

Rule Provisions • The proposed rule would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programming, and would prohibit them from engaging in domestic syndication and from the distribution abroad of independently produced programs. It would also bar networks from acquiring syndication and foreign distribution rights in independently produced programs.

Commissioner Lee and Chairman (then Commissioner) Rosel H. Hyde cast the only negative votes when the proposal was released for comments in March 1965. Chairman E. William Henry and Commissioner Lee Loewinger, both of whom have since left the commission, and Commissioners Robert T. Bartley and Kenneth A. Cox were in the majority. The seventh spot on the commission was then vacant.

Commissioner James J. Wadsworth, who subsequently filed it, has publicly expressed opposition to the proposal (Broadcasting, Nov. 14, 1966).

But last week Commissioner Lee said that a "serious question has been raised whether the present system of network program selection—which, of course, dominates and permeates program schedules on virtually all television stations throughout the country—is not a process very different, not only in degree but in kind, from that originally contemplated by Congress.

Aims Not Achieved • "It appears to many that what was intended to be a balanced merger of commercial and created interests fused through competition has gotten heavily lopsided and the healthful therapy of open and free competition has been virtually eliminated from the network television program process."

He noted that the commission, in its notice, had observed that under present practices independent program producers must deal with the three network corporations "on their terms" or give up hope of access to network television.

The commission also contended that production of syndicated programming—regarded as essential for the healthy growth of new UHF station—"has shown a steady decline" coincident with development of program procurement practices by network corporations, he said.

Tentative Conclusion • And he recalled the commission tentatively concluded that conflict of interest was involved in the networks selecting, for distribution to their affiliates, "from groups of programs in most of which they have acquired or been offered financial interests."

The commissioner said his statement—with its expression of concern and its recapitulation of the commission's rationale for the rulemaking proposal—is not a forecast of how he will vote on the proposal. Rather, he said, he wanted to point out that the questions involved "should not be taken lightly"—they go to the essence of television network broadcasting.

He noted that the commission is reopening the proceeding and inviting comments from all "interested persons," regardless of whether they commented previously, to present their views "and advise us of alternative means of solving these problems."

“I sincerely hope that the industry, particularly licensed television broadcasters, will give us the benefit of their knowledge, experience and their good faith judgments in this matter,” he concluded.

He said the response received thus far—“particularly from individual licensees and program producers—has not been as great as we had hoped.”

FCC's Johnson on lecture tour of Japan

FCC Commissioner Nicholas Johnson is in Japan on a 20-day State Department-sponsored tour, addressing groups there on communications matters and meeting with representatives of Japan's telecommunications industry.

Commissioner Johnson left Sept. 18, and is due back in the U. S. on Oct. 8.

He is scheduled to speak this week at a symposium of the Japanese Techno-Economics Society, in Tokyo.

He will participate next week in a seminar on "Society and Mass Communications in the 21st Century," to be held in Fukuoka.

Commissioner Johnson was asked by the State Department to make the trip as part of its American Specialist program.

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BROADCASTING, September 23, 1968
WCIX-TV probe set by FCC

Look at questions of unauthorized transfer
and "trafficking" follows court remand in May

The FCC has ordered a hearing that could result in Coral Television Corp. losing its authorization to operate on TV channel 6 in Miami. At issue in the hearing are questions of unauthorized transfer of control of the station involved, wcix-tv, and "trafficking."

The hearing results from an order of the U.S. Court of Appeals in Washington sending back to the commission an order authorizing a modification of the Coral permit (broadcasting, May 27). That order had been appealed by wlbw-tv Miami.

The commission said the hearing would go into the circumstances surrounding the acquisition by C. Terence Clyue of 40% of Coral stock and the transfer of that stock to Hy Gardner, Mr. Clyue's role in Coral management, and facts about stock and debenture sale since July 1965.

Mr. Clyue is president of Clyne Maxon Inc., New York advertising agency, and Mr. Gardner is the newspaper columnist.

The hearing will also go into questions of whether there has been trafficking or a transfer of control without commission consent and, if so, whether Coral or its principals are qualified to be broadcast licensees.

Fact With AVC * One of the matters involved in the hearing is a purchase-and-option agreement between Coral and AVC Corp., which also acquired control of five UHF permits from the Overmyer Communications Co. The Coral-AVC agreement, filed Feb. 5, would give AVC the option of acquiring complete control of Coral.

The commission said the agreement "reinforces our belief that the traffic in Coral stock is a matter which must be thoroughly examined in hearing to discover whether the permittee has 'trafficked' in its broadcast authorization."

The commission said it does not know "at this point" where control of Coral resides and "the extent to which AVC is exercising prerogatives inconsistent with its interests in Coral."

The commission noted that when Joseph Higgins became executive vice president of Coral in March 1967, he was given options to buy Coral's 63/4% debentures convertible to stock at one share for each $3,000 debenture. After his resignation in March 1968, the commission noted, the debentures were transferred to AVC.

Another episode that will be scrutinized involves an Oct. 14, 1965 agreement under which Mr. Clyue acquired 40% of Coral stock. Under the agreement, stockholders were not to dispose of their stock until they had notified the others of the price bid, terms of the payment and date of other, and were to give first refusal rights to the others.

Mr. Clyue transferred 25 shares to Mr. Gardner's wife and child on March 30, 1966. And the commission said it has no information on whether the first refusal rights were observed except for that information provided by Coral.

The hearing will also examine Coral's assertion that no "privy" exists between Mr. Clyue and Mr. Gardner to make the latter's "5% stock interest the voting property of Clyue."

Another question in the proceeding is whether de facto control of the corporation passed to Mr. Clyue at any time.

Still unsolved: two Florida TV cases

In a determined attempt to banish an old skeleton from its closet, the FCC last week invited the parties in protracted battles for control of two Florida TV channels to submit their proposals for interim operation of the two existing stations, pending the selection of permanent licensees.

The request came in a letter sent to all those involved in hearings on the long-unresolved question surrounding wftv (tv) (ch. 9) Orlando and wfga-tv (ch. 12) Jacksonville, both Florida.

The immediate provocation was a decision two weeks ago by the U.S. Court of Appeals for the District of Columbia, in which it was held that the commission had erred in approving the continued effective control of the two sta-
tions by their interim operators—respectively, Mid-Florida Television Corp. and Florida-Georgia Television Co.—while hearings were underway to determine who should receive the final grants for the stations.

The court held that, since both firms were among the applicants for the permanent licenses, the commission could not grant them the right of interim operation while denying it to competing applicants. The case was remanded to the commission, with instruction to establish new interim operations or, if necessary, to let the stations remain dark until permanent grants had been authorized (BROADCASTING, Sept. 9).

Lending a background notion of urgency to the commission's letter, however, is a long history of similar battles, interim grants, and court reversals in connection with channels 9 and 12. In fact, the origins of the two cases stretch back as far as the ex parte scandals of the late 1950's.

Now that the two interim authorizations have again been overturned, it's understood that the commission will not appeal the decision, and will comply with the court's order to establish new interim operations. To that end, it was requested that proposals for interim operation be submitted by Oct. 1.

Florida-Georgia proposed last week that, in lieu of a joint operation by all applicants, the Jacksonville station should be turned over to Jacksonville University on an interim basis. Such an action, the firm said, would insure that WFTV would remain on the air, while removing the possibility that an interim operator would use the temporary grant to earn a quick profit.

A sharp rejection of this proposal was submitted by Community First Corp. and New Horizons Telecasting Co. Inc. To grant interim authority to an outside party such as Jacksonville University would be unlawful, the firms said. since FCC rules require that interim authority be granted to an operation where all applicants participate.

Florida Gateway Inc., is the other applicant in the Jacksonville proceeding.

Representing the Orlando case last week were the comments of Mid-Florida Television Corp., the present interim operator of WFTV. The firm said it would not appeal the court's decision, and offered to participate with the five other applicants for that station in a joint interim operation. It further proposed to lease its facilities to the group at rates to be determined by agreement or, if necessary, by binding arbitration. Mid-Florida also said that the operation should be conducted on a non-profit basis.

Other applicants for WFTV Orlando are Orange Nine Inc.; Central Nine Corp., Florida Heartland Corp.; Com¬mint Corp., and TV 9 Inc.

H. Rex Lee won't move in for a while

H. Rex Lee probably will not be able to assume his duties as a member of the FCC for another two or three weeks. Mr. Lee gave this estimate after his nomination as Lee Loevinger's successor on the commission had been confirmed by the Senate Monday (Sept. 16) in a voice vote. The commission has been operating as a six-member agency since July 1.

He said he had a number of matters "to button up" before he would feel free to leave his present post as assistant administrator for administration of the Agency for International Development.

One commitment he hopes to keep before signing on at the commission involves a trip to El Salvador, where he is to advise on the planning of a nationwide educational television system. Mr. Lee has gained worldwide attention for the ETV system installed in American Samoa during his 1961-67 tour there as governor.

Three cable TV stations in Texas bought by G&W

Gulf & Western Industries Inc., New York, has purchased three operating cable television systems in Texas in a cash transaction "exceeding $2.5 million," according to G&W Vice President James J. Shaw.

The systems, King Community Television Co. Inc., Nederland/Port Neches; Orange CATV Inc., Orange, and Liberty-Dayton CATV Inc., Liberty, will be operated through G&W's CATV subsidiary, International Tele¬meter Corp. The company estimates the combined systems have 290 miles of cable, over 2,400 subscribers and a backlog of applications exceeding 5,000.

G&W plans to expand the Texas operations and add services such as the New York Stock Exchange and Asso-

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BROADCASTING, September 23, 1968
cuted Press reports. The new systems represent the company's first purchase of operating systems. Its existing systems in 16 cities were acquired as new franchises. G&W also has an interest in Famous Players Canadian Corp., a Canadian CATV operation, and is the parent company of Paramount Pictures, Desilu Productions, Dot Records and Stax/Volt Records.

Ownership rule time extension

One-to-a-customer critics get until Jan. 28 to knock down FCC proposal

Broadcasters hoping to Marshall an argument against proposals to limit their ownership of media in a market have until Jan. 28, 1969, to act.

The commission on Wednesday (Sept. 18) extended for 120 days—from Sept. 30—the date for filing reply comments in the increasingly controversial "one to a customer" rulemaking proceeding. And upwards of a dozen communica-

tions lawyers, most of them representing multiple-station and newspaper owners, were scheduled to meet soon in Washington to begin mapping out a research project that could be used in fighting the proposal.

At issue, actually, are two proposals—the commission's, with which the proceeding was initiated, and the Department of Justice's.

The commission's proposed rule issued in March, looks to limiting station acquisitions to one full-time outlet per market. The commission said it is designed to promote greater diversity of viewpoints expressed over the air in the same market (Broadcasting, April 1).

The notice of rulemaking proposal caused considerable concern among broadcasters. More than 70 comments were filed, almost all of them opposing it (Broadcasting, Aug. 5).

Suggestions • But Justice's idea—filed as a comment—sent shock waves through the industry. It not only extended the proposal but suggested that it be extended. While the commission's proposal would not require owners to sell off existing properties, Justice suggested the commission consider breaking up multiple-station holdings within a market at license-renewal time. It also urged the commission to apply the policy to newspaper-broadcasting combinations in the same market.

It is Justice's comment that united broadcasters in their determination to counterattack.

The commission extended the deadline for reply comments at the request of NAB. The association said it needed the time to develop information concerning the incidence of concentration of control of media in local markets and the opportunity, if any, that broadcast stations have for manipulating opinion in their markets.

NAB had asked for a 90-day extension, but indicated it would request further time at the end of that period. It said it would need three months to formulate a program and hire a research firm, let alone do the study.

But the commission said "a period of 120 days is sufficient in which to formulate a broad outline of a research program, select one or more research firms, and carry helpful projects to completion." The commission said there would be no further extensions of time granted.

The commission, which had issued its notice of rulemaking in the proceeding in March, had intended to terminate the proceeding at an early date (Broadcasting, April 1). However, it said last week the information promised by NAB warrants further delay.

Reply comments were originally due Aug. 15. But the commission granted two extensions afterward. one for 15 days the other for 30.

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).

• WRMA Montgomery, Ala.: Sold by Stan Raymond and Zenas Sears to William O. Jones (with John C. Butler Co., Atlanta) for $230,000. Messrs. Raymond and Sears are former owners of WAOK Atlanta. WRMA is a daytimer on 950 kc with 1 kw. Broker: Blackburn & Co.

• WAMA Selma, Ala.: Sold by Robert J. Martin to William R. Vogel. A Dale Hendrix and John D. Schwartzbaugh for $140,000 excluding real estate. Mr. Vogel owns 65.7% of WGN Murfrees-

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**BROADCASTING, September 23, 1968**

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**68-11**
boro, Tenn., and Mr. Hendrix is associated with that station. Mr. Schwartzbaugh is manufacturer of hospital equipment. WAMA (formerly WGWC) is full time station on 1340 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

- **KCLW** Hamilton, Tex.: Sold by W. M. Chambless to William E. Hobbs for $64,000. Mr. Hobbs is president, general manager and film buyer for KADZ-TV Wichita Falls, Tex. KCLW is a daytimer on 900 kc with 250 w. Broker: Hamilton-Landis & Associates.

- **WPDX** Clarksburg, W. Va.: Sold by L. Clark Tierney Jr. to Henry C. Wilson and associates for $185,000. Mr. Wilson is associated with Continental Communications Inc., Falls Church, Va. WPDX is a daytimer on 750 kc with 1 kw. Broker: Blackburn & Co.

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

- **WFEC** Harrisburg, Pa.: Sold by Stanford L. and Richard B. Stevens and associates to Herbert Scott for $550,000. Richard B. Stevens owns KGJZ Los Angeles and 25% of KDN Salinas, Calif. Mr. Scott is owner of the Great Scott group of stations. WFEC is full-time on 1400 kc with 1 kw day and 250 w night.

Cable Television

- Nederland/Port Neches, Orange and Liberty, Tex.: Purchased by Gulf & Western Industries Inc.'s International Telemeter Corp. from King Community TV Co., Orange CATV Inc. and Liberty-Dayton CATV Inc. for more than $2.5 million (see page 63).

- Carlsbad and Artesia, N.M.: Sold by Sterer Broadcasting Co. to Commonwealth United Corp., Los Angeles. No price was disclosed. Commonwealth United is a diversified firm, owning oil and gas properties, motion picture and TV film production and distribution firms, real estate, credit and insurance. John F. Gault is president of Commonwealth United’s CATV subsidiary, Commonwealth Cable TV Co. The New Mexico cable systems serve 3,000 customers. Sterer still owns 21 CATV systems. Broker: LaRue Media Brokers Inc.

- Hillsdale and Jonesville, Mich.: Sold by Howard Sharpley and associates to Lamb Communications Inc., Toledo, Ohio. Payment was not disclosed, but Lamb Communications stock and cash were involved. Acquisition brings Lamb Communications’ CATV customers in Michigan to over 7,000. The Hillsdale-Jonesville cable system serves about 1,000 subscribers in south central Michigan.

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**Affiliate pacts open to public?**

FCC revives proposal to disclose agreements of networks and outlets

The FCC’s six-year-old proposal to permit public inspection of network affiliation contracts has been scheduled for oral argument before the commission in Washington on Nov. 18. Those interested in filing written comments are to submit them no later than 10 days before the argument.

The proposal, which had been generally opposed by broadcasters in comments filed in 1962, is being revived in the aftermath of ABC’s request for protection against alleged raids on ABC affiliates by NBC.

The commission rejected that request (Broadcasting, Sept. 9). But the staff, in connection with its investigation of ABC’s plea, found in some NBC-TV affiliation contracts provisions the staff felt violated the commission’s rules against incentive-pay provisions. Accordingly, the commission agreed to a recommendation to revive the 1962 rulemaking.

In setting the date for oral argument, the commission last week said it would be appropriate to receive "current views and information" on the proposal in the light of events since 1962. Specifically, the commission referred to the adoption in 1966 of the public information section of the Administrative Procedure Act—the so-called freedom of information law—and the revamping of commission procedures in line with that act.

**Affiliation Contracts** — The commission noted that affiliation contracts must be filed with it, and added: "In general, the new rules place the burden on the person filing to sustain a formal request that his document be retained as not for public inspection." This is in accord with "mandatory congressional policy," the commission said.

The commission noted that the comments filed six years ago said that the public disclosure of information in affiliation contracts would be competitively damaging and would not provide any commensurate public-interest benefit. The comments referred to such data as rates, percentages and free hours.

The 1966 law exempts "commercial and financial information obtained from..."
any person and privileged or confidential." However, the commission noted that the attorney general's memorandum on the law says that the scope of the exemption is difficult to define. The memorandum advises government agencies to attempt to follow congressional intention as expressed in committee reports.

Besides the freedom-of-information law, the commission cited court decisions as reason for taking a new look at the old proposal. The courts "have stressed the importance to the public interest of full knowledge and disclosure of information relative to certain business aspects of broadcasting in order to implement the responsibility of the public," the commission said.

At the argument, the commission will hear all interested persons, regardless of whether or not they have filed comments, "as time permits."

Reeves establishes independent branches

Reeves Broadcasting Corp., New York, has reorganized its Studios Division into two separate independent units—the Reeves Sound Studios Division and the Reeves Video Division. Robert W. Byloff, vice president, Studios Division, has been named president of Reeves Video Division. John F. Voriske, vice president and general manager, Studios Division, has been named president of the Reeves Studios Division. Chester L. Stewart, who is retiring as president of the Studios Division, will continue as a consultant to Reeves Broadcasting.

Reeves Broadcasting is a diversified company operating in the fields of video-tape recording and post-production services; sound recording and processing; television and radio broadcasting; community antenna television services; real estate development and specialized services to real estate brokers and property owners.

Little respect for media seen

Gallup says public is no longer satisfied; others counter pollsters views

Dr. George Gallup, the public opinion pollster, told a New York public relations symposium last week that "never has the media communications been held in such low esteem."

Dr. Gallup said there is a "public distaste for sex, conflict and controversy" and that the public is "no longer satisfied with the obsolete formula and tired practices of journalism from another era."

He was guest speaker for the seventh annual luncheon symposium on "Public Relations and the Media," sponsored by Wagner International Photos Inc. at the Waldorf Astoria hotel Thursday.

Way to Get Audience • Long John Nebel, WNBC New York talk show moderator who was one of 14 panelists for the symposium, countered Dr. Gallup's contention saying that "controversy certainly pays off as far as ratings go."

Two other panelists, Merv Griffin Show producer Robert Shanks and The Today Show's Barbara Walters both noted that sex, conflict and controversy were the staple elements of popular radio and television soap operas.

Dr. Gallup also said his studies showed that "at no time in recent history has there been such widespread dissatisfaction with government" in this country. He blamed this on the fact that "while people have improved, their leaders have not" and that "leaders generally are not innovators; they are champions of the status quo."

With much of the panel questioning centering on media coverage of ghetto rioting and disturbances at the Democratic national convention, Miss Walters observed that letters she has received on the convention coverage indicated that the public wasn't so much protesting overreaction by television newsmen but "simply the fact that the newsmen were reacting for the first time."

Concurring with her was James C. Hagerty, ABC vice president of corporate relations and former Eisenhower administration White House secretary, who served as the panel moderator. He said, "as our media is becoming more sophisticated, it is beginning to develop people of our own who are the equivalent of columnists in other media."

Asked: "Is the violence being reported a false blow-up or a true picture of the feelings of people?" Harrison Salisbury, assistant managing editor of the New York Times, said generally the reporting of violence by both the major press and broadcast sources is accurate.

William A. Emerson Jr., editor of the Saturday Evening Post, added that the reporting of violence and public reaction to it indicate "just the beginning of awareness" by the general public to widespread violence.

Mr. Hagerty said he believes the press and television are responsible for public involvement in "the two central issues" of today. He said: "I don't think either the debate on Vietnam or the civil rights battle could have got off the ground if it hadn't been for coverage in the media."

FANFARE

NBC rapped for million-dollar contest

FCC SAYS CHANCES OF WINNING WERE BILLION TO ONE

The FCC has reprimanded NBC for "misleading" advertising promoting a "million dollar" contest that was broadcast over NBC-owned WKYC-AM-FM in Cleveland between April 17 and May 15, 1967.

The commission, in a letter to the company last week, said the advertising "fell short of the required degree of licensee responsibility." It added that the matter will be considered further when the Cleveland stations' licenses come up for renewal.

The questioned advertising promoted the contest as offering listeners a chance of winning a share of "one million dollars cash." The commission said this was misleading both as to the amount of money that would be given away as well as to listener's chance of winning the $1,000 individual prizes that were offered.

Seed Money • WKYC-AM-FM had seeded the Cleveland area with $1,000 one dollar bills, kept records of the serial numbers, then broadcast the numbers at the rate of two an hour throughout the broadcast day. A listener who had a bill whose serial number matched one that was broadcast could redeem it for $1,000. NBC reported one winner in the four-week contest.

NBC told the commission that $1 million could have been won, and that the advertisements offering the public a chance to win a share of that amount were not misleading.

But the commission said that although the statements in the advertisements "are not technically false . . . they were deceptive and misleading in their implications" since chances of
WKYC "awarding $1 million in prize money, or any sum near that size, were extremely remote."

Similarly, the commission said that the "normal odds against possessing a bill with a winning number would apparently be far greater than a billion to one, even if the possessor happened to be listening to WKYC at the moment that his serial number was announced." The commission noted that a winner was required to hold a one-dollar bill bearing the full serial number of the one broadcast and that each serial "number" consisted of eight digits plus two letters of the alphabet.

The rebus was the second NBC received from the commission in less than two weeks. On Sept. 13, the commission told NBC it appeared to "have fallen short" of its responsibilities for having failed to disclose commentator Chet Huntley's interests in livestock after he had broadcast attacks on federal meat-inspection requirements (BROADCASTING, Sept. 16).

Broadcast Pioneers name five award winners

Five individuals who have made "substantial contributions to the communication arts" will be honored at an annual awards dinner of the Broadcast Pioneers, to be held at the Americana hotel, New York, Thursday (Sept. 26).

The winners of the distinguished service awards, announced by Broadcast Pioneers' New York chapter President Robert M. McGredy, are: Roone Arledge, president, ABC Sports; Dr. Peter Goldmark, president and director of research for CBS laboratories; Marion Young Taylor, WOR's (New York) Martha Deane show; Humboldt J. Greig, vice president in charge of network program buying at La-roche, McCaffrey & McCall Inc.; and John F. Royal, NBC consultant. Toastmaster will be Walter Kiernan, war news commentator.

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**EQUIPMENT & ENGINEERING**

The battle for color uniformity

Standard color develops as one of main topics at IEEE broadcast symposium

Color uniformity—the bane of broadcast engineers' existence in the last few years—received some high-level attention last week in Washington at the broadcasting symposium sponsored by the Group on Broadcasting of the Institute of Electrical and Electronics Engineers.

More than 200 engineers heard John H. DeWitt Jr., former president of WSM-AM-FM-TV Nashville and now president of International Nuclear Corp. there, tell of the struggle to achieve uniform color transmissions from all stations in that city. "We can almost say," Mr. DeWitt commented, "that everybody has color today but we sometimes do not dare ask what kind."

Discussing the ideal in which all stations in all markets transmit equally acceptable color all of the same reference hue and relative degree of saturation," Mr. DeWitt noted that "our real competition is from magazines, newspapers and movies."

In broadcasting, Mr. DeWitt said, within a period of five minutes, a viewer may see a film made under questionable circumstances, a tape made 3,000 miles away and a live camera whose adjustments are not the same as the tape.

This "juxtaposition of commercials and program material subject the viewer, Mr. DeWitt observed "to one shock after another, if he is at all critical."

In discussing the test that the three commercial TV stations in Nashville engaged in early this year in the interest of uniformity of color, Mr. DeWitt noted receivers as well as transmitters have distortions.

He warned that phase error must be kept to the 7.5% recommended by the Electronic Industries Association.

Ultimately, he concluded, source material for programs on film, slide or tape must be required to meet the highest possible standards; each station must routinely check live and film cameras and tape machines to maintain EIA specifications for phase and gain, and transmitter errors must be kept to a minimum.

Test Chart • C. A. Johnson, RCA, discussed a new set of color test charts that use a graduated gray scale superimposed on six selected test color backgrounds corresponding roughly to the primaries and complementsaries of the National Television Standard Committee System.

The method permits a broadcaster to evaluate a camera's spectral response to any color by using the gray scale alone, Mr. Johnson said.

George F. Eustis Jr., General Electric, described the use of an automatic contrast system used with GE color cameras at WPIX-TV New York. The automatic contrast incorporates both automatic exposure control and automatic black level control. This results in maintaining the iris aperture at optimum openings when the camera views varying levels of light and at the same time maintains a contrast ratio that prevents picture harshness.

The use of these cameras, Mr. Eustis said, has eliminated one camera operator from the WPIX force.

Canadian Color • One method of maintaining uniformity of color equipment was described by Roy D. Cahoon, chief engineer of the Canadian Broadcasting Corp., who spoke at the first-day luncheon.

In order to insure color uniformity Mr. Cahoon said, CBC developed a...
standard light box to help set up the brightness of the picture tube of the standard monitors; this was augmented later by the use of a TV color comparator, designed by Canada's National Research Council.

But above all, in order to reduce variables to the minimum possible, Mr. Cahoon said, the company assigned to one man, "and one man only." all the adjustment of monitors in the studio plant.

CBC began color operations in mid-1966.

Among other highlights at the IEEE symposium:

- Coming by the end of October will be a request to the FCC for rulemaking to assign a band in the 10-45 gc area for quasi-laser systems. This is being developed by Chromalloy American Corp., and the Laser Link Corp., both of New York. The short-haul system, developed for cable TV apartment house rooftops, is similar to the 18 gc system being tried by Teleprompter Corp. and Hughes Aircraft in New York, but uses the higher frequencies.

The quasi-laser system, it was said, may provide up to 40 additional channels on the home TV receiver above the conventional VHF and UHF channels assigned for commercial and educational TV stations. Use of the system to provide a 20-channel instructional TV system at the cost approximately equivalent to that of a three-channel service in the 2,500 mc instructional television fixed service band is also a possibility, according to Ira Kamen, president of Laser Link Corp., and Dr. Joseph Vogelman, Chromalloy's vice president for electronic research.

- A new system of electronic splicing for video tape was described by J. R. West and T. V. Bolger, both of RCA, who discussed the use of the Tape Editing Programmer.

- FCC Commissioner Kenneth A. Cox discussed spectrum reallocation and sharing proposals by the commission in meeting the heavy demands for more spectrum space by the land-mobile services.

INTERNATIONAL

Talks with Mexico resume in Washington

CURRENT TREATY EXTENSION ENDS THIS YEAR

Technical experts of the U.S. and Mexico began meeting at the State Department in Washington last week in a renewed effort to eliminate disagreements blocking conclusion of a new treaty governing the two nation's use of the AM band.

Representatives of the two countries have been meeting intermittently since September 1966 on a draft of an agreement that would replace a five-year pact that was to have expired on June 9, 1966. The treaty has been extended twice since then, and is now due to run out on Dec. 31.

Members of the FCC staff and State Department personnel are representing the U. S. in the current talks, which are described as informal, and which are aimed at resolving differences over four remaining points on which the two sides have been unable to agree.

A member of the U. S. team indicated progress, if any, was slow. "We're grinding away," he said. However, he expressed optimism that final agreement can be reached before the end of the year.

One of the issues involves each side's efforts to have included as special cases, and thus exempt from the treaty's provisions, a number of stations that could operate on the other's clear channels at night. A related one involves special cases on nonclear channels; each side would like to put some 20 stations in this category.

Another issue involves the U. S. effort to remove existing across-the-board restrictions on presunrise operations by U. S. daytimers on Mexican clear channels. If the U. S. is successful in this, some 270 U. S. stations would be able to take advantage of the new rule authorizing presunrise operations by daytimers.

The fourth point involves Mexico's request that the U. S. accept a lesser priority than 1-A clear channel for 1030 kc. Waz Boston is the dominant station on that frequency.

It was not clear last week how long the present talks would continue. The Mexican delegation is authorized to remain in Washington through Wednesday. But indications were it would remain that long only if progress were being made in the talks.

One of the points on which agreement was reached early in the negotiations provides for an increase in power for some 20 class IV stations on each side of the border, from 250 to 1 kw.

NBC project manager leaves Vietnam post

Roger Bower, project manager of the NBC International TV management service operation in South Vietnam for the past 16 months, will return to New York in October for reassignment, it was announced last week by Harold E. Anderson, vice president, NBC International Enterprises.

Since 1966 NBC International technicians have been assisting the South Vietnamese ministry of information in establishing a television network, and stations are now operating regularly in Saigon, Can Tho and Hue. With the current scheduled phase-out of programming and administrative functions, only NBC engineers will now be required to complete the project, according to Mr. Anderson.
FATES & FORTUNES

BROADCAST ADVERTISING

Michael Schneider, creative director, BBDO, New York, named VP. Myron Linder, copy supervisor, BBDO, New York, named creative director, BBDO, Los Angeles.

George L. Parker, creative director with N. W. Ayer & Son, Philadelphia, named senior VP and director of creative services for Chicago region. Jay S. Riddle, VP and account supervisor, named senior VP and management supervisor, also Chicago.

Leonard L. Pres, VP-international, Doyle Dane Bernbach, New York, named director of international operations, and Richard B. Barker, account executive, appointed assistant director of international operations.

John Rand, copy group head, and Bruce M. Odza, account supervisor, Ogilvy & Mather, New York, elected VP's.

Martin Fiderer, formerly with Robert A. Becker Inc., New York agency, and Pfizer Laboratories there, joins Sudler & Hennessee, New York, as VP and account group supervisor.


Courtney Shurman, VP, Lake-Spiro-Shurman Inc., Memphis, also elected treasurer, and Avron Spiro Jr., VP, also elected secretary of agency.

Bruce A. Weiner, sales promotion writer, CBS Radio, New York, appointed manager of sales promotion, CBS Television Stations National Sales, that city.

Richard A. Dwelley, former owner, WKIP Poughkeepsie, N. Y. and Lewis T. Bolger Jr., former VP-sales, WKIP, form their own agency, Dwelley and Bolger Inc., 313 Mill Street, Poughkeepsie.

Sam Brody, president, Sam Brody Representatives, New York, joins MPO Videotronics Inc., that city, as producer-salesman.

Bill Rice, research and associate sales development director, WLS Chicago, named director of new research department, responsible for all research emanating from major research services. Ed Doody, WLS account executive, appointed sales service and associate sales development director.

Ron Cheswick, with The Katz Agency, New York, joins H-R Television, there, Corinthian division, as research manager.


Robert Tomaszewski joins wind Chicago as assistant marketing and research manager.

Eugene White, with sales staff, WILX-TV Lansing (Onondaga), Mich., appointed general sales manager.

Jack Mulderrig, with sales staff, WNEW-TV New York, appointed national sales manager. Staff members Irving Gross and Jerry Moifese, sales supervisors, become group sales managers.

Cliff Sorensen, director, KOLN-TV Lincoln, Neb. and KGTV Grand Island, Neb., appointed sales service director.

Raymond A. Corley, with sales staff, WWTG-TV Toledo, Ohio, joins WSFA-TV Montgomery, Ala., as national sales manager. Both are Cosmos Broadcasting Corp. stations.

Lawrence T. Severino, with KABC-TV Los Angeles, joins KCBS San Francisco as national sales coordinator.

MEDIA

S. K. Jensen, assistant to chairman, Reeves Broadcasting Corp., Charleston, S. C., and VP and director, Previews Inc., New York, appointed to new position of VP, special projects.

Lieutenant Colonel Razeal Nash, director, radio-television department, Defense Information School, Fort Benjamin Harrison, Indianapolis, Ind., becomes officer in charge, American Forces Vietnam Network.

Harry Dennis, VP and general manager, WERE Cleveland, joins WFAA-AM-FM White Plains, N. Y., as VP, Ed Paul, sales manager WERE, succeeds Mr. Dennis as general manager.

Edward A. Warren, director of programming WABC-TV New York, appointed general manager WOR-TV New York. Mr. Warren succeeds Jerome Bess, who moves to RKO Television corporate staff, division of RKO General Broadcasting, licensee of WOR-TV.

Jacques DeLier, assistant general manager, KWTV(TV) Oklahoma City, named general manager, succeeding Edgar T. Bell, who resigns (Broadcasting, Sept. 16).

K. James Yager, general manager, Cosmos Cablevision, Columbia, S. C., appointed general manager, WIS-TV there. Both owned by Cosmos Broadcasting...
Corporation, James D. Tabor, sales manager, Cosmos Cablevision, succeeds Mr. Yager.

Joseph Loughlin, administrative assistant, named manager, WWTY-TV Milwaukee. He succeeds John M. Haberlan, who becomes executive VP and general manager, WESS-TV Daytona Beach-Orlando, Fla.


Bernard Kobres appointed general manager, WMSM-TV Fort Lauderdale, Fla. Station due to begin broadcasting in late October.

Clyde G. Payne, account executive, KTHI-TV Fargo-Gram Forks, N. D., appointed station manager, Grand Forks stations and offices.

James Withers, regional sales representative, WEIC Charleston, Ill., joins WGLC Mendota, Ill., as station manager and director of sales.


Jack Mayer, sales manager for WBBJ-TV Jackson, Miss., joins WXN Knoxville, Tenn., as station manager.

Robert R. Pauley, Mutual Broadcasting System president, replaces Matthew J. Culligan, former MBS chief, as MBS representative on National Association of Broadcasters radio board of directors.

Rodric M. Smith, financial analyst and budget administrator, Storer Broadcasting Co., Miami Beach, Fla., appointed business manager, CATV division.


William Gaines Hill, attorney for Penn Central Transportation Co., New York, joins staff of assistant general attorney Frederick C. Wing in West Coast office of CBS law department, Hollywood.

Stephen A. Glauber, assistant general counsel, National Educational Television, New York, appointed general counsel.

Lloyd E. Schrecengost, with plant engineering department of Kitanning Telephone Co., Kitanning, Pa., joins Valley Master Cables Inc., Kitanning, as general manager. He will also direct operations of Direct Channels Associates, New Bethlehem, Pa. Both companies are subsidiaries of Mid-Continent System.

PROGRAMING


Paul Donnelly, production manager for features and television, Universal City Studios, Hollywood, resigns to become producer at studio. He is succeeded by Marshall Green and Richard Birnie.

Jerry Adler, program executive, Universal Television, North Hollywood, with studio's "World Premiere" project, devised by head similar project at Cinema Center Films, North Hollywood, producing two-hour feature films for CBS-TV.

Dick Hubert, producer of Westinghouse Broadcasting Co.'s three-and-a-half hour documentary on racial crisis, One Nation Indivisible, appointed senior producer of new Urban American Unity at WBC. He continues as host and producer of interview series on American FM network, Meet the Newsmaker.

Jeff Delon, executive producer and director, West Coast operations. De Sett Fisher, joins King Screen Productions. Seattle, as production manager.

Louis E. Gaudreau, VP and treasurer, Buena Vista Distribution Co., New York, retires.

Luther James, production executive, CBS-TV Hollywood, joins The Campbell, Silver, Cosby Corp., as associate producer in television and motion picture areas.

Fred E. Huff, producer-director, KCQO-TV Kansas City, Mo., joins KPHO-TV Phoenix, as program director.

John C. Lund, with KLQ-AM-FM Portland, Ore., appointed program manager.

Dick Harris, news anchorman, WCBS New York, joins KGDN Seattle, as program director.

Lou Gutenberger, with KAL Salt Lake City, joins KLO Ogden, Utah, as program director.

NEWS

Thomas Houghton, news manager, KSTP-TV Minneapolis-St. Paul, joins WBZ-TV Boston, as news director, succeeding Bill Dean, who has been named news director, WOZ-TV Baltimore. Mr. Dean succeeds Tom Bryson, who joins KYW-TV in same position. WAZ-TV, WJZ-TV and KYW-TV are Westinghouse Broadcasting Co. stations.


Millard Hansen, formerly with WBKB-TV Chicago, joins announcing staff NBC Television and Radio, Central division, and WMAQ-AM-FM-TV, that city. WMAQ is NBC owned station.

David Rodgers, formerly with KLAC and KFWB, both Los Angeles, joins WWTC Minneapolis, as news director.

Jim Miller, with news staff, WNEW-TV New York, joins WMAK Nashville, as news director.

Tony Kent, newsman, KFOL Los Angeles, named news director.


FANFARE


Phillip S. Cooke, head of own public relations firm, joins Mandabach and Simms Inc., Chicago agency, as direc-
EQUIPMENT & ENGINEERING


Richard W. Loftus, VP-acquisitions and director of marketing, International Telemeter Corp., New York, joins Spencer-Kennedy Laboratories Inc., Boston, as marketing manager, CATV.

David Bain, principal, Joseph & Bain, Great Neck, N. Y. (manufacturer's rep firm), joins Fairchild Recording Equipment Corp., Long Island City, N. Y., as manager, application engineering.

O. Lytle Hoover, producer-director WJRT-TV Flint, Mich., joins RCA Inc. commercial electronic systems division, Camden, N. J., as administrator for market research.

Raymond LeKashman, president and principal, Knight & Gladiex Inc., New York management consulting firm, joins International Telephone and Telegraph Corp., that city, as director of marketing.

George Petelin, manager special products division, J-B-T Instruments Inc., New Haven, Conn., joins Stanton Magnetics Inc., Plainview, N. Y., as sales manager.

James A. Kraenzel joins Visual Electronics Corp., New York, as New England area sales representative, broadcast equipment. His office will be in Newton, Mass.

ALLIED FIELDS


John T. Murphy, president, Avco Broadcasting Corp., and Frank P. Fogarty, president, Meredith Broadcasting Co., appointed to executive committee, National Catholic Office for Radio and Television.


Roland H. Lange, vice chairman, Hartford Insurance Group, elected president of Connecticut Educational Television Corp.

Robert Malik, supervisor, data communications analysts, Control Data Corp. Great Neck and Lexington branches, both New York, joins American Research Bureau, Beltville, Md., as Arbitron manager. Control Data is parent company of ARB.

Michael Rumney joins The Nowland Organization Inc., marketing consultants, Greenwich, Conn., as project director.

Omar Lerman, associate director, National Citizens Committee for Public Television, New York, has resigned to take on administrative responsibilities with Joffrey Ballet.

DEATHS

Paul Levitt, 41, formerly VP in charge of daytime programming, CBS-TV, died Sept. 15 at Mount Sinai hospital, Los Angeles, after long illness. Mr. Levitt, who also served as associate producer at CBS-TV, was associate producer of Tartan series for NBC-TV. He is survived by wife and two sons.

Francis T. Leary, 54, VP and executive editor, UPI, New York, died at his home in New Rochelle, N. Y. Sept. 12 of lung cancer. Mr. Leary began his career with Chicago Daily News in 1933. He joined UPI year later and worked in Chicago, St. Louis, Fort Wayne, Ind. and Detroit bureaus. He is survived by his wife, Esther, son and daughter.

Frances Scully, 54, onetime radio personality on ABC, died Sept. 17 at Queen of the Angeles hospital, Los Angeles, of cancer. Miss Scully was one of earliest fashion reporters on radio. She originated and was hostess of Speaking of Glamour radio show for the then ABC Blue Network. She also was involved with Your Blind Date radio show on ABC stations. In recent years, Miss Scully handled PR's in Hollywood for Lever Bros.-sponsored TV shows.

Claire Kronstadt, 54, retired co-founder, Kronstadt Advertising Agency, Washington, died Sept. 10 in Baltimore after long illness. She is survived by her husband, Henry L., and two daughters.

Ruth Tait, 42, radio-TV specialist, Clinton E. Frank Inc., Chicago, died Sept. 10 of coronary attack.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Sept. 11 through Sept. 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CR—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power—kilowatts, kw—kilowatts, LS—local sun-set, mc—megacycles, mod., modification, N.—night, PEA-presurise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—temporary authority, TV—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w.—watts, y.—educational.

NEW stations

APPLICATION

Pocatello, Idaho—Eastern Idaho Television Corp. Seeks ch. 8 (62-86 mc); ERP 100 kw vis. 17.3 kw aur., Ant. height above average terrain 1307 ft.; ant. height above ground 450 ft.; P.O. address: c/o M. Walker Wallace, Suite 1500, Walker Bank Building, 175 South Main St., Salt Lake City, Utah; Estimated construction cost $506,013; first-year operating cost $300,000; revenue $450,000. Geographical coordinates E 112° 22' west long, Type trans. CE TT330C, Type ant. Afford 1039F; N. Legal counsel McKenna & Wilkinson, Washington; consulting engineer Silliman, Moffet & Kovalski, Washington. Principals: M. Walker Wallace, chairman-treasurer (20%), James Clinton.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York–50 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast–1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington–711 14th St. N.W., Washington, D.C. • DI 7-8531

BROADCASTING, September 23, 1968 71
**New AM stations**

**APPLICATION**

Barceloneta, P.—Angel M. Rivera. Sch. 12337, Nov. 23, 1968. Estimated construction cost $35,325; filing fee $20,000; revenue $60,000. Principals: Angel M. Rivera, owner and manager; Joaquin M. Ciudad, secretary; and Mary E. Brazeal, bookkeeper. Applicant owns a commercial and public service program producing station, WZXJ-AM, Miami. Action Sept. 17.

**FINAL ACTIONS**

Tyrelltown Broadcasting Co., Tyrelltown, Miss.—Broadcast Bureau granted CP for new WTXJ-AM station on 1330 kc, 1 kw-D; conditions. Action Sept. 10.

**OTHER ACTIONS**

- Review board in Emharhurst, Ill., AM broadcasting (Docs. 16906-95, granted petitions for CP in New AM station on 1530 kc with 500 w-D; conditions. Action Sept. 10.

**NEW AM STATIONS**

**APPLICATIONS**


**EXISTING AM STATIONS**


- KMGK Sanford, Fla.—Broadcast Bureau granted licenses covering change in trans. and studio location. Action Sept. 9.

**FINALS**

- Broadcast Bureau granted license covering change from 1300 kc, 1 kw-D to 1310 kc, 1 kw-D; makes changes in ground system; condition. Action Sept. 10.

- WPDB—Broadcast Bureau granted license to change station to 1470 kc, 1 kw, 5 kw-DA from 1470 kc, 5 kw-DA to 1470 kc, 5 kw-DA; changes at night and day time; condition. Action Sept. 10.

- KCHO, Tempe, Ariz.—Tri-State Broadcasting Co. (Western Minnesota Supply Co. (KYSM) and the Waseca-Owatonna Broadcasting Co. (Southern Minnesota Supply Co. and the Waseca-Owatonna Broadcasting Co.) (KJOE and KSWO), filed petition for approval of exchange of facilities of educational station KYSM (in Owatonna, Minn.) for license for new KJOE (in Waseca, Minn.) and on exchange of facilities of educational station KJOE (in Owatonna, Minn.) for license for new KSWO (in Waseca, Minn.). Action Sept. 10.

- Broadcast Bureau granted license of permit licensee to change studio location to 714 West Sprague; condition. Action Sept. 10.

- Broadcast Bureau granted license of permit licensee to change studio location to 714 West Sprague; condition. Action Sept. 10.

**APPLICATIONS**

- Office of Opinions and Review in Canal, N.C. (Western North Carolina Broadcasters Inc. and extended time for filing exceptions to Sept. 24 (Doc. 16922).)

- Office of Opinions and Review in Canal, N.C. (Western North Carolina Broadcasters Inc. and extended time for filing exceptions to Sept. 24 (Doc. 16922).)

**ACTING ON MOTIONS**

- Office of Opinions and Review in Canal, N.C. (Western North Carolina Broadcasters Inc. and extended time for filing exceptions to Sept. 24 (Doc. 16922).)

- Broadcast Hearing Expo, Inc. (KBS-AM), granted permit time to file petitions for rehearing. Action Sept. 10.

- Broadcast Bureau granted license of permit licensee to change studio location to 714 West Sprague; condition. Action Sept. 10.

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- Broadcast Bureau granted license of permit licensee to change studio location to 714 West Sprague; condition. Action Sept. 10.
SUMMARY OF BROADCASTING
Compiled by BROADCASTING, Sept. 18, 1968

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<td>CPS's-detected</td>
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^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.

Stations Boxscore
Compiled by FCC, Sept. 1, 1968

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<th>COM/L TV</th>
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<td>23</td>
<td>4,217^1</td>
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<tr>
<td></td>
<td>Total on air</td>
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<tr>
<td></td>
<td>Total not on air</td>
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<td></td>
<td>CPS's-detected</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
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</table>

New FM stations
APPLICATIONS
Sheffield, Ala.—Ervin Parks Jr. and Robert Warren Kicker dba Radio Station WRCK. Seek 106.3 mc, ch. 292A, 3 kw. Ant. height above average terrain 90 ft. P.O. address: Box 62, Tuskegee, Ala. Estimated construction cost $9,354; first-year operating cost $3,500; revenue $10,000. Principals: Robert Warren Kicker, general partner (50%); Ervin Parks Jr., two-thirds owner and managing partner (50%).

New Castle, Ind.—Newcastle Broadcasting Corp. Seeks 84.3 mc, ch. 232A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 101 DeSales Street, N. W., Washington, D. C. 20038. Estimated construction cost $9,354; first-year operating cost $6,000; revenue $7,500. Principals: Howard A. White, executive vice president-general manager (16.02%); Robert Warren Kicker, president (12.02%); and Mr. White is president of a construction company. Mr. Davis is a director of the insurance company. Mr. Green is senior partner in law firm. Mr. Green is owner of real estate and construction company. Ann. Sept. 9.

New Portland, Wash.—Mercer Island School District $400. Seeks 88.5 mc, ch. 205, 0.1 kw. Ant. height above average terrain 65 ft. P.O. address: 1000 S.E. 2nd, Mercer Island, Wash. 98040. Estimated construction cost $3,500; first-year operating cost $500; revenue $1,000. Principals: H. Martin Smith, president; and Raymond W. Haman, vice president. Mr. Smith is vice president of real estate company. Mr. Haman is attorney. Ann. Sept. 9.

FINAL ACTIONS
Jesse L Koonce, Delano, Calif.—Broadcast Bureau granted request for SCA on subcarrier frequency 30 kc for new FM station. Action Sept. 11.

Station KTER, Denver—Broadcast Bureau notified following stations of apparent forfeiture liability in amounts indicated for late filing of renewal applications in violation of Sec. 1.539(a) of rules: KAPR San Antonio $25; KBAT San Antonio $25; KBER San Antonio $25; KBER-FM San Antonio $25; KEAN Brownwood $200; KFJN-FM Brownwood $200; KKAL Denver City $25; KMCQ Conroe $25; and KSTER Terrell, all Texas. $100. Licensees have 30 days to pay or contest forfeitures. Action Sept. 12.

Actions on Motions
■ Chief Hearing Examiner Joseph D. Cunningham in initial decision following comparative hearing proceeding in connection with station KTER, Denver Broadcasting Co. for new FM station on 94.3 mc in the Denver, Colo. area. Competitive application was filed by Breckinridge Broadcasting Co., that company, (Doc. 1756). Initial decision takes effect in 30 days unless there is appeal by any party of commission acts to review case on its own motion. Ann. Sept. 16.


■ Review board in Pompano Beach, Fla., FM broadcast proceeding, Docs. 19209-10, for review of request for extension of time filed Sept. 12 by Broadcast Bureau, extended to Sept. 18 time within which to file responsive pleadings to joint requests for approval of agreement filed by applicants Aug. 30, Action Sept. 13.


■ Review board in Aurora, Ill., FM broadcast proceeding, Docs. 18294-55, granted motion for extension of time filed Sept. 11 by Bowen County Broadcasters Inc. to Sept. 23, time within which to file responsive pleadings to motion for reconsideration of order to cease and desist filed by GREEPCO Inc. Action Sept. 13.

■ Review board in Athens, Ga., FM broadcast proceeding, Docs. 18310-12, granted petition to add staffing issues against WPFO Inc. filed by Functional Broadcasting Inc. Action Sept. 17.

■ FCC denied petition for reconsideration of designation order and grant without hearing of application for CP for new FM station in Reno. (Doc. 18135). Action July 31.

■ Hearing Examiner Basil P. Cooper in San Clemente, Calif. (El Camino Broadcasting Corp. and Leon, Hyzen, Charles W. Jenkins and Leon E. Westendorf dba South Coast Broadcasting Co.), FM proceeding, granted petition of South Coast Broadcasting Co. for vacating scheduled procedural dates; schedule further pre-hearing conference for Oct. 21 and continued all procedural dates, including date of hearing scheduled Sept. 15. (Docs. 17640-41). Action Sept. 17.


■ Hearing Examiner James D. Cunningham in initial decision (Docs. 19209-10) designated Hearing Examiner for CP for new FM station in Pompano Beach, Fla. (Doc. 19209). Action Sept. 13.
20 to provide that prehearing conference be held on date to be specified by subsequent order (Doe. 18288-90). Action Sept. 11.


* Chief Hearing Examiner James D. Cun- ningham in Port Jervis, N.Y. (Port Jervis Broadcasting Co. and Murray Hill Associates), FM proceeding, amended order released July 30 and designated Hearing Ex- 

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**STL Inter-City Relay**

**STEREO * REMOTE CONTROL**

**MONOURAL TELEMETRY**

*With two separate STL systems, there is no measurable amount of cross talk between channels. The dual system also offers protection against loss of air time. Additionally, this system has the capability of centralized control and SCA multiplex subcarriers. Write Box 661, Cleburne, Texas 76031 for information.*

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**Broadcasting**

**THE BUSINESS/ECONOMY OF TELEVISION AND RADIO**

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**Please send**

**SUBSCRIBER SERVICE**

**Name**

<table>
<thead>
<tr>
<th>Position</th>
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**Company**

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**City**

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</table>

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

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**Now!**

**Marti Electronics**

A DIVISION OF MARTI, INC.

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**BROADCASTING**

1735 DeSales Street, N.W., Washington, D.C. 20036.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers and Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St. N.W. Wash., D.C. 20006</td>
</tr>
<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash., D.C. 20004</td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>1710 H St., N.W. Wash., D.C. 20006</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Washington, D.C. 20006</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS Radio-Television Communications-Electronics</td>
<td>3029 K St., N.W., 4th Floor Washington, D.C. 20006</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 716, Associations Bldg. 1145 19th St. N.W., 659-3107 Washington, D.C. 20036</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>PETE JOHNSON &amp; Associates</td>
<td>CONSULTING AM-FM-TV ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia</td>
<td></td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan 49036</td>
<td>Phone: 817-278-6723</td>
</tr>
<tr>
<td>C. M. MILLAN</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road Cleveland, Ohio 44141</td>
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<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hawkins Street Lufkin, Texas 75901</td>
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<tr>
<td>JOHN H. MULLANEY &amp; ASSOCIATES</td>
<td>Suite 71 1150 Connecticut Ave., N.W. Washington, D.C. 20036</td>
<td>Phone 202-223-1180 Member AFCCE</td>
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<tr>
<td>FRANK A. ZOELLER</td>
<td>TELEVISION SYSTEMS CONSULTANT</td>
<td>20 Years Experience Box 366 San Carlos, Cal. 94070</td>
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<tr>
<td>A. S. KAESER</td>
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<td>A. A. L. MASON</td>
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<tr>
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### Service Directory

#### Commercial Radio Monitoring Co.
**Precision Frequency Measurements**
- AM-FM-TV
- 103 S. Market St.
- Lee's Summit, Mo.
- Phone Kansas City, Laclede 4-3777

#### Cambridge Crystals
**Precision Frequency Measuring Service**
- Specialists for AM-FM-TV
- 445 Concord Ave.
- Cambridge, Mass. 02138
- Phone (617) 876-2810

#### Telecommunication Consultants International, Inc. (TCI)
- Offers Consulting Services in Telecommunications
- Gerald C. Gross, President
- 1028 Connecticut Avenue, N.W.
- Suite 1024-1030 Wash., D.C. 20036
- Phone: (202) 659-1115

#### Telcom, Inc.
- Offering The Services Of Its Registered Structural Engineers
- 8027 Leesburg Pike McLean Va. 22101
- (703) 893-7700

### Broadcasting, September 23, 1968

75
Payable in advance. Checks & Money Order only.
- SITUATIONS WANTED 25¢ per word—$2.00 minimum.
- APPENDIX: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers, must be sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.

RADIO—Help Wanted—Management

General manager wanted for small market station in northeast. Must be able to sell, broadcast and supervise personnel. Salary and commission 10-12,000. Send resume, references if desired first reply. Box J-197, BROADCASTING.

Manager—successful major market group owner radio sales from the growth of additional station. Has opening for a management position to take over starting familiarization at headquarters, with full station management responsibility within 6 months. Excellent earnings requirements, etc. 1st letter. Box J-201, BROADCASTING.

Best medium-market management job of the year now available. Five figure base salaries. Share owning—fully instant option for ownership share based on performance. BROADCASTING and furnish the money. Apply first letter in full with complete resume earnings record and part-time listing record. If you're good, we'll call you and send you a round trip air ticket for interview leading to immediate employment. Reply Box J-233, BROADCASTING.

A conservative minded manager with top sales abilities needed. 60 minutes from NYC in New Jersey, modern facilities. Apply Box J-241, BROADCASTING.

Sales

Central New Jersey—FM seeks local salesman with experience. Good opportunity. Start with established account list. Send resume. Contact Box J-82, BROADCASTING.

Seeking two bright personable people to learn radio sales from the ground up. You will represent top rated AM and Stereo FM in metropolitan Florida market. Opportunity here working for progressive station, seeking people operating with pros in large company. Box J-155, BROADCASTING.

Salesman or announcer or combo for 100,000 primary Stere0 FM in 200,000 primary market, or 1,000 watt. AM in small market. No experience. Send resume and references to Box J-183, BROADCASTING.

Representatives wanted to sell complete line of AM and/or FM Fixed Tune radios only to stations. Immediate delivery from New York stock. Box J-185, BROADCASTING.

Announcer-salesman. Good pay, fringe benefits. Going MOR, medium market AM-FM operation. Send return resume, tape, photo. Box J-185, BROADCASTING.

3rd ticket-combo, board and sales position open with New York, vacation, heartland small market station. Opportunity to accept Salary commensurate to experience, plus commission and fringes. Send audition, photo, resume and sales requirements to Box J-247, BROADCASTING.

Account executive. Top rated Illinois station offers creative sales opportunity in an estate pro- count list and opportunity to earn attractive income. Salary and commission arranged at your convenience. Send resume to Box J-256, BROADCASTING.

Ground floor opportunity for salesman or experienced radio minded wishing sales. Complete resume required. No phone calls. Please, Dave. KLOS/KKMN, Mason City, Iowa.

"The Navy got me." I recommend my sales job at DelMarVa. Good atmosphere, cullities, congenial, helpful staff, good fringes. Contact Harold Douglas.

Sales—(cont'd)

Suburban Chicago AM-FM. Unusual permanent opportunity available now. All details, requirements 1st letter, please. WEAW, Evanston, Illinois.

We're almost sold out at night. Can you sell us out the rest of our two hour day? sales manager opening to right man right now. Start $150 per week draw on twenty percent commission. Great opportunity, good music full time here. No con-men. Reply in confidence. WFMN, Box J-1, Newbury, N.Y., 12550.


Madison, Wisc.—#1 AM music/news—#1 FM music stations have career opportunity for young salesman on way up—strong on creativity. 6 station Mid-West group has man with management potential to sell AM/FM combination. Our people earn far more, enjoy greater sales conditions, opportunity for management and stock interest. Consideration for Ill./Mich. stations very possible, WISB, Madison, Wisc.—Mid-West Family Station.

IMITATION IS THE SINCEREST FORM

...and are we being flattered?

Would you believe our classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING'S expanding reader ship and growing BROADCASTING THE marketplace for everybody in broadcasting.

When you have something to buy or sell, fill a vacancy, or want a better job let BROADCASTING's classified section help you.

Grand Rapids, Michigan: WAFT (Formerly WMAX) is looking for an experienced advertising executive. A newspaper or yellow pages background will receive equal consideration along with people with broadcast experience. We pay 15% commission—draw is open. Age is very important—mental age, that is, because we are looking for a young aggressive hustler who likes money. Will talk to me if the above describes you. Gar Maddowcroft (616) 483-3087.

Announcers

If you want to grow—if you want to grow with us, immediate opening for announcer with list ticket. No maintenance, 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resumes and references to Box H-226, BROADCASTING.

5,000 watt station needs first phone announcer-seller at $450 plus commission on extra sales. Box J-73, BROADCASTING.

DEADLINE: Monday Preceding Publication Date

DISPLAY ads $25.00 per inch. 5" or over billed at run-of-book rate—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. Agency commission only on display space.

All other classifications 2 words—$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 O'Seas St., N.W., Washington, D. C. 20036

BROADCASTING, September 23, 1968

First phone, top 40 jock 6-midnight. Rated #1, music, local news, and sports oriented. Good salary—opportunity for advancement. All replies conf. by Columbus, Georgia 494-322-5447. No collect calls.

Young? Experienced? Production, music and sales. Immediate opening at medium midwest-market top 50 daytimer you need now. Send resume and 8 x 10 picture to: WEKL, Box 1294, Charlotteville, Virginia.

50 KW 100% MOR stereo, solid growth operation, looking for another good voice with program and contemporary format. Excellent working conditions in modern station. Many fringe benefits for man who wants to settle down. Not interested in floaters. Salary open. If interested send tape and resume or phone Jack Gannaro, WFHR, Wisconsin Rapids, Wisconsin.

Is there an announcer who wants to progress to the top? Send resume to: Collector, Multiple owners. Ron Clark, WHLT-AM-FM, Huntingdon, Indiana. 219-299-9666.

Annoncer with experience, send resume, tape, picture, salary requirements for small radio station, WMRM, Monroe, Alabama.

WNOG in Naples, Florida, NBC affiliate radio station—man no commission. Send Information and realistic salary immediately to John L. Norman, Program Director, 840 S. 12th St., Naples, Fla. 33802.

Middle market, good music station needs top quality announcer: rapid advancement to top position. Good post market PM. Not totally necessary, 1st ticket will mean more money. Send resume, tape and photo to WPVL, Panama, Florida.

WRMF, Titusville, Florida, has openings for two announcer-producers, or announcer-copy writers.

Immediate opening for staff announcer with first phone. $600 to $650 month plus Blue Cross Insurance. Beginner considered if can read well. MOR AM, 50,000 stereo FM stations. Send resume to: Robert L. Rinehart, WRPS-AM-FM, Warsaw, Indiana 46580. Phone 219-287-3111.

Opening for afternoon-evening announcer due to transfer to sales. WSNM, Litchfield, Ill.

Middle of the road format, tight board, things are happening, fast. Check with us opening have. Tape, resume, photo to WREX, 6th St., Parkersburg, West Virginia 26101.

Real opportunity—need 1st phone yesterday. $350 plus sales plus commission or straight announcer, or news. Light maintenance. Contact Q.P. Coleman—605-640-5277.


Announcer with a real southern brogue would fit the big-time C&W station in N.C. Call 201-827-9161.

Technical

Technical director needed for Ohio three stations at once. Must be experienced in multi-construction AM and FM. Box J-27, BROADCASTING.

Assistant chief engineer. Eastern metro area. Sunrise city radio. Exceptional time spent learning upgrading department of one of country’s oldest stations. Opportunity to learn D&A. Send resume, references and recent picture, Box J-94, BROADCASTING.

Chief engineer who knows AM and FM technology needed to control dynamic multi-station operation. Please write for personal interview. Box J-147, BROADCASTING.

1st phone needed at once. Salary commensurate to board and maintenance. Experience with an advancing group in upstate New York—vacation, headsets, 3-point, audition tape, photo, resume and salary requirements to Box J-226, BROADCASTING.

AM-FM operation seeks chief engineer with experience. Will be helpful but not absolutely essential. Good station. Good people. Send full details to Mason Dixon, KFPM, Box 417, Thibodaux, Louisiana.

First class engineer for combination AM and FM radio station. Some announcement, must have car. Good pay, paid group insurance. Paid vacations. Send resume and picture to AM&FM, P.O. Box 471, Monrovia, Delaware 19897. Or phone 302-645-8881.

Mid—Michigan top rated independent AM-FM radio station has immediate openings for experienced morning man. Must be aggressive and experienced in news and editorial writing. Send tape and resume to: Box H-189, BROADCASTING.

Major Ohio market wants experienced announcer to handle the newly launched news operation. $10,000 minimum. Tape, photo, details immediately to Box J-134, BROADCASTING.

The newcomer we have had at least one or two years experience at a local radio station. We are looking for a hard—gathering, writing, and broadcasting, and who has a working knowledge of various other aspects of a small or medium market station. Top-rated news department, suburban New York. Salary and working conditions. Box J-145, BROADCASTING.

This could be your best and final move. We are seeking a matured, professional woman, able to write creatively, stable creative news director who is in good health with career opportunity. Two gentlemen we are seeking is an experienced Interviewer. Send photo, tape and resume to Box J-229, BROADCASTING.

Midwest outgrowing non-metron station needs digger to gather, write and air local news. Box J-150, BROADCASTING.

Are you really a talk show director? Here’s your opportunity to move up in your profession and be the news director of a 3,000 watt, network affiliated station in a medium northwest market. Excellent growth and advancement with a quality radio station. Send tape and resume today to Box J-353, BROADCASTING.

Progressive middle of the road New Jersey station looking for strong on-air newswoman. Must gather and write own news. Send tape and resume immediately. Box J-237, BROADCASTING.

News director wanted—are you ready! If so send tape and resume to XDRU Radio, Sedalia, Missouri 64081. Excellent opportunity.

Excellence opportunity in expanding news department. Ability to deliver sportscast required. Audition tape with resume only. Ralph Weber, KRLL/KSMN, Mason City, Iowa.

Man or woman news editor. Should have experience with KHQ-2, KUSI, WOAI, WOAI. Radio news editor and writer for one man FM news. Non-commission. News salary to $10,000 depending your experience to be a competent reporter. Contact Bill Harrel, Radio Station WIOO, Blacksburg, Virginia 24060.

Tape 5 kw fulltime station needs newswoman to gather, write and deliver news. Call Joe Mahon at WBBQ, Beloit, Wisconsin 686-685-5641.

A major market adult radio station needs an adult sounding, on the air newswoman. She will be needed immediately in the use of the telephone for digging for newscast ideas. Must be a good typewriter. The income is for the right man and resume to John Mc明清, WIBB, Clarksville, Ohio, New York 75440.

Michigan AM seeks newswoman to gather, write and air local. On competitive new experience desired; however, will consider announcer with desire and potential to step up to the next level. Airmail tape, resume, salary requirements to: Paul Figeon, Manager, WXYZ, Bay City, Michigan.

5,000 watt NBC affiliate in metro market seeking MOR man with sports and news experience. Men with ambition and seeking advancement are urged to send tape and resume to Box 626, West, Texas 78599, or call General Manager at 513-WO 8-3131.

This is combination radio.


Programming—Productions, Others

Group owned station in upstate New York seeks program director. Significant exposure in news and production, but also with ability to deal with people. This opportunity is to advance station medium midwest opportunity to advance. 1st phone would be big help. Many top fringe benefits. Send resume, resume and references to Al Paynor, Director of Personnel, AM radio, 405 S. Colorado, Long Beach, California. 90803.

Program director—need take charge self starter, who understands and believes in talk and music format. Amazing opportunity to take a small station and change it on controversial issues. Must be strong on public relations. Preference given to man with first phone. Send tape and resume to J. A. Johnson, General Manager, Radio Station, WQRS, 654 Broadway, Gary, Indiana.

Situations Wanted—Management

Seeking management in small southern market. Paid Qualified. Excellent references. Box J-18, BROADCASTING.

Newspaper executive. Successful record and experience provides adaptation to almost any market. Manager of daily, weekly or community newspaper. Box J-77, BROADCASTING.

Turns on. Can-do young (31) family man. Currently sales manager for biggest station in competitive market area. Wants more. Can move sales team, manage things and people. Excellent industry reputation. Will move for $25,000 base plus strong incentive. Box J-100, BROADCASTING.

Manager-sales manager. Age 54, married, excellent health. Fifteen years present employer medium market market track record. Community minded. Desires relocation to key market. Family or single. Box J-107, BROADCASTING.

Looking for a pro? Track record includes heavy public relations and community serviced news. Sales liaison man. Staff guidle and people greater. Ten years radio know how with five years in sales. Familial or agerital level position wanted with group or single station. Box J-204, BROADCASTING.
Disc jockey-newsca ster-sales. Experienced, thick skin, out standing sales, authoritative, aggressive, dependable, creative female. Box J-190, BROADCASTING.

Announcers

Progressive rock stations anywhere. I am 21, drug free, amazing experience. I am a third class, 3 years college, broadcast graduate. I have played in many rock groups. Spend summer in college radio workshops, quickly get to be a viable and intelligent. Box J-229, BROADCASTING.

Soul jock, modern sound experienced, real singer, tight board, will travel. 215-472-2741. Box J-242.

Soul jock, good voice, stable. First phone. Box J-228, BROADCASTING.

Two for the price of one—news director, small to medium market, can easily double as music director. Full time easy listening specialist. Prefer within 2 hours of D.C. Will consider all. Box J-243, BROADCASTING.


Announcer, experienced first phone, will relocate. No maintenance. Box J-250, BROADCASTING.

DJ newscaster experienced third endorsed, tight board, authoritative, news. Will relocate. Box J-253, BROADCASTING.

New England. Available immediately. 3 years experience, third. 617-933-2884.

Personality ventriloquist, talk artist with Ringling Brothers and Howard Dody background is too much for market. Would like to see him move up. Non-drinker. Excellent for REMotes. Did great with us before automation. Write Larry Jonas, Manager, KSDC, Eugene, Oregon 97405.


Fantastic personality available for MOR or rock format in medium to large market. Work in a control board. Write: Barry Gray, 796 Yorke Avenue, Elberon, N. J. 07740, or call immediately at 201-229-5865.

3 months experience, will travel. Hard or contemporary rock. 6 proven production numbers—Arty Simon, 99-39 1st St. Flushing, N.Y. 11355-212-JA 3-6562.

Bright dj, announcer, sportscaster seeks career in broadcasting, will persevere. Box J-201, BROADCASTING.

Up right, disc–jockey, college 3 years, exp. Tight board, newscaster, not a prima donna, combo-man, 3rd class ticket. Box J-201, BROADCASTING.

1st phone, announcing, engineering, sales & management experience. Versatile, creative personality and voice. Married, age 21, veteran, 6 yrs. in radio. Call 601-423-6094, Box J-200, BROADCASTING.

Much more personality! Marrow market,mature, versatile, knowledgeable. Top mor. Knowledge of music and world affairs. 8-9 years experience on camera TV. Box J-203, BROADCASTING.

Beginner, bright dj, announcer/sportscaster seeks career in broadcasting, will persevere. Dependable family man. Box J-205, BROADCASTING.

1st phone, sales, copy-production! Married. All formats. Box J-206, BROADCASTING.

No cute gimmicks, just a plea for a job. Some experience, good voice and talent. Fine for either terrestrial or cable production. Versatile, creative personality and voice. Married, age 21, veteran, 6 yrs. in radio. Call 601-423-6094, Box J-200, BROADCASTING.

Young, experienced announcer with deep voice and knowledge, seeking classical station in northeast or major market—minimum $150.00. Box J-213, BROADCASTING.

1st phone combo—experienced—tight board—passion, sales, production experience—no director—northwest. Box J-217, BROADCASTING.

Third phone, announcer, good voice, two years experience. Box J-220, BROADCASTING.

MOR personality, strong production and newscaster, experienced. Box J-225, BROADCASTING.

First phone announcer, experienced married, stable, will relocate. Box J-229, BROADCASTING.

Technical

15 years experience AM-DA, FM, stereo, within two markets. Very much interested in technical director desires to associate with stable organization. Prefer within 2 hours of D.C. Will consider all. Box J-245, BROADCASTING.

Chief engineer—AM/FM construction—general management—design, installation, etc. Southeast. Box J-249, BROADCASTING.


New England.

Two for the price of one—news director, small to medium market, can easily double as music director. Full time easy listening specialist. Prefer within 2 hours of D.C. Will consider all. Box J-243, BROADCASTING.

Ice hockey assignment wanted, a nationally known sportscaster seeks play by play spot for hockey season. Top drawer man. Write Box J-254, BROADCASTING.

Programing, Production, Others

11 years has produced a constructive, capable, creative, conscientious, competitive programmer Box J-150, BROADCASTING.

Do you need a good right arm? Are you frustrated by losing time and money because you're tied up with small problems? I am a professional broadcaster with university degree, experience in radio/TV. Dependable, honest and mature. I have worked my way through school and have had a career in the business. I do fear stagnation and a dead end in advancement. Have been P.D. at present station over 5 yrs. Interested in any size market. Married. No problems. I am expensive (min. $1,000) but I earn it. If I can take problems off your hands, please write Box J-207, BROADCASTING.

Do you have a medium market station that's sagging? Remedy? Top pro country disk jockey from large American market—lot of experience. Top quality producer PM, MD, sales would consider management. • 1 year contract basis proven results: 715-550-3619 after 5 p.m. in Buffalo.

TV—Help Wanted—Announcers

Announcer-director for midwest UHF. Need a man for small hard working staff. Chance for experience in all phases of TV production. Send photo, resume and studio tape to Box J-210, BROADCASTING.

Immediate opening for television announcer/personality is available at KCND-TV, No. Dakota, North Dakota. If you have any experience in radio or TV, and have a strong desire to work in TV, please write: James Kelly call—212-SH 8-4140 (after 6 p.m.)


Excellent personality disc–jockey from large mid–west market, 31, married, 3rd endorses, college, witty. For more information contact your local game war– den or Box Brudy, 811-3 Alex Rd., Dayton, Ohio 45448. 1-513-659-3872.

Announcer, first phone, 8 years, modern country, has openings. Box Z-76, Southwestern, preferred, Ray Robbins, 6003 La Vista, Dallas, Texas, 214-823-3520 after 2 p.m.

Florida station available now. Top dj or news, Exc—McLendon, WQM-AM/WINZ. Call 287-3084, your state.

Technical

Major market chief engineer. At home with high budget operations. Familiar with all phases of transmitter installation, operations, lab relations and power to 50 kw. Box J-132, BROADCASTING.

First phone—seeks long term, growth potential opportunity. Box J-225, BROADCASTING.

First phone, experienced engineer desires to be chief with announcing. Box J-230, BROADCASTING.

Announcers—(Cont’d)

Disc jockey-newsca ster-sales. Experienced, thick skin, out standing sales, authoritative, aggressive, dependable, creative female. Box J-190, BROADCASTING.

DJ announcer, reliable, versatile 3rd phone. Will relocate. Box J-129, BROADCASTING.

Creative personality for large market MOR. Versatile, entertaining, informative, available now. Box J-138, BROADCASTING.

Triple threat, personality production, programing. 11 years experience, top 40 or MOR, write Box J-151, BROADCASTING.

Sportscaster contemporary jock metro experience, BM, first phone. Box J-154, BROADCASTING.

3 years experience, personality. Stations and humor, responsible and professional, wants secure position with opportunities. Married. 35, strong, adaptable. Write Box J-156, BROADCASTING.

First phone announcer-dj-news-interview-tight board. Ex-marine, college, Background sales-management and MC's fashion shows in all phases. Available Nov. 1st. Box J-158, BROADCASTING.

Experienced play by play man excellent references—prefers west coast location. 28 years, married, military service complete. Box J-161, BROADCASTING.

Young Negro disc jockey, desiring position with rhythm and blues or FM station that programs rock. Salary second to opportunity. Box J-189, BROADCASTING.

Uptight, disc–jockey, college 3 years, exp. Tight board, newscaster, not a prima donna, combo-man, 3rd class ticket. Box J-201, BROADCASTING.

1st phone, announcing, engineering, sales & management experience. Versatile, creative vibrant personality and voice. Married, age 21, veteran, 6 yrs. in radio. Call 601-423-6094, Box J-200, BROADCASTING.

Much more personality! Major market MOR, veteran, 25 yrs experience. Top mor. Knowledge of music and world affairs. 8-9 years experience on camera TV. Box J-203, BROADCASTING.

Beginner, bright dj, announcer/sportscaster seeks career in broadcasting, will persevere. Dependable family man. Box J-205, BROADCASTING.

1st phone, sales, copy-production! Married. All formats. Box J-206, BROADCASTING.

No cute gimmicks, just a plea for a job. Some experience, good voice and talent. Fine for either terrestrial or cable production. Versatile, creative personality and voice. Married, age 21, veteran, 6 yrs. in radio. Call 601-423-6094, Box J-200, BROADCASTING.

Young, experienced announcer with deep voice and knowledge, seeking classical station in northeast or major market—minimum $150.00. Box J-213, BROADCASTING.

1st phone combo—experienced—tight board—passion, sales, production experience—no director—northwest. Box J-217, BROADCASTING.

Third phone, announcer, good voice, two years experience. Box J-220, BROADCASTING.

MOR personality, strong production and newscaster, experienced. Box J-225, BROADCASTING.

First phone announcer, experienced married, stable, will relocate. Box J-229, BROADCASTING.

BROADCASTING, September 23, 1968

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TELEVISION

Situations Wanted

Management

Local sales manager, 28 years experience in sales both national and local television and presently engaged in selling and directing local sales. Do you have to offer? Box J-5, BROADCASTING.

Public affairs director, Nationally recognized experienced and award winning community service record. Strong management background. California only. Box J-177, BROADCASTING

TV, program director, experienced, 33, married college, vet., first phone. Programing—production—sales engineering. Box J-211, BROADCASTING.

Sales

Experienced all phases television—sales and production. Number one salesman in three station market. Local, regional, national sales. Experienced in retail store television development. Schooled in rate studies and station writing. Desire sales management responsibilities. Box J-133, BROADCASTING.

Technical

Director of engineering. Established large market or group operation. Twenty solid years experience, all phases. Very strong background of successful construction. Fifteen years supervisory. Presently heading large engineering staff. Looking for permanent position, to use strong background in management and a future. Box J-178, BROADCASTING.

TV engineer, 1st phone experience, GCA, UHF transmitter, studio switching, camera projection. Box J-218, BROADCASTING.

First phone five years radio. Announcer—wishes to learn all phases "television engineering." Northeast preferably—will consider all. Box J-225, BROADCASTING.

15 years experience microwave, data, FM systems, MATV, CATV, automobile construction and supervision desires to learn operational TV and TV construction in midwest area. Box J-246, BROADCASTING.

First phone no references, I'll give you my TV transmission experience. Box J-251, BROADCASTING.

First phone, married, 23. One year TV transmitter maintenance and field of electronics. Live remote areas. Box J-266, BROADCASTING.

For west stations only!! If you want top rated, you'll get it if my name is Coates, (2) 1964, and 300, write: P.O. Box 350, Wash., D.C. 20013.

NEWS

TV news reporter, 25 to 26 years old, college degree in journalism, capable of: Rewriting wire copy, scripts for SFL, SOP interviews, producing, reporting and resume with example of work to Broadcasting. Box J-1.

News reporter—aggressive midwest network affiliate needs a young go-getter to anchor its 7:30 hour. Must be FCC tested at SOP interviews and be able to write story and went on the air a day a week. man since you are looking for an experienced TV engineer. Box J-222, BROADCASTING.

Two full experienced writers/reporters for expanding TV newsroom. Duties will include on-air assignments, reporting and producing. Immediate openings. Good salary. Apply. Vivian Worley, News Director, WJTV-TV, Lansing, Michigan.

Newsmen—opening for young news tiger equally adept at gathering writing and performing. Must have journalism degree. Some television experience. WSAV, Radio and TV, Savannah, Georgia.

Immediate openings for news director. You're probably the number one man in a station. If you're a close second, the number one the other guy would be glad to be you. However, if you have initiative, the experience and the ambition to succeed, don't be sidetracked by the nights a week. You can get the news, write and present it with professionalism and a style of your own. You'll work closely with and for our manager of news and public affairs. The money's here for the right man. Don't write. Call Gary Rockey, Op- erations Manager at 812-322-9604.

Programming—Production, Others

Producer/director in major eastern market. Proven through experience in all phases of TV production. Special emphasis on news shows. Excellent salary and benefits for right person. An equal opportunity employer. Box J-60, BROADCASTING.

Executive producer—active eastern network ETV station seeks executive producer for key market position. Requires proven initiative, organization, ability to conceive, direct, and prioritize. Strong salary. Must be strong production leader. Know-ledgeable. Familiar with production desirable. Box J-152, BROADCASTING

TV producer-director—require experienced director with good appreciation for his craft and ability to improve his position. Would handle two nightlies and router plus VTR community casting and remote. Good pay and fringe benefits in this modern all-color station. Contact P. Jansen, KOLT-TV/KOM-TV, 40th and M, Lincoln, Nebraska.

Prop.—Production, Others


College graduate, five years TV experience seeking permanent position as film director, or producer of news programs. Mid- south. Box J-233, BROADCASTING.

Program director/operations manager. 13 yrs. exp. All phases TV immediately available. Must be experienced in putting independent on air from ground up. Reply Box J-229, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 520, 500, 1 kw & 10 kw AM transmitters. No offers. WREP-TV, Eastsound, Wisc. 1st class surplus. Phone 608-322-2827.

5 kw low band VHF transmitter, Prefer General Electric, TD-44. Phone: 206-694-6006.

1 kw AM transmitter by mid-October. Brewer. Box 117, Windsor, Colo. 80550. 668-2791.

FOR SALE—Equipment

Coaxial-cable—helix, styroflex, spiroline, etc., and fittings. Unused mail!—large stock prices. Write for estimate. Box J-227, BROADCASTING.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition. Available immediately. Box D-229, BROADCASTING.


For sale: Three RCA 7X-31 field camera chains, $1,000 each. NOP New York City. Box J-47, BROADCASTING.

Increase FM power—Westhouse FM-10 comes with 10 kw amplifier and power supply. Companion unit to the Westinghouse FM-5. Make offer. Box J-228, BROADCASTING.

1 RCA BTA IMX (556 watt) transmitter and all tubes (rebuilt by consulting engineer)—$12,000. 1 RCA 6V6S receiver monitor, new, N.O.S. $600. 1 RCA 6B4S, from receiver monitor, good condition—$200.00. 1 McCarrs #260 Record Play- back Cartridge Machine—$200.00. 1 A & D Playback Cartridge Machine—$150.00. A Crown Automation System—All Stereo— 1 Flyback Record Pre-Amplifier—3 Play- back decks—1 Program amplifier—1 Automatic Programmer—2 monitor amplifiers (almost new)—$3,000.00. Interested persons may call (606) 528-2949 after 5:00 p.m.

Ampex 306, 305, 353, 400, 450 users, for sale. Excellent condition. 11 rack back stage 125/17 with our plug-in transistor pre-amplifiers. Special international, P.O. Box 1555, Mt. View, Calif. 94046.

Brand new Spotmasters (a) units, (1) record/playback and (2) plays back, all three: $38.21 monthly. Audiovox, Box 70675-M, Miami, Florida 33105.

Must sell before winter 360 ft. stainless G-30 tower with lighting and guys complete. $3,000. F.O.B. N. E. Box J-247, BROADCASTING.

MISCELLANEOUS

Deflax! 8000 classified gag lines, $5.00. Contact W. D. Cox, ECO-Center, Boyer Rd., Matiposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, cellular buttons, etc. Mike business. Box 104, Opelika, Alabama 36801.
Radio idea for shopping center, auto dealers, banks. Write for details. Don Kluck, Box 373, Lima, Ohio.

Wanted to buy, record albums LP's stereo or mono, or 45's. DJ's clean out your record library. Call King, L27-7410, King Co., 15 N 13th, Phila., Penna.

Add six voices to your show. DJ Production, Box 261, Auburn, Wash. 98002 for sample.

Over $200 one-liners/yearly, $15.00/month. Special offer expires 9/30/68. De Laney, Box 226, Nashville, Ala, Calif. Send $5.00 for first package.

"365 Days of Laughs"—daily radio gag service—may be available in your market. Sample a month $3.00. Box 7379, Merchandise Mart Sta., Chicago 60654.


INSTRUCTIONS—Cont'd

F.C.C. License Course available by correspondence. Combination correspondence-resident course available for ASBD degree. F.C.C. License training offered in resident school at Ashley, D.C. Write for information on desired course. OR, send $87.50 as full payment for the Grantham Package Course (leading to first-class F.C.C. license) (over 1600 pages) including more than 3500 FCC type practice questions and separate answer booklet—shipped prepaid upon order. Grantham Schools, 1500 N. Western Ave., Hollywood, Calif. 90028.

New Orleans now has Elkins' famous 12-week broadcast course. Professional staff, top-notch equipment, Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.


Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Address write Elkins Institute, 2903 Inwood Road, Dallas, Texas 75235.


The Masters, Elkins Radio License School of Minnesota, is the highest success rate of all First Class License schools. Fully approved for Veteran's Training. Elkins Radio License School of Atlanta, 1120 Spring Street, Atlanta, Georgia 30309.


Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of Radio and TV broadcasting taught by highly qualified professional teachers. The nation's newest and finest complete facilities including our own, commercial broadcast station KAZIR. Fully approved for veteran's training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2903 Inwood Road, Dallas, Texas 75235.


First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our seventeenth year teaching FCC license courses. Bob Johnson Radio License Instruction, 1900D Duncan, Manhattan Beach, Calif. 90266.

New York City's 1st phone school for people who can't afford mistakes. Proven results: April 8 graduating class passed FCC 2nd class exams, 96% passed FCC 1st class exams. New streamlined methods and earn while you learn job opportunities. Classes begin 20 W. 42nd St., N.Y. 3, Phone Ox 5-9545. Training for Technicians, Combo-men, and Announcers.


"Boy, I say Boy, you not listening." They gotta R.E.I. school in Fredericksburg, Vir- ginia. F.C.C. 1st Phone in (5) weeks. Tuition $350.00. Rooms & apartments $15-18 per week. Classes begin Oct. 7, Nov. 11.—or write 800 Carolive Road, Fredericksburg, Virginia 22401.

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 Tufton $350.00. Rooms & apartments $15-45 per week. Classes begin Oct. 7, Nov. 11. Call Pope at WE-1-5444 or write, Box 3125, Gilham Road, Kansas City, Missouri 64110.


Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broad- cast Industry since 1937). Make your reservations now for our Accelerated Theory class October 14. Most experienced personal- ized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1525 N. Cherokee, Hollywood, Calif. (213) 402-3281.

Help Wanted—Management

GENERAL MANAGER
East coast top 40 station wants experi- enced general manager with a proven reputation. Minimum $25,000. All inquiries confidential.

Box J-193, Broadcasting.

Sales

MR. RADIO STATION OWNER OR MANAGER
We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 53 satisfied radio sta- tions for over five years. We sell for only one station in a market, and you must be within 800 miles of Chicago. Roberts salersmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, additional accounts and leads for your salesmen. Call collect: Area Code 312-743-5055 or write for station refer- ences in your area and details.

Roberts Advertising Inc., 2705 W. Howard Street, Chicago, Illinois 60645.

NORTHEAST STATION
changing to middle of the road for- mat under direction of nation's foremost programmer needs experienced announcers with good voices. Also "moderate" oriented telephone talk man. Reply.

Box J-219, Broadcasting.

IMMEDIATE
1st phone newsmen needed for midwest medium market. $150 a week to start.

Call 312-337-3518, Jerry Jackson.
The King James Bible contains less than 6,000 different words. Shakespeare himself used only 10,000. Small indeed compared to the over 80,000 word vocabulary of today's college graduate.
Help Wanted—Technical

CHIEF ENGINEER
Here's your spot in the Sun!
Aggressive AM & FM operation seeks experienced, competent Chief in San Juan, P.R. Must take full charge of operation and maintenance. 18 Month contract, excellent working conditions. Send resume to
Genr. Mgr. Box 9986
Sanurce, P.R. 00908

CHIEF ENGINEER
Major New England radio station seeking engineer with unparalleled ability. Position will lead to Chief Engineer in near future. Salary open. Prefer man 25-35 years. This is excellent opportunity for man looking for future with major group operation. All replies confidential.
Box J-206, Broadcasting.

Programing—Production, Others

FARM DIRECTOR
To head Farm Department featuring quality farm programming in a five-state area. WNaN is not a cute type "shytry pret-" farm programming operation, but rather full quality service to our farmers and to our farm clientele. Great opportunity for a dedicated farm broadcaster.
Elmer F. Smith, Mgr. WNaN
Yankton, South Dakota

Situations Wanted—Management

MR. OWNER
Completely knowledgeable, currently employed Radio Manager will manage your new or problem property for a small retain, plus a major OPPORTUNITY TO SHARE in PROFITS. Small to medium need areas. Full details.
Box J-406, Broadcasting.

Situations Wanted

Use Our 5,000 Resumes To Find Your Man
24,960 MAN HOURS were required to recruit and screen these applicants. Now you can use this large resume library to find your man.
Call 312-337-5318 for service charges in your size market.

Nationwide Broadcast Consultants
848 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611 • Tel. 312-337-5318
EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT

TELEVISION—Help Wanted

Pittsburgh’s Newest TV Station Now Staffing For Early Airdate
Seeks inventive, dedicated professionals in all job categories. Need complete statement of objectives, training, experience, list of references and statement of salary requirements. Apply
CHANNEL 53—P.O. Box 3410
Pittsburgh, Pa. 15230

TELEVISION—Help Wanted Technical—(Cont’d)

EXPERIENCED TECHNICIANS
Because of our rapidly increasing volume, we need men with experience to fill jobs in the following areas: MAINTENANCE TECHNICIANS, COLOR VIDEO TECHNICIANS, VTR Ops/EDITORS.
Basic Monday through Friday work with overtime available. If you want to work for the largest and fastest growing independent producer of color video tape commercials, contact:
An Equal Opportunity Employer

PRO PERSONALITY
Sophisticated host, MC, air work. Top background.
Box J-231, Broadcasting.

Situations Wanted—Production, Others

OVERSEAS Management/Operations TELEVISION TEAM
Consisting of Operations, Production, Programming, Engineering, Film and Supply expertise. Team members have considerable experience in overseas television work, having set up and operated commercial and non-commercial TV stations in many parts of the world. Team will directly operate or advise foreign national personnel.
Box J-207, Broadcasting.

BUSINESS OPPORTUNITY

100% Stock
In soft drink bottling plant in Asheville, N.C. Franchises for Sundrop, Grapette and others. Now operating in five countries. All equipment, trucks, etc. Excellent potential. Needs manager. Quick sale $50,000 or will trade for radio property. Write
James B. Childress, Box 1044
Sylva, N. C. 28779

OTHER ACTIONS, ALL SERVICES

FCC ordered oral argument on proposal to amend rules to permit public inspection of network affiliation contracts for Nov. 18 at 10 a.m. in commission's Washington offices. (Doc. 14710). Action Sept. 17.

FOR SALE—Equipment

FOR SALE

55,000 feet no. 10 bare copper ground wire.

Eastern California Broadcasting Corp., Box 4518, Santa Barbara, Calif. 93103. 805-963-7891.

WANTED TO BUY—Stations

Financially Strong Investor seeks radio station in the south. Principals please furnish details to be held in confidence. WEM, Box 28143, Atlanta, Ga. 30328

FOR SALE—Stations

LaRue Media Brokers Inc.
118 CENTRAL PARK SOUTH
NEW YORK, N. Y. 245-3439

GULF COAST

Major market, daytimer all new equipment plus real estate, alone valued at $40,000.00 $250,000.00, 25% cash.

Box J-214, Broadcasting.

PROCESSING LINE, ALL STATIONS

AM application ready and available for processing pursuant to (c) of rules KDKO Littleton, Colo.; Radio Station KDKO Inc. Has: 1500 kc, 1 kw, DA-1, U. Req. 1510 kw 3 kw 1 kw-LS, DA-2. U. Action Sept. 17.

Translators

BROADCAST BUREAU granted licenses covering following new VHF TV translator stations: KJUZ, KMLH and KSFV, all Grand Canyon, Arizona; KOHI, KHJX; and KBEF, all Quartzsite, Arizona; KMPF and KOKJ, both Bieber, Little Valley and Fall River Mts; KLJF Fall River Mts., Hat Creek and Burney; KJGC Lake Isabella area; and KOFS Rio Dell and Scotia, all California: KODE Orcutt and KOJH Ojai, all Montana. Actions Sept. 11.

KKEY, Broken Bow, Neb.—Broadcast Bureau granted license covering changes in VHF TV translator station. Action Sept. 10.

KIDB, Ord., Neb.—Broadcast Bureau granted license covering permit for VHF TV translator station. Action Sept. 11.

Moapa Valley TV Maintenance District, Apex, Nev.—Broadcast Bureau granted CP for following new VHF TV translator stations to serve Dry Lake, Crystal and Ute, all Nevada, by rebroadcasting KQKR-TV; ch. 72 by rebroadcasting KLAS-TV, and ch. 14 by rebroadcasting KHSH-TV, all Las Vegas. Actions Sept. 6.

Moapa Valley TV Maintenance District, Glendale, Ariz.—Broadcast Bureau granted CP for following new VHF TV translator stations to serve Moapa and Overton, both Nevada, on ch. 12 by rebroadcasting KSHO-TV; ch. 9 by rebroadcasting KLAS-TV; and ch. 7 by rebroadcasting KQKR-TV, all Las Vegas. Actions Sept. 5.

FOR SALE

Confidential Listings

WEST

Top market FM. Full time. Growth area. Price includes real estate. Excellent terms.

Jack L. Stoll
and ASSOCIATES

CALIFORNIA

1361 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-648-7279

G. BENNETT LARSON, Inc.
RCA Building, 6363 Burbank Blvd.
Hollywood, California 90028
213-469-1711

BROKERS/CONSULTANTS

Chapman Associates
Media Brokers Service

Chapman Associates

Fla. small profitable $55 25% 60M term.
Wisc. small fulltime 210M term.
N. Mex. medium fulltime 175M cash.
M.W. medium AM/FM 200M $70M
M.W. major daytime 168M neg.
South small daytime 50M cash.
Wyo. small fulltime 180M 20%.
N. Mex. medium fulltime 175M cash.
N. Y. medium fulltime 600M nega.
Ill. major FM 135M 20%

FOR SALE—Stations

Altoona Video Corp.—Requests distant signals from WNEW-TV, WOR-TV, and WPIX-TV all New York, WENV-TV, both Pittsburgh; and WARD-TV Johnstown, Pa. to Altoona. Bethlehem, Allentown, Easton and Scranton, Pa., and Harrisburg, Pa., on condition that it not duplicate the signals. Action Sept. 6.

FCC has renewed license of 1-VW translator station to serve Warren, Ohio. Action Sept. 6.

Bell Telephone Co. of Ohio requests permit to operate translator stations. (Docs. 18064-18066). Action Sept. 6.

CATV

APPLICATIONS

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CREEK-TV, all Las Vegas. Actions Sept. 5.

KQKN Red River, N. M.—Broadcast Bureau granted CP to change frequency of translator station from ch. 5, 86-82 mc to ch. 3, 60-66 mc. Action Sept. 6.

KQBN Deb�s, Ariz.—Broadcast Bureau granted CP for translator station to serve Cottonwood, Ariz. Action Sept. 7.


KOSM Odessa, Texas—Broadcast Bureau granted CP to change frequency of translator station from ch. 5, 86-82 mc to ch. 3, 60-66 mc. Action Sept. 6.

KQNB Boulder, Colo.—Broadcast Bureau granted CP for UHF TV translator station in Boulder to serve Boulder, Colo. Action Sept. 7.

KOPR, all Albuquerque, New Mexico. Action Sept. 7.

KQMC-FM Coraopolis, Pa.—Broadcast Bureau granted CP to change frequency of translator station from ch. 5, 86-82 mc to ch. 3, 60-66 mc. Action Sept. 6.

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in Cleveland TV market (Akron Telera- 
ma TV Inc., Lorain Cable TV Inc., Telera-
ma Cable, Inc., etc.). CATV is facing joint motion from Storer Broadcasting Co. and Telera-
ma Cable, Inc., asking the FCC for a rule
file proposed findings of fact and conclu-

■ Hearing Examiner Herbert Sharman in 
Philadelphia hearing on complaints against 
Bean Enterprises and Barnacle Enterprises 
Inc., Pennsylvania (Telera- 
a Cable, Inc.), CATV proceeding, on request of CATV 
owners, to be held Sept. 10. (Cong. 
Action Sept. 12.)

■ Hearing Examiner Herbert Sharman in 
San Francisco, California, seeking assign-
ment of license from Radio Millington 
Inc. to KDFK in Millington, Tennessee, for 
$35,000. Seller: Earl T. Griffin, secretary, 
Woodrow Hayes, Morris Rainey and Sam 
Kwes. Buyers: C. A. Ack (each 50%). 
Mr. Ack is president-general manager of 
Radio Millington, but has no other business 
interests. Mr. Crain is owner and operator 
of KDFK, a jingle sales and production company. 

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of KDFK, a jingle sales and production company. 
Bob Harter: a stickler for excellence

The result of this local color capability, he recalls, has been a steady increase in the use of the medium by local retail accounts. The WHO-TV production staff is busy daily helping local agencies and accounts produce color commercials, he relates, and the outlook is for great growth in local TV expenditures.

"Color television has a certain distinctive impact that is impossible to achieve with any other medium," Mr. Harter believes, "and the advertisers recognize this."

Double in Decade • Spot television billings for the industry as a whole also should continue to go up strongly, Mr. Harter feels. His guess: Spot TV should double in the next 10 years.

Cable television, Mr. Harter says, will provide necessary and useful service in many areas. But he is not sure that local cable program origination will have as broad appeal as some may think.

Cable TV doesn't pose any real threat to commercial broadcasting itself, he concludes.

Similarly, Mr. Harter's crystal ball finds satellite transmissions and even laser beam communications not harming existing station roles. But he does see them as eventually forming part of some network distribution system for global television.

Radio, including FM, has a bright future and many opportunities in Mr. Harter's opinion. The tendency of the radio listener to "see" the audio commercial in terms of the TV commercial has high value for both the medium and the advertiser, he notes.

The selling and service future for FM is enhanced by stereo, Mr. Harter says, for stereo in FM is somewhat akin to the magic extra impact of color in TV although admittedly not as dramatic. WHO-FM is programmed and sold separately from WHO, he explains, and future plans do include stereo.

The format for WHO, a clear-channel station that dates back to 1924, was further streamlined and refined about four years ago under Mr. Harter's supervision. He doesn't like "middle of the road" as a label for the music, but he is willing to concede it's about as good as any one that can be used. Production techniques were tightened and on-air approach was brightened.

Farm Audience Emphasis • Farm service news continues to be a vital part of the WHO schedule despite some telescoping of the early morning show. The noon hour continues strong.

Mr. Harter is especially proud of the talk radio shows now on WHO. He considers them unique in that all listeners in Iowa are invited to call collect for the two daytime shows and anyone anywhere in the U. S. is invited to call collect for the nighttime show.

Even though his father owned a Dodge dealership in Des Moines, young Robert had to work for his education, part of the time for his father.

One of the highlights of this experience was the introduction of the car radio, a luxury for the few who could afford it then. But it started the young man thinking about his future career.

Another incident of impact was a campus program origination around 1937 by Pontiac then touring colleges with its national radio show. This was a new business with a future, Mr. Harter thought.

Two weeks after graduation from college Mr. Harter joined WHO as traffic director. For Bob Harter who became a tradition, too.
Rebound

It's no secret that spot television business has been better this year. The question is how much better, and now we're getting some answers to that. As reported elsewhere in this issue, the Television Bureau of Advertising has issued its second-quarter report. By any standard, and especially by 1967 standards, it's a dandy.

For 359 stations that submitted second-quarter reports in both 1967 and 1968, national and regional business in this year's period was up 18.1% from a year ago.

There's more. Automotive advertising, which had a special slowdown of its own in 1967, came tooling back with a 58% gain over its 1967 second-quarter total. Four other categories increased their spot spending by 25% to 45%, and 13 individual accounts raised budgets by $1 million or more.

One of the last, it should be noted, is Sears, Roebuck. Sears rose from 60th among TV spot spenders in the second quarter of 1967 to 23rd in the current list with a total outlay of almost $3.1 million, substantially more than twice its spot investment a year ago. In the long run, because of the impetus it can give to TV's expansion in the retail field, that may be one of the most significant statistics in the entire upbeat report.

Bad trip

It just may be possible that FCC Commissioner Nicholas Johnson will succeed, all by himself, in destroying his own effectiveness as the agency's noisiest dissenter. In his latest dissent, which must have composed under psychedelic lights, he went so far out that he left everyone behind, including his colleague and frequent co-author, Ken Cox.

As reported in AT DEADLINE last week, Mr. Johnson took exception, to the extent of 23 pages plus footnotes and appendices, to a majority decision rebuking NBC for letting Chet Huntley criticize the Wholesome Meat Act without disclosing that he had personal interests in the meat business. For Mr. Johnson, rebuke was not enough. He wanted to set NBC for a hearing to determine whether it and its parent, RCA, are fit to hold any broadcast licenses—and the tone of his comments clearly indicated that he had already made up his mind that they are not.

Mr. Johnson's decision to disqualify RCA-NBC from radio and television broadcasting was based not on the finding that NBC had been derelict in permitting Mr. Huntley to indulge in what appeared to be a conflict of interest but on Mr. Johnson's interpretation of what that finding really meant. In Mr. Johnson's reasoning, it meant that RCA-NBC had betrayed a "brazen indifference to, or ignorance of, one of the central principles of responsible broadcasting: the need to insure the unimpeachable integrity and independence of broadcast journalism." And that in turn meant, according to Mr. Johnson, that RCA-NBC might deliberately corrupt the news to advance corporate interests.

"How would one 'prove' that RCA-NBC gives more coverage to space shots and NASA news (or the Vietnam war) than it would if it were a major space and defense contractor?" Mr. Johnson asked, darkly hinting that NBC news had already been corrupted. "One suspects," said the suspicious Mr. Johnson, "that the opportunity afforded conglomerate corporate licenses to use their mass media as part of their advertising or public-relations programs must be almost irresistible."

Mr. Johnson's leap from a finding that NBC management had been lax in supervising Mr. Huntley to a conclusion that RCA-NBC management is maintaining meticulous control over the content of its news broadcasts must be counted as an irrational flight. It was even too much for Ken Cox, who saw fit to issue a statement concurring with the majority decision. It was much too much for Chairman Rosel Hyde who, in another statement, pointed out: "There are no facts before us raising the conflict-of-interest issue in the context of the 'conglomerate RCA-NBC.'"

If Mr. Johnson persists in taking excursions of this kind, surely he will disqualify himself from the attention that he has been getting in some circles of government and the press.

Crash program

BROADCASTERS last week were given some much-needed time to prepare a sensible defense against attempts to break up multimedia ownership within individual markets. The FCC granted a National Association of Broadcasters request for a delay in the deadline for filing reply comments in the one-to-a-client rulemaking that has taken alarming turns since first proposed.

In its original form the rulemaking looked toward a gradual erosion of multiple broadcast holdings within markets, through the prohibition of acquisitions, by purchase or grant, of more than one type of radio or television station in any community. That was extreme enough. But the Justice Department has changed all that by proposing that the same standards be applied at license-renewal time, meaning that any multiple-station owner would be vulnerable to competing applications whenever one of his license terms expired. The Justice Department also thinks newspapers should be counted as an increment in the one-medium-to-an-owner policy.

The counterattack against these proposals must be addressed to the fundamental reasoning on which they are based. Is the public in real danger of losing a diversity of information sources when consolidations of ownership within individual markets takes place? We suspect it is not. There are few population centers of any size in this country that are not inundated with broadcast signals and publications of every kind. But that assumption needs to be documented by meaningful research.

The new deadline set by the FCC is Jan. 28. That gives the broadcasters not one more minute than they need to build the case to kill the rulemaking.

"No wonder he doesn't mind the re-takes . . . that stuff's 26% alcohol!"

Drawn for BROADCASTING by Sid Hax

86

BROADCASTING, September 23, 1968
Our walls are lined—almost literally—with awards, citations, plaques, commendations and other evidences of appreciation of our civic virtue. And we treasure them—every one. But these only testify to what we did yesterday. What are we doing today...not to win more awards...but to continue to earn the right to serve our community and its citizens? For one thing, we tell our fellow citizens what’s going on, and why, without compromise and without sugar coating. And, when we think there’s something we and our neighbors can do about it, we say so. And sometimes we prod a little—as we’re still doing about the Riot Commission report and the continuing traffic in firearms, among other things. What are we doing today?

WE'RE TRYING TO CONTINUE TO EARN OUR RIGHT TO BE CALLED CITIZEN—

CITIZEN KPRC-TV

NBC ON HOUSTON’S CHANNEL 2
Edward Petry & Co., National Representatives
New radio comedy show from Hollywood

The FUNNYBIRDS is coming
to KMPC/Hollywood

Russ Barnett, KMPC Program Director says: "We generally produce our own comedy features, but we’re smart enough to grab a winner like 'THE FUNNYBIRDS' for our morning man, Dick Whittinghill... this is the third O’Connor-produced comedy series to air on KMPC."

to KXOK/St. Louis

Bud Connell, KXOK Operations Manager says: "'THE FUNNYBIRDS' will fit any station’s programming, but it’s fantastic for the personality-pop music format of KXOK... it gives us a great combination; comedy and contemporary music, and that’s hard to beat"...

What is "THE FUNNYBIRDS"?

"THE FUNNYBIRDS" is a totally new concept in radio humor — a series of 130 fast-paced 90-second shows combining topical comedy lines with short, bright, music cues. "THE FUNNYBIRDS" is freshly created each month and delivered to you, fully-produced and ready to be aired.

And, to SEVENTEEN other U.S. and Canadian stations who bought “THE FUNNYBIRDS” before production!

Call, wire or write today for audition tape and first option in your market, exclusively!

Original music created and directed by Stan Worth

Harry O’Connor Broadcast Producer
Suite 711 - 1680 Vine St./Corner Hollywood & Vine
Hollywood, California 90028 / Phone (213) 461-3393

Please rush "THE FUNNYBIRDS" audition tape and details to:

name: ________________________________
title: ________________________________
address: ________________________________
city: ____________________ state: ________________

IN CANADA—Contact Dennis Goodwin,
National Program Services, Toronto