

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The true cost of buying network participations. p23

FCC decides to look at Justice's ABC-ITT evidence. p44

Network radio's top 100 spend 10% more in 3d quarter. p30

Nick Johnson doesn't like mass-media control policy. p52

Carl B. Ylvisaker Library
Moorhead, Minn.

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2/8/67

What's better than "Hazel" in black and white?



Television's premium family show starring Shirley Booth. 154 half-hours: 34 in black-and-white, 120 in you-know-what.

Distributed exclusively by Screen Gems. 

WHAT THE H-R/ATS

Effective this month, Advertising Time Sales, Inc. has been brought into H-R Television and H-R Representatives, Inc., consummating the biggest single business transaction among independent station representatives in recent years. The "marriage" has important overtones in the buying and selling of Spot broadcast time. One of its prime objectives is to provide buyers of Spot with greater and more efficient services through a single company.

To our good customers at advertising agencies throughout the country, the consolidation of the two firms means you'll now find ATS personnel among the twelve H-R offices presently serving you: Tom Campbell, Art Elliot, John Andariese, Marty Daniels, Dick Delaney, and Dee Heather are now located at H-R headquarters in New York. In

Chicago, Bob Schroeder and John Murphy have moved to 35 East Wacker Drive, and in St. Louis, Bob Hetherington is now located at our Syndicate Trust Building offices. Jim Neal joins us at 211 North Ervay Building in Dallas, and Charlie Rembert can now be reached at 321 Bush Street, H-R in San Francisco.

This blend of professional sales personnel—combining the best know-how and experience of H-R and ATS—can only mean more and better sales service than ever before for advertisers, agencies, and our represented stations. It is another step in our continuing effort to provide you with the best service in the industry, through the development of more efficient techniques to make Spot easier to buy; including H-R pioneering leadership in electronic data processing, and our di-

MARRIAGE MEANS

visionalization of sales manpower to create more concentrated sales service for three limited station lists.

You'll also find the following fine ATS radio and television stations now wearing the H-R logo:

TELEVISION

KRLD-TV Dallas

The Lee Broadcasting Stations

WHQA-TV Quincy

KGLO-TV Mason City

KEYC-TV Mankato

KTHV Little Rock

KZTV Corpus Christi

KPSD-TV Paducah

RADIO

KRLD Dallas

WTAD Quincy

KGLO Mason City

WATE Knoxville

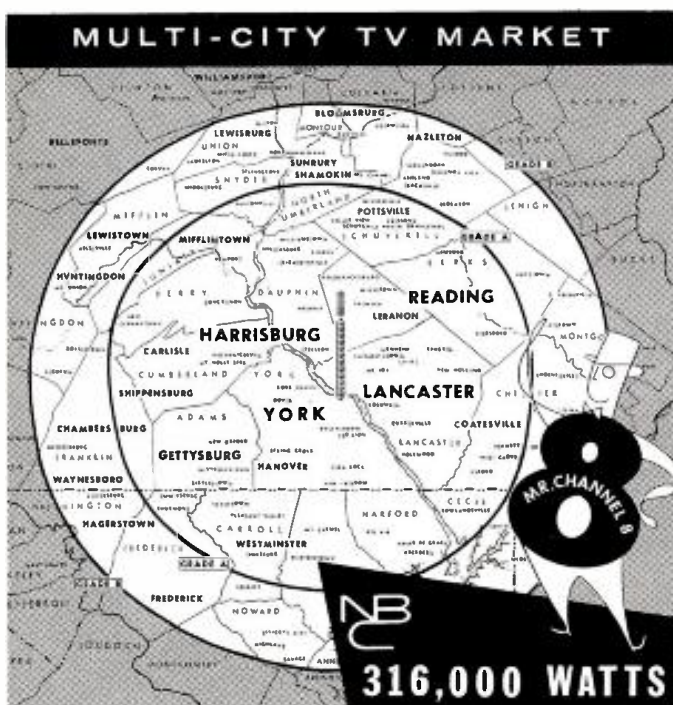
KSIX Corpus Christi

The resulting mix of H-R and ATS radio and television stations gives you the opportunity to buy in greater depth, and with more convenience, through a single source.

In short, this 'marriage' means better things for Spot broadcast advertisers in an increasingly complex media world, in which H-R is the one representative "on the move," dedicated to making Spot easier to buy.



When your business is beverages,



WGAL-TV delivers sales

With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 23%* color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar.

*Based on Oct.-Nov. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV

LANCASTER, PA.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • **KOAT-TV** Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • **KVOA-TV** Tucson, Ariz.

Electronic system of reproducing and transmitting color film at costs comparable to black and white reportedly is under development at CBS Laboratories. Details are closely guarded, but sources close to inside say black-and-white prints are made from color film and these are then transmitted — in color — by special gear. System is reported to have come out of same CBS Labs research program that is said, equally authoritatively, to have produced no less carefully guarded developments looking toward system of making and reproducing low-cost TV recordings for home use.

Some time ago there were reports that CBS Labs had developed method of video recording on disk, but they were vigorously denied by CBS. It's now learned that "disk" is not correct word to describe video record that is end result of CBS process. There's one report that CBS system could produce video records in quantity for less than \$2 each. Each record has capacity of 26 minutes of video programming, according to one source.

Overmyer plans

Official of Overmyer Network has been in touch with major broadcast groups on propositions involving sale of one or more Overmyer stations, participations in Overmyer ownership or combinations of both. So far as is known, no deal has been made, although high sources at Overmyer say important one is imminent, perhaps not with company now in broadcasting. Overmyer owns one operating UHF in Toledo, Ohio, holds construction permits for U's in Atlanta, Cincinnati, Pittsburgh, Houston and San Francisco areas.

Some time ago D. H. Overmyer, who owns network and stations (and large warehouse and leasing organization), said outside financing for TV enterprises was indicated (CLOSED CIRCUIT, Jan. 2), because of projected costs of \$100 million to get ON into full operation. Officials insist that network will meet target date of April 3 to begin feeding two-hour daily variety show from Las Vegas (see page 58).

Bishop lineup

Expectation at ABC-TV now is that it'll clear minimum of 125 stations, with only few on delayed-broadcast

basis, for its late evening *Joey Bishop Show*, which starts April 17. New clearance target at network reflects firming of six new clearances reported late last week: KTVI(TV) St. Louis; KATV(TV) Little Rock, Ark.; WLKY-TV Louisville, Ky.; WLBW-TV Miami; KTUL-TV Tulsa, Okla., and KRTV(TV) Denver. At end of last week, clearance totaled 110 stations.

Mexican sports

Spanish International Network, New York, hoping to capitalize on growing popularity of sports programming in U. S., plans to release for syndication here packages of soccer, boxing, wrestling and jai-alai Films, originally produced at Telesistema Mexicano. Programs would be dubbed in English for U. S. marketing. films run from 60 to 90 minutes. SIN plans to show packages at National Association of Broadcasters convention in Chicago in April.

No end of advice

FCC is expected to make public this week whole packet of ex parte letters and wires received in connection with proposed merger of ABC and International Telephone & Telegraph Corp. Score or more are from members of Congress advising commission on how to proceed; some urging commission to stand fast against pressure of Justice Department for hearing, other asking commission to grant hearing Justice has requested. Commission answers, which were being drafted Friday (Feb. 3), presumably will be brief and refer to commission order, issued last Wednesday, requesting Justice to make public its evidence in case (see page 44).

Hot prospects

Current feeling at CBS-TV is that crop of some 20 pilots for 1967-68 season is best in many years. One network executive indicates possibility that this time CBS may program even more than seven new shows it has running this year. His reasoning: In past, when pilots were mediocre it was better to take chance on established programs. Now with pilots seemingly first-rate, there'll be inclination to drop more of network's borderline shows.

Secret signals

New system of monitoring for proof-of-performance of TV commercials is due for testing this month by Broadcast Advertisers Reports. It's called "Videomatic" and reportedly involves insertion of invisible coding into video signal, with code then picked up by audio monitoring and relayed to BAR's computers. Test is slated as part of BAR's regular monthly audit of Baltimore stations. Another system, involving subsonic audio coding is meanwhile being developed by Agencies-Media-Performers-Sponsors (AMPS), with field tests tentatively planned for Philadelphia (CLOSED CIRCUIT, Jan. 23, 30).

The copyright bill

Copyright future for CATV is only one of several topics on agenda for board meeting this week in Clearwater, Fla., of National Community Television Association, but it's likely to be most significant. Cable leaders expect copyright bill to be enacted this Congress, although they hope to persuade lawmakers to modify some sections.

Big question is how best to organize payment collections. Since it's apparent individual cable owners cannot deal directly with hundreds of licensee holders, best arrangement would seem to be establishment of some sort of collection agency. This has been major element of exploratory conversations during past few months between copyright representatives and NCTA officers — chairman Alfred R. Stern, Television Communication Corp., and president Frederick W. Ford.

Up in air

Advertising trend developing among major airlines with national and international routes to spend more heavily in network TV is expected to bring their total investments substantially over \$6 million spent in 1966. Airlines have been hefty spenders in spot TV (estimated expenditures in 1966: \$22 million) to reach prospects in leading cities where they originate flights. Network TV spending will be increased to reach travelers away from originating points of overseas and cross-country flights.

august 22, 1966

WIOD

brought the
SOUND OF THE MAJORITY
to miami

*So what
happened?*

miami loves the
SOUND OF THE MAJORITY

WIOD is now the

*Ummm...
prove it!*

1*

number **1** adult-
programmed station
in miami

Who says so?

* miami mediastat
october-november 1966
#1 total accumulative reach

Oh....



WIOD

THE SOUND OF THE MAJORITY
Miami, Florida **610**

Represented by Edward Petry & Co., Inc.

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



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, ATLANTA; WHIO AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE;
WIOD AM-FM, MIAMI; WHIC-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND

WEEK IN BRIEF

Minute-by-minute, network-by-network breakdown of TV network advertisers and estimates of what they pay is part of new BAR service. January report places network business at \$132 million. See . . .

WHAT SPOTS REALLY COST . . . 23

FCC leaves path open for any action in ITT-ABC merger. Commission delays consummation of merger to let Justice Department offer possible new evidence. Cleavage on commission still wide. See . . .

FCC WANTS EVIDENCE . . . 44

BBDO's Maneloveg expresses disappointment with second-season offerings. Aided by computer, he picks 'Invaders' as only potential winner. Sees little hope for next season and berates industry. See . . .

2d SEASON 'SICKENING' . . . 64

FCC's CATV authority again challenged as Jerrold files suit in court of appeals on behalf of Texas system. Jurisdictional issue is also raised by CATV system in Toledo. See . . .

PRESS CHALLENGE . . . 58

Finding lack of 'tangible support' within industry, WHEN-TV Syracuse, N. Y., withdraws its special rate card for color. Says it will re-examine color charges. Katz maintains color is worth extra price. See . . .

RATE CARD ON SHELF . . . 36

UHF applicants may be ultimate winners as WTTV(TV) Bloomington-Indianapolis again seeks to move to capital city. Station offers money and tower space to ETV, tower space to commercial U. See . . .

EVERYBODY LOVES ETV . . . 57

Paris, Ky., gets FM grant; but Johnson, while voting for grant, wants commission to issue statement encouraging others in area to apply for facility when license renewal comes up in 1970. See . . .

JOHNSON CONCURS, BUT . . . 52

NET president White withholds total endorsement of Carnegie Commission report. Backs it in principle, but sees much of it as too idealistic and he is wary of implied criticism and effect on NET. See . . .

DOUBTS ON CPTV . . . 53

Results of ABC's pilot study on radio audience attitudes will be available to network and its six owned stations early next month. Nassau meeting also reveals brisk sales climate for division. See . . .

IN DEPTH STUDY . . . 56

Pick your cause and look to Capitol Hill—someone is sure to have filed a bill on it. Early days of new session finds measures in hopper on daylight time, copyright, ETV funds, longer licenses. See . . .

WEIGHING BILLS . . . 50

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*Thank you,
Needham, Harper, Steers,
most recent subscriber to
circulationPulse'67*



first radio coverage study in 7 years—
It's in the field now! It will be
done in 2 waves (Jan-Mar,
July-Sept). It's done face-to-face.

BULLETIN: NOW WE ARE ALONE!
WE HAVE JUST RECEIVED WORD THAT THE
ONLY OTHER RADIO COVERAGE STUDY
SCHEDULED FOR 1967 HAS BEEN ABANDONED!
NOW CP'67 IS THE ONLY COVERAGE STUDY
BEING OFFERED AND CARRIED OUT!

Nothing takes the place of personal interviews in the home.



The Pulse, Inc.

New York: 730 Fifth Avenue, JUdson 6-3316

Chicago: Paul Gillett, 435 N. Michigan Avenue, 644-7140

Los Angeles: Allen Klein, 6404 Wilshire Boulevard, 653-7733

Trigg-Vaughn sale is approved; KMBC sold

FCC announced approval Friday (Feb. 3) of sale of Trigg-Vaughn stations to Doubleday Co., one of country's largest book publishers. Price: \$14,125,018.

Stations involved are KROD-AM-TV El Paso, KOSA-TV Odessa-Midland, KITE Terrell Hills, KITE-FM San Antonio, all Texas; KDEF-AM-FM Albuquerque, N. M.; KHOW Denver; KRNO San Bernardino, Calif., and construction permit for KDTV(TV) (ch. 39) Dallas.

Stations are being transferred to Doubleday Broadcasting Co., with Cecil L. Trigg, present president of Trigg-Vaughn stations, continuing as chief executive officer under new ownership. Besides Mr. Trigg, other Trigg-Vaughn principals are Jack C. Vaughn and Grady H. Vaughn Jr. Trigg-Vaughn group was formed 12 years ago, and retains KOSA Odessa, Tex.

Dissenting was FCC Commissioner Robert T. Bartley. Commissioner Nicholas Johnson abstained from voting.

Meanwhile, Metromedia announced Friday (Feb. 3) sale for \$2.2 million in cash of its KMBC-AM-FM Kansas City, Mo., to Bonneville International Inc., which is owned by Mormon Church (CLOSED CIRCUIT, Jan. 30).

Metromedia retains KMBC-TV in transaction, which is subject to customary FCC approval. Announcement made by John W. Kluge, Metromedia's chairman and president, and by Arch Madsen, president of Bonneville. Bonneville receives first refusal rights should Metromedia ever decide to sell KMBC-TV. Both companies are group owners. Metromedia, with sale of Kansas City radio stations, will own 12 radio (AM and FM) stations and four TV stations. Bonneville, based at KSL-AM-FM-TV Salt Lake City, has radio stations in New York (international shortwave WNYW and also WRFM[FM]) and KIRO-AM-FM-TV Seattle.

FM sales group

Formation of five-station FM sales network has been announced by WHDH-FM Boston. Other stations are WGAN-FM Portland, Me., WHYN-FM Springfield, Mass., WPRO-FM Providence, R.I., and WNHC-FM New Haven-Hartford, Conn.

Represented regionally by Harold H. Segal Co., Boston, New England Qual-

ity Network initially will sell spots, later sponsorship of five-minute news shows.

All-U market loses out in top-100 CATV shelter

FCC has rejected notion that in major, all-UHF markets, it assume presence of full-power VHF station in determining whether or not CATV's are affected by top-100 market rule.

Commission announced Friday (Feb. 3) denial petition by WANE-TV (ch. 15) Fort Wayne, Ind., requesting special relief against proposed CATV system of GT&E Communications Inc., at Angola, Ind.

Angola is some 35 miles from Fort Wayne, and beyond Grade A signal of any of Fort Wayne's three UHF stations. Fort Wayne is 96th market.

Accordingly, rule prescribing hearing for CATV's proposing to import distant signals into top-100 markets doesn't apply to GT&E. (Limits of market follow Grade A contours of stations in it.)

WANE-TV asked commission to hypothesize presence of full-power VHF station in determining limits of Fort Wayne market, and then set GT&E proposal for hearing. Commission rejection was on 5-to-1 vote.

In another CATV matter, commission waived top-100 market rule for

Long Island Cablevision Corp. and Suffolk Cable of Shelter Island Inc., which operate CATV systems in eight Long Island communities and areas. CATV's are in Hartford-New Haven, Conn., market (ranked 14th), and propose to import distant signals from New York City.

Commission also announced order prohibiting Jamestown Cablevision Inc., operator of CATV system in Lakewood, N. Y., from carrying pre-released programs of Canadian stations. Action was taken in connection with petition filed by WBEN-TV Buffalo, N. Y.

RKO General-Triangle in hands-across-continent

Unique cooperative deal between two station group operations, was revealed on Friday (Feb. 3). RKO General-owned KHJ-TV Los Angeles will produce hour golf sports special for telecasting on Triangle Broadcasting Station chain, as well as on its own facility.

Sports special will cover highlights of final two days of action of first \$30,000 American Astrojet golf tournament, to be held at La Costa, Calif., Feb. 11-12. Event combines one pro football player with one pro baseball player for 30 teams. Air date of special is still to be determined but American Airlines will sponsor on both KHJ-TV and Triangle stations.

Goes to black ink

Wilding Inc., Chicago TV commercial studio, reports 1966 sales up 34% to \$15.2 million and profit of \$756,000. Firm had loss of \$367,000 in 1965.

NAB opening membership drive in southern states

National Association of Broadcasters is preparing for concerted "station relations" drive in Mississippi, Louisiana and Alabama starting next week. NAB will have five field men in area for three weeks, and two representatives from headquarter's staff will be on scene for opening week of Feb. 12. Visits will be made to member and nonmember stations.

Although not billed as member recruitment drive, NAB membership in area is lower than national average and code subscribers in region are even

Undercutting the press

Television Bureau of Advertising released Friday (Feb. 3) blueprint of plan whereby local TV stations may counteract campaign running in newspapers in which leading corporate executives, including Robert W. Sarnoff, president of RCA (see page 30) extol values of newspaper advertising.

TVB will distribute facts and figures to stations showing that 11 of 17 corporations which have announced cooperation with newspaper industry actually spent considerably more money in TV than in newspapers. TVB also will suggest to member-stations that on day particular corporation's ad is running in local newspapers they might undertake "salute" to that same advertiser on station for use of TV medium.

fewer. Still uncertain is whether representative of NAB Code Authority will make trip.

Task force will be headed by William Carlisle, vice president for station services, and Alvin M. King, director of state association liaison. Field men will be: Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Dan Valentine and Hamilton M. Woodlee.

Mediastats sets separate weeks for TV and radio

Media Statistics Inc. plans major changes in its Mediastat radio audience reports, highlighted by measuring radio one week and TV next week in place of present method of combined TV-radio diary measurement, it was announced Friday (Feb. 3).

Research organization felt it was "too burdensome" for same sample audience in particular markets to maintain records on both TV-radio during one week. Change-over will begin with April-May reports and during transition, February markets will be surveyed with radio-only diary.

In other changes, Mediastat said, persons who refused to keep and return usable diaries will be reached by depth recall interviews via telephone on daily basis; TV reports based on individual TV diaries will be printed and issued to radio station and agency clients for comparison purposes, and all markets scheduled to be surveyed in June-July will be covered with new techniques in April-May so that delivery of reports can be made in June in time for summer selling season.

Mediastat also plans to expand number of markets covered from 32 to 50 by next fall, it was stated.

Doubling ad outlays

Zenith Sales Corp., Chicago, through Foote, Cone & Belding there is doubling advertising expenditure in all media for year's first quarter to sell color TV and other products. Participations in color on CBS-TV and NBC-TV programs also are doubled.

Revere-Avco plan

FCC Friday (Feb. 3) told Avco Corp. and Paul Revere Corp. there is no need to file with commission for approval of plan whereby Revere seeks to acquire 4 million shares of Avco stock.

Plan by Revere Corp., Worcester, Mass., holding company, was revealed last week. Firm has offered shareholders of Avco \$33 per share in effort to gain almost one-third of Avco stock. Formal tender is expected to be made in next few weeks. Revere officials have said

WEEK'S HEADLINER



Mr. Tinker

Grant Tinker, whose resignation as second-in-command of NBC-TV programming was disclosed two weeks ago (BROADCASTING, Jan. 23), will join Universal City Studios Television in Hollywood as VP-network programming, effective Feb. 13. Mr. Tinker, who had been at Benton & Bowles and McCann-Erickson, returned to NBC (where he had begun in 1950) in late 1961. Last June, he was appointed VP in charge of programs in New York, after serving in same capacity on West Coast.

For other personnel changes of the week see FATES & FORTUNES

they do not intend to seek control of Avco.

Avco, whose shares have been selling at around \$28 before offer, rose on stock exchanges. Firm, active defense contractor, is also group owner of broadcasting properties.

NAB is also querying its members on FM operations

By time April 2 rolls around there should be little question as to direction FM broadcasters are going and if they are getting there. National Association of Broadcasters and National Association of FM Broadcasters are going to FM stations to learn what they are doing and how they are doing it.

NAB today (Feb. 6) is sending out questionnaire to its 1,055 FM members asking what they are programming, how they are staffed, and—if they have been duplicating their AM affiliate—how they have split operations (BROADCASTING, Jan. 16).

Last week NAFMB sent questionnaires to more than 1,600 FM stations, looking for basic programming information. NAFMB survey, being conducted by Inquiry Research Inc., is budgeted at \$3,000 to \$5,000 and asks for data including overall format, stereo and hours of operation.

Reports on both surveys—either partial or total—will be made in Chicago at NAFMB's March 31-April 2 convention and during FM Day (April 2) of NAB convention.

Religious programs are not bogus, station says

Richard Eaton's WOOK-AM-TV Washington last week denied allegations made by Washington Community Broadcasting Co. that stations are carrying "spurious" religious programming (BROADCASTING, Jan. 9).

Wook, which programs to Washington's Negro community, said that its religious broadcasts "are made in good faith by ordained ministers who offer their listeners nothing at all extraordinary. . . ." Stations said that beliefs aired are similar to beliefs and practices of dominant U.S. religions.

Washington Community, whose vice president is Drew Pearson, newspaper columnist and radio-TV commentator, had charged that wook's religious programs offered for sale such "magic articles" as "money drawing incense," "conquer roots" and "spiritual baths." Washington Community is one of two companies that filed competing applications in August 1966 for wook's facilities (BROADCASTING, Sept. 5, 1966).

Wook also denied Washington Community's charge that Mr. Eaton was guilty of offering "fictitious price saving" to people who buy his book sold on one of his programs.

ACLU joins Justice in seeking ITT-ABC hearing

American Civil Liberties Union has joined Department to Justice in requesting FCC to reopen ABC-International Telephone & Telegraph Corp. merger case.

ACLU filed petition asking commission to hold hearing on proposed merger and to permit it to intervene as party.

ACLU said it was making request because of proceeding's "enormous implications for keeping open channels of communication and free expression."

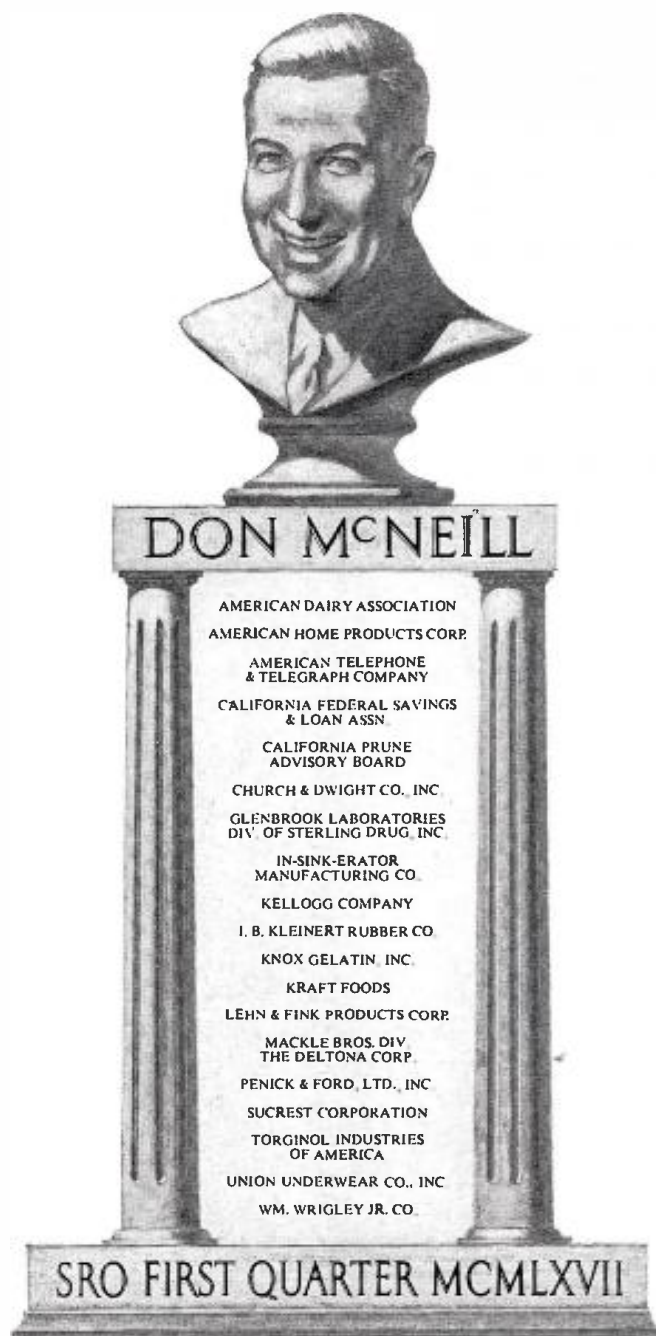
ACLU said two-day oral hearing commission held on proposed merger was inadequate to permit consideration of important issues bearing on public interest.

ACLU petition was filed after commission issued order asking Department of Justice to supply information it has relied on in stating merger might produce anticompetitive results (see page 44).

Ekco to JWT

Ekco Products Co., Chicago, names J. Walter Thompson Co. there for \$1 million account, switching from Doyle Dane Bernbach, New York.

A LEGEND IN HIS OWN TIME PERIOD



The 34th year of the longest continuous reign of any personality in broadcasting has come to an end. But only to begin the 35th. And what an auspicious beginning. Don McNeill and the Breakfast Club start 1967 completely sold out for the first quarter. A tribute to his increasing popular acclaim and to the friendly persuasion and believability he brings to a product message. To legions of loyal followers, his word-of-mouth is a way of life. 1967 advertisers who would like to share in the acceptance that is Don McNeill's, should hail the ABC Radio Network. Well before the Ides of March.

THE ABC RADIO NETWORK 

The All-Time Favorite...



Starring
DUNCAN RENAI DO
As the "Cisco Kid"
LEO CARRILLO
As Poncho

'CISCO KID'

Now in dazzling full COLOR!
**SMASHING ALL
SALES RECORDS!**
(Just like in the good old days!)

Already snapped up by—

WNEU-TV New York, N.Y. • KTTV Los Angeles, Calif. • WMAQ-TV Chicago, Ill.
WECO-TV Pittsburgh, Pa. • WTTG-TV Washington, D.C. • KHTV Houston, Tex.
WCCO-TV Minneapolis, Minn. • WSCO-TV Cincinnati, Ohio • WUHF Milwaukee,
Wis. • KTVT Ft. Worth/Dallas, Tex. • WATL-TV Atlanta, Ga. • WDSU-TV New
Orleans, La. • WTVT Tampa, Fla. • KGW-TV Portland, Oregon • WTEV-TV
Providence, R.I. • WHEC-TV Rochester, N.Y. • WDHO-TV Toledo, Ohio
WNYS-TV Syracuse, N.Y. • KLPR-TV Oklahoma City, Okla. • KCPX-TV
Salt Lake City, Utah • WJKS-TV Jacksonville, Fla. • WOI-TV Des Moines, Ia.
KTVU San Francisco, Calif. • WRCB-TV Chattanooga, Tenn. • KTAR-TV
Phoenix, Ariz. (and 92 more good stations).

This all-time record
breaking rating leader
is now ready for a
brand new juvenile
audience.

**156 EXCITING
HALF HOUR
EPISODES**

Available for one-run,
two-run, three-run or
unlimited run at a
BARGAIN PRICE

First come, first served. For fast action call

WALTER SCHWIMMER, INC.

A Division of Cox Broadcasting Corp.

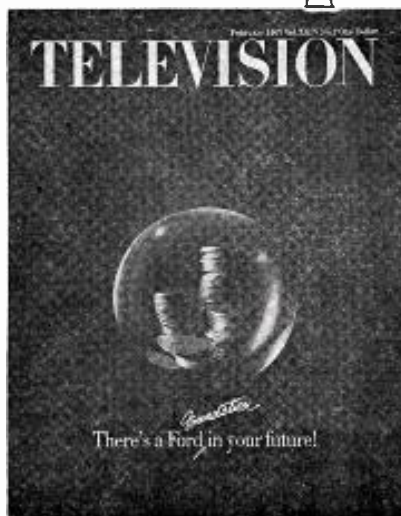
410 N. Michigan Ave., Chicago, Ill. 60611 [312] 467-5220

112 Central Park South, New York City, N.Y. 10019 [212] 265-4160

P. S. *If you haven't seen "The Sports Package"
for your unfilled program needs let us know.*

WALTER SCHWIMMER

We get
channels
you
can't get
anywhere
else.



In February. The Ford Foundation's big role in noncommercial TV. The indirect sell: why and how advertisers are deserting the hard pitch on TV. How music in television commercials creates the selling mood. What a motion-picture and TV producer thinks of made-for-television movies. Why 'Shane' reached the end of the trail after 17 episodes. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

DATEBOOK

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

■ indicates first or revised listing.

Feb. 6-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.

Feb. 6-8—Meeting of National Community Television Association board of directors. Jack Tar hotel, Clearwater, Fla.

Feb. 6-8—Ninth annual conference on advertising/government relations sponsored by the American Advertising Federation. Speakers include Secretary of the Treasury Henry H. Fowler; W. Averell Harriman, U.S. ambassador-at-large. Shoreham hotel, Washington.

Feb. 6-10—Program meeting sponsored by CBS Owned Radio Stations, exploring new trend in talk radio. Desi Arnaz Indian Wells hotel, Palm Desert, Calif.

Feb. 7—Annual meeting of stockholders of Columbia Pictures Corp. Studios of EUE/Screen Gems, New York.

Feb. 7—Annual meeting of stockholders of Walt Disney Productions to elect a board of directors and to transact other business. 500 South Buena Vista St., Burbank, Calif.

Feb. 10—Luncheon of the Western States Advertising Agencies Association and presentation of association's "Man of the Year" award. Ambassador hotel, Los Angeles.

Feb. 10—Entry deadline for the 28th annual Overseas Press Club awards for excellence in foreign journalism during 1966. Nominations are sought from individuals, periodicals, wire services and broadcasters. Information and entry blanks should be addressed to Awards Chairman, Overseas Press Club, 54 West 40th Street, New York 10018.

■Feb. 11—Fourth annual awards banquet of the Washington section of the Institute of Electrical and Electronics Engineers. Statler Hilton hotel, Washington.

■Feb. 11—Directors Guild of America 18th Annual Awards Dinner. Beverly Hilton hotel, Beverly Hills, Calif., and Hilton hotel, New York.

Feb. 13—Mike Award dinner of Broadcast Pioneers and Broadcasters Foundation, honoring WOR New York. Hotel Pierre. New York.

Feb. 13—Annual meeting of stockholders of A. C. Nielsen Co. to elect eleven directors and to transact other business. 2101 Howard St., Chicago.

Feb. 16—Radio workshop sponsored by the Radio Advertising Bureau and the Association of National Advertisers. St. Regis hotel, New York.

Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wasilewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

Feb. 17-19—Fifteenth annual meeting of the New England chapter of the American Women in Radio and Television. Hotel Statler-Hilton, Boston.

Feb. 21-22—Meeting of National Association of Broadcasters television code board. Camelback Inn, Scottsdale, Ariz.

■Feb. 21-23—Twentieth annual conference of the Western Radio and Television Association. Speakers include Dr. Lee A. DuBridge, president of the California Institute of Technology and member of the Carnegie Commission on Educational Television; Laurence Laurent of the Washington Post; Dr. Robert Hilliard, chief, educational broadcast branch, FCC; Terrence O'Flaherty, San Francisco Chronicle; Chalmers Marquis, executive director of National Association of Educational Broadcasters/Educational Television Stations; and Gerald Sandler, ex-

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

Feb. 14—Ramada Inn, Dallas
Feb. 17—Marriott motor hotel, Atlanta.
Feb. 28—Chase-Park Plaza hotel, St. Louis
March 3—Terrace Hilton hotel, Cincinnati
March 17—Hyatt House motor hotel, Seattle
March 23—International hotel, Los Angeles
April 18—Downtowner motor inn, New Orleans
April 21—Sheraton Blackstone, Chicago
May 10—Hyatt House motor hotel, Burlingame, Calif.
May 11—Cherry Creek Inn, Denver
May 12—Town House motor inn, Omaha
May 22—Schine Ten Eyck hotel, Albany, N. Y.
May 26—Sheraton Barringer hotel, Charlotte, N. C.
June 12—Boston Statler Hilton, Boston
June 16—Sheraton hotel, Philadelphia

ecutive director, NAEB/National Educational Radio. Disneyland hotel, Anaheim, Calif.

Feb. 23—Annual stockholders meeting of Metro-Goldwyn-Mayer. Loew's State Theater, New York.

■Feb. 25—UPI Alabama-Mississippi broadcast news seminar. Holiday Inn, Tuscaloosa, Ala.

MARCH

March 1-3—Annual National Association of Broadcasters state presidents conference. Sheraton-Park hotel, Washington.

March 2-4—Southern states conference (Region II) of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

March 3-4—Annual radio-TV conference and clinic sponsored by the University of Oklahoma. University of Oklahoma, Norman.

March 5-7—Second national conference on long-range financing of educational television sponsored by the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, Washington.

March 6-7—Executive committee, National Community Television Association. Madison hotel, Washington.

March 7—Special hearing on a space satellite system by the Board of Broadcast Governors. Ottawa.

March 7—Twenty-third annual dinner of the Radio-TV Correspondents Association. Shoreham hotel, Washington.

■March 7—Thirteenth annual meeting and dinner of the New York State Broadcasters Association. Speaker will be Marcus Cohn, Washington attorney. Thruway Motor Inn, Albany, N. Y.

March 9—International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president. Bob Hope will serve as master of ceremonies. Waldorf-Astoria hotel, New York.

March 9-10—Annual spring convention of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

■March 12-17—Sixth annual Women's Page Workshop and the 1966 J. C. Penney-University of Missouri Journalism Awards



Troubleshooters

And all of them stand ready to work for you, helping keep your telephone service as near perfect as possible.

They're the girls who supervise the switchboard. The ones who act fast to help you find a number.

And the girls who handle your other telephone needs—such as finding your lost dime or correcting an overcharge.

And the foreman who sees that your phone is installed on time. And the manager who heads your telephone office.

One complaint from you and these troubleshooters move in fast to keep trouble from troubling you.

We may be the only phone company in town, but we try not to act like it.



AT&T
and Associated Companies



"In All Ways An Occasion"

"The most moving original television play of the season...a brilliant introduction of the CBS Playhouse...Fred Coe, the producer, and Paul Bogart, the director, advanced the artistic horizons of television drama with 'The Final War of Olly Winter'...in all ways an occasion."

—THE NEW YORK TIMES

"A gripping, glowing, emotionally shattering play... The acting was superb, the flashback sequences almost hypnotic in their impact, the photography stimulating, the music a perfect aid to the action."

—THE CLEVELAND PRESS

"Ivan Dixon...should certainly win the Emmy as the Best Actor of the Year. Agony, exasperation, humor, love, all flowed from him like one great river from many streams...'The Final War of Olly Winter' was one of television's most memorable original plays of all time, one that enhances the medium and raises fresh hopes for the future."

—MEMPHIS PRESS-SCIMITAR

"High quality, original drama returned to television last night and provided an evening that was worth remembering."

—THE WASHINGTON POST

"The premiere of CBS Playhouse Sunday night provided an impressive start to the network's series intended to restore good drama to television... a meaningful, memorable piece of theatre."

—BUFFALO COURIER-EXPRESS

"Television's quest for quality drama this season took an impressive step forward on Sunday night... Ivan Dixon turned in a powerful, moving performance...a memorable TV occasion."

—ST. LOUIS GLOBE DEMOCRAT

"A haunting, mordant work of infinite pathos, with a memorable virtuoso performance by Ivan Dixon in the title role, and outstanding portrayals by Tina Chen and Patrick Adiarte... CBS Playhouse had a most auspicious opening."

—NEW YORK DAILY NEWS

"The Golden Age of Television Drama returned for 90 minutes last night. 'The Final War of Olly Winter' was as realistic as the film clips of Vietnam you see every night on the newscasts. This was, in the best definition of the term, meaningful drama."

—THE DETROIT NEWS

"Ronald Ribman's first television script would have stood out in the palmiest season of the middle Fifties."

—THE BALTIMORE SUN

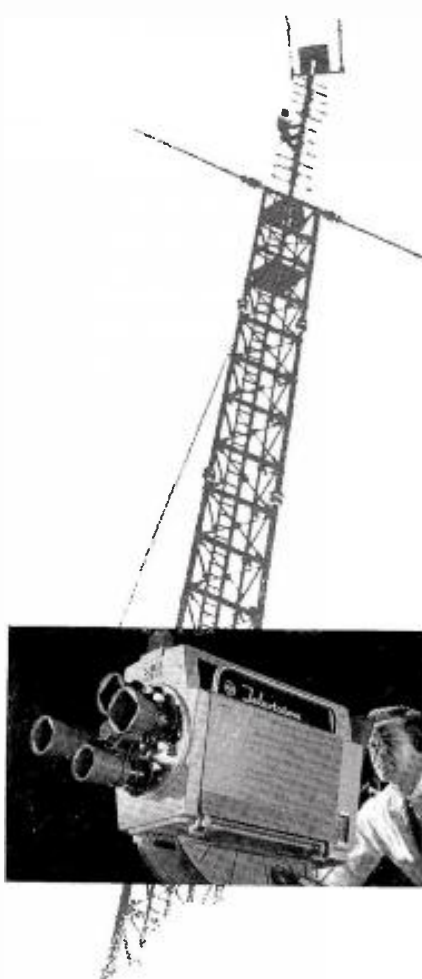
"The cause of a new original TV theater of topical substance was magnificently advanced with the premiere of the new CBS Playhouse series of occasional drama."

—NEW YORK POST

*And a nationwide audience agreed:
30 million viewers watched this occasion of special
enjoyment on the CBS Television Network.*

CBS

CTN audience estimate based on National Arbitron Ratings subject to qualifications available on request.



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University of Missouri, Columbia.

■ March 13—New deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

March 13-14—Annual meeting of NBC television affiliates and NBC officials. Beverly Hilton hotel, Beverly Hills, Calif.

March 15—Deadline for comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

March 20-23—Convention of the Institute of Electrical and Electronics Engineers. New York Hilton hotel, New York.

March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Molz, c/o Television Information Office, 745 Fifth Avenue, New York 10022.

March 27—Deadline for national awards entries from members of National Academy of Television Arts and Sciences and from television producers. Winners will be announced at the 1966 Emmy Awards in the spring.

March 27—Deadline for reply comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land-mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

■ March 28—New deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

March 31—Deadline for comments in FCC inquiry into possibilities of using radio for the promotion of highway safety. The commission has urged that the comments be tendered on the broadest possible basis.

March 31—Entry deadline for annual awards competition for outstanding public-service journalistic achievements, sponsored by Deadline Club of New York. Entries may be submitted from daily newspapers, wire services, radio and television stations in the New York metropolitan area. Entry forms and additional details may be obtained from Robert McDevitt, Deadline Club Awards, Arthur Young & Co., 277 Park Avenue, New York 10017.

■ March 31-April 2—Convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 2-5—Forty-fifth annual convention of National Association of Broadcasters. Conrad Hilton, Chicago.

April 2-5—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

April 3—Deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

April 7-8—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City

May 22-23—Rickey's Hyatt House, Palo Alto, Calif.

May 25-26—Skirvin hotel, Oklahoma City

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott Motor hotel, Philadelphia

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th Street, New York 10036. Telephone PLaza 7-0695.

April 10—Annual meeting of stockholders of Wometco Enterprises Inc. Miami.

April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Bronx campus of New York University, New York.

April 15-16—Annual national convention of the western section of the Intercollegiate Broadcasting System. University of California, Berkeley.

April 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.

April 16-18—Meeting of National Educational Television. Statler Hilton hotel, New York.

■ April 16-21—101st semiannual technical conference of the Society of Motion Picture and Television Engineers. New York Hilton hotel, New York.

April 16-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED). Milan, Italy. Information may be obtained from MIFED Largo Domodossola 1 Milano, Italy.

April 18-20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council. Biltmore hotel, New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Penn Garden hotel, New York.

April 20—Peabody Awards Luncheon. Hotel Pierre, New York.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

April 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

April 24-27—32d national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

■ April 29—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Washington State University, Pullman.

MAY

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

May 3-7—16th annual national convention of the American Women in Radio and Television. Marriott hotel, Atlanta.

May 4-8—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, general counsel of National Association of Broadcasters. Ramada Inn, Topeka.

■ Indicates first or revised listing.

For briefings abroad

EDITOR: . . . your special report on color TV (BROADCASTING, Jan. 2) would provide a splendid view of the progress and importance of color in the U. S. for decision-making officials in a dozen selected Latin American countries. If you are in a position to make available to us 40 copies, we will arrange to have them placed in the hands of key government and television officials in those countries.

I am sure that this will contribute materially to the successful outcome of our campaign (for the adoption of National Television Systems Committee standards by Latin American countries).
—E. MacDonald Nyphen, director, electronics division, Business and Defense Services Administration, U. S. Department of Commerce, Washington. (Copies en route.)

Nobody was offended in Akron

EDITOR: So WCBS-TV New York postpones a series on sex education? So ABC-TV's Stage 67 doesn't duck the subject?

Nearly two months ago, little WAKR-TV Akron, Ohio, a gusty, expanding UHF that thinks its viewership deserves programing to think about, ran six shows on the sex education situation.

Spearheading our study was a great gal who appeared on the Stage 67 study, Dr. Mary Calderone, the nation's foremost authority and articulate spokesman on the subject. We taped her at a day-long Akron University seminar on family living.

We were sure we were doing the right thing in presenting this "delicate subject." About all we heard was praise for providing a community service and for having the decency to talk facts.—Herb Michelson, public affairs director, WAKR-TV Akron, Ohio.

The gold's under your nose

EDITOR: People have a tendency to refer to the past as golden. With considerable frequency your journal quotes knowledgeable people and reference is made to pretelevision days as the golden age of radio.

With more radio stations today, more sets in use in more places and more advertising revenue, it would appear we are in radio's golden age right now. And as long as radio continues to serve the public and the advertisers, this age can only change to a more beautiful brilliance.—Charles E. Wright, general manager, WBYS Canton, Ill.

BROADCASTING, February 8, 1967

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WTRF-TV STORY BOARD

7

TV REP?*

LAUNCHING BEEF! Our latest N.A.S.A. report indicates that 500 head of cattle will soon be sent into space. It'll be the herd shot round the world!

wtrf-tv Wheeling
AN ASTRONAUT is a whirled traveler.

Wheeling wtrf-tv

THE REASON most people don't live within their incomes is that they don't consider that living.

Wheeling-Steubenville Market
NEW DRINK on the best cellar list, at the Three Gaynors . . . it's called "Factory Whistle," one blast and you're through for the day.

ALL COLORCASTING
CASH IN THESE HILLS! New container plant now open and employing 800 workers. Tape plant to reach full employment soon. Wheeling area now below national unemployment figures and going lower to drop below 3%.

Upper Ohio River Valley
REMEMBER when you felt like a juvenile delinquent 'cause you owed money on a library book?

Nation's Ninth Color Market
PATIENT TO DOCTOR. "You say I'm in good shape for a trip, Doctor, but I can't be well enough to travel, I just look too much like the picture on my passport."

Voltage Valley
WTRF-TV AREA boasts two of the largest new power plants in the country, one operating and ground broken for a new one.

WTRF-TV ALL COLOR
A PSYCHOLOGIST finally figured out why Robin Hood robbed only the rich, the poor had no money.

WHEELING WTRF-TV
*The national rep to see for WTRF-TV Wheeling is your Blair Television man. Keep him busy!

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA

WDOUZ
GREEN BAY, WISCONSIN
BEN A. LAIRD, President

AM
FM

NUMBER

1*

GREEN BAY'S
ONLY
24 HOUR
STATION

*PULSE, Inc.
Green Bay, Wisc.
Metro Area
May-June,
1965

IN
GREEN BAY

32% MORE RADIO HOMES...
43.3% MORE MEN...
19% MORE WOMEN...
26.6% MORE ADULTS than other 2 stations combined

STONE REPRESENTATIVES, INC.

Run a test and check the figures

Harger Haldeman Chrysler-Plymouth had been in the same Los Angeles location for 29 years. And for 29 years it clung to the same advertising convictions. Now, it's called Towne Chrysler-Plymouth and it's still in the same location. But it took only five weeks to completely overhaul 29 years of advertising philosophy.

As long as I can remember, most of our advertising budget was allocated to the pages of our Los Angeles newspapers. The rest was generally portioned out to the usual auto-dealer direct-mail sources, occasional billboards, point-of-sale, and brief flings at radio and TV. Certainly, 29 years in the same location represented a stable, successful business. But, I wondered, could it have been a more successful business, and was our advertising really paying off?

On June 1, 1966, when the owner of Harger Haldeman retired, I chose to become owner and operator of the dealership. First, we had to find a new name. But we still wanted our old customers to realize that it was the same solid Chrysler dealership, while simultaneously enticing new customers with a dynamic promotional and advertising campaign. The name "Towne" was selected to put forth a cosmopolitan, "classy" image. The penguin was adopted as a symbol, in line with the grand opening which displayed our salesmen in formal attire, enunciating that they were "men about Towne."

Testing ■ Now it was time to see where we could get the most from our advertising dollar. So, in conjunction with two advertising agencies, Young & Rubicam and Phillip Meany Co., both Los Angeles, we set up a five-week campaign designed specifically to reflect the value of our advertising dollar. We were most interested in the relative worth of newspapers and radio, and took as many precautions as possible to keep the experiment well-controlled.

Our promotional period was to run from Sept. 24 to Nov. 1, 1966. Our over-all advertising budget for this period was set at \$24,500.

We spent nearly half of this budget on newspaper advertising, and used only the *Los Angeles Times* (It is the city's only major morning paper and has a daily circulation of 800,000). We used 1800 line and four-inch by four-column display ads in the *Times*' sports section.

We concentrated all of our radio money (a little more than a quarter of our budget) on KLAC Los Angeles

whose *Two-Way Radio* telephone format, we felt, was especially appealing to my desire to reach an intelligent adult audience. I further concentrated it by running my spots on the number-one-rated Joe Pyne morning show plus Chuck Benedict's *Sports*. The KLAC phone programing made it possible for me to personalize my spots by chatting directly with Pyne over the phone each morning. Through my tongue-in-cheek trading of insults with the acid-tongued Pyne, in addition to my basic function of promoting the automobiles and Towne Chrysler-Plymouth, I became a "personality," and many people who came to Towne asked to see me.

The rest of the budget (27%) was spent on direct mail, billboards and miscellaneous, including point of sale.

Registration ■ During the campaign we promoted "A Night On The Towne." This was the promotional hook that we used to induce people to fill out specially designed registration cards. The winner of the drawing was to receive an all-expenses-paid night consisting of dinner for two at a fine Los Angeles restaurant, room at a plush hotel, and all the trimmings.

Our salesmen were given special incentives to make sure that everyone who came into Towne within the campaign period filled out an entry blank. In doing so, registrants were obligated to fill in their name, address, and most important, what source brought them to Towne. Altogether 1,754 cards were filled out and, for the following two weeks, a customer-relations firm we contracted went about the task of screening and validating the cards. The firm also telephoned the registrant named on every 50th card to verify its authenticity and double-check the advertising source. For one reason or

another, 2% of the cards were ruled invalid, thus leaving us with 1,584 valid—one-to-a-family—registrations. I am convinced that these remaining cards were as accurate a measure of buyer motivation as could possibly be ascertained under the circumstances. The results were illuminating.

We invested 46% of our budget in newspaper advertising and 27% of the budget in KLAC radio. And yet, KLAC was responsible for 1% more of the responses (41% from radio, 40% from newspaper). In other words, we got more response from radio for only 58% of our newspaper cost.

These results have made me a confirmed radio booster. Needless to say, my future advertising budget was realigned in favor of KLAC over newspapers. And, at no increase in total budget, business has grown steadily ever since.

Flexibility Too ■ In addition, we found that radio provides us with a flexibility obtainable through no other medium at a comparable price. This is especially beneficial for "instant change" of specials and copy without costly production charges.

I also have the feeling that were we to stop all of my advertising today, we would be getting customers from radio for many months. It appears that a newspaper ad is effective for one or two days, but the personalization of commercials on radio have made many long-term impressions. But, you may rest assured, it will be a long time before I'll consider halting, or even reducing, our radio budget. I even recommend it to my competitors. Certainly, what's good for the automobile business in general is bound to help us individually. And KLAC showed me that radio is our top auto salesman.



Al Miller, president and general manager of Towne Chrysler-Plymouth, assumed ownership of the two-and-one-half-block, multi-story dealership in Los Angeles on June 1, 1966. The firm employs 108 people. Mr. Miller has been with Towne (known then as Harger Haldeman Chrysler-Plymouth) since 1951. His knowledge of automobile marketing and merchandising is extensive. He began as body shop manager and progressed to general manager, before buying the business.



MAJOR
MARKET
RADIO, INC.

PROUDLY ANNOUNCES
THAT
WLOL, MINNEAPOLIS-ST. PAUL
HAS JOINED ITS SELECT LIST
OF REPRESENTED STATIONS



WJW	CLEVELAND
WJBK	DETROIT
KMPC	LOS ANGELES
WGBS	MIAMI
WLOL	MINNEAPOLIS-ST. PAUL
WHN	NEW YORK
WIBG	PHILADELPHIA
KEX	PORTLAND
KSFO	SAN FRANCISCO
KVI	SEATTLE-TACOMA
WSPD	TOLEDO

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48226
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*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



What participations really cost

New research service pegs average prices paid
for minutes in every television network program;
also reported: upsurge in total network business

Network television business in January was moving at a rate of more than \$33 million a week, exceeding \$132 million in the first 29 days of the month—a total that appeared to be well ahead of sales for the full month of January a year ago.

CBS-TV's 29-day January total was put at \$53.3 million, NBC-TV's at \$43.6 million and ABC-TV's at \$35.2 million (see table this page).

These estimates were made available last Thursday by Broadcast Advertisers Reports as drawn from a new BAR weekly service, based on monitoring, that details corporate and brand advertising on a minute-by-minute, network-by-network basis and also estimates its cost. The figures represent revenues covering both time and talent (before agency commissions).

BAR also made public, for the first time, estimates of the average commercial-minute price being charged on each program on each network—a price list

that, reflecting trends in progress over the past several years, shows wide fluctuation not only among networks but between time periods on the same network. (For complete list of price estimates for both nighttime and daytime programs, see pages 24, 25 and 28).

Close to Truth ■ Authorities at all three networks conceded that BAR's average-minute cost estimates were "very close" to the prices actually charged.

They were compiled, according to BAR Chairman Phil Edwards and President Robert Morris, over a period of months by cross-checking—and double checking—estimates gathered from both network and agency sources, including in many cases competing network salesmen and agencies that were offered programs and didn't buy, as well as those that did.

BAR's new network service is one of two that sprang up the first of the year to replace the single service that

had provided similar data on network TV advertising in the past. The old service was supplied in the name of LNA/BAR as a cooperative project of Leading National Advertisers and BAR. When that was discontinued, LNA as well as BAR leaped to fill the breach, and both are now providing weekly services that observers say are generally comparable.

The emergence of two services has created a special problem for the Television Bureau of Advertising, which subscribed to the LNA/BAR service for the figures that TVB regularly makes public on network TV advertising and network billings. TVB officials said late last week they were still negotiating with both of the new services.

Among the networks, CBS-TV has subscribed to BAR's new service, while ABC-TV and NBC-TV are said to have subscribed to both BAR's and LNA's.

Comparison ■ BAR's estimate of

A comparison of network totals for January

Here's how network television business stacked up for the week ended Jan. 29 and for the entire month through that date, according to estimates compiled by Broadcast Advertisers Reports.

These totals, pulled together from

commercial data based on monitoring and cost estimates compiled from networks and agencies (for program-by-program list, see page 24), show by principal day-parts and by full-day totals the estimated revenues of each network and of the three com-

bined.

Figures in left-hand column under each heading are for week of Jan. 23-29; right-hand figures are for Jan. 1-29. The blank in top line of ABC column is explained by an 11 a.m. Monday-Friday sign-on time.

BAR estimates of week ended Jan. 29, & cume for January 1967 (add 000)

Day Parts	ABC		CBS		NBC		TOTALS	
	W/E 1/29	Cume	W/E 1/29	Cume	W/E 1/29	Cume	W/E 1/29	Cume
Sign-on-10 A.M. M-F			\$ 130	\$ 448	\$ 229	\$ 994	\$ 359	\$ 1,442
10 A.M.-6 P.M. M-F	\$1,556	\$ 6,298	3,590	14,491	1,672	8,075	6,818	28,864
Sign-on-6 P.M. St-Sn	817	3,294	578	6,863	330	3,401	1,725	13,558
6-7:30 P.M. M-Sn	653	1,956	911	4,829	841	4,137	2,405	10,922
7:30-11 P.M. M-Sn	5,906	23,432	6,056	26,497	6,120	25,590	18,082	75,519
11 P.M.-sign-off M-Sn	36	249	37	187	366	1,374	440	1,810
Network totals	\$8,967	\$35,230	\$11,302	\$53,314	\$9,558	\$43,571	\$29,828	\$132,114

(Totals may not add due to rounding)

A profusion of price tags on network minutes

What are advertisers paying for a minute of commercial time on the TV networks these days?

Here, program by program, network by network, daytime as well as nighttime, are prices compiled by Broadcast Advertisers Reports as part of a new weekly service. The figures represent BAR's estimates of the average cost of one commercial minute, including time and talent costs, in each regularly scheduled program, and network authorities say they're close to the actual going prices (also see story page 23).

The networks traditionally make such prices available to clients and prospects "on request" but have never themselves made public a full-schedule price list. With a few exceptions made necessary by preemptions of regularly scheduled programs and one new show introduced later, the figures below came from BAR's report for the week ended Jan. 22; the rest came from BAR reports for other January weeks.

The listings here show prime-time programs—Monday through Sunday. They are followed by Monday-through-Friday, Saturday and Sunday daytime programs. Where specials preempted regular programs regular programs are shown in parenthesis.

Monday

6-6:30—ABC *Peter Jennings News* \$9,500.

7-7:30—CBS *CBS Evening News* \$26,900; NBC *Huntley-Brinkley Report* \$21,000.

7:30-8—ABC *Iron Horse* \$38,500; CBS *Gilligan's Island* \$37,000; NBC *Monkees* \$43,500.

8-8:30—ABC *Iron Horse* \$38,500; CBS *Mr. Terrific* \$45,000; NBC *I Dream of Jeannie* \$46,500.

8:30-9—ABC *Rat Patrol* \$46,500; CBS *Lucy* \$65,500; NBC *Captain Nice*

\$30,000.

9-9:30—ABC *Felony Squad* \$44,000; CBS *Andy Griffith* \$56,000; NBC *Road West* \$45,000.

9:30-10—ABC *Peyton Place I* \$45,000; CBS *Family Affair* \$52,000; NBC *Road West* \$45,000.

10-10:30—ABC *Big Valley* \$41,000; CBS *State of the Union Republican View* sust. (preempted *To Tell the Truth* \$31,000); NBC *Run for Your Life* \$41,000.

10:30-11—ABC *Big Valley* \$41,000; CBS *CBS News Special* sust. (preempted *I've Got a Secret* \$31,000); NBC *Run for Your Life* \$41,000.

11:30-12—NBC *Tonight* \$12,300.

Tuesday

6-6:30—ABC *Peter Jennings News* \$9,500.

7-7:30—CBS *CBS Evening News* \$26,900; NBC *Huntley-Brinkley Report* \$21,000.

7:30-8—ABC *Combat* \$37,000; CBS *Daktari* \$43,000; NBC *Girl from U.N.C.L.E.* \$39,000.

8-8:30—ABC *Combat* \$37,000; CBS *Daktari* \$43,000; NBC *Girl from U.N.C.L.E.* \$39,000.

8:30-9—ABC *Invaders* \$44,000; CBS *Red Skelton* \$62,000; NBC *Occasional Wife* \$45,000.

9-9:30—ABC *Invaders* \$44,000; CBS *Red Skelton* \$62,000; NBC *Tuesday Night at the Movies* \$41,000.

9:30-10—ABC *Peyton Place II* \$42,500; CBS *Petticoat Junction* \$51,000; NBC *Tuesday Night at the Movies* \$41,000.

10-10:30—ABC *Fugitive* \$48,000; CBS *CBS News Special—The Italians* \$35,000; NBC *Tuesday Night at the Movies* \$41,000.

10:30-11—ABC *Fugitive* \$48,000; CBS *CBS News Special—The Italians* \$35,000; NBC *Tuesday Night at the Movies* \$41,000.

11:30-12—NBC *Tonight* \$12,300.

Wednesday

6-6:30—ABC *Peter Jennings News* \$9,500.

7-7:30—CBS *CBS Evening News* \$26,900; NBC *Huntley-Brinkley Report* \$21,000.

7:30-8—ABC *Batman I* \$40,000; CBS *Cinderella* \$52,000 (preempted *Lost in Space* \$32,500); NBC *Virginian* \$40,500.

8-8:30—ABC *Monroes* \$36,000; CBS *Cinderella* \$52,000; (preempted *Lost in Space* \$32,500); NBC *Virginian* \$40,500.

8:30-9—ABC *Monroes* \$36,000; CBS *Cinderella* \$52,000 (preempted *Beverly Hillbillies* \$57,900); NBC *Virginian* \$40,500.

9-9:30—ABC *Wednesday Night Movies* \$40,000; CBS *Green Acres* \$54,600; NBC *Bob Hope Christmas Show* \$85,000 (preempted *Chrysler Theater* \$50,000).

9:30-10—ABC *Wednesday Night Movies* \$40,000; CBS *Gomer Pyle-USMC* \$55,000; NBC *Bob Hope Christmas Show* \$85,000 (preempted *Chrysler Theater* \$50,000).

10-10:30—ABC *Wednesday Night Movies* \$40,000; CBS *Danny Kaye* \$38,000; NBC *Bob Hope Christmas Show* \$85,000 (preempted *I Spy* \$45,000).

10:30-11—ABC *Wednesday Night Movies* \$40,000; CBS *Danny Kaye* \$38,000; NBC *Barrump Bump Show* \$60,000 (preempted *I Spy* \$45,000).

11:30-12—NBC *Tonight* \$12,300.

Thursday

6-6:30—ABC *Peter Jennings News* \$9,500.

7-7:30—CBS *CBS Evening News* \$26,900; NBC *Huntley-Brinkley Report* \$21,000.

7:30-8—ABC *Batman II* \$40,000;

WHAT PARTICIPATIONS REALLY COST continued

\$132,114,400 as total revenues (net time and talent) of the three TV networks for the first 29 days of January may be compared to the LNA/BAR service's estimate of \$122,547,500 for the full month of January 1966—although research authorities asserted that the two figures, having been compiled under different auspices, should not be regarded as directly comparable.

They agreed, however, that network business for January this year had run ahead of the previous January's.

BAR's report for the full month is due to be published this week. BAR

also plans to present quarterly as well as the weekly and monthly reports. Officials said the weekly reports would be distributed on Thursday for the week ended the preceding Sunday.

Its report as of Jan. 29 showed the total divided as follows by major day-parts (all times are New York time): from sign-on to 6 p.m., \$43,864,000; from 6 to 7:30 p.m., \$10,922,000; from 7:30 to 11 p.m., \$75,519,000, and after 11 p.m., \$1,810,000 (for more detailed breakdown, see table).

BAR's estimates of commercial-minute costs for individual programs were

notable for the variations they showed, not because fluctuations are new but because they rarely—and probably never—have been made public before in one mass display covering the entire schedules of all three networks.

New Rate System ■ The policy of pricing different periods differently has developed over a period of many years with the trend toward the sale of one-minute participations rather than program sponsorships. Within the past year all three networks have announced major rate-card overhauls to reflect the changes in buying and selling patterns. Their prices thus are based on a number of variables, including sets-in-

CBS *Coliseum* \$29,000; NBC *Daniel Boone* \$39,000.

8-8:30—ABC *F Troop* \$45,000; CBS *Coliseum* \$29,000; NBC *Daniel Boone* \$39,000.

8:30-9—ABC *Bewitched* \$53,000; CBS *My Three Sons* \$61,000; NBC *Star Trek* \$35,000.

9-9:30—ABC *Love on a Rooftop* \$46,000; CBS *Thursday Night Movies* \$48,000; NBC *Star Trek* \$35,000.

9:30-10—ABC *That Girl* \$45,000; CBS *Thursday Night Movies* \$48,000; NBC *Dagnet* \$46,000.

10-10:30—ABC *To Save a Soldier* \$20,000 (preempted *Stage '67* \$38,000); CBS *Thursday Night Movies* \$48,000; NBC *Dean Martin* \$40,000.

10:30-11—ABC *To Save a Soldier* \$20,000 (preempted *Stage '67* \$38,000); CBS *Thursday Night Movies* \$48,000; NBC *Dean Martin* \$40,000.

11:30-12—NBC *State of the Union Republican Appraisal* sust.

12:10-12:30—NBC *Tonight* \$12,300.

Friday

6-6:30—ABC *Peter Jennings News* \$9,500.

7-7:30—CBS *CBS Evening News* \$26,900; NBC *Huntley-Brinkley Report* \$21,000.

7:30-8—ABC *State of the Union Republican Appraisal* sust. (preempted *Green Hornet* \$27,000); CBS *Wild Wild West* \$39,500; NBC *Tarzan* \$30,000.

8-8:30—ABC *Time Tunnel* \$32,000; CBS *Wild Wild West* \$39,500; NBC *Tarzan* \$30,000.

8:30-9—ABC *Time Tunnel* \$32,000; CBS *Hogan's Heroes* \$56,000; NBC *The Man from U.N.C.L.E.* \$51,000.

9-9:30—ABC *Rango* \$38,000; CBS *CBS Friday Night Movies* \$45,000; NBC *The Man from U.N.C.L.E.* \$51,000.

9:30-10—ABC *Phyllis Diller Show* \$37,500; CBS *CBS Friday Night Movies* \$45,000; NBC *T.H.E. Cat* \$50,000.

10-10:30—ABC *Avengers* \$31,000; CBS *CBS Friday Night Movies* \$45,000; NBC *Laredo* \$27,000.

10:30-11—ABC *Avengers* \$31,000; CBS *CBS Friday Night Movies* \$45,000; NBC *Laredo* \$27,000.

11:30-12—NBC *Tonight* \$12,300.

Saturday

6-6:30—ABC *Bing Crosby Golf Tournament* \$28,500; NBC *AFL All-Star Game* \$35,000.

6:30-7—ABC *Bing Crosby Golf Tournament* \$28,500; NBC *AFL All-Star Game* \$35,000.

7-7:30—ABC *ABC Scope* sust.; CBS *CBS Saturday Evening News* \$14,300; NBC *AFL All-Star Game* \$35,000.

7:30-8—ABC *Dating Game* \$21,000; CBS *Jackie Gleason* \$50,000; NBC *Flipper* \$39,000.

8-8:30—ABC *Newlywed Game* \$28,000; CBS *Jackie Gleason* \$50,000; NBC *Please Don't Eat the Daisies* \$37,000.

8:30-9—ABC *Lawrence Welk* \$36,500; CBS *Mission: Impossible* \$39,500; NBC *Get Smart* \$48,700.

9-9:30—ABC *Lawrence Welk* \$36,500; CBS *Mission: Impossible* \$39,500; NBC *Saturday Night at the Movies* \$46,000.

9:30-10—ABC *Hollywood Palace* \$41,000; CBS *Pistols 'n' Petticoats* \$48,000; NBC *Saturday Night at the Movies* \$46,000.

10-10:30—ABC *Hollywood Palace* \$41,000; CBS *Gunsmoke* \$46,500; NBC *Saturday Night at the Movies* \$46,000.

10:30-11—CBS *Gunsmoke* \$46,500; NBC *Saturday Night at the Movies* \$46,000.

11-11:30—ABC *ABC Weekend News* \$6,000.

11:30-12—NBC *Tonight* \$7,700.

Sunday

6-6:30—ABC *Bing Crosby Golf Tournament* \$28,500; CBS *NFL Pro Bowl Game* \$64,000; NBC *Frank McGee Report* \$5,500.

6:30-7—ABC *Bing Crosby Golf Tournament* \$28,500; CBS *NFL Pro Bowl Game* \$64,000; NBC *Thoroughbred* \$25,000.

7-7:30—ABC *Voyage to the Bottom of the Sea* \$37,500; CBS *Lassie* \$45,000; NBC *Thoroughbred* \$25,000.

7:30-8—ABC *Voyage to the Bottom of the Sea* \$37,500; CBS *It's About Time* \$34,000; NBC *Walt Disney's Wonderful World of Color* \$51,600.

8-8:30—ABC *FBI* \$53,500; CBS *Ed Sullivan* \$61,000; NBC *Walt Disney's Wonderful World of Color* \$51,600.

8:30-9—ABC *FBI* \$53,500; CBS *Ed Sullivan* \$61,000; NBC *Hey Landlord* \$47,600.

9-9:30—ABC *Sunday Night Movie* \$43,500; CBS *Lucille Ball Comedy Hour* \$33,000; NBC *Bonanza* \$55,000.

9:30-10—ABC *Sunday Night Movie* \$43,500; CBS *Lucille Ball Comedy Hour* \$33,000; NBC *Bonanza* \$55,000.

10-10:30—ABC *Sunday Night Movie* \$43,500; CBS *Candid Camera* \$40,000; NBC *Andy Williams* \$43,000.

10:30-11—ABC *Sunday Night Movie* \$43,500; CBS *What's My Line* \$31,000; NBC *Andy Williams* \$43,000.

11-11:30—ABC *ABC Weekend News* \$6,000; CBS *CBS Sunday News* \$12,500.

Monday through Friday (daytime)

7-7:30—NBC *Today* \$7,900.

7:30-8—CBS *CBS Morning News* \$3,500; NBC *Today* \$7,900.

8-8:30—CBS *Captain Kangaroo* \$3,000; NBC *Today* \$7,900.

8:30-9—CBS *Captain Kangaroo* \$3,000; NBC *Today* \$7,900.

10-10:30—CBS *Candid Camera* \$4,900; NBC *Reach for the Stars* \$4,000 (10:25-10:30—NBC *News Report* \$4,000).

10:30-11—CBS *Beverly Hillbillies* \$4,800; NBC *Concentration* \$5,400.

11-11:30—ABC *Supermarket Sweep* (Continued on page 28)

use levels, program strength, strength of opposing programs and other factors. The time a purchase is made may also affect the price: The offering price for a new program may be lower at the start of the selling season than after several sales have been made, and minutes still unsold as airtime approaches are almost certain to be regarded as distress merchandise. If a new show establishes itself as a success, its price is apt to go up later on, while one that doesn't do well is likely to bring less money the next time around—if it survives for a next time.

Network officials have made no secret that these differences occur, but

they insist that at any given time their price for any given program is the same to all prospective buyers. They have made their prices available "on request," but have never made them public on a full-schedule basis.

In BAR's estimates, the highest commercial-minute prices for regularly scheduled prime-time programs on any night of the week are on CBS. *Lucy* is reported at \$65,500 a minute on Mondays, *Red Skelton Show* at \$62,000 on Tuesdays, *Beverly Hillbillies* at \$57,900 on Wednesdays, *My Three Sons* at \$61,000 on Thursdays, *Hogan's Heroes* at \$56,000 on Fridays, *Jackie Gleason Show* at \$50,000 on Saturdays and *Ed*

Sullivan Show at \$61,000 on Sundays.

Top Prices ■ The highest-priced regulars are shown as *Bonanza* on Sunday at \$55,000 a commercial minute, *Man from U.N.C.L.E.* on Friday at \$51,000, and *Chrysler Theater* on Wednesday at \$50,000 (although Chrysler's *Bob Hope Christmas Show*, which preempted *Chrysler Theater* and *I Spy* on Jan. 18, was checked in by BAR at \$85,000 a minute).

FBI on Sunday night is ABC's highest priced regular show on the BAR tally sheet at \$53,500 a commercial minute, followed by *Bewitched* on Thursday at \$53,000 and *Fugitive* on

First of all.

WNBC-TV is number one across the board in New York. Have a look at the latest of Nielsen's twice-a-year "sweep" reports (November 1966 NSI):

Prime Time: WNBC-TV holds a 19% lead over the second station. This marks the fifth straight "sweep" period in which WNBC-TV has attracted the largest nighttime audience.

News: WNBC-TV draws the largest audiences in all major Monday-through-Friday news areas—both in evening and late-night time periods.

Daytime: WNBC-TV attracts more adult viewers during the average quarter-hour between 7:00 am—5:00 pm than any other New York station. Which all adds up to the largest *Total-Day* audience in the market.

When you think of New York television, think of WNBC-TV—*first of all*.

WNBC-TV4  **New York**
OWNED Represented by NBC Spot Sales

All figures based on November 1966 NSI average quarter-hour estimates for New York. Audience and related data are based on estimates provided by the A. C. Nielsen Company, and are subject to the qualifications issued by that rating service. Copies of such qualifications available on request.

PRIME
TIME
HOMES
7:30-11 pm
7 days

PRIME
TIME
ADULTS
7:30-11 pm
7 days

PRIME
TIME
ADULTS
18-49
7:30-11 pm
7 days

LATE
NEWS
HOMES
11-11:30 pm
M-F

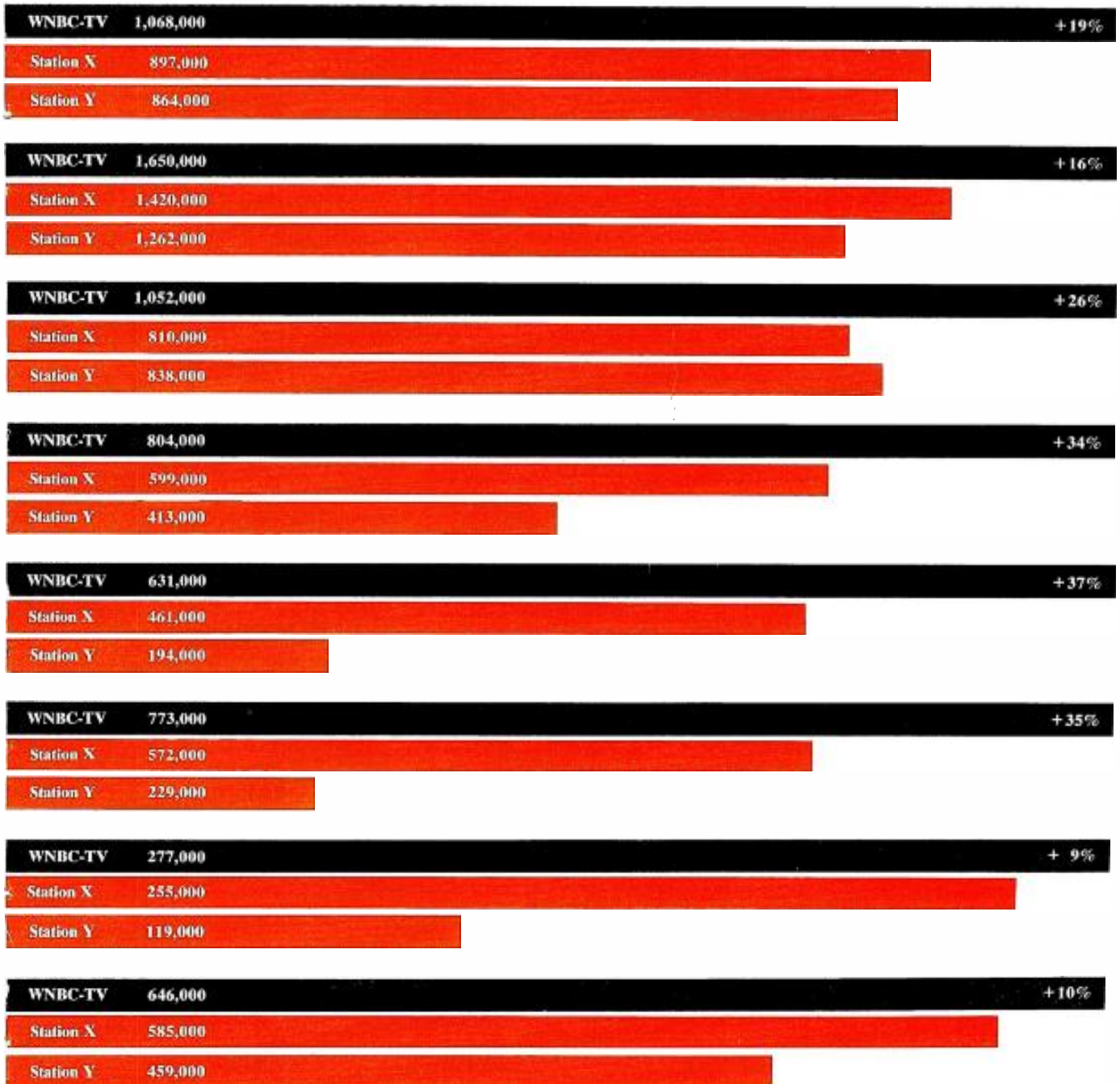
EARLY
NEWS
HOMES
M-F*

NETWORK
NEWS
HOMES
M-F**

DAYTIME
ADULTS
7 am-5 pm
M-F

TOTAL
DAY
ADULTS
7 am-1 am
7 days

**% Lead Over
No. 2 Station**



*WNBC-TV and Station X 6-7 pm; Station Y 5-5:45 pm. **WNBC-TV and Station X 7-7:30 pm; Station Y 5:45-6 pm.

A PROFUSION OF PRICE TAGS FOR MINUTES continued

\$3,400; CBS *Andy of Mayberry* \$7,500; NBC *Pat Boone* \$4,500.

11:30-12—ABC *Dating Game* \$3,800; CBS *Dick Van Dyke* \$10,900; NBC *Hollywood Squares* \$4,500.

12-12:30—ABC *Donna Reed* \$4,000; CBS *Love of Life* \$12,000 (12:25-12:30—CBS *Mid-day News* \$9,000); NBC *Jeopardy* \$5,400.

12:30-1—ABC *Father Knows Best* \$3,800; CBS *Search for Tomorrow* \$12,000 (12:45-1—*Guiding Light* \$12,000); NBC *Eye Guess* \$4,800 (12:55-1—NBC *News Report* \$4,500).

1-1:30—ABC *Ben Casey* \$4,500; 1:30-2—ABC *Ben Casey* \$4,500; CBS *As The World Turns* \$14,100; NBC *Let's Make a Deal* \$5,000.

2-2:30—ABC *Newlywed Game* \$4,000; CBS *Password* \$13,000; NBC *Days of Our Lives* \$5,200.

2:30-3—ABC *Dream Girl* \$4,600 (2:55-3—*News with a Woman's Touch* \$3,600); CBS *Art Linkletter's House Party* \$12,000; NBC *The Doctors* \$5,700.

3-3:30—ABC *General Hospital* \$6,500; CBS *To Tell the Truth* \$11,300 (3:25-3:30—CBS *Afternoon News* \$10,000); NBC *Another World* \$6,100.

3:30-4—ABC *The Nurses* \$4,200; CBS *Edge of Night* \$11,000; NBC *You Don't Say* \$7,100.

4-4:30—ABC *Dark Shadows* \$3,600; CBS *Secret Storm* \$11,100; NBC *Match Game* \$6,300 (4:25-4:30—NBC *News Report* \$5,400).

4:30-5—ABC *Where the Action Is* \$5,000.

Saturday (daytime)

8-8:30—CBS *Captain Kangaroo* \$3,000.

8:30-9—CBS *Captain Kangaroo* \$3,000.

9-9:30—CBS *Mighty Mouse* \$7,800;

NBC *Super 6* \$4,600.

9:30-10—ABC *Porky Pig* \$3,800; CBS *Underdog* \$8,000; NBC *Atom Ant* \$5,600.

10-10:30—ABC *King Kong* \$5,300; CBS *Frankenstein Jr.* \$8,100; NBC *Flintstones* \$5,000.

10:30-11—ABC *Beatles* \$6,800; CBS *Space Ghost* \$8,100; NBC *Space Kidettes* \$4,300.

11-11:30—ABC *New Casper Cartoons* \$5,500; CBS *New Adventures of Superman* \$8,100; NBC *Secret Squirrel* \$4,900.

11:30-12—ABC *Milton the Monster* \$5,300; CBS *The Lone Ranger* \$7,900; NBC *Jetsons* \$4,400.

12-12:30—ABC *Bugs Bunny* \$6,000; CBS *Road Runner* \$7,900; NBC *Cool McCool* \$2,500.

12:30-1—ABC *Magilla Gorilla* \$5,100; CBS *Beagles* \$7,600; NBC *Smithsonian* \$4,000.

1-1:30—ABC *Hoppity Hooper* \$5,000; CBS *Tom & Jerry* \$6,900; NBC *Animal Secrets* \$4,000.

1:30-2—ABC *New American Bandstand* \$4,000.

2-2:30—ABC *New American Bandstand* \$4,000.

3-3:30—NBC *Wonderful World of Golf* \$15,000.

3:30-4—ABC *Pro Bowler's Tour* \$11,000; NBC *Wonderful World of Golf* \$15,000.

4-4:30—ABC *Pro Bowler's Tour* \$11,000; CBS *CBS Golf Classic* \$18,000; NBC *Pre All-Star Game Program* sust. (4:18-4:30—AFL *All-Star Game* \$35,000).

4:30-5—ABC *Pro Bowler's Tour* \$11,000; CBS *CBS Golf Classic* \$18,000; NBC *AFL All-Star Game* \$35,000.

5-5:30—ABC *ABC's Wide World of Sports* \$19,200; NBC *AFL All-Star*

Game \$35,000.

5:30-6—ABC *ABC's Wide World of Sports* \$19,200; NBC *AFL All-Star Game* \$35,000.

Sunday (daytime)

9:30-10—ABC *Beany & Cecil* \$4,200.

10-10:30—ABC *Linus the Lionhearted* \$3,300.

10:30-11—ABC *Peter Potamus* \$3,900.

11-11:30—ABC *Bullwinkle* \$5,300.

11:30-12—ABC *Discovery* \$3,400.

12:30-1—CBS *Face the Nation* \$8,500.

1-1:30—ABC *Directions* sust.; NBC *Meet the Press* sust.

1:30-2—ABC *Issues and Answers* sust.

2-2:30—ABC *NBA Pro Basketball* \$13,500.

2:30-3—ABC *NBA Pro Basketball* \$13,500; CBS *CBS Sports Spectacular* \$16,000.

3-3:30—ABC *NBA Pro Basketball* \$13,500; CBS *CBS Sports Spectacular* \$16,000.

3:30-4—ABC *NBA Pro Basketball* \$13,500; CBS *CBS Sports Spectacular* \$16,000 (3:45-4—NFL *Today* \$30,000).

4-4:30—ABC *NBA Pro Basketball* \$13,500 (4:15-4:30—*American Sportsman* \$27,000); CBS *NFL Pro Bowl Game* \$64,000.

4:30-5—ABC *American Sportsman* \$27,000; CBS *NFL Pro Bowl Game* \$64,000.

5-5:30—ABC *American Sportsman* \$27,000 (5:15-5:30—*Bing Crosby Golf Tournament* \$28,500); CBS *NFL Pro Bowl Game* \$64,000; NBC *Wild Kingdom* \$17,500.

5:30-6—ABC *Bing Crosby Golf Tournament* \$28,500; CBS *NFL Pro Bowl Game* \$64,000; NBC *G.E. College Bowl* \$17,000.

WHAT PARTICIPATIONS REALLY COST continued

Tuesday at \$48,000.

All three networks share low-price honors. The BAR estimates show that NBC's *Captain Nice* is low on Monday night at \$30,000, CBS's *CBS Reports*, *Lost in Space* and *Coliseum* are low on Tuesday, Wednesday and Thursday at \$35,000, \$32,500 and \$29,000 respectively, NBC's *Laredo* and ABC's *Green Hornet* tied for low on Fridays at \$27,000 each, ABC's *Dating Game* is low on Saturday at \$21,000 and CBS's *What's My Line?* is low on Sunday at \$31,000. (CBS's *CBS Reports* on Tuesday apparently is subject to special fluctuations; the \$35,000 price listed was for a special on *The Italians*; in an earlier week, *CBS News Test* in

that period was pegged at \$42,000).

Among the movies, CBS's commercial-minute prices also tend to exceed those of the other networks. BAR places the CBS movies on Thursday and Friday nights at \$48,000 and \$45,000 respectively. It puts the ABC movies on Sunday and Wednesday at \$43,500 and \$40,000, and NBC's on Tuesday and Saturday at \$41,000 and \$46,000.

In the Evening ■ Among the early-evening news shows, CBS's Walter Cronkite half-hour is pegged by BAR at \$26,900 a minute, NBC's Huntley-Brinkley is put at \$21,000 and ABC's Peter Jennings is estimated at \$9,500.

Among "second season" shows, BAR estimates CBS's *Mr. Terrific* on Mon-

day at \$45,000 a minute and NBC's *Captain Nice* the same night at \$30,000. It puts ABC's new *Invaders* (Tuesday), *Rango* and *Avengers* (both Friday) at \$44,000, \$38,000 and \$31,000, respectively. NBC's *Dragnet* on Thursday is estimated at \$46,000. CBS's new *Coliseum* on Thursdays is entered at \$29,000 a minute.

These estimates were taken for the most part from BAR's report for the week ended Jan. 22. Exceptions were regularly scheduled programs that were preempted for specials that week; in these cases the estimates came from reports for preceding weeks. In addition, the estimate for *Coliseum*, which replaced *Jericho* in the CBS Thursday night lineup on Jan. 26, came from BAR's report issued late last week for



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It takes more than call letters to blanket the hills and valleys of the big San Francisco-Oakland market. It takes signal strength and coverage. And it takes unduplicated programming aimed at local viewing tastes. In the San Francisco Bay Area, there's only one station that offers both. It's the Nation's LEADING Independent Television Station—Channel 2, KTVU.

KTVU
2

SAN FRANCISCO-OAKLAND
Represented by H-R Television



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

the seven days ended Jan. 29. The \$29,000 estimate for *Coliseum* was \$2,000 lower than the \$31,000 estimate BAR had placed on *Jericho*.

The professional football games in early January, culminating in the Super Bowl championship game carried by both CBS and NBC on Jan. 15, brought far higher prices than the average nighttime program—as the bidding for rights had indicated. BAR's estimate put the average-minute price for Super Bowl sponsors at \$81,700 on CBS, \$69,400 on NBC.

The American Football League championship game on NBC Jan. 1 was estimated by BAR at \$35,000 a minute as compared to \$68,500 for the National Football League championship game on CBS later the same afternoon.

NBC's lineup of college bowl games on Jan. 2 carried average-minute price tags of \$42,500 for the Sugar Bowl, \$72,500 for the Rose Bowl and \$47,000 for the Orange Bowl, according to BAR's estimates.

Curtain for 'Chrysler Theater'

NBC-TV last week confirmed that it will drop the weekly one-hour *Chrysler Theater* series at the end of this season. The dramatic series has been sponsored by Chrysler Corp., Detroit, since 1963 and currently is on Wednesdays, 9-10 p.m. EST. The advertiser is expected to continue with Bob Hope specials during 1967-68. This season, Chrysler sponsored six such specials, and reportedly will pick up the tab for any additional specials beyond six Mr. Hope may agree to do next season.

Sarnoff in press ads

RCA President Robert W. Sarnoff is spotlighted in a full-page advertisement scheduled to run in more than 500 newspapers this week in support of a campaign for newspapers as a market-advertising medium. The campaign, prepared by the Bureau of Advertising of the American Newspaper Publishers Association, centers around the theme that "newspapers sell!" and will make use of the comments of 13 corporate executives.

The advertisement featuring Mr. Sarnoff uses a large-sized photo of the RCA president and quotes him as saying that RCA relies heavily on newspapers for depth and reach. It adds: "Naturally, we also use television. It is very compatible, particularly in color."

Network radio keeps going up

General Motors top buyer in third quarter of '66 that betters '65 pace

The Radio Advertising Bureau issued its listing of the top 100 advertisers in network radio for the third quarter of 1966 yesterday (Feb. 5) and estimated that expenditures for that period exceeded the comparable 1965 quarter by 10%.

TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS) THIRD QUARTER—1966

	Estimated expenditure
1. General Motors Corp.	\$1,668,000
Buick cars	95,000
Chevrolet cars	582,000
Fisher body	150,000
Guardian Maintenance	167,000
Oldsmobile cars	204,000
Pontiac cars	260,000
United Motors Service (Delco Div.)	210,000
2. State Farm Mutual Insurance Co.	715,000
Insurance	715,000
3. Liggett & Myers Tobacco Co.	656,000
L & M Cigarettes	656,000
4. Sterling Drug, Inc.	632,000
Bayer Aspirin	196,000
Energene	41,000
Ironized Yeast	61,000
Phillips Milk of Magnesia (Lehn & Fink Div.)	195,000
Lysol spray & Liquid	98,000
Noreen Hair preparation	17,000
Something Else home permanent	24,000
5. P. Lorillard Co.	522,000
Kent cigarettes	214,000
Newport cigarettes	294,000
True cigarettes	14,000
6. R. J. Reynolds Tobacco Co.	513,000
Camel cigarettes	308,000
Salem cigarettes	10,000
Winston cigarettes	195,000
7. Wm. Wrigley Jr., Co.	493,000
Wrigley gum	493,000
8. National Dairy Products Corp. (Kraft Div.)	475,000
Kraft marshmallows	110,000
Parkway margarine	365,000
9. Time, Inc.	457,000
Life Magazine	318,000
Time Magazine	139,000
10. *Eversharp, Inc. (Schick Safety Razor Div.)	433,000
Razors, blades & shave cream	433,000
11. Campbell Soup Co.	372,000
Campbell soups	136,000
V-8 juice	236,000
12. General Mills, Inc.	344,000
Bisquick	61,000
Total cereal	283,000
13. *Bristol-Myers Co.	322,000
Proprietaries & toiletries	322,000
13. 3-M Company	322,000
Dynachrome	101,000
Dynacolor	10,000
Scotch-Brite	16,000
Scotchgard	34,000

	Estimated expenditure
Tarni-Shield	29,000
Various Tapes	132,000
15. Coca-Cola Co.	314,000
Coca-Cola	314,000
16. American Telephone & Telegraph Co.	308,000
Telephone service	308,000
17. Quaker State Oil Refining Corp.	301,000
Quaker State motor oil & Lubricants	301,000
18. American Motors Corp.	289,000
Rambler cars	289,000
19. American Tobacco Co.	282,000
Lucky Strike cigarettes	141,000
Pall Mall cigarettes	141,000
19. Standard Brands, Inc.	282,000
Blue Bonnet margarine	18,000
Chase & Sanborn coffee	18,000
Fleischmann's Margarine	199,000
Royal Puddings	2,000
Tender Leaf Tea	45,000
21. Polk Miller Products Corp.	263,000
Sergeant's dog care products	263,000
22. Wynn Oil Co.	257,000
Wynn's friction proofing	257,000
23. Cowles Communications, Inc.	256,000
Family Circle Magazine	142,000
Look Magazine	114,000
24. AFL/CIO	250,000
Labor Union	250,000
25. Water Specialties Co.	213,000
Miracle White soap & detergent	213,000
26. The Borden Co.	200,000
Wyler's drink mixes	173,000
Wyler's soups	27,000
27. Mobil Oil Co.	196,000
Travel guide promotion	110,000
Mobil gas & oil	86,000
28. Sinclair Refining Co.	193,000
Dino Supreme gas & oil	193,000
29. *American Express Co.	168,000
Credit cards & traveler's cheques	168,000
30. Savings & Loan Foundation, Inc.	162,000
Institutional	162,000
31. American Dairy Association	153,000
Fluid milk	153,000
32. *The Mennen Co.	152,000
Men's toiletries	152,000
33. Retail Clerks International Assn.	150,000
Union promotion	150,000
34. Chrysler Motor Corp.	144,000
Chrysler cars	4,000
Customer car care	79,000
Dodge cars	7,000
Marine engines	7,000
Plymouth cars	47,000
35. Newsweek, Inc.	134,000
Newsweek Magazine	134,000
36. American Home Products Corp.	126,000
Anacin & Dristan	89,000
Preparation H	37,000
37. Adolph's Ltd.	117,000
Adolph's salt substitute	117,000
38. Bankers Life & Casualty Co.	114,000
White Cross Hospital & medical insurance	114,000
38. National Brewing Co.	114,000
Colt 45 malt liquor	114,000
40. Nationwide Insurance Co.	111,000
Insurance	111,000
41. Colgate-Palmolive Co.	110,000
Wash 'N Dry	37,000
Wildroot	73,000
42. Revlon Inc.	109,000
Esquire shoe polish	85,000
Tintex	12,000
Top Brass hair-dressing	12,000
43. Miller Brewing Co.	104,000
Miller High Life Beer	104,000
44. Kerr Glass Mfg. Co.	102,000
Home food preserving jars	102,000
45. Chas. Pfizer Co. (Coty Div.)	101,000
Imprevu perfume	101,000
46. Columbia Broadcasting System Inc.	100,000
TV program promotion	100,000
46. Meredith Publishing Co.	100,000
Better Homes & Gardens	100,000

Why WAND-TV purchased Volumes 2, 3, 4, 5, 8, 10 and 11 of Seven Arts' "Films of the 50's and 60's"

the greatest one-two punch since we started telecasting



Says Len Carl:

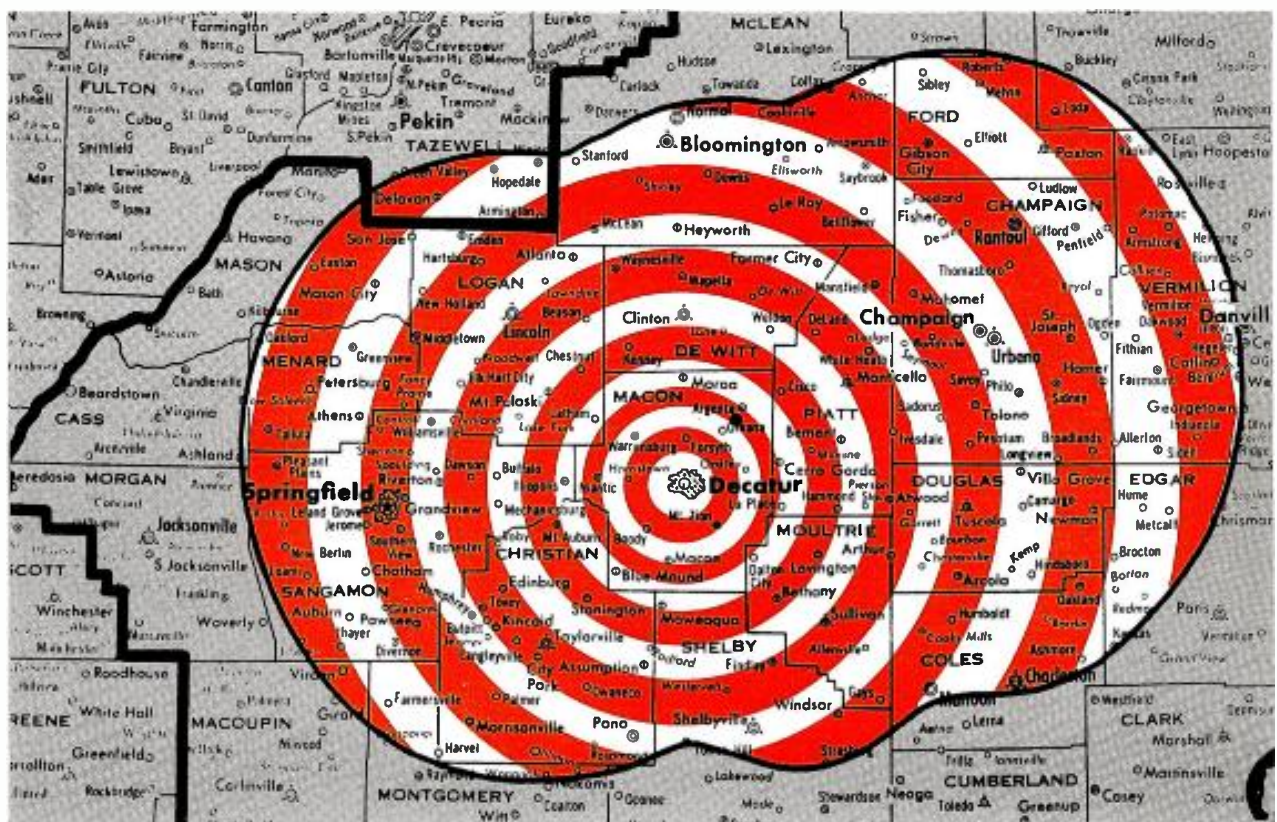
Vice President and General Manager, WAND-TV

“For the first time, total coverage of the entire Champaign-Decatur-Springfield-Danville market is offered by a single station.

This has been made possible by our new 1,063 ft. tower and new RCA transmitter and antenna, radiating nearly 2,000,000 watts of power which gives us extraordinary signal efficiency via a unique “peanut shaped” transmission pattern (see below).

Our good signal is matched by good feature film programming. WAND-TV colorcasts features every night of the week from 10:30 p.m. to conclusion. Before LIN Broadcasting assumed ownership in January, 1966, WAND-TV built its film library around Seven Arts' features by purchasing Volumes 2, 3, 4, and 5. Since then, this policy remains unchanged as evidenced by our recent purchases of Seven Arts' Volumes 8, 10 and 11, giving WAND-TV a total of 306 'Films of the 50's and 60's' (161 in color) and, consequently, one of the strongest feature film libraries in the country.

WAND-TV's new market coverage combined with Seven Arts' feature programming now gives our station the *greatest one-two punch since we started telecasting.*”



Seven Arts Associated Corp.

A Subsidiary of Seven Arts Productions, Ltd.

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 7-1717

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

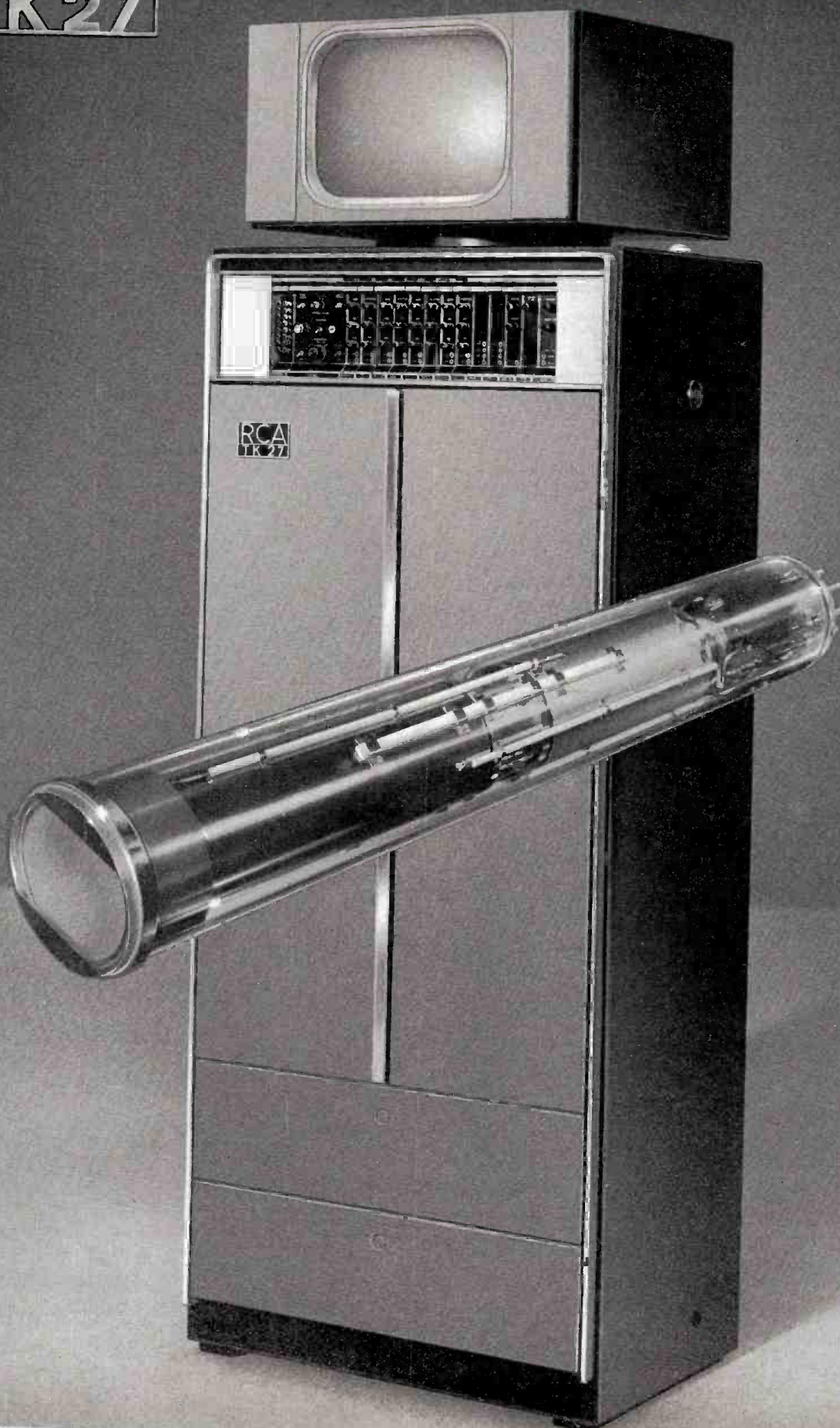
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

TELEVISION
FILM
EXHIBIT
TFE'67

RCA
TK27

"BIG TUBE" FILM CAMERA...



television's most widely accepted color film camera

400 already shipped!

Since its inception in 1964 more of these "New Look" color TV film cameras have been shipped than any other. Number 400 has been delivered to the ABC Network. Others are on their way to a growing list of users. Choice of the top stations throughout the country, it's the color film camera with the "big tube" concept for finest pictures.

The big tube adds snap to the color picture. It increases resolution and definition, eliminates more of the noise element, resulting in a sharper, more pleasing picture.

When you look inside the TK-27, you get the idea that this camera is different in other ways, too. It's the only film camera that's all transistorized,

all modularized. The only film camera with plug-in vidicon camera assemblies, sealed beam optical system, electrostatic-focus vidicons.

The TK-27 is part of a "matched" color film system. For example, over 750 TP-66 film projectors have been delivered, together with more than 400 TP-7 slide projectors (and accompanying multiplexers). Such wide acceptance makes the RCA film system the standard of the industry.

GET THE FACTS—For more facts about the TK-27, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.



The Most Trusted Name in Electronics

Du Pont to stand by with live prizes

E. I. du Pont de Nemours & Co., Wilmington, Del., has signed for full sponsorship of NBC Radio's *Monitor* on June 10-11, in what is said to represent the largest weekend expenditure in the history of network radio. The marathon sponsorship, placed through BBDO, New York, is reported to amount to about \$250,000.

Du Pont, as the sole sponsor of *Monitor* that weekend, will advertise its No. 7 automotive products line, with emphasis on the Golden 7 oil additive. But a high point of the du Pont effort during 16 hours of *Monitor* programing will be the company's "win a pet" sweepstakes, which will entitle six grand prize winners and their auto dealers to a live wildcat, barracuda, jaguar, marlin, impala, or a mustang. Or, if they prefer, each winner and his dealer may elect to receive a 1967 automobile of the same name.

"We'll be able to supply a live barracuda or a wildcat if the winner wants a pet," C. A. Weslager, product manager of du Pont automotive



Principals sign the contract for du Pont's marathon sponsorship of 'Monitor' for the weekend of June 10-11; (l to r) C. A. Weslager, product manager of Du Pont Automotive Products, Hamilton Wilson of BBDO, and Stephen B. Labunski, NBC Radio Division president.

products, told BROADCASTING last week.

	Estimated expenditure
Magazine	100,000
48. Mutual of Omaha Insurance Co. Insurance	99,000
48. *Radio Corporation of American Home entertainment products	99,000
50. Curtis Publishing Co. Ladies Home Journal	98,000
Saturday Evening Post	52,000
50. Foster-Milburn Co. Doan's pills	46,000
52. Purex Corp. Ayd's reducing candy	98,000
53. *Ford Motor Co. Ford Division Cars & Trucks	96,000
53. Billy Graham Evangelistic Assn. Religious	93,000
53. Hartz Mountain Products Corp. Flea powder	93,000
56. Beatrice Foods Co. La Choy food products	89,000
56. Kellogg Co. Cereals	89,000
56. The Nestle Company Inc. De Caf	89,000
56. Ocean Spray Cranberries Inc. Cranberry products	89,000
60. *E. I. du Pont de Nemours & Co. Inc. Clothing & home textile fiber	86,000
60. Southland Corp. 7-Eleven stores	86,000
62. *MacFadden-Bartell Corp. Magazines	85,000
63. Pennzoil Co. Pennzoil motor oil & lubricants	83,000
64. Cooper Tire & Rubber Co. Tires & tubes	79,000
65. National Steel Corp. Tin can container promotion	79,000
66. Kelly Girl Service Inc. Recruitment	78,000
67. Church & Dwight Co. Inc. Arm & Hammer baking soda	73,000
	25,000

	Estimated expenditure
Arm & Hammer Borax	29,000
Arm & Hammer Sal Soda	17,000
68. CIBA Corp. Antivay spray	65,000
Nupercainal	22,000
68. *Eastman Kodak Co. Cameras & film	43,000
70. *Standard Household Products Corp. Bon Ami Jet Spray & Dust & Wax	65,000
71. Ball Brothers Co. Home food preserving jars	64,000
72. National Broadcasting Co. TV program promotion	60,000
73. International Harvester Co. Scout "800" cars	58,000
74. Union Carbide Co. Prestone anti-freeze	57,000
Prestone Oil Miser	56,000
75. Pennsylvania Grade Crude Oil Assn. 100% Pure Pennsylvania Oil	22,000
76. Wallace & Tiernan Inc. (WTS Pharmacraft Div.) Desenex	34,000
77. R. C. Bigelow Inc. Constant Comment tea	54,000
78. McGraw-Edison Co. (Martinizing Equipment Sls. Div.) Martinizing dry cleaning process	54,000
79. Hastings Manufacturing Co. Casite oil additive	52,000
80. Bank of America Travelers checks	52,000
81. The Scholl Manufacturing Co. Inc. Dr. Scholl's foot spray	51,000
82. Block Drug Co. Nytol	47,000
Poligrip	47,000
Tegrin	43,000
83. Torginal Industries Inc. Liquid floor covering	42,000
84. Jeffrey Martin Inc.	42,000
	41,000
	7,000
	27,000
	7,000
	39,000
	39,000
	38,000

	Estimated expenditure
Compoz	38,000
85. Helmac Products Corp. Lint Pic-up	36,000
85. Smith-Corona Marchant Inc. Typewriters	36,000
87. Voice of Prophecy Religious	33,000
88. Assemblies of God Religious	33,000
89. Lutheran Laymen's League Religious	32,000
90. Dunn & McCarthy Inc. Enna Jettick shoes	31,000
90. Holiday Inns of America, Inc. Motels & restaurants	31,000
92. Alcan Aluminum Corp. Flexalum	29,000
92. Great American Insurance Co. Insurance	29,000
92. Waterman-Bic Pen Corp. Bic ball point pen	28,000
95. D.W.G. Cigar Corp. Red Dog cigars	28,000
96. Highland Church of Christ Religious	27,000
96. G. & C. Merriam Co. Dictionaries	26,000
96. Union Underwear Co. Inc. Fruit of the Loom underwear	26,000
99. Christian Reformed Church Religious	25,000
100. Peterson Manufacturing Co. Inc. Vise-Grip tools	25,000
	24,000

Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS, and NBC. This makes them comparable to data for other media including spot radio, spot TV and network TV.

*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy.

Source: Radio Advertising Bureau Inc.

GT&E takes full tab for CBS-TV plays

General Telephone & Electronics Corp., New York, through Tatham-Laird & Kudner Inc., New York, has assumed full sponsorship of all *CBS Playhouse* TV specials in the 1967-68 season, it is to be announced today (Feb. 6) by CBS-TV Network President Thomas H. Dawson.

Mr. Dawson said a minimum of four original TV plays will be presented during the season, with possibility of more. He noted that GT&E has been a sponsor of CBS News specials on a once-a-month basis since January 1966.

GT&E President Leslie H. Warner said: "The new commitment to dramatic programs should be viewed as an extension of our current commitment to CBS News. We are continuing with our CBS News specials. Next season we will continue to explore the sponsorship of outstanding CBS News specials and other quality programs..."

It was recently announced that GT&E had also underwritten National Educational Television's presentation of the Laurence Olivier production of Chekhov's *Uncle Vanya* later this year.

**SAY—
DON'T YOU COLOR SETS
EVER GET TURNED TO
OTHER CHANNELS?**



KVOD 2 TV 
TULSA

Represented by  The Original Station Representative

Color rate card put on shelf

WHEN-TV wants to reassess premium charges; Katz sticks to its guns

WHEN-TV Syracuse, N. Y., seemingly alone in its battle to establish a color rate card, last week rescinded its action. The station said that while some broadcasters applauded its adoption of a color card, no "tangible support for our position" has developed within the industry.

The Katz Agency, national sales representative for WHEN-TV, said the station's decision "in no way changes Katz Television's position that color adds value to television as an advertising medium" and that TV stations have a right to charge the added value.

WHEN-TV, the first station in the country to announce a color rate card, asked a 5% increase for all commer-

cials running in color. The card was introduced last October but was met with increasing agitation among advertising agencies and with a mixed reaction of station representation companies (BROADCASTING, Dec. 28, 1966).

The outcry among agency buyers was at its loudest last December when several threats of commercial cancellation reached the station.

WHEN-TV said last week that based on the experience it had with "Color Rate Card No. 1" it intended to "re-examine our position regarding the establishment of rates that reflect the added impact color TV offers advertisers." The station had maintained that its new rate card was founded on the principle that color is worth more to the advertiser and therefore he ought to pay more for it.

Extra Value ■ Katz said the station's decision served to support the representation company's view that "the answers to 'when and how' TV rates will reflect the added value of color must be determined station-by-station, market-by-market."

Other stations in the market (WSYR-TV and WNYX-TV) had said they had no plans to issue color rate cards.

Several advertising agencies had sug-

gested that many TV stations would follow WHEN-TV's lead with color rate cards of their own in a move to get faster return on color equipment investments. Stations generally questioned the agency argument and WHEN-TV denied it had influenced its creation of special color rates.

Business briefly . . .

Campbell Soup Co., Camden, N. J., through Needham, Harper & Steers, Chicago, will introduce its new barbecue beans this month with a campaign including daytime color commercials on all three TV networks, and spot television in key markets.

American Motors Corp., Detroit, through Benton & Bowles, Inc., New York, will sponsor CBS-TV's one-hour special *Andy Griffith's Uptown-Down-town Show*, Tuesday, Feb. 21 (8:30-9:30 p.m. EST).

Burlington Industries Inc., through Doyle Dane Bernbach Inc.; **Singer Co.**, through J. Walter Thompson Co.; **Sterling Drug Inc.**, through Benton & Bowles Inc., all New York; and **Opel Adam Ag**, wholly-owned subsidiary of **General Motors Corp.**, through McCann-Erickson, both Detroit, will participate in sponsorship of ABC-TV's rebroadcast of *Holiday on Ice* on Feb. 16 (10-11 p.m., EST).

The Squirt Co., Sherman Oaks, Calif., through Smock, Debnam & Waddell Inc., Los Angeles, will sink the greater part of its some \$2 million consumer advertising budget into network television this year. A total of 11 nighttime shows will carry Squirt commercials on the entire ABC-TV network, with the exception of New York. Plans call for the Squirt campaign to be carried on an aggregate of more than 180 television stations.

Tupperware Division of Rexall Drug and Chemical Corp., Orlando, Fla., through BBDO, New York, will promote its food containers with daytime TV advertising in March and April on *The Pat Boone Show*, *Hollywood Squires*, *Let's Make a Deal*, *The Doctors*, and *Days of Our Lives*. A print campaign begins this month.

Prince Macaroni Manufacturing Co., Lowell, Mass., has begun a New England advertising campaign—biggest in its 50-year history—with about \$200,000 of an estimated \$1 million budget devoted to radio in the six New England states, New York and Florida. Agency is Venet Advertising Co., New York.

The General Electric Co., through BBDO, both New York, will sponsor a two-hour television adaptation of "Damn Yankees," the Broadway musi-



Scripps-Howard stays with Blair TV

Number of big station-group owners in recent years have set up their own station-representation companies, but one of those taking opposite tack is Scripps-Howard Broadcasting Co. Last week Jack R. Howard (l), president, signed a long-term renewal with John Blair

& Co. in the presence of Frank Martin (r), Blair president. Blair has represented the Scripps-Howard group of stations (WCPO-TV Cincinnati, WEWS-TV Cleveland, WMC-TV Memphis and WPTV-TV West Palm Beach, Fla.) for more than 10 years.

What did Lolita do with a Tip on a Dead Jockey?

Plenty!

On February 5, 1966, *Lolita* and *Tip on a Dead Jockey* played New York at the same time, on competing stations, and together picked up an 89% share of the TV audience.*

It was the same fantastic story when *Jailhouse Rock* and *Shadow on the Wall* met July 23rd for a combined 83% share of the New York audience.* What's more, all these films are part of the great MGM/5 or MGM/6. That's show biz. And a lot of it.



*NSI—11:30 PM—Conclusion



Is there a swing to Norelco
Just ask these busy people
Better yet, ask the



Scenes from North American Philips Company, Inc., Studio Equipment Division manufacturing facility, Mt. Vernon, N.Y.

3-tube Plumbicon* color cameras? who build them. people who are buying them.

Here's a partial list of stations now using the Norelco cameras. Ask them—at our expense—why they chose Norelco cameras. Call or write us. If you're in the market for a new color camera, we'll pay for your trip to one of these stations, subject of course to availability of their technical personnel to show and tell you the reasons for their choice.

STATION	LOCATION
EAST	
WNHC-TV	New Haven, Conn.
WNEW-TV	New York
REEVES SOUND STUDIOS	New York
SPORTS NETWORK	Rutherford, N.J.
SOUTH	
WAGA-TV	Atlanta, Ga.
WJBF-TV	Augusta, Ga.
WCYB-TV	Bristol, Va./Tenn.
WKRG-TV	Mobile, Ala.
WSPA-TV	Spartanburg, S.C.
WBTV (Remote Unit)	Charlotte, N.C.
MIDWEST	
WFIE-TV	Evansville, Ind.
WFRV-TV	Green Bay, Wisc.
WISH-TV	Indianapolis, Ind.
WEST	
KABC-TV	Los Angeles, Cal.
KTTV	Los Angeles, Cal.
KXTV	Sacramento, Cal.

Two major networks and dozens of stations now use Norelco 3-tube color cameras. Over a hundred of these "new generation" cameras are on the air today. And, just to keep up with orders, we've had to triple production personnel and quadruple the number of our factory test stations in less than a year.

Why the swing to Norelco 3-tube cameras? The big reason is superior performance through state-of-the-art innovations. *Item:* A sharper picture in both color and monochrome than with any 4-tube camera; Norelco's "contours out of green" system for both vertical and horizontal aperture correction provides that. *Item:* Lower noise, more detail in dark or shadowed areas with Norelco's superior gamma circuitry. *Item:* No lag because our beam split system is highly efficient; also, the light is split 3 ways, not 4. *Item:* Maximum stability and reliability because the Norelco 3-tube camera is inherently simpler (which also means fewer controls, less set-up time).

Briefly, that's why they're swinging to the Norelco camera. For technical details, call our sales representative, Visual Electronics. Or call us. Be a swinger.

Norelco STUDIO EQUIPMENT
DIVISION
NORTH AMERICAN PHILIPS COMPANY, INC.
900 South Columbus Avenue, Mount Vernon, New York 10550

PGW names two more 'colonels'

Peters, Griffin, Woodward Inc. announced today (Feb. 6) that it has given "Colonel of the Year" honors for 1966 to Sidney Carter, a radio account executive in the company's Chicago office, and James Sefert, a television account executive in the New York office.

Mr. Carter has been in PGW's Chicago office for eight years. Mr. Sefert joined the company in De-

troit in 1961 and was transferred to New York two years ago. Each winner received an illuminated scroll.

The awards are made each year by the firm to an individual in radio and another in television who have shown the most growth in their positions and in their contributions to stations, advertisers and agencies during the recently completed year.



Seated (l to r) are James Sefert and H. Preston Peters, PGW chairman; standing, Lloyd Griffin, PGW

president, and John Butler, vice president-radio for the station-representation firm.

cal, on NBC-TV Saturday, April 8 (9-11 p.m. NYT). Sponsorship will be shared by several GE consumer products as well as corporate.

Southern California Rapid Transit District, through Russell R. Rullman Advertising, Los Angeles, is spending \$113,000 in multimedia exposure for a spring push to promote its discount student privilege card. On radio a four-week campaign of 60-second spots will be broadcast on seven Southern California stations in such markets as San Bernardino, Ontario, Pomona and Los Angeles. All radio stations used will be ones appealing to an essentially teenage audience. The Rapid Transit District currently is spending \$476,262 in broadcast media, all but \$34,220 of it in radio.

Lewis Food Co., Los Angeles, through Russell R. Rullman Advertising, same city, will sponsor Frank Hemingway's 7 a.m. news program for 52 weeks over the ABC Radio West regional network.

This marks the first move by the pet

food advertiser in a planned media expansion in 1967. Sponsorship is on a rotating basis of three participations one week and two the next. Lewis Food announcements will be heard throughout a 10-state area over 47 stations.

General Foods Corp., White Plains, N. Y., through Ogilvy & Mather, New York, will introduce Start, a new instant breakfast drink backed by network and spot television.

Monsanto Co., St. Louis, textile division, through Doyle Dane Bernbach, New York, will sponsor both ABC-TV's Zero Mostel special *Zero Hour* Monday, May 1 (10-11 p.m.) and "Guys and Dolls" on the Wednesday Night Movie, Feb. 8 (8-11 p.m.).

Rep appointments . . .

■ **KZTV(TV)** Corpus Christi and **KRLD-TV** Dallas, both Texas; **KTHV(TV)** Little Rock, Ark; **KEYC-TV** Mankato, Minn.; **KGLO-TV** Mason City, Iowa; **WPSD-TV**

Paducah, Ky., and **KHQA-TV** Quincy, Ill.-Hannibal, Mo.: **H-R Television Inc.**, New York.

■ **KOYN** Billings, Mont.: **Venard, Torbet & McConnell Inc.**, New York.

■ **KIFN** Phoenix and **KEVT** Tucson, both Arizona and **WMIE** Miami: **Savalli/Gates Inc.**, New York.

■ **KALB** Alexandria, La.: **Stone Representatives Inc.**, New York.

■ **WILA** Danville, Va.: **Bernard Howard Co.**, New York.

■ **WPBS(FM)** Philadelphia: **Avery-Knodel Inc.**, New York.

■ **WFMZ(FM)** Allentown, Pa.: **Otis Rawalt Inc.**, New York.

■ **WLOL** Minneapolis: **Major Market Radio**, New York.

New product turns to new agency for TV

A new agency, **Harvey & Carlson**, New York, will handle the \$500,000 TV advertising campaign for a new product, **Wright's Iron-On Seam** binding, of the **William E. Wright & Sons Co.**, West Barren, Mass.

The campaign will begin March 13 on 11 ABC-TV daytime shows including *Donna Reed*, *Ben Casey*, *The Newlywed Game*, *Where The Action Is*, and some new shows.

In its first year, **Harvey & Carlson** has more than doubled its initial \$2 million annual billings. Approximately 70% of the billing is invested in TV.

Three agencies merge in Midwest

Three Midwest advertising agencies have merged into one agency with annual billings of \$6.5 million and 103 clients.

Colle & McVoy Advertising, Minneapolis; **Colle McVoy Weston Barnett Inc.**, Waterloo, Iowa, and **Ekberg, DeGrofft & Hunter Advertising**, Denver, will form **Colle & McVoy Advertising** of Minneapolis, Denver and Waterloo. Principal officers of the new 72-man firm are **Alfred Colle**, president; **Leonard Ekberg**, executive vice president, Denver, and **Donald Irwin**, executive vice president, Waterloo.

The officers emphasized the move will provide greater depth of creative talent and marketing experience with extended depth in account service.

Colle & McVoy was founded in 1935; **Colle McVoy Weston Barnett**, in the early 1920's, and **Ekberg, DeGrofft and Hunter**, in the mid 1930's.

The more “partners” we have, the better.

Right now we have more than four million direct shareowners. And since insurance companies, mutual funds and pension plans invest in us, more than 100 million people who save money through them have an indirect share in our business, too. In fact, to finance the development of all the additional electric service people need and want, our industry puts to work about 6½% of all personal savings in the U. S. every year. That's American enterprise in action, for as we grow to meet our customers' electric needs and desires, we help our countless “partners” grow economically, too. And one of those “partners” is you!

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Business urged to protect its image

The business community should respond positively to the current vogue of "consumer protectionism" by designating top management personnel with responsibility for social relations, Peter W. Allport, president of the Association of National Advertisers, suggested last week.



Mr. Allport

He told the annual meeting of the U. S. Brewers Association in Bal Harbour, Fla., that such developments as auto and tire safety hearings, the complaints about quality in TV and consumer boycotts are symptomatic of the problems of business. To improve its prestige, Mr. Allport proposed that industry should attempt to "generate hard data and incontrovertible facts"; speak up forcefully when it has the facts; participate more actively in local consumer organizations and intensify its efforts of self-regulation.

"Many in American society are looking for improvements and many see areas for improvements in aspects of our marketing operations," Mr. Allport stated. "We need to join them in this. We must take steps to foresee, for instance, the fault in failing to recognize the Negro on television, or the mistake of overselling to children, or the long-term consequence of positioning commercials where they don't belong, or, more mundanely, of failing to provide, for those who wish it, operating and maintenance information."

Agency appointments . . .

▪ Breakstone Foods Division of National Dairy Products Corp., New York, has appointed Richard K. Manoff, same city, to handle its advertising for all products. Breakstone is a spot TV user. Former agency for Breakstone is Papert, Koenig & Lois, New York.

▪ Robair Eldora Co., Los Angeles, has appointed M. J. Beckman Associates, same city, to handle company's new foamy bath oil, Gardens of Babylon. National TV spot campaign is planned.

▪ McDonald Operators Association of Southern California has appointed Davis Johnson Mogul & Colombatto, Los Angeles, to handle advertising for its

Lincoln buys 'Today'

Lincoln National Life Insurance Co., Fort Wayne, Ind., which usually invests only in print advertising, plans to celebrate Lincoln's birthday (its namesake) with a TV promotion buy: exclusive sponsorship of NBC-TV's *Today* show on Feb. 10, just two days before the holiday which falls on a Sunday.

Lincoln, through its agency, Geyer, Morey, Ballard Inc., has prepared eight color commercials for the program, each designed around its corporate image, its specific policies and its agents. Messages average about one minute in length, one on film with others featuring live presentations by show personalities. Lincoln's only other reported use of TV was in 1959 and 1960 when it sponsored an NBC-TV *Meet Mr. Lincoln* spectacular. The company will back up its *Today* buy with a heavy print schedule.

drive-in restaurant franchise chain organization. Annual billing is about \$500,000. D'Arcy Advertising Co., Chicago, handles McDonald's Corp. national account.

▪ McDonald's Hamburger Restaurants (Baltimore area) has appointed Richardson Myers & Donofrio, also Baltimore. Media plans will include heavy broadcasting with seasonal promotional campaigns. Account executive for McDonald's is Jerry Mathai.

▪ Bon Bon Co., Los Angeles, manufacturer of bite-sized ice cream candies, has appointed Erwin Wasey Inc., same city, to handle national promotion.

▪ The International Salt Co., Clarks Summit, Pa., has consolidated its accounts at Weightman Inc., Philadelphia, by assigning the agency its consumer, farm and industrial advertising. Weightman already handles Pfeiffer's Foods, a subsidiary of International Salt. The new account bills about \$1.1 million with estimated \$800,000 in TV-radio. Young & Rubicam is the former agency for International Salt.

▪ The Upjohn Co., Chicago, has appointed Scott & Scott Advertising Inc., same city, to handle its promotional plan for retail druggists that will include use of radio, television and newspapers.

Says no to airing of package stores ads

New Jersey State Alcoholic Beverage Control Division has denied the request of the state broadcasters association that it lift the ban on advertising by retail package liquor stores on radio-TV. In reporting the denial, the association said it may now press for legislation and/or legal action.

New Jersey broadcasters have waged a nine-month campaign to obtain the change in rules.

The ABC cited invasion of privacy of home "for the purpose of inducing the purchase of alcoholic beverages" as among the reasons for the denial.

NAB code stepped up radio monitoring in '66

When the National Association of Broadcasters Code Authority sought to raise the radio code dues starting with the 1966-67 fiscal period, it said a big part of the funds would go toward beefing up monitoring activity. The nine-month figures released by the code reflect the increased activity.

Comparing April-December 1965 with April-December 1966, the code reviewed 1,209 stations in '65 and 2,050 the following year for a 70% increase. The number of hours reviewed increased 83% from 26,882 to 49,296. It projects that by the end of the current fiscal year on March 31, it will have reviewed 2,850 stations, 72% more than 1965-66, for a total of 67,880 hours, 81% above the figure of a year earlier.

Also in advertising . . .

Coast screening ▪ Television Bureau of Advertising president Norman E. (Pete) Cash will participate in the first West Coast showings of the bureau's new film, "TEL-empathy . . . the Language of Involvement." Produced by Gerald Schnitzer Productions, Hollywood, for TVB, the film will be presented to selective audiences of agency and advertising executives at the Hotel Mark Hopkins in San Francisco on Feb. 14 and at the Preview House, 7655 Sunset Boulevard, Hollywood, on Feb. 15.

Movin' ▪ Media buyers at The Marschalk Co., New York, have moved to new offices in the American Metals Climax building in Rockefeller Plaza, across the street from Marschalk headquarters in the Time-Life building. The move to "Marschalk East," as the agency's staff members call their new offices, was made necessary by Marschalk's expansion.

We've been fired by some of our best customers.

There isn't an air freight forwarder who doesn't get fired by a good customer every once in a while. DAX is no exception.

In fact, the last time it happened to us the separation lasted 9 full days. Just long enough for the customer to realize that DAX isn't perfect...but that we come closest to it. Why? Because we've been able to eliminate so many problem areas.

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FCC asks Justice for its evidence

MERGER MOVE PROMISES ANOTHER LOOK WITHOUT REOPENING CASE

The FCC has preserved its options in the ABC-International Telephone & Telegraph Corp. case. The commission directed the Department of Justice to submit evidence it says it has that anti-competitive consequences would flow from the proposed merger. And the FCC barred ABC and ITT from merging until it decides what to do next.

The commission, in its surprise action last week, also granted the department's petition to intervene in the increasingly controversial proceeding. But the order was generally regarded as an adroit maneuver that permitted the commission to escape from the pressure it faced as a result of the department's request last month that it reopen the case and hold a full-dress evidentiary hearing.

The four members of the commission who had voted in December to approve ITT's acquisition of ABC's 17 AM, FM and TV stations were understood to be still firm in their conviction that they acted responsibly. However, it's believed that one or two had felt

they had little choice but to accede to the department's request for a hearing.

Court Problems ■ Officials pointed out that, regardless of the weight of the department's arguments, a denial of the petition would almost certainly have been challenged by Justice in the U. S. Court of Appeals. Furthermore, there was the matter of the "important information" Justice said it had that was not in the commission's record of the case.

The procedure adopted last week—on a 5-to-2 vote—will enable the commission and its staff to examine that information. It will also strengthen its position in the event the commission ultimately decides to deny the department's petition and finds itself in the anomalous position of a defendant in a court suit brought by the Department of Justice.

The order leaves the commission uncommitted. It said that after examining the additional material, the commission will "take such action or follow such procedure as seems appropriate." Grant or denial of the department's petition,

observers pointed out, is not the only alternative. Conceivably, the commission could direct Justice to make its case for a hearing in an oral argument. The commission promised only to act "promptly."

The order marked another chapter in a conflict between Justice and the commission over the handling of the case. Justice has accused the commission of failing to do its job properly; it says the two-day oral hearing the commission held in September was an unsatisfactory way of arriving at the facts in the case. The commission, in its order, sharply criticized the department for ignoring requests to make its views known until Dec. 20 (see below). The commission approved the merger a day later.

Deadline ■ The commission acted last week on Wednesday, a day before the voluntary agreement of ABC and ITT not to consummate their merger was to expire. The order approving the merger, which would result in a \$2.5 billion corporation, was to have be-

A record of correspondence that was mostly one-way

For the first time, the FCC last week gave a play-by-play account of contacts between it and the Department of Justice during consideration of the ABC-ITT merger. The account portrayed an FCC that went out of its way to solicit comment from Justice and a Justice Department that said nothing at all for months and never did take a firm position before the FCC approved the merger last December.

Following is the pertinent text in the commission's order of last week (with its numerous legal citations omitted):

"A brief review of the chronology of this proceeding is necessary to understand the present procedural situation. It appears from the Department [of Justice] petition that the department learned of this proposed merger in December 1965, and began investigating it 'within days.' It served a civil investigative demand upon the parties and received information regarding the merger from

that and other sources through April 1966. ABC and ITT tendered the subject applications for commission approval of the proposed transfers on March 31, 1966, and these were accepted for filing on April 14, 1966. Notice of the filing of these applications was publicized by radio, television and in the newspapers in accordance with the requirements of the statutes and rules.

"Our records disclose that during June 1966 the commission sent two letters to the department requesting the views of the department concerning this matter. On Aug. 18, 1966, the commission issued its order and notice of oral hearing before the commission en banc, in which the commission announced a procedure whereby any party desiring to offer evidence in the proceeding might do so, ordered a hearing on all issues of law, policy and fact, and invited any interested party to appear and be heard 'with respect to any question affecting the commission disposition

of the pending applications.' A copy of this order and notice was transmitted to the department and it was published in the *Federal Register* on Aug. 24, 1966.

"On Sept. 19 and 20, 1966, a hearing was held before the full commission on this matter. The department did not appear, file a statement, or give any indication to the commission that it had any evidence or views to present regarding the matter. Moreover, it did not raise any question concerning the procedure adopted, nor did it indicate in any way that it desired a postponement of the scheduled proceedings in order to permit completion of its investigation and the preparation of evidence for presentation to the commission.

"In October the commission again advised the department by letter that it expected to make a decision in the near future and invited the views of the department. The department first indicated to the commission that it

come effective Jan. 20. The resulting company would be the largest in the broadcasting business. But the parties agreed to a delay after the department, on Jan. 18, filed its petition to reopen the case.

The commission acted amid mounting indications that one or more congressional committees will look into the proposed merger and the commission's handling of it (see page 48). Senators Gaylord Nelson (D-Wis.) and Wayne Morse (D-Ore.), early critics of the proposed merger, told the FCC last week the Senate Small Business Subcommittee on Antitrust and Monopoly contemplates hearings on the merger. They asked that the department's stay be granted. Senator Nelson is chairman and Senator Morse is a member of the subcommittee.

The commission debated and approved the procedural step in a special meeting lasting only little more than an hour. However, the five separate statements the commissioners issued indicated that the cleavage within the commission on the proposed merger is as wide as ever, and that the procedure adopted was a compromise.

The two dissenting commissioners—Robert T. Bartley and James J. Wadsworth—objected for completely opposing reasons. Commissioner Bartley, who had voted against the merger, said the department's petition should have been granted. Commissioner Wad-

worth, who had voted for the transaction, said the petition should have been denied.

Deadlock Averted? ■ Commissioners Kenneth A. Cox and Nicholas Johnson, who, like Commissioner Bartley, opposed the merger, said they concurred in the action taken only because the commission appeared unable to agree on an affirmative action.

Commissioner Loevinger, who favored the merger said he felt the petition should have been denied but that "practical" considerations require that the department be required to submit its evidence. Only Chairman Rosel H. Hyde and Commissioner Robert E. Lee were content to let the commission document speak for them.

Speculation on authorship of the procedure adopted centered on Chairman Hyde and Commissioner Loevinger. The principle of requiring adversaries before the commission to disclose in advance their evidence—so as not to "surprise" their opponents—is one that Commissioner Loevinger has long championed.

The commission directed that Justice submit all of its evidence, including documents and names and addresses of witnesses it was prepared to call, along with a statement of the testimony they would give, by Feb. 15. A department spokesman said the deadline would be met.

ITT and ABC were ordered to file their own evidence by Feb. 23. The department then would be given until March 6 to submit rebuttal evidence.

The timetable indicates the commission could act some time after the middle of March.

Action Praised ■ ITT and ABC both issued statements hailing the commission's action. ITT said the commission order approving the merger was "soundly based," and added: "We are confident that the information that will be produced as a result of [the commission's] order will prove conclusively that the possibilities of such anticompetitive consequences raised by the department are indeed purely speculative, and we appreciate the opportunity provided by the commission to remove any doubts the department may be harboring."

ABC said, "The FCC action is in the public interest and should do much to clarify the issue, both with the commission and publicly. We applaud their action."

Both companies referred to the department's Dec. 20 letter, in which the department said that, although anticompetitive consequences might result from the merger, such consequences were "too speculative" to warrant government action.

The department, however, has criticized the commission for not paying more attention to the points raised in

that letter. And in a filing with the commission last week—replying to the parties' opposition to its petition—the department pointed out that it is not necessary to prove violation of the antitrust laws to show that the merger should be denied. Justice said the burden is on the applicants to prove the merger is in the public interest, and the issues raised in its letter, it said, are among those that the commission should consider in determining whether they have sustained their burden.

A key point involves the parties' assertion that the merger would result in a transfusion of financial aid into ABC which would enable it to compete more effectively with CBS and NBC. This weighed heavily in the commission's decision to grant the merger. But Justice contends that the evidence indicates that ITT looks on ABC as a source of capital.

Other Points ■ Justice also says its evidence indicates that the merger would remove ITT as a potential competitor of all three networks. ITT might, Justice said, establish either a conventional network or a chain of CATV systems. The department added the merger might remove ITT as an independent source of basic technological development that could lead to new systems of communications.

ITT and ABC disputed the department on all those points in their joint opposition (BROADCASTING, Jan. 30). But Justice last week said the parties' brief demonstrates that the commission did not have an adequate record on which to act and that factual and policy questions remain that require a reconsideration and an evidentiary hearing.

The commission, in its order, concentrated its criticism of the department on its tardiness in expressing its views. The commission noted that the department began studying the case in December 1965, then recited a detailed chronology of what it suggested were opportunities that the department passed up—and invitations that it ignored—to enter the case (see page 44).

The commission said it was permitting the department to intervene and make its information available solely because of "the unique status of the department and the nature of this case."

The commission said that if the petition had been filed by a private party it would be denied. The order noted that, under commission rules, the department should have made known its opposition to the proposed merger within 30 days of the filing of the applications—which occurred last April. Further, the order said the department's petition does not meet a requirement of the rules that petitions for reconsideration must "allege facts and evi-

might have any views or statement regarding this matter in a letter of Nov. 3, 1966, which stated that there was a "possibility of significant and anticompetitive effects" and suggested that the commission defer its own decision until the department had arrived at a "final decision on the antitrust aspects of the merger." Thereafter the commission repeatedly urged the department to make a more definitive statement and provide further information.

"On Dec. 20, 1966 the department wrote the commission stating that the possibilities of anticompetitive consequences from the merger 'seem sufficiently speculative that we are not presently contemplating action under the antitrust laws to enjoin consummation of the merger,' but that these possibilities deserve full and serious consideration by the commission in making its public interest determination. On Dec. 21, 1966, ITT filed a letter responding to some of the comments in the department letter. Thereafter the commission adopted and issued its decision."

dence . . . 'with particularity'."

'Not the Same' ■ Justice, responding to similar arguments made by ITT and ABC, said it was not in the same position as private parties petitioning the commission. The department said it has started with no preconceptions as to whether the merger would offend the public policies or antitrust laws; it could only undertake an investigation—and investigation of a complex and massive merger takes time.

The department said that, "while in retrospect" it might appear that it could have sought to intervene in early December, it did not think such a formal action was necessary in view of the continuing communication between the department and the commission as to the state of the investigation underway.

The department, however, was subjected to its sharpest criticism from the commissioners in their individual statements. Commissioner Wadsworth, in opposing the petition, said the department is "attempting to substitute its judgment for the expert judgment which the Congress has commanded this agency to exercise." He said the department's attempt to intervene "is incompatible with our own independence, the integrity of our processes and the principles of law that we are charged to uphold and preserve."

Commissioner Loewinger, a former chief of the Department's Antitrust Division, agreed, and added: "The Department of Justice and the Antitrust Division should stand and speak plainly against all attempts to influence the adjudicatory process by any means other than the prescribed process of law, and should not appear to acquiesce in, encourage or employ such means."

Even Commissioner Cox, although contending the department had substantiated its request for a hearing, was critical. He said the department has provided that substantiation "belatedly and not as fully as might be desired."

Pessimistic ■ Commissioner Johnson, however, saved all of his fire for those commissioners who had supported the merger. He said that Commissioner Wadsworth has stated "forthrightly what all must suspect: it is highly unlikely that the procedure we adopt today will subsequently prompt the commission to grant the hearing that Justice has requested. He said that the department's Dec. 20 letter was given "but a few minutes consideration, and added, "What reason is there to suspect the new, more voluminous filings will have any greater influence?"

Commissioner Bartley in his dissent also scored the majority. He said it has from the outset "pushed relentlessly for hasty approval of the merger without due regard for the commission's responsibility to develop an adequate record."

'Blue notebook' tells a tale

Stack of ITT documents requested by Justice reveals ins and outs of corporate thinking on industry growth

A foot-high stack of documents already on file at the FCC can be counted as the first installment on the commission's order for the evidence used by the Department of Justice in stating that the proposed merger of ABC and the International Telephone & Telegraph Corp. could produce serious anticompetitive consequences.

The documents are copies of those ITT furnished Justice in connection with the investigation which finally led Justice to ask the commission to reconsider its approval of the proposed merger and to hold an evidentiary hearing. ITT told the commission two weeks ago it would make the documents available to it. The pile will go higher as—in accordance with the commission's order last week (see page 44)—the department supplies the rest of its documentary evidence in the case and ITT and ABC provide theirs.

Some of the material is being kept confidential at the company's request. But from the documents available ITT emerges as an aggressive company, one always on the lookout for new ventures to acquire; a wealthy one, able to talk about possible acquisitions that could cost more than \$1 billion; and a prudent one, careful to move into a field only if it has been carefully explored.

Limited to Field ■ The department's interest was in the proposed merger's impact on broadcasting, so the documents are limited to that field and CATV, and in many cases the trail of documents revealing the company's interest in a possible buy ends in midair—so to speak. There is no document stating the conclusion.

For instance, ITT's interest in CBS—previously acknowledged by ITT Chairman and President Harold S. Geneen—appeared to be deep. Numerous studies of CBS are in the stack, and there is frequent reference to it as the leading network. What would it cost? One estimate ITT officials made was \$1.617 billion. But there is no evidence that officials of the two companies even talked about a possible merger. The price on the promise of ABC is put at \$400 million.

ITT was also interested in acquiring individual stations and groups of stations. Documents indicate ITT was considering offering Travelers Insurance \$35 million for its broadcasting subsidiary which owns WTIC-AM-FM-TV Hartford, Conn., and substantial real estate. However, there's no evidence that it

did, and the indicated price seems unaccountably high in view of studies by financial analysts stating that \$25 million would be fair.

The company in 1964 indicated interest, also, in WATE-AM-TV Knoxville, Tenn., when it was still owned by WATE Inc. However, the \$7 million asking price was considered too high. (It was subsequently sold to Peoples Broadcasting Corp. for \$6.8 million.) One property which the evidence indicates negotiations were actively underway is H. Gross Telecasting Inc., owner of WJIM-AM-TV Lansing, Mich. ITT appeared ready to pay \$13 million—but the sale never materialized.

Among the groups that interested ITT—and the company looked at all the major ones—Corinthian appeared to have the most appeal; at least, its name appeared to crop up most often. But as one executive noted, its "availability" was a problem.

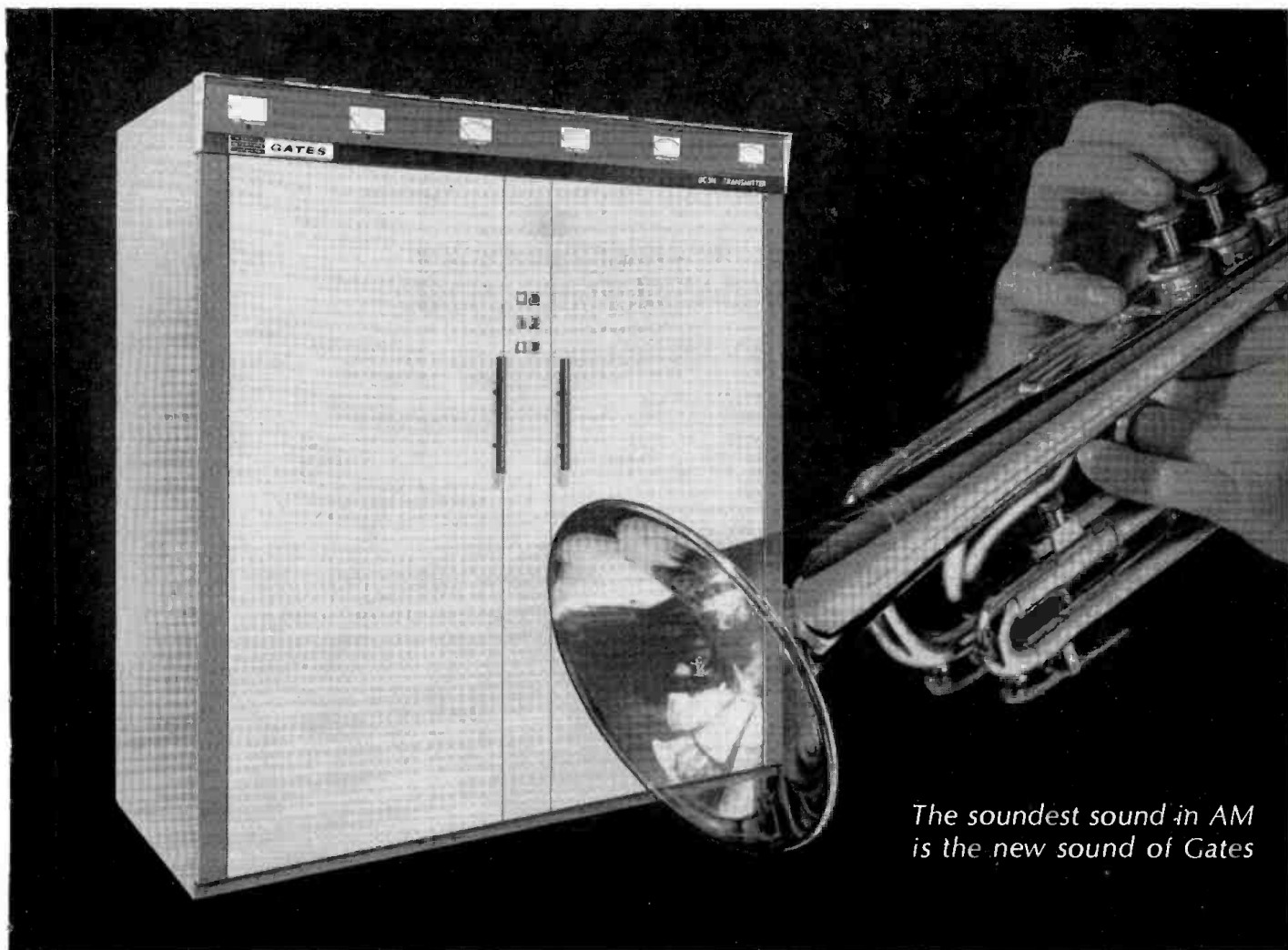
CATV Network? ■ The documents indicating ITT's interest in CATV include the memos from Mr. Geneen cited by Justice Department's antitrust chief, Donald F. Turner, in stating that ITT had been interested in developing CATV networks that would compete with broadcast networks (BROADCASTING, Dec. 26, 1966). The Nov. 1 and Oct. 27, 1965, memos to John W. Guilfoyle, an ITT vice president, talked of the possibility of creating a network "linking whole areas of local CATV franchises," according to Justice. The Nov. 1 memo is among the confidential documents.

Included in the documents also are old extracts of a two-year-old draft study of the Stanford Research Institute forecasting the establishment of 5,000 CATV systems serving 8 million subscribers by 1975. As an industry, CATV would earn revenues of \$400 million on a plant worth \$1 billion. The study said that CATV in the next decade could conceivably combine into a fourth network.

Correspondence in the file indicates that Skiatron Electronics & Television Corp. sought to interest ITT in a franchise for its Skiatron pay-TV system. One Skiatron proposal even suggested that that company might be "receptive" to an offer to acquire control. However, there appears to be no evidence of any interest on the part of ITT.

But it is in the sections of the stack dealing with broadcasting in general and ABC in particular that the going gets heavy with statistics and studies

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and analyses by Wall Street financial wizards and ITT resident experts.

Studies showed that ABC's net income would increase from \$17 million in 1965 to \$35 million in 1970 (compared to CBS's \$56 million in 1965 and \$90 million in 1970—one can almost hear ITT's hearts beat a little faster looking at those figures). It was this section that provided the basis for one of the conflicts between Justice and ABC-ITT: whether, as the parties maintain, ABC is to be aided by ITT's financial resources, or whether ITT is to take money out of ABC.

'Blue Binder' ■ The "booklet bound in blue loose-leaf binder" to which both sides refer is in the stack. As Justice has said, the report, which ABC-ITT say was based on a study by the ITT staff in early 1965, indicates that ABC by 1970 was expected to produce a cash flow of \$100 million that would be available for investment outside the broadcasting industry. ABC and ITT, however say the estimate is based on the predicate of the network achieving "meaningful profitability," which it has not been able to do. They also say the estimate does not cover dividend re-

quirements and large capital requirements for color conversion and other purposes.

But the stack also includes the minutes of the board meetings of ABC and ITT, at which the terms of the merger were approved. And the Justice Department, in replying to the parties' argument, notes that there appears to have been no discussion in the ABC board room on Dec. 7, 1965, of the expectation that ITT would be a source of capital. Simon B. Siegel, executive vice president, listed a number of other advantages, including the security of being part of a large complex and the improved "image" ABC would acquire in the eyes of sponsors. (He also reported that ITT wasn't the only suitor ABC had had. General Electric Co. had approached company officials talking merger, but nothing ever came of it. Litton Industries had made an offer—but neither Mr. Goldenson nor Mr. Siegel regarded it as good as ITT's.)

But perhaps Kuhn Loeb and Co., the Wall Street investment firm, said it all, in the report contained in the blue loose-leaf binder, when it said that the merger "would help both companies."

Hill interest in merger grows

Staggers committee may add its investigative power to the gathering inquiry

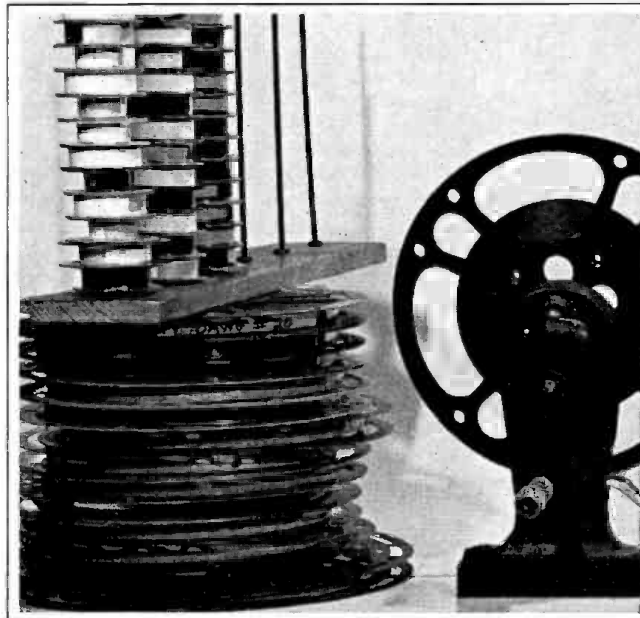
While the tide of congressional comment on the merits and objections of merger of International Telephone and Telegraph Corp. and ABC continued unabated last week, another congressional committee was reported to be considering an inquiry into the deal.

Defense and criticism of the FCC's handling of the case was maintaining the active pace unleashed by the Justice Department intervention two weeks before, when the commission announced a delay in the execution of the merger to allow the Justice Department to come forth with new evidence.

After the FCC action, Representative Silvio O. Conte (R-Mass.), one of the critics of the commission action in the



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proceedings, said Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, had agreed to place the matter before his committee. Committee sources, however, would not confirm that such action was being considered, although Representative Staggers had earlier written the commission requesting that he be kept posted on the action.

If the Commerce Committee is considering a hearing into the merger, it would join the House Small Business Committee in such a move. Representative Joe L. Evins (D-Tenn.) chairman of the small business unit, earlier had written to Representative Conte saying he would put the question of whether to investigate the merger's impact up to his committee membership. Reportedly, Representative Staggers has also said his group would be asked the question.

Senate, Too ■ In the Senate, where the criticism began, it has also been speculated that Senator Gaylord Nelson (D-Wis.) the earliest critic and chairman of the Small Business Subcommittee on Antitrust and Monopoly, would also seek such a hearing. His group, however, is actively engaged in a probe of the drug industry and may be hard

pressed for staff and time to undertake a hearing on the ITT-ABC situation. One staff member, however, noted the drug companies currently under investigation were wishfully urging the group to take up the ITT-ABC hearing instead.

The FCC announcement was greeted coolly by Senator Nelson, who had urged a reopening of the case rather than just allowing more time to let the Justice Department present its objections. He said the FCC seemed hostile to a full hearing. "For some unexplained reason" he said, "four of the seven commissioners have been determined to rush this measure through to completion without taking any testimony on the most crucial public questions involved." He added Congress should explore the whole question of whether a television network should be anything more than an independent company solely devoted to broadcasting.

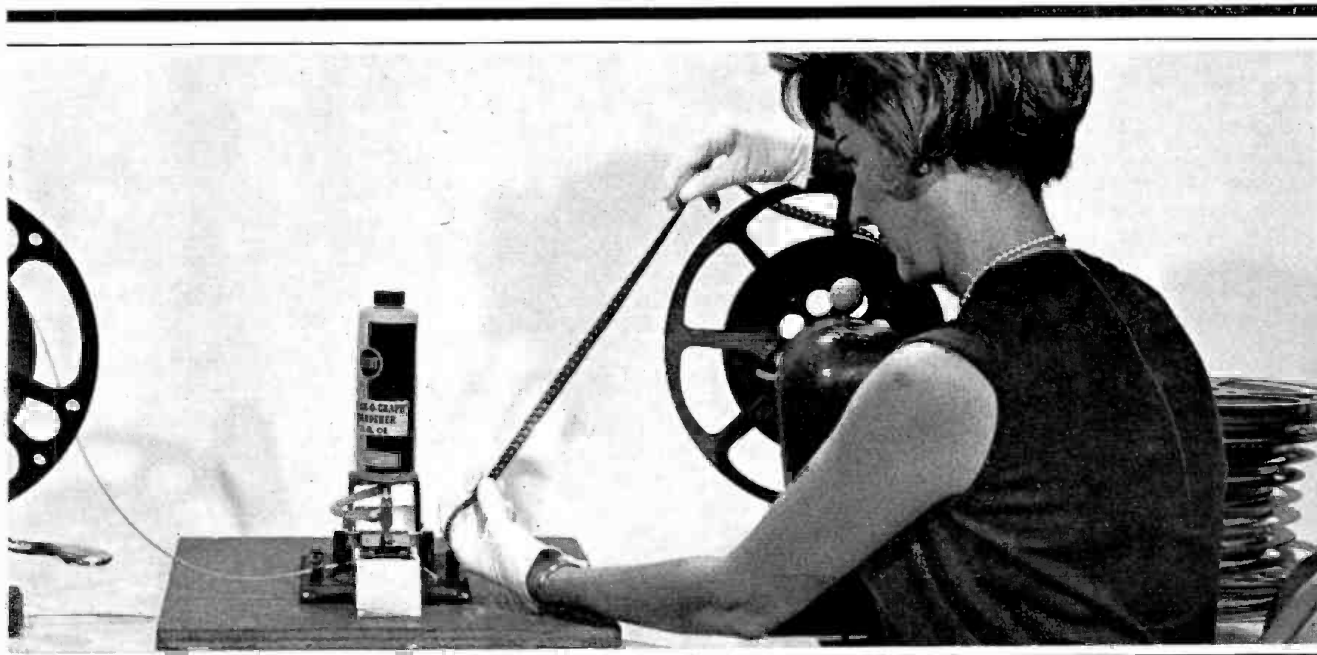
He and Senator Wayne Morse have also written to the FCC requesting a delay on the final decision until a hearing is held.

Senator Edward V. Long (D-Mo.) however, attacked the Justice Depart-

ment Antitrust Division for its delay until the last minute. He said he had no interest in the merits of the decision, but said that if the economy of this country ever seriously slows down or grinds to a halt, one factor would certainly be administrative delay. He said the antitrust division action was a perfect example of this type of action. He said his Subcommittee on Administrative Practice and Procedure would watch the situation closely.

Opposing the Opposers ■ Earlier Representative Thomas O'Neill (D-Mass.) and Representative Thomas Pelly (R-Wash.) had joined the opponents of the Justice Department action. Representative O'Neill said the late action had further complicated the situation. Representative Pelly argued the FCC had carried out its responsibility, that the merger would help ABC to compete against wealthier competitors and that the Justice action was "ill-advised and contrary to the public interest."

However Senator Ralph Yarborough (D-Tex.), who only last week had enlisted in the fight as a critic of the FCC, said that "objective, careful and thorough news collection and analysis are so vital to a free society that every pre-



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caution should be taken to shield the mass media from any possibility of undesirable influence from external economic interest." He also referred to a scholarly article pointing to the economic dangers of giant conglomerate companies, such as those were in pre-World War II Japan. ITT, he noted, was just the type of conglomerate firm that was cited in the survey.

Congress begins weighing bills

Daylight time, copyright,
ETV and longer licenses
all concern broadcasters

More funds for educational television, longer terms for broadcasting licenses and the go-ahead for television coverage of the House of Representatives: these were among the top legislative proposals affecting broadcasters introduced in the early weeks of the 90th Congress.

In the flood of bills that greeted the opening of the current session of Congress, many issues familiar to broadcasters reappeared. Included in this area were moves to give local areas the option of when to begin daylight saving time, a reintroduction of the copyright law changes including those dealing with community antenna television and a proposal to set up audience classifications for motion pictures.

Last week Representative Howard W. Robison (R-N.Y.) reintroduced a bill that would extend the ETV Facilities Act of 1962, which expires this year, for five more years and raise the per-state limit on federal grants from \$1 million to \$2 million. He pointed out the renewed attention being given to ETV and the fact that several states had exhausted the funds available to them without reaching their goals in ETV.

House Coverage ■ Several congressmen in the first few weeks of the session joined the drive to allow coverage of House proceedings. Bills to this end were introduced by Representatives Claude Pepper (D-Fla.), Edward J. Gurney (R-Fla.), Glenn Cunningham (R-Neb.) and Henry Reuss (D-Wis.) Most backers of the measure argue that television would aid in improving the caliber of legislative activity and debate, inform the public and fulfill the peoples' right to see their government at work.

The long-stalled drive to extend

broadcasting license terms to five years was started up again early in the session by Representatives John Dowdy (D-Tex.), Arthur Younger (R-Calif.), Donald Brotzman (R-Colo.) and Lionel Van Deerlin (D-Calif.) Although there is a strong push for this bill it is written off by many observers because of the animosity aroused by some broadcasters during the last election campaign.

Split States ■ Several members of Congress also introduced bills designed to stave off the application of the Uniform Time Act of 1966 in their states because of special situations. Eleven states are split up into different time zones and claim they would suffer if they had to obey the new law taking effect April 1 and have the same time throughout the state. Others base their arguments on the fact that although states are given the option whether and when to adopt daylight saving time, some state legislatures will not meet this year and they therefore seek exemption. The Uniform Time Act was ardently supported by the broadcasting industry because they claimed the lack of coordination over daylight time made programing difficult. Such bills were introduced by Representatives J. Edward Roush (D-Ind.), Philip E. Ruppe (D-Mich.), Richard White (D-Tex.), Carl D. Perkins (D-Ky.), Frank A. Stubblefield (D-Ky.) and Senators Thruston Morton and John Sherman Cooper (both R-Ky.)

Senator Margaret Chase Smith (R-Maine) introduced a measure that would create a committee on film classification that would advise Congress on possible legislation aimed at limiting the exhibition of certain motion pictures to minors.

Section 315 of the Communications Act, which requires stations broadcasting controversial statements to make equal time available for a reply, was the subject of a bill put forth by Representative Younger. His measure would exempt stations from being forced to give a respondent equal time without charge when the respondent could not pay a fee equal to the one charged the person who made the statements the respondent wished to answer.

Hearing Coming ■ Senator John McClellan (D-Ark.), chairman of the Senate Committee on Patents, Trademark and Copyrights, and Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, the two groups that would study such legislation, both introduced the proposed revisions in the copyright laws that have been a decade in the making. A House judiciary subcommittee last year reported out the bill and the full committee was to consider it when the session ended. Senator McClellan said his introduction of the bill was to permit his subcommittee to hold hearings on it.

Representative Abraham Multer (D-N.Y.) introduced an amendment that would prohibit the broadcasting of boxing matches on television and radio. Moves are also underway in Congress to remove one of the baubles on the so-called Christmas Tree Bill, passed near the end of the last session loaded with amendments. The issue at stake is the amendment that would finance presidential campaigns by allowing taxpayers to donate one dollar toward a pool for such funds. Senator Albert Gore (D-Tenn.) has proposed a bill that would repeal that provision.

Mayoral case reopened again

The FCC has for a second time reopened for a further hearing a case in which three commonly owned Puerto Rican stations face the revocation of their licenses.

The commission, as it did in the initial reopening, acted on the petition of George Mayoral, former official and minority stockholder of the stations—WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez.

The main alleged offense in the case was the unauthorized rebroadcast of Armed Forces Radio Service news programs in 1962. AFRS, a branch of the Department of Defense, provides radio-TV programs to armed forces outside the continental U. S. where commercial programing is inadequate or not available.

Mr. Mayoral was singled out in Hearing Examiner Forest McClenning's two decisions in the case as the individual primarily responsible for the alleged offenses that figured in his recommendation that the stations' licenses be revoked.

Mr. Mayoral in December asked for a reopening of the record to permit the inclusion of an affidavit from a former station employe apparently putting a different light on previous testimony he had given that was damaging to Mr. Mayoral. (BROADCASTING, Jan. 2).

The former employe is Carl Soderlund, whose testimony was cited by Mr. McClenning in reaching his conclusion regarding Mr. Mayoral's responsibility. In his affidavit, Mr. Soderlund said: "Mr. Mayoral never gave a direct order to carry AFRS on WKYN."

Cross Examination ■ However, the commission ordered a further hearing to permit cross-examination of Mr. Soderlund and to permit the parties, including the commission's Broadcast Bureau, to "adduce" other evidence "in refutation or corroboration" of Mr. Soderlund's testimony.

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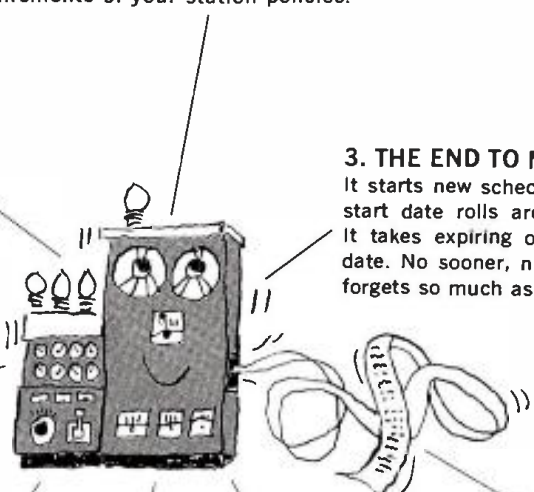
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FCC's Johnson concurs, but . . .

He has misgivings about commission policy in grant of FM station to group owning AM and town's only paper

If FCC Commissioner Nicholas Johnson had his way, broadcasters would not be as confident as he feels they now can be that their broadcast authorizations are permanent. He would like the commission to make clear that authorizations are vulnerable to attack by competing applicants every three years.

The commissioner made his views known last week in a statement in which he expressed misgivings about the commission grant of a construction permit for an FM station in Paris, Ky., to a company that operates the town's only AM station and two of whose three shareholders own its only daily newspaper.

Commissioner Johnson concurred in the grant to Paris-Bourbon Broadcasting Inc., "but not without some hesitation." He was concerned about the lack of diversity of ownership of mass media in Paris, and added: "If the commission's past record is any guide, the control of the mass media in Paris in all probability will be frozen forever in the hands of one set of individuals . . ."

Commissioner Kenneth A. Cox, who has expressed similar concern in previous cases involving a concentration of control of mass media in small towns, cast the only vote opposing the grant.

Commission policy in cases of competing applications is to favor those that will result in a diversity of ownership of mass media. However, there was no other applicant for the FM facility in Paris. And in such cases the commission generally acts on the assumption that the advantages to be gained from making use of a broadcast frequency outweigh the disadvantages that might result from an increase in the concentration of control of mass media. This is particularly true when small communities are involved, and there seems little chance other applicants for the frequency will appear.

Theory Noted ■ Commissioner Johnson noted that, "theoretically," when the Paris-Bourbon license expires in three years, the commission could assign the Paris FM facility to another applicant, "employing the same criteria which would be relevant" in the initial assignment. But, he noted, "in practice" the commission never fails to renew a license "except for the most serious breach of conduct."

He disclosed that he had asked the commission to include a statement in its opinion encouraging others to apply for the Paris facility, when Paris-Bour-

bon's license expires, by indicating a "readiness to give genuine consideration to any competing applications at that time—what I had hoped was simply a restatement of commission policy and practice." But, he said, he was turned down. Accordingly, he said he personally is ready to hear from future competing applicants, and hopes "for a more enlightened policy from the commission in the future."

Possible Rule Change ■ Although he did not propose rules regarding concentration of control of broadcast properties and other media, he said he wouldn't exclude such an approach. He suggested that the commission might consider a rule "simply prohibiting a single ownership of newspapers and broadcast properties in a local community. Certainly, we should have more evidence than we do of the implications of such concentration for the communities involved."

Mr. Johnson also indicated he would be interested in considering an FCC rule against joint ownership of AM and FM stations.

He noted that, despite what he called "successful" commission efforts "to discourage competing applicants at renewal time," a number of licensees currently are faced with competition for the frequencies on which they have been operating. He felt this was encouraging.

And if the commission "brings to life" a Supreme Court opinion holding that broadcasters do not acquire property rights along with a broadcast license, he said, "there may be some advantages" to the approach he suggested in the Paris-Bourbon case. But if time proves the suggestion "naive and futile," he would urge consideration "of a more general study and establishment of standards by Congress or the commission."

Democrats vote to keep Williams in his place

His estranged Democratic Party colleagues last week voted not to forgive Representative John Bell Williams (D-Miss.) for actively supporting Barry Goldwater, the opposition's presidential candidate in 1964.

A party caucus, by a vote of 134 to 100, decided not to lift the banishment imposed on Representative Wil-

liams two years ago. The move had stripped him of his seniority, and he sought to have these rights restored with the beginning of the 90th Congress. Party liberals, however, decided to make an example of the issue, arguing that to lift the punishment would encourage defections.

After the vote, Representative Williams said he was disappointed but not bitter and added he had no apologies to make. He also said he would not accept any committee assignments. He had been pushed to the bottom of the seniority ladder in the House Commerce Committee.

The determination of Representative Williams's status on the committee, which had been uncertain until his seniority rank had been decided, will now allow the committee to organize itself. The committee will make its assignments and choose its subcommittee chairmen at an organizational meeting scheduled for Tuesday (Feb. 7). At that time Representative Torbert Macdonald (D-Mass.) is expected to be named chairman of the Communications Subcommittee.

After these matters are settled the group may decide in the following weeks whether to take up many of the controversial issues discussed since the end of the last session of Congress. These would include the possibilities of studying the ABC-ITT merger, broadcast editorials, station ownership, fairness in political broadcasting and CATV regulation.

Top-100-market waivers OK'd in 2 CATV cases

A Pennsylvania CATV that was directed by the FCC to show cause why four of its systems should not cease operations has received commission permission to continue providing service through its system in Bethlehem, Pa.

The FCC last week told Twin County Trans-Video Inc. that it could continue importing signals of WOR-TV, WNEW-TV, WABC-TV and WPIX-TV, all New York, on its system in Bethlehem. The show-cause order still pertains, however, to Twin County's systems in Freemansburg, Greenawalds and Ormrod, all Pennsylvania.

The CATV was ordered by the commission last month to show cause why it shouldn't be required to stop service in the four communities because of alleged failure to notify all TV stations within whose grade B contours its systems lie that it was beginning operations, and also for importing distant signals into one of the top-100 markets.

The commission stated that the New York signals "have been available to

subscribers in Bethlehem for a number of years and they will continue to be available . . . irrespective of the outcome of this show-cause proceeding." Bethlehem already has two CATV's, Service Electric Cable TV Inc. and C-B-L Electronics, that both carry the New York signals. The systems were in operation prior to Feb. 15, 1966, when the commission adopted its new CATV rules.

Hearing Waived ■ In another CATV development the FCC granted the petition for waiver of the distant signal hearing requirement filed by Santa Fe Cablevision Co. The action permits the CATV to import the signals of KPHO-TV Phoenix, KTLA(TV), KHJ-TV, KTTV(TV), KCOP(TV), KWHY-TV, and KMEX-TV, all Los Angeles, into Santa Fe, N. M., part of the Albuquerque, N. M., TV market, ranked 100th.

Santa Fe is served by KGGM-TV, KOAT-TV, and KOB-TV, all Albuquerque. The CATV's operations in Santa Fe would affect a very small percentage of the total television homes served by these stations, the commission said.

In a related matter the FCC designated for hearing a request by American Television Relay Inc. to carry the distant signals of KTLA, KHJ-TV, KTTV and KCOP, all Los Angeles, to a new CATV system in Albuquerque proposed by the Vumore Co.

Lindow stresses threats of CATV and land-mobile

The need for broadcasters to keep a tight rein on CATV and on attempts by land-mobile forces to get chunks of the broadcast spectrum was outlined last week by Lester W. Lindow, executive director of the Association of Maximum Service Telecasters.

He told the Wisconsin Broadcasters Association meeting in Madison on Thursday (Feb. 2) that two of today's major problems are: "the continuing threat to free, off-the-air television service posed by an increasingly more elaborate wired pay-television scheme—commonly called CATV" and "the efforts of nonbroadcast spectrum users to share, or to appropriate for their own use, frequencies now assigned to broadcasting—particularly television."

In both cases, he noted, the broadcasting opponents have "as their hard-core powerful equipment supplier interests who have the incentive" and funds to fight. He added that CATV and land-mobile forces had learned the value of forming regional and national associations to fight for their goals, and had devoted "considerable effort" in making their stories known to Congress. These efforts must be countered by broadcasters, he charged.

NET chief has doubts on CPTV

He'll push for principle, but warns of unrealistic details in Carnegie plan

National Educational Television President John F. White is more than willing to look educational television's apparent gift horse in the mouth. He thinks that the Carnegie Commission report issued last month (BROADCASTING, Jan. 30), "does not basically change" the present ETV system "at all." He wonders whether the creation of a Corp. for Public Television to provide programming for ETV stations "would be imposing another big brother on this system."

Basically, Mr. White has no quarrel with the Carnegie Commission's design for public television. He'll "push for the principle of it." But the educational-network executive, who reads some criticism of his organization in the Carnegie report, doubts that all of the commission's suggestions are realistic. He wants to see a lot of dialogue carried on about the commission's proposals before any final action is taken.

With Dr. DuBridge ■ Mr. White made these opinions clear on a special hour telecast, *Educational Television—the Turning Point*, taped by and shown on educational station KCET(TV) Los Angeles Jan. 27. Norman Cousins, editor of the *Saturday Review*, moderated the discussion program, which included

only one other participant, Dr. Lee A. DuBridge, president of the California Institute of Technology. Dr. DuBridge was one of the 15 members of the Carnegie Commission. (Former FCC chairman Newton N. Minow, who also was to be part of the discussion, was detained in Chicago by snow.)

Emphasizing from the beginning that he was "speaking as one of the patients on the table," Mr. White throughout the broadcast edged his comments with tones of disenchantment. He pointed out that in making its proposals the commission "was fighting for ideals," but indicated that the members are not men who sit behind desks and are forced to make broadcast decisions.

Mr. White stressed that he regards the Carnegie report as "a road map" for developing a full system of public television. "It's what we do, not what we say, that's important," he explained. He also expressed confidence that the "bad things" in the report will "come out in the wash."

The Carnegie Commission recommended that the Corp. for Public Television underwrite two national production centers one of which, the commission suggested, would be Mr. White's NET. At the moment NET is the only national ETV source.

Mr. White pointed out that a proposal for the training of management personnel of ETV stations "is the sleeper" in the report "that nobody talks about. It's where we're weakest around the country," he said, "but this could make it possible for us to train station managers who'll have the guts to be provocative in their programming ideas."

The NET official added that he's "worried" about the provision in the



The torch for educational TV must now be carried by those interested in furthering the idea of a Corp. for Public Television, as recommended by the Carnegie Commission on Educational TV. This was the message given by Dr. James Killian Jr., chairman of the

commission, on ABC's 'Issues and Answers' broadcast Jan. 29.

Dr. Killian is shown above (l) with former North Carolina Governor Terry Sanford, also a member of the Carnegie Commission (c), and Edward P. Morgan, ABC News commentator.

report that calls for six of the 12-man board of directors of the Corp. for Public Television to be appointed by the President, with these initial members electing the other six. "Essentially this means the 12 members are coming from the White House," he said.

During the broadcast, Dr. DuBridge said that CPTV would "open new vistas" in programing. He suggested that diverse audiences deserve an opportunity to see diverse programing. The basic weakness in ETV in the past, he explained, was its poverty, and the aim of the Carnegie report is to triple the total resources of educational stations in the country.

A Good Chance ■ Questioned after the taping by newsmen, Dr. DuBridge said he could not predict the fate of the commission's proposals but acknowledged that there's "a 50-50 chance Congress will find other means to finance public television" than by an excise tax on sales of new TV sets.

During the same news conference Mr. White said that "there are elements in the report that are idealistic," and that there are things "that aren't going to work." He said the assurance given in the report that CPTV will not be a network is not accurate. "It is going to be a network," he contended. Mr. White thinks that CPTV will have to supply live programing a good deal more often than was proposed in the Carnegie report. He also believes that "more authority at the top" will have to be given.

Whatever the outcome of the proposals, NET will survive because "we serve an adequate function," Mr. White said. "They'll need us at least as much as they did."

AJC Women Endorse ■ The American Jewish Congress National Women's Division urged "wide public support" for the report of the Carnegie commission. The endorsement was voiced



Mrs. Snitow and Mr. White

last week by Mrs. Charles Snitow, the AJC division president, during the presentation of the group's annual radio and television award for 1966 to NET at a luncheon in New York. NET President White accepted a plaque on which was mounted a shofar, the ram's horn sounded in the synagogue to proclaim the coming of the Jewish New Year.

Mrs. Snitow expressed "enthusiastic backing" of the Carnegie report and said it offered "a sound and sophisticated plan for utilizing in behalf of the public good the great national resource which television represents." She said the recommendations constitute a significant step toward improving the quality of American television.

Court backs AM grant in Annville-Cleona, Pa.

The U. S. Court of Appeals upheld the FCC last week in an unsigned decision holding that the commission's 1966 grant of 1510 kc (5 kw daytime only) to A-C Broadcasters for Annville-

Cleona, Pa., was correct. The grant had been challenged by Saul Miller, applicant for the same frequency in Kutztown, Pa., who had been denied by the commission on financial grounds.

The court said that it was satisfied after review of the record that the finding of the FCC's review board "are not lacking in substantial support. . . ." The court also said it found that the ultimate conclusions reached by the commission's "tribunals" were not arbitrary and capricious.

The order was issued by Circuit Judges John A. Danaher, Walter M. Bastian and Spottswood Robinson.

Clearance problems end pioneer Yankee Network

The Yankee Network will cease operation on Feb. 26 after serving New England radio for more than 38 years, it was announced last week.

The network is owned and operated by RKO General Broadcasting and currently has 29 affiliates in the area. For the past 10 years, the network has been providing 11 newscasts on the hour but at the height of its popularity in the 1930's and 1940's it offered extensive entertainment programing as an adjunct of MBS.

Yankee Network newscasts originated from WNAC Boston, a station owned by RKO General Broadcasting. Perry S. Ury, vice president and general manager of WNAC and of the Yankee Network, said the decision to abandon the regional network was made by RKO General and the local management of WNAC because of "clearance problems" in some major markets.

"This may be the first network to close down that was making money," he commented. "But it didn't make sense when some stations cleared for only two newscasts a day."

CBS wants changes in ID regulations

New radio formats require a change in the FCC's station-identification rules, CBS said last week in petitioning the commission to hold a rulemaking for revision of Sections 73.117 and 73.287 of its radio rules.

The network wants to permit wider exceptions to the present rules that require station identification on the hour, and either on the half hour or the quarter hour.

Present rules permit exceptions for longer programs where an interruption would disturb the continuity of the program. But the rules specify which programs fall under this permit—"a

single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes."

CBS proposed that this provision be revised to exempt "a single consecutive public affairs, religious or instructional program, or concert, or any type of production."

Because many news programs run five or 10 minutes, and some other programs run longer than 30 minutes, continuity is interrupted within two minutes of either the half hour or the quarter hour when a station is required to "pause for station identification." This is particularly bothersome to the listener, CBS said, for extended, on-the-spot coverage of important news events, like the funeral of Sir Winston Churchill, the visit of Pope Paul VI to the United States, the Gemini space launchings and political conventions.

New name for Norfolk group

The name of Norfolk-Portsmouth Newspapers Inc., a newspaper publisher-broadcaster, is being changed to Landmark Communications Inc., the company announced last week. The corporation publishes the *Norfolk* (Va.) *Virginian-Pilot* and *Ledger-Star*, the *Greensboro* (N. C.) *Daily News* and *Record*, owns WTAR-AM-FM-TV Norfolk and WFMJ-TV Greensboro, and operates CATV systems in Roanoke Rapids and Weldon, N. C.; Princeton and Beckley, W. Va., and Selma and Auburn, Ala.

Media reports . . .

Re: ETV ■ The Eastern Educational Network (EEN) has offered aid and comfort to WCET(TV) Cincinnati non-commercial through free network program service for an indefinite period of time during the station's financial difficulties. The proposal was recommended during the network's discussion of the Carnegie Commission's report on educational television (BROADCASTING, Jan. 30).

MDS for EDP ■ Metromedia Inc., New York, has announced a new division, Metro Data Services, for program and control of all data-processing operations. MDS, New York, will be headed by Vice President Angus McIntyre, former general manager of the O. E. McIntyre direct-mail subsidiary; and Director Stanley T. Landow, Metromedia vice president and controller. Metromedia, major station group owner, also is in television and theatrical motion-picture production and distribution, and recently formed a new mail-marketing group (BROADCASTING, Jan. 23).

BROADCASTING, February 6, 1967



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ABC reports in-depth radio study in works

OWNED STATIONS HEAR SUNNY SALES FIGURES

Officials in charge of the ABC-owned radio stations division disclosed that interviews for a \$30,000 pilot study on audience attitudes have been completed. Results are to be made available to management of ABC and the six owned stations on or about March 1.

The research was one of several major projects discussed at the Jan. 22-26 annual meeting of ABC-owned-station radio managers at Nassau in the Bahamas.

The current sales climate for the division was as balmy as Nassau, officials reported last week. Sales in 1966 were 18% ahead of 1965, they said, noting that the new level also is a record for the radio station group. The 18%, they pointed out, compares with a 10% to 11% estimated increase in average national and local time sales for the industry.

Estimates were that this year's first quarter will hold to about last year's record first-quarter period for the ABC division.

Records ■ It was reported that five of the six stations had a record year in

1966 and the one that did not was ahead of its 1965 level. All showed profit advances.

In addition to WLS-AM-FM, ABC's Chicago radio outlets, ABC owns WABC-AM-FM New York, KGO-AM-FM San Francisco, KABC-AM-FM Los Angeles, WXYZ-AM-FM Detroit and KQV-AM-FM Pittsburgh.

Areas discussed at the Nassau meeting included college recruitment by the stations of sales and sales-development trainees; experimentation in FM in the six markets (differences ranging from emphasis on sports, as in Chicago, on symphonic and Broadway-show music, as in New York, to all-news, as in Los Angeles, and pop only, as in San Francisco) and use of traffic-reporting helicopters in all cities but with special promotional introduction. In Los Angeles, KABC is touting its new "lady-birds", two airborne girl reporters who will broadcast traffic reports.

Last year's theme of "think '70," or a few years ahead, in radio planning, was continued this winter but with an overriding view of how the stations

could maintain and improve their already bettered competitive positions.

In-depth ■ The audience-attitudes study, conducted in Chicago, features 530 in-depth interviews of individual radio listeners. The individual interview sessions averaged some 45 minutes each. Social Research, Chicago, the firm commissioned by the station group to conduct the study, began its survey last November and completed its interviewing last month.

It was explained that listeners were asked their attitude and opinion of radio programming types and formats, of news and of the personalities delivering the news and appearing in entertainment programming. The objective, it was said, was to seek out the programming for the specific market—as "the Mustang was developed by Ford to meet the need of the automobile market."

Hopes are high at ABC that the study will show the stations what they are doing right, what they are doing wrong or ought to consider eliminating, what the competition may be doing better, and "suggest areas which haven't been explored—or areas of opportunity."

Among other sessions held was a shirtsleeve "show 'n' tell" with each manager relating one specific skill the station has in its market, and another, on news, in which Elmer Lower, president of ABC News, and other officials participated.

Other ABC executives taking part included Ralph W. Beaudin, corporate group vice president (radio), Radio Station Division President Harold L. Neal Jr., Robert Pauley, ABC radio president; James G. Riddel, vice president, western division; Ron Sack, director of promotion and program development, and Lee Vanden-Handell, director of national sales, both with the station division.

Station managers were Don Curran, KGO; Ben Hoberman, KABC; Gene Taylor, WLS; Charles Fritz, WXYZ; John Gibbs, KQV, and Walter Schwartz, WABC.

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Changing hands . . .

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval:

■ WKYT-TV Lexington, Ky.: Sold by Taft Broadcasting Co. to Kentucky Central Television Inc. for \$2.5 million (see page 60).

■ WFEA Manchester, N. H.: Sold by William Malo Jr., Frank E. Pellegrin and others to Milton Herson, Marvin Kempner and Mitch Leigh and others for \$315,000 (see page 60).

■ WMID Atlantic City, N. J.: Sold by David H. Freedman to Merv Griffin group for \$450,000. Griffin group con-

sists of wwco Waterbury, Conn., and WENE Endicott, N. Y. WMID is on 1340 kc with 1 kw day, 250 w night. Broker: Chapman Co.

■ KINO Winslow, Ariz.: Sold by Willard Shoecraft to Baxter Ward Schwellenbach for \$125,000. Mr. Schwellenbach is news director of KABC-TV Los Angeles. Mr. Shoecraft also owns KIKO Miami and KATO Safford, both Arizona. KINO is fulltime on 1230 kc with 250 w. Broker: Chapman Co.

■ WRCR Maplewood, Minn.: Sold by Gerald Bell to Armand Belli for \$115,000. Mr. Belli was sales manager of WLS Chicago. Mr. Bell is an automobile dealer in St. Paul. WRCR is a 250 w daytimer on 1010 kc. Broker: J. D. Stebbins Co.

■ KABI Abilene, Kan.: Sold by Wyman N. Schnepf to Norton E. Warner for \$95,000. Mr. Warner owns KIMB Kimball, Neb. and KRLN Canon City, Colo. KABI is a daytimer on 1560 kc with 250 w. Broker: Hamilton-Landis and Associates.

New TV stations

*WCVW(TV), ch. 57, Richmond, Va. was to begin broadcasting Monday, Jan. 30 with an ERP of 513 kw visual and 102 kw aural from an antenna height above average terrain of 650 feet. Permittee is Central Virginia Educational Television Corp., which also owns noncommercial WCVE-TV (ch. 23) Richmond. The station will broadcast from 9 a.m. to 4 p.m., with channel 23 broadcasting elementary school subjects and channel 57 high school subjects. Plans are being made for evening broadcasts on channel 57, as channel 23 already broadcasts cultural and public-affairs programs as well as accredited college courses during evening.

*WCLP(TV), ch. 18, Chattsworth, Ga. was to begin broadcasting Monday, Jan. 30 with an ERP of 447 kw visual and 44.7 kw aural from an antenna height above average terrain of 1,850 feet. Permittee is Georgia State Board of Education. The station will broadcast from 8 a.m. to 10:30 p.m. Monday through Friday. From 8 a.m. until 6:30 p.m., majority of programs will originate from Georgia State Department of Education Television Services Production Center in Atlanta; evening schedule will be contributed by University of Georgia. Permittee's other on-air stations include WVAN-TV Savannah, WXGA-TV Waycross, WJSP-TV Columbus and WABW-TV Pelham, all Georgia.

BROADCASTING, February 6, 1967

Now everybody loves ETV in Indianapolis

BUT IT'S AN AFFAIR NOT ENTIRELY OF THE HEART

The fight is between WTTV(TV) Bloomington-Indianapolis on the one hand and WISH-TV and WLWI(TV), both Indianapolis, on the other. But the party shaping up as the winner, regardless of the outcome, is the applicant for an educational UHF channel in Indianapolis. An applicant for a commercial UHF may turn out a winner, too.

For six years, WTTV, owned by Sarkes Tarzian Inc., has been attempting to move the 20-odd miles from Trafalgar into Indianapolis in order to compete more effectively with WISH-TV, WLWI and WFBM-TV, all located there. One effort failed when the commission rejected a request that WTTV's channel be reassigned.

WTTV's current effort involves a proposal to move its transmitter into the larger city. As an inducement to the commission, WTTV said it would donate some \$250,000 in cash and equipment to the Metropolitan Indianapolis Television Association for the establishment of an ETV station in Indianapolis, if the site-move is approved. WTTV has

also offered to place the ETV station's antenna on its relocated tower and to charge it no rental.

MITA, which has applied for channel 20 in Indianapolis, has told the commission the success of the ETV venture depends on the help the Tarzian station has offered.

To sweeten its proposal more, WTTV said it would also make space available for the antenna of a commercial applicant seeking channel 59. The applicant, Indianapolis Broadcasting Corp., would pay "a modest rental," starting at \$1 a year for the first two years. This is aimed at undercutting any argument that the proposed move would hurt the development of UHF in Indianapolis.

The Other Side ■ Corinthian Broadcasting Corp. and Avco Broadcasting Corp., owners of WISH-TV and WLWI, respectively, have now informed the commission that the educators needn't lose even if WTTV does. Consistent with their practice of affording "start-up assistance to educational broadcasters," they wrote to the commission, "and in

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order entirely to remove Tarzian's contingent offer as a possible factor in the decision," they would furnish MITA "substantially the same resources Tarzian has offered, provided the Tarzian application is not granted." (WFBM-TV, which is not opposing the move-in, has already provided some assistance to MITA.)

This, however, neglects the commercial applicant. John Slocum, general manager of WLWI, told BROADCASTING last week that he assumes any of three stations in Indianapolis would "entertain" an offer from the applicant. However, he said he could not say what kind of arrangement could be made. He did say, however, that because of the weight involved, the tower supporting the ETV antenna could not accommodate the commercial UHF station's antenna too.

Robert G. Holben, manager of Tarzian's broadcast division and general manager of WTTV, last week told the commission in a letter the Corinthian-Avco proposal constitutes "support for the expansion of noncompetitive television service with the condition that commercial, competitive service remain status quo." He also said that their present proposal "only partially matches" WTTV's since it "ignores in its practical end result" the commercial applicant for channel 59.

WTTV's position received support last week from I. Lynd Esch, president of Indiana Central College, who applied for channel 20 in behalf of MITA. He said he was surprised by the Corinthian-Avco letter, since it was the first "intimation" he had they were interested in providing assistance.

However, he said MITA's primary concern is in establishing an ETV station. And while MITA appreciates "the indirect offer" from Corinthian and Avco, he feels it is rather vague. "An educational station should be constructed at once in order to meet the very great needs of our community," he said, and the commission, therefore, should "take favorable action on the MITA application at the earliest possible date."

NCTA telling its story

National Community Television Association has begun a campaign to woo "influentials". It's putting out a newsletter for direct mailing to congressmen, senators, state officials, corporation and advertising agency executives, and newspaper publishers and radio-TV columnists. The first issue, editorially stressing "The Case for Cablecasting," by Frederick W. Ford, NCTA president, went into the mails last week to about 3,500 names. The newsletter, called *Cable TV Lines*, is expected to be published about every six weeks.

Cablemen challenge FCC power

Jerrold fights commission's jurisdiction in appeal;

Buckeye and two others in court on same grounds

The authority of the FCC to regulate CATV systems was challenged again last week when the Jerrold Corp., Philadelphia, filed suit in the U. S. Court of Appeals for the Fifth Circuit, in New Orleans. The suit was filed in behalf of Jerrold's Alice, Tex., cable system.

At the same time, the jurisdictional issue was raised as part of the Toledo, Ohio, CATV case, which was argued early last month.

The Jerrold suit and the Toledo case bring to four the legal challenges to the FCC's authority over CATV's; the other two involve litigation in San Diego and the Midwest Video case in the U. S. appeals court in St. Louis. The Midwest Video case has been pending for over a year; it was filed in 1965 when the commission assumed jurisdiction over cable systems using microwave-relay installations.

In the Jerrold complaint, the CATV owner-operator and equipment manufacturer charged that the FCC's assumption of control over CATV was illegal and unconstitutional.

Jerrold claimed that the FCC's CATV rules "unlawfully" compel it to file reports, take action or refrain from taking action it would take in conducting its business, impose "unreasonable" and "unjust" restrictions, and restricts "present and future business operation. . . ."

The petition also contended that the FCC acted without proper constitutional and statutory authority, that it failed to follow proper administrative procedures and that the CATV rules are "arbitrary, capricious and unreasonable."

In a list of specifications, Jerrold claimed, among other errors, that the FCC failed to conduct a full, evidentiary hearing; that its actions were not supported by substantial evidence; that the commission relied on information not made part of the public record (it used "nationwide trends" obtained from the three networks, Jerrold said in illustration of this charge).

Not only do the rules restrict viewers' choices, violating the First Amendment, Jerrold said, but they were issued retroactively, thus are illegal.

Protests Authority ■ In the Toledo case, Buckeye Cablevision charged that the commission's action in asserting control over CATV systems is illegal because Buckeye does not operate in interstate commerce. Since CATV systems are neither common carriers nor subject to commission jurisdiction under the interstate commerce provision of the Constitution, Buckeye holds that the

FCC's action was illegal. Furthermore, Buckeye said, the commission has no authority to control the reception of radio signals.

The FCC maintained that because cable systems are engaged in interstate communication by wire and, where they use microwave, by radio they are subject to regulation by the FCC.

The CATV rules, the commission said, regulate only the use made of the television broadcast signals, "limiting that use in order to maintain both a diversified local 'free' television service and a supplementary CATV service as components of a nationwide television system."

The basic purpose of the CATV rules, the FCC said, "is to make sure that CATV service will not destroy the basic television service which gives it its substance."

The Toledo case also involves the carriage by the Toledo CATV of the signals of WJIM-TV Lansing, Mich., whose grade B coverage falls short of Toledo.

Last week, also, the U. S. Court of Appeals in Washington issued an unsigned decision turning down the request of Booth American Co., operator of a CATV system in Muskegon, Mich., to reverse an FCC ruling forbidding it to carry Milwaukee and Chicago TV signals.

In deciding that the issues in the Muskegon case had been considered and decided properly by the FCC, the court said the order of the commission is valid. The ruling was made by Circuit Judges Henry Edgerton, Charles Fahy and J. Skelly Wright.

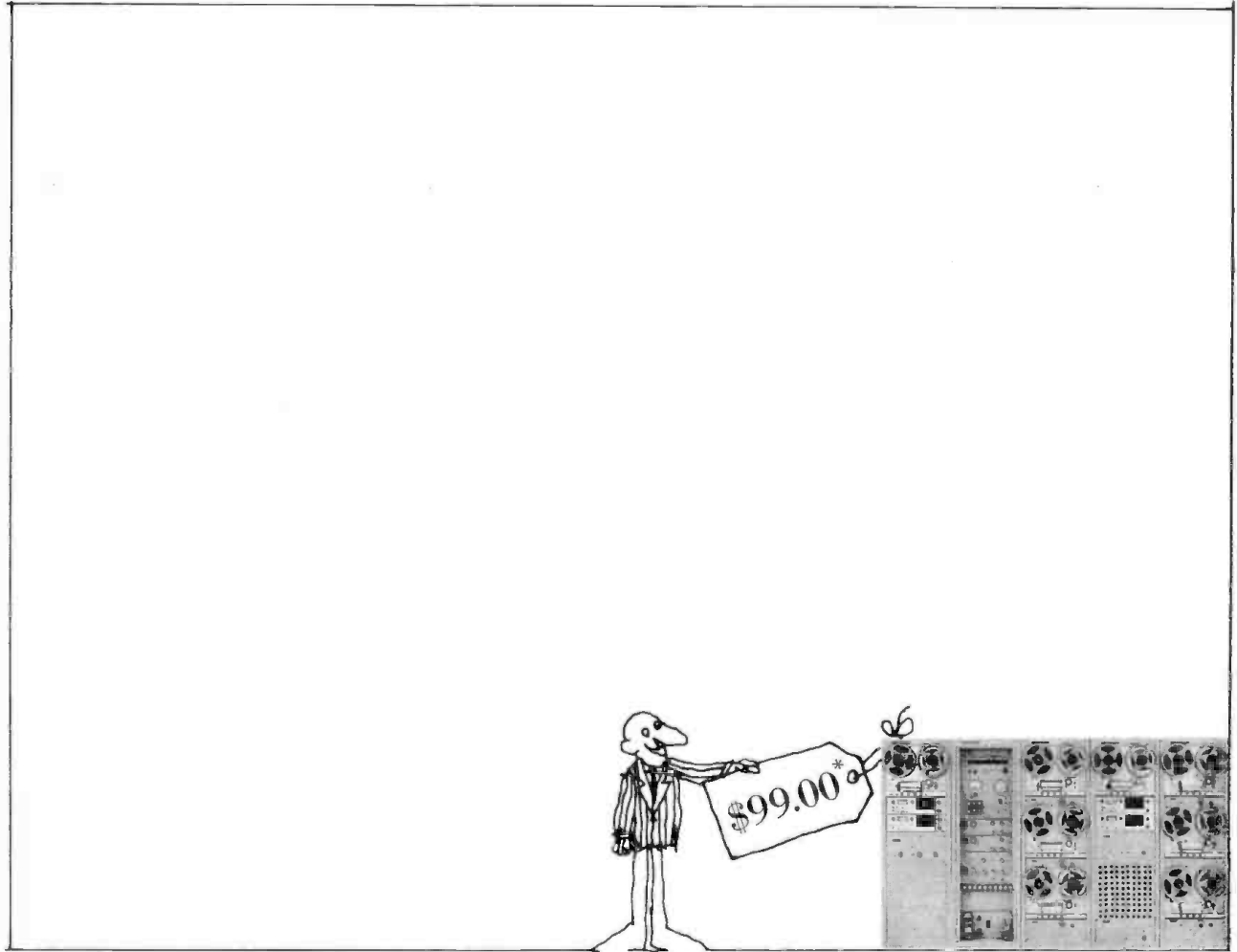
Booth American immediately asked for a rehearing, claiming that the decision did not answer its allegations. The commission protested this move, and also asked that the court make effective immediately that part of its ruling vacating a stay earlier granted to Booth American. Ordinarily, it's understood, a stay remains in effect until the mandate of the court is delivered; this sometimes takes 10 to 15 days.

Overmyer executives brief advertisers

With only eight weeks until air time, officials of the Overmyer Network set forth their plans before national advertisers' sales personnel at a Sales Executive Club luncheon in New York last week.

President Oliver Treyz described ON's

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Lease is a word very much in our vocabulary. Our lease plan has been very enthusiastically received by the broadcast industry. *Lease this system for approximately \$99 a week or lease other Schafer Systems for less than \$65 per week. All Schafer Systems are capable of expansion. As our leasing customer you have the option of purchasing this system at any time during the lease with a portion of the monthly lease payment applying toward the purchase price. No matter whether you buy or lease a Schafer Automation System for your station satisfaction is guaranteed. As a Schafer customer you are eligible to subscribe to the all-new, superior Schafer Taped Music Library for only \$99 per month.

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125 affiliates as "battle-hardened birds ready to do battle with the condor, the buzzard and the vulture—I'll let you figure out which is which".

He also discussed the network's planned hour-and-a-half-a-day United Press International newsfeed. UPI will edit a package of "raw news material" for feed between 5:30 and 6:30 p.m. and 10 and 10:30 p.m. seven days a week. Affiliated stations will insert the UPI materials into their own news shows.

Mr. Treyz and Lewis Marcy, ON executive vice president, gave only a few new details about the two-hour daily Las Vegas variety show, which begins April 3. National rates for the show will be \$6,000 per minute, in contrast, Mr. Treyz indicated, to "\$14,000-\$15,000 a minute for NBC-TV's *Tonight* show."

Mr. Marcy described ON's Las Vegas operation: "Four producers with network experience will direct the work of 95 to 100 people, a 16-mm color film crew, and a \$1.2 million videotape unit." He said segments of the late-night show would be shot on outdoor location, as well as in 10 hotel nightclubs with originations at the ON studio in the Hacienda hotel (BROADCASTING, Jan. 23).

Mr. Marcy listed stars that would be playing Las Vegas hotels in March and April who "would be available for our show." They included Robert Goulet, Connie Francis, Debbie Reynolds, Dinah Shore, Buddy Hackett, Liberace, Jack Jones, Anthony and the Imperials, Bobby Darin, Ella Fitzgerald, Roger Miller and Tony Martin.

Should ETV be the broadcaster's burden?

As an alternative to the Carnegie Commission proposal for a manufacturer's excise tax to finance the expansion of noncommercial television, a New Jersey congressman has urged President Johnson to obtain such funds through a broadcasting license fee.

Calling the present system "the big giveaway of the 20th Century," Representative Charles Joelson (D-N.J.) urged that "meaningful" license fees be charged to broadcasters to finance the new development. In a letter to President Johnson, the lawmaker commented that since four of the 15 members of the Carnegie Commission have or had strong connections with the commercial TV industry "it is hardly surprising that the commission did not recommend this type of financing."

He said he was appalled at the commission's excise tax suggestion and said it was shocking the government literally gives away the valuable natural pub-

lic resources that the airwaves represent. "One can imagine the outcry that would result if the federal government gave away other natural resources it might own, and then told the fortunate donee to charge for these resources what the traffic will bear," he said.

Meaningful Fees ■ He said through the \$50 and \$100 filing fees charged by the FCC to radio and television stations respectively, broadcasters escape the payment of meaningful license fees as well as the regulation of their rates. These sums are laughable and do not even approach the cost of the FCC in licensing and regulating the industry, he said. Actually the FCC boosted the fees to \$150 and \$75 for TV and radio filings in November from the amounts noted by Representative Joelson.

He also commended the movement toward the use of TV for high-quality programing and the offer by CBS of a gift to aid the proposed system but said that voluntary contributions will not constitute an adequate and dependable basis on which to proceed.

He also noted that in 1962 he had introduced a bill that would have charged broadcasters annual fees that would have produced revenues of over \$20 million a year. This measure, however, was ignored and never received a hearing. A member of his staff observed that such a measure might be better received now because of its timeliness with the Carnegie report and the attention it focused on public TV.

'Newsweek' to keep its radio-TV section

Taking issue with published reports, Lester Bernstein, *Newsweek* magazine executive editor, said last week that "we have no immediate plans to drop our separate radio-TV section, but should we do so, it will not be for the reasons cited"—allegedly deteriorating programing and slacking public interest.

"We strongly resent being used as a cudgel to beat television," he said.

The occasion for the report, published Thursday in the *New York Times*, was the resignation of *Newsweek's* radio-TV editor, Peter Benchley, 26-year-old son of novelist Nathaniel Benchley, to take an undisclosed government job in Washington. For the time being, the section will be written by other members of the department.

Mr. Bernstein asked the *Times* to print a "clarification," noting in part:

"It is true, as the *Times* reports, that *Newsweek* has been considering dropping its TV-radio section in favor of presenting our coverage of broadcasting in different sections.

"But it is misleading to suggest that the reason is a decline in the quality

of television. If the quality of any human endeavor ever becomes the touchstone for the space we devote to it, we will be hard put to fill our pages every week. Actually, there are several reasons—at least one of them altogether to the credit of television. That is the vast influence of TV as a news medium, which merits treatment of this function in our press section.

"Whether we will adopt this course is still uncertain. If we do, we don't expect to be running significantly less news about broadcasting than we do now; it would just be presented differently.

"In any case, we are not so naive as to underestimate the impact and vitality of television."

Taft sells UHF; radio station traded

The sale of a UHF television station, and the acquisition of a radio station by a New York radio program-service group highlighted station sales announced last week.

Sold for \$2.5 million was Taft Broadcasting Co.'s WKYT-TV Lexington, Ky., to Kentucky Central Television Inc., a group headed by G. D. Kincaid, president and principal owner of Bluegrass Broadcasting Stations (WVLK-AM-FM Lexington, WINN-AM-FM Louisville and WCMJ-AM-FM Ashland, all Kentucky; WHOO-AM-FM Orlando and WFFG Marathon, both Florida).

Taft bought the Kentucky station in 1958 for \$100,000 from Frederic Gregg Jr. and associates (now LIN Broadcasting Co.). Taft Broadcasting owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham; WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, Mo.; and WNEP-TV Wilkes Barre-Scranton, Pa.

WKYT-TV is on channel 27 and is affiliated with ABC-TV and CBS-TV.

The radio station, WFEA Manchester, N.H., was bought by principals of Mark Century Corp. for \$315,000. This is the group's first acquisition; other broadcast properties are to be added in the future, it was said. WFEA was sold by William Malo Jr. and Frank E. Pellegrin, former president of H-R Television Inc. station representative firm, and others.

Principals of the buying group are Milton Herson, president of Mark Century; Marvin Kempner, president of Mark Century Sales Corp., and Mitch Leigh, composer and creative chief of Music Makers (musical commercial production) and of Mark Century.

WFEA, founded in 1932, is fulltime on 1370 kc with 5 kw. Broker: LaRue Media Brokers.

TV's, NFL oppose Cleveland CATV

WUAB-TV (ch. 43) Lorain, Ohio, WJW-TV (ch. 8) Cleveland and the National Football League last week expressed their displeasure with the attempts by a CATV system to obtain FCC permission to import distant television signals into Cleveland suburbs, part of the eight-ranked TV market.

The three petitioners asked the commission to deny a request by Telerama Inc. for an FCC declaratory order that would permit the CATV to deliver 13 distant signals to Euclid, a Cleveland suburb. Telerama requested the ruling last December (BROADCASTING, Dec. 26, 1966) to meet the condition of a U.S. Court of Appeals decision that temporarily stayed a commission order barring Telerama's service to Euclid.

WUAB-TV, a new UHF station that is not yet on the air, said that the communities involved in Telerama's operations and proposals are within the station's predicted city-grade contours. "If WUAB-TV must face the additional competition for audience that will result from Telerama providing programming of 13 distant stations . . . in the heart of its service area, there is substantial question whether WUAB-TV and the other independent UHF stations will survive," the station said.

15 Suburbs ■ Telerama's proposals apply to 15 Cleveland suburbs where it proposes to deliver the signals of 19 stations, 13 of them distant ones. The CATV has also asked for waiver of the FCC's distant-signal rule requiring a hearing in the event it is denied a declaratory order.

WJW-TV, licensed to Storer Broadcasting Co., suggested that "Telerama's petitions, which now hold the 146th place in the CATV processing line, should be expedited, moved to the top of the processing line and immediately designated for hearing. . . ." The hearing, WJW-TV said, should determine whether Telerama deserves relief and, if so, how much.

The 16-member National Football League was specifically concerned about Telerama's request to import into the Cleveland market the signals of WSEE (TV) Erie, Pa., which televises all the home games of the Cleveland Browns football team. In order to protect gate attendance, the NFL follows the practice of not telecasting a club's home games in its home territory at the time when the game is being played.

"This necessary protection would be effectively nullified if other parties are permitted to bring the Browns' home games into Cleveland via CATV," the NFL said.

BROADCASTING, February 6, 1967

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Charter members fight change in CATV rates

Two CATV companies that inherited charter subscribers who had paid high installation costs for equity in the systems have met opposition to changes in monthly rate schedules and recalls of capital contribution certificates. Both companies are owned by Television Communications Inc., New York, multiple CATV owner.

The Bradford, Pa., city council by unanimous vote last month denied a petition by Bradford TV Cable Co. for a new 10-year contract. The company had requested a \$5.50 monthly rate for all subscribers. Charter subscribers numbering 760 (22% of total hookups) had paid \$137.50 installation fees for capital contribution certificates and a \$3.75 monthly charge for cable service. Presently 2,500 subscribers, who paid

\$16.50 installation, now pay \$5.50 a month.

In a similar action the Claremont, N.H., city council voted to delay recall of capital contribution certificates by Claremont TV Cable Co. until 1,182 charter subscribers (53% of total hookups) held a public hearing. The CATV firm had requested return of the certificates bought 10 years ago for \$125 and had requested all subscribers pay a \$5.95 monthly rate. Subscribers, who paid \$9.95 installation and pay \$5.95 a month, number 1,000.

Asheville CATV faces referendum

Citizens of Asheville, N.C., will vote on March 7 whether the city fathers should authorize the establishment of a CATV system in the community.

The referendum was required after

the North Carolina Supreme Court ruled late last month that the CATV franchise granted in 1965 was illegal unless approved by the voters. The court overruled a lower state court decision upholding the city council's right to issue the CATV permit. The state supreme court also held that the CATV franchise issued to Southern Cablevision Inc. (Jefferson-Carolina Corp.) for Raleigh, N.C., required approval by the voters.

A CATV franchise was issued to Asheville Cablevision Inc. in 1965, calling for a 12-channel system and for reversion of the system to the city after the 20-year-grant period is over (BROADCASTING, Oct. 11, 1965). Asheville Cablevision is owned by Robert O. Hoffland of Chelmsford, Mass.

The grant was attacked by WISE-TV Inc., owner of WISE-TV (ch. 62) Asheville, which was an unsuccessful applicant for the CATV franchise. Asheville also has WLOS-TV on channel 13.

FINANCIAL REPORTS

CBS picks up another educational film firm

CBS's acquisition of Film Associates of California, Los Angeles, a producer-distributor of educational films, was reported last week. CBS paid an amount said to be "above \$3 million." CBS several weeks before had acquired Bailey Films, another educational film firm in Los Angeles (BROADCASTING, Jan. 16).

Film Associates, which was a privately held company, furnishes to grade schools, colleges and adult education a catalogue of 16-mm films and 8-mm continuous-loop film-cartridges.

Both film houses will be operating units of CBS Educational Services Division, supervised by Norman A. Adler, vice president and general manager. This CBS division, organized last June as part of the CBS/Columbia Group, also maintains control over Creative Playthings and its subsidiary, The Learning Center Inc., supplier of three-dimensional learning systems, both acquired in March 1966.

WAEO-TV adds funds through loan, 20% sale

A \$900,000 refinancing for WAEO-TV Rhinelander, Wis., was announced last week.

Northland Television Inc., licensee of the channel 12 station, is getting \$750,000 from Northwestern National Life

Insurance Co., Minneapolis; First National Bank of Rhinelander; First National Bank of Ironwood, Mich., and Citizens American Bank of Merrill, Wis. The loan is for 10 years at 6½% interest.

Also advanced to the station was \$150,000 by Benay Corp., Wilmington, Del., for a 20% interest in the station. Benay Corp. is headed by Hasting W. Baker, managing director of the Station Representatives Association.

WAEO-TV is owned by Representative Alvin E. O'Konski (R-Wis.).

Capital Cities' profit up 31% for year

Capital Cities Broadcasting, group station operator, has reported last year's net profit 31% over the comparable period in 1965. Unaudited results include earnings from KPOL-AM-FM Los Angeles, which Capital Cities acquired last August.

Capital Cities stations: (in addition to KPOL) are: WROW-AM-FM and WTEN-ATVQ Albany and WKBW-AM-TV Buffalo, all New York; WCDC(TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence R.I.; WPAT-AM-FM Paterson, N. J.; WSAZ-AM-TV Huntington, W. Va., and WJR-AM-FM Detroit.

Year ended Dec. 31:

	1966	1965
Earned per share*	\$2.08	\$1.59
Broadcasting		
revenues	32,099,807	27,844,418
Operating profit	13,002,857	10,388,850
Net income	5,790,486	4,420,034
*Based on 2,787,632 shares outstanding at Dec. 31, 1966.		

Nielsen reduces losses in local TV service

Sales and net profit of the A. C. Nielsen Co., Chicago, reached record levels for the 1966 fiscal year ended last Aug. 31, it was reported last week.

Sales rose 15% and net profit 25% over the previous year, Nielsen stated. It was pointed out that heavy losses incurred in the development and improvement of the company's local television audience research services were reduced substantially and the outlook was "hopeful" that this service will achieve a profitable operation during this fiscal year.

For the fiscal year ended Aug. 31:

	1966	1965
Income per share	\$1.09	\$0.87
Net profit	5,591,000	4,456,000
Sales	66,132,337	57,537,000

Salaries listed for DDB's top executives

William Bernbach, president; Ned Doyle, executive vice president, and Maxwell Dane, vice president and general manager of Doyle Dane Bernbach are the highest paid officers of the company. All are directors and Mr. Dane also is secretary and treasurer of the advertising agency.

The aggregate remuneration in 1966 to each: \$117,211 to Mr. Bernbach and to Mr. Doyle and \$103,940 to Mr. Dane. A total of 62 other officials re-

ceived \$2,617,874 collectively. The agency, which reported record highs for its fiscal year ended Oct. 31, 1966 (BROADCASTING, Jan. 30), will hold its annual meeting in New York on Feb. 28. Information on payments to officers and on the meeting was, in a statement issued to stockholders last week.

Warner expects 2d quarter as good as 1st

Seven Arts Productions Ltd. has not made any attempt to take over the control of Warner Bros. Pictures Corp. This was made clear to shareholders attending the Warner Bros. annual meeting in Wilmington, Del. last week. It was the first such meeting held since Seven Arts purchased more than 32% of WB's stock.

Shareholders also were told that profits for the three months ended Nov. 26, 1966, were up more than 5% over a like period the previous year. As further good news, Judge George T. Coulson, who was chairman of the meeting, indicated that for the second quarter ending this month, the net profit will not be less than that reported for the first quarter. Theatrical revenues in the first quarter were up slightly to \$13.8 million from \$12.9 million, a slight gain that was offset by a dip in TV revenues to \$7.4 million from \$8.5 million. During the meeting five of WB's eight directors were re-elected for two-year terms. The three other board members are up for re-election next year.

For the first quarter ended Nov. 26:

	1966	1965
Earnings per share	\$0.34	\$0.32
Gross	27,851,000	27,775,000
Net earnings	1,671,000	1,578,000

Financial reports . . .

■ Transamerica Corp., San Francisco, has scheduled a special stockholders meeting for March 2 to vote on an increase in authorized common shares to 50 million to clear the way for the proposed acquisition by Transamerica of United Artists Corp. (BROADCASTING, Nov. 28, 1966). Under terms of its agreement with United Artists, Transamerica would offer UA stockholders a choice of either one share of Transamerica common for each UA share or a package consisting of half a share of Transamerica common and one-eighth share of a new series of \$4.80 convertible preferred stock.

■ The board of directors of Storer Broadcasting Co., Miami, has declared a regular quarterly dividend of 25 cents per share on its common stock, payable March 9 to stockholders of record Feb. 24. The board also declared a quarterly dividend of 12½ cents per share on its class B common stock.

Visual's sales more than double

Visual Electronics Corp. last week reported nine-month net sales up 124% and net earnings up 184%, both over 1965's similar fiscal period.

James B. Tharpe, president, said Visual will exhibit "two first production models for high-band color video-tape television recording" at the National Association of Broadcasters convention in April. He promised deliveries would

be made after the convention.

Mr. Tharpe also reported that Visual's \$1 million-plus contract with the State University of New York has virtually been completed. This called for supply and installation of closed-circuit TV studio facilities at 12 colleges. Visual sells broadcast equipment including complete radio-TV systems.

Nine months ended Dec. 31:

	1966	1965
Earnings per share	\$0.68	\$0.28
Net sales	10,880,000	4,798,000
Net earnings	603,000	227,000
Common shares outstanding	890,000	776,000



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*Source ARB March, 1966, 84 three-station markets. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

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Second season is 'sickening'

**BBDO's Maneloveg thinks
ABC's 'Invaders' only show
with chance of success**

The top media man for one of the nation's leading advertising agencies threw the "second season" of network TV programs into his specially designed computer last week and they came out a long way from roses. Only ABC-TV's *The Invaders* was found to have even a fragrance of success.

And the evaluation of next season's product is just as gloomy. The first batch of pilots, with one exception, were reviewed as merely carbon copies of programs already on the prime-time schedule. The computer supposedly has the answer to why all of this product will fail—lack of viewer involvement.

Bearding the lion in his den with these dire judgments was Herbert Maneloveg, vice president and director of media for BBDO, New York. Addressing a luncheon meeting of the Hollywood Radio and Television Society, Mr. Maneloveg emphasized from the beginning that he wasn't there to crow about the accuracy of BBDO's pre-season predictor model computerized method of forecasting program ratings, "even though it's darned good." The point hammered away at was that the agency would like to see less accurate program forecasts because conversely that would indicate its calculations were thrown off by an unpredictability and excitement in programing that doesn't exist today.

Day of Mourning = "... The day that we, or any other agency, are 95% correct on shares or ratings should be a national day of mourning for the television industry," he said. "It'll be a day when TV will be so bland, so predictable, so lacking in excitement that the audience, while it will be there, will be watching only out of habit, with absolutely no interest—about as reward-ing as putting on one's shoes."

He pointed out that with the exception of *Peyton Place* ("whatever you think of it") and *Bonanza* ("a subtle, continuing tribute to a patriarchal society") among a few other programs, the prime evening shows today lack viewer participation and involvement and foster no empathy.

Commented the BBDO executive:

"The audience just sits there—after all, it's free—viewing a strange amalgam of newspaper style writing, radio reporting—inactive messages—performed this time by a picture tube." Then referring to the philosophy of Canadian communications observer Marshall McLuhan, he explained that this amounts to "hot programing on a cool medium."

In looking over the second season of programing, Mr. Maneloveg, with the help of his PSP computer, could find no new hits, but estimated that *The Invaders* would be "the best performer." He predicted that *Mr. Terrific* will be as successful as *Run, Buddy, Run*, and then added: "How's that for saying nothing?" Nevertheless he still sees this show outdoing *Capt. Nice*.

Among his other evaluations: ABC-TV's Wednesday night movies will not be as successful as feature films shown on other nights; CBS-TV's *Coliseum* "will be with us a very short time"; despite a good start NBC-TV's *Dragnet* will fade; ABC-TV's Friday night triumvirate of *Rango*, *Phyllis Diller* and *Avengers* all "will struggle and get nowhere" and CBS-TV's *Smothers Brothers* will suffer the same fate as the *Garry Moore Show* that it replaced. Over-all he termed the second season "sickening."

Next Year = The coming 1967-68 season fared little better. Out of 11 pilots reviewed by Mr. Maneloveg only *The Flying Nun*, a half-hour situation comedy being developed by Screen Gems, was credited with being different. The media man noted that a pilot he'd heard about but not seen, *Benjie and Me*, a program being developed by



BBDO's Maneloveg
Pulls no punches

Kayro Enterprises and Universal TV about a Negro boy and a Caucasian boy, should contain ample viewer involvement but probably would not be scheduled. "Wanna bet on this one?" he asked. "The networks won't just pass; they'll pass out. Completely. They'll think of the line-up problems in the South and you know what will happen."

In concluding, Mr. Maneloveg told the some 250 agency and programing executives in his audience that the television industry is in trouble. He spread the blame around. "All of us, networks, advertisers, agency people, seem to be hypnotized into playing it safe," he said. The solution as Mr. Maneloveg sees it: "... A wave of new shows that permit audience interest in them continuously, rather than programs that insult them after the first four episodes." If this millennium ever came about, Mr. Maneloveg promised to throw away his computer.

Convention reforms focus on newsmen

A Republican study group has recommended changes in the party's handling of its national convention to limit news and television operations on the floor as a remedy to the chaotic conditions witnessed by millions of TV viewers in the past.

The party's committee on conventions has advocated stricter enforcement of the rule banning all but delegates and officers in the section reserved for the state delegations, elimination of a large television camera stand in the middle of the floor and pool coverage by the TV networks rather than individual coverage.

In the committee's report, released last week after more than a year of study, much of the attention was focused on overcrowding on the floor of the convention. Among the causes of overcrowding the committee cited reporters with microphones and accompanying camera crews as well as the large center camera stand, approximately 15 feet deep and 20 feet high capable of holding 15 to 18 men and cameras.

It urged the enforcement of the ban on newsmen and unauthorized persons in the delegates' area as a partial solution. However, it noted that newsmen should be admitted upon approval of the committee on arrangements. It also urged the curtailment of many door-keeper functions and honorary posi-

tions designed only to allow the person to enter the convention.

Expects Criticism ■ The committee said the restrictions on newsmen would probably be criticized as a handicap and hindrance to freedom of the press. But it noted the ban on reporters in Congress and the testimony it heard from newsmen who said most of the information they get is obtained away from the convention floor. It said the party would seek arrangements with the news media that will not overly restrict them and still allow delegates freedom of space and movement. "... If our objectives are accomplished, the news media may be in a better position to cover the convention," it said.

The group also urged work with the networks to eliminate the center camera stand and to work out a plan for the pooling of the television and still cameras and to limit the number of cameras allowed on the floor.

Also requested was a reorganization of the seating arrangements on the platform in order to eliminate the background movement shown on television when the cameras are focused on the speaker. Other recommendations were made to study the possibility of shortening the party's platform, an end to many of the unnecessary ceremonies and speeches and the possibility of shortening the entire procedure.

The report is a culmination of a study begun in June 1965 after former President Dwight Eisenhower urged reform in the convention. The group, composed of party officials, held hearings throughout the country seeking advice from the TV networks and the news media as well as from political figures and scholars of the convention process.

Gulf & Western takes over Telemeter

Pay-TV development at Paramount Pictures is being passed along to its parent company, Gulf & Western Industries Inc.

Gulf & Western now will operate International Telemeter Corp., which is moving its offices to Los Angeles, retaining only a business office at Paramount in New York.

Telemeter, which had been a subsidiary of Paramount, has been active also in closed-circuit television and in CATV. It has several pay-TV franchise agreements in the U.S.

Telemeter also has a new president; William C. Rubenstein, who was vice president in charge of research and de-

velopment at Telemeter's laboratory in Los Angeles, has replaced Leslie Winik, who is being reassigned in New York to another post at Paramount.

Underscoring Gulf & Western's takeover, Paramount in New York noted last week that Mr. Rubenstein's work at Telemeter would be under the direction of G&F's David N. Judelson, executive vice president and chairman of the executive committee. He has been in charge of G&F's manufacturing operations.

Paramount said that Telemeter would pursue its program in pay television, both on-air and wire. It was indicated

that Telemeter now would produce its own devices for CATV and pay television.

Telemeter has seven franchise agreements for pay TV systems (two on-air, five by cable). The on-air system agreements are with Springfield Television Broadcasting, operating in Worcester, Mass., and in Pittsburgh. Springfield Television also would operate a cable franchise in the Washington area under its agreement with Telemeter (BROADCASTING, June 6, 1966). Another four franchises, all for cable systems, are licensed by Telemeter in Miami, Atlanta, Dallas and Houston.

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Radio-TV help Midwest dig out from blizzard



Radio and television stations in the beleaguered Midwest again had a chance to prove their mettle when a two-foot snowstorm moved in on Jan. 26-27. Hardest hit was Chicago where normal activity was paralyzed by the wind-driven snow for up to three days in some sections.

Uncounted extra news programs, bulletins and special features were carried by area stations during the emergency. The number of phone calls to the stations—requesting in-

formation, seeking assistance, and giving information—reached astronomical proportions with WBBM Chicago claiming receipt of 125,000 calls.

Typical of the programming activity of the stations is the off-air picture from WBKB-TV Chicago (above left) where (l-r) Joe Templeton, Sheri Blair and Hugh Hill manned "Blizzard Central." The outdoor activity by station mobile units, helicopters and planes was typified (above right)

by the WGN Trafficopter in aiding state and local officials reach infirm persons and in attempting to unsnarl traffic.

Stations elsewhere in the snow-hit area served as communications centers and emergency clearing houses. In Kalamazoo, Mich., for example, WKZO-AM-TV earned praise from the mayor, the Red Cross and a competing newspaper for its round-the-clock efforts.

Sullivan Productions picks rep for new shows

As part of an expansion thrust in the TV programming area, Ed Sullivan Productions has signed with Ashley Famous Agency Inc. to represent the company on a group of new properties it is preparing for TV.

The Sullivan-Ashley Famous tie-up was disclosed in an interview in New York last week by Bob Precht, executive vice president of the production

firm. Among the projects in development by Sullivan Productions are a half-hour comedy series featuring the team of Meara and Stiller, a series of one-hour entertainment specials spotlighting outstanding musical personalities and three other musical-variety series.

Mr. Precht reported that Sullivan Productions for the foreseeable future will concentrate on the development of "live-on-tape" series, explaining that film properties are "too costly" for an independent producer of modest size. He noted that the company had been in-

involved in a development agreement with ABC on a filmed series but has withdrawn from it because of the economic factor.

Sullivan Productions, he said, was responsible for a summer series, *Fanfare Starring Al Hirt*, on CBS-TV in 1965 and a special featuring the Beatles on ABC-TV last month. Mr. Precht said that two staff members, Bob Arthur and John Moffitt, and two freelance writers, Buzz Kohan and Bill Angelos, are involved in new program development for the company.

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Cooley presses fight against WRAL-TV

Former Representative Harold B. Cooley (D-N.C.) has challenged the defense of WRAL-TV Raleigh, N. C. to his charges of biased coverage in the recent campaign in which he lost his seat in the House of Representatives.

The veteran congressman, in a letter to the FCC, urged the commission to hold a full evidentiary hearing on the matter. He said the facts presented by the parties in the dispute were so much at variance that only a hearing could determine the truth.

He wrote that the station's reply

(BROADCASTING, Dec. 19, 1966) was "replete with misrepresentations, half-truths and contradictions." He also noted other complaints against the station, statements from other sources that a controversial film of a debate with his opponent had been distorted to show him at his worst and a letter allegedly written by the chairman of the broadcasting firm, A. J. Fletcher, in 1960 to the station employees thanking them for their efforts on the behalf of a particular candidate.

"The management of WRAL-TV is engaged in partisan political activity," he wrote the commission, "and uses the facilities of the station to promote the candidacy of those it supports and to denigrate opposing candidates." He asked the commission to hold a hearing into the station's qualifications to continue to hold a broadcast license.

The station, owned by Capital Broadcasting, filed Dec. 1 for a renewal of its license.

Missouri allows TV in state house

Broadcasters appeared to have won an access battle in Missouri last week, but the outcome of the war is still in doubt. The Missouri House of Representatives, voting straight party lines, passed a resolution that would allow radio and TV to cover and tape its sessions. The GOP-controlled house passed the bill 106 to 54.

However, the power to choose who

will broadcast and who will be silent rests in the hands of the speaker of the house, Representative James Godfrey. He is now empowered to issue credentials to all news media and to permit broadcasting and taping of sessions. He is also empowered to withdraw the credentials from any newsman. Although aimed primarily at radio and TV, the bill also includes print media.

At its opening session on Jan. 9, the house adopted a bill—superseded by last week's action—that would have prohibited taping proceedings unless the edited version was submitted for approval. It also banned use of taped excerpts in news programs (BROADCASTING, Jan. 23).

Two convicted in Long Beach radio case

Two ministers, charged with soliciting and receiving \$500,000 through a radio program have been convicted in Long Beach of violating the California State Corporate Securities Act. The Rev. Clarence T. Walberg was found guilty of 10 violations and the Rev. Wayne Davidson was convicted of nine violations. Mr. Walberg allegedly solicited much of the money through a daily radio show on KGER Long Beach (BROADCASTING, Jan. 23). Listeners were reportedly told the money was to be used to purchase a hotel for headquarters for the Cup of Cold Water Ministry Inc.

Sentencing is scheduled for this month. The maximum fine is \$5,000. The jail term is one to 10 years.

More sports from SG

Screen Gems Inc. plans to intensify its efforts to obtain sports programming of world-wide interest for syndication. Dan Goodman, vice president in charge of syndication sales, said SG obtained international and domestic rights to the one-hour color film of the soccer match between Brazil and Argentina shortly after the game was played in Los Angeles less than two weeks ago and completed its first sale to KTLA-TV Los Angeles.

The success of the *NFL Game of the Week* half-hour series, which was sold in 100 markets, spurred SG's interest in sports programming, he noted. Mr. Goodman indicated that the company would become active in the production and syndication of sports specials because "it's a fact that sports attract an audience."

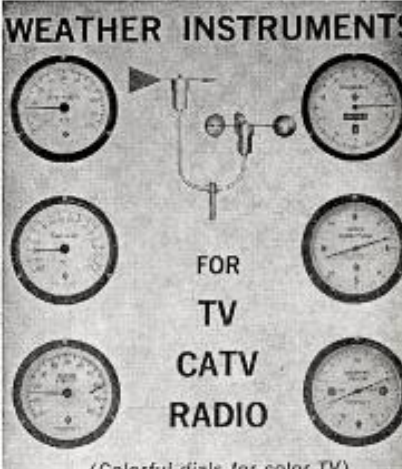
WOOK-TV switches to news and opinion talk

Wook-TV Washington, a United Broadcasting Co. station, has announced a new late-evening, early-morning format consisting of two-and-one-half hours of news and three hours of opinion talk.

Bill Evenson, WOOK-TV news director, and Tex Gathings, UBC staff veteran, will co-host the news program televised Monday through Saturday from 7:30 p.m. to 10 p.m. The program will incorporate UPI film nightly and will update and recap its news at 15-minute intervals.

Controversy, the opinion talk show, will be broadcast Monday through Saturday from 10 p.m. to 1 a.m. Dennis Richards, host, will interview guests and invite telephone calls from viewers on a variety of subjects.

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Nine series set for Hanna-Barbera

Hanna-Barbera Productions will produce a total of nine animated TV series for the 1967-68 season, it was revealed last week. Six of the productions will be new, while three will be returning series. One is for syndication, with the rest scheduled for all three networks.

Five are set for CBS-TV, three of them new and two returnees. The new ones are *Zartan*, *Shazam* and *Moby Dick*. Renewed programs are *Frankenstein Jr. and the Impossibles* and *Space Ghost*. All are for the network's Saturday morning lineup.

Two series are being produced for General Mills and NBC-TV: *Sampson and Son* and a returning show, *Space Kidettes*. A third series, *The New Adventures of Huckleberry Finn*, is Hanna-Barbera's first live action-animated production. It's scheduled for prime time on NBC-TV.

The Fantastic Four, an hour animated series based on Marvel comic-book character, is slated for ABC-TV. *Abbott and Costello*, a syndicated series of 156 cartoons, is currently before the cameras at H-B's Hollywood studios. The nine shows for next season mark a new peak of TV activity for the Taft Broadcasting Co. production subsidiary.

Plea for freedom in decision making

In spite of complaints by governmental regulators and special interest groups, the individual broadcaster himself must make the final decision on what is aired, Paul Comstock, vice president for government affairs of the National Association of Broadcasters,

told the annual convention of the National Religious Broadcasters Inc. in Chicago last week.

Fairness cannot be imposed by legislation, he felt, since fairness is so subjective. "What is fair in one man's opinion may be foul in another's," he said.

A broadcaster under the law must have a "legal right" to put anyone before his microphone and also to express his own opinions, Mr. Comstock said. The constitutional guarantee of free speech means speech for everyone, he noted, "however unwise, unpatriotic or sacrilegious he may be."



Mr. Comstock

But broadcasters also recognize that they have a moral right and responsibility not to "inflict trash and destructive propaganda upon the people of their communities," he pointed out. "We seek to foster all of our free institutions for the uplift of our people—and our churches are doubtless the first of these—but we deny that the government has any power in this field," he added.

Quarter Century — The NRB convention last week marked the beginning of the broadcasting group's 25th year and was filled largely with inspirational addresses and reports on the growth of evangelical broadcasting both in the U. S. and abroad. The association includes both broadcasting ministers and station managers or owners representative of "middle ground" Protestantism, particularly those involved in commercial religious programming.

NRB representatives stressed that while certain stations of members may broadcast the programs of extremely liberal ministers or ultra-conservative evangelists, the association itself probably would not accept these ministers as individual members, especially if their

broadcasts involved highly controversial social and political opinions. The programs of members stick close to Bible teaching or Christian education, they said.

Dr. E. R. Bertermann, who recently was named executive director of the Lutheran Layman's League, was re-elected president of the NRB, a post he has held for a decade. NRB directors include many well known in broadcasting such as the Rev. Billy Graham (*Hour of Decision*) and Dr. Theodore Epp (*Back to the Bible*).

Several NRB members rose during the convention to point out that they still are discriminated against by some large stations, networks or group broadcasters who refuse commercial religious programs or will not air gospel programs not cleared by local councils of churches. Among tough towns to get into with their syndicated shows: Philadelphia and San Francisco.

The NRB members voted to establish a national headquarters office in Washington. The organization now has an executive secretary: the Rev. Ben Armstrong, Box 308, Madison, N. J. 07940.

Tors opens N.Y. office

Sherman Adler, president of Ivan Tors Television, last week announced the opening of new executive offices at 445 Park Avenue, New York, and the appointment of Andy White as new creative head of the company. Mr. White was formerly a producer for the company and writer-producer for the *Bat Masterson* series.

Mr. Adler said the location of the new offices would expedite preparation on the three networks of four new series, including *Gentle Ben*, based on the novel about a boy and a bear by Walter Morey, for CBS-TV. These series will be additions to the Tors Productions' present network series, *Flipper* on NBC-TV and *Daktari* on CBS-TV.

TV series sales . . .

The *Joe Pyne Show* (Hartwest Productions): WCPO-TV Cincinnati; WFLA-TV Tampa, and WFGA-TV Jacksonville, both Florida; WKZO-TV Kalamazoo, and WILX-TV Lansing, both Michigan; WAVY-TV Portsmouth-Norfolk, Va.; WMC-TV Memphis; WSBT-TV South Bend, Ind.; WTVJ-TV Miami; WLOS-TV Asheville, N.C.; WHNB-TV Hartford, Conn.; WGAN-TV Portland, Me.; WSIX-TV Nashville; WAST-TV Albany, and WHEC-TV Rochester, both New York; WKBS-TV Burlington, N.J.-Philadelphia; WKBD-TV Detroit; KARD-TV Wichita, Kan.; KSTP-TV St. Paul-Minneapolis; WAEO-TV Rhinelander, Wis.; WBRZ-TV Baton Rouge; WKBG-TV Cambridge-

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More ratings on the second season

Though the TV networks' second season is several weeks old, a few "fresh" ratings reports were being received last week.

Latest new show to make its appearance was CBS's *Coliseum* on Jan. 26 (Thursday, 7:30-8:30 p.m.). Both that new series and *Dragnet* on NBC the same date showed ratings improvement on the basis

of the overnight reports.

CBS noted that the *Coliseum* share in Arbitron averaged 32 as against a score of 22 for *Jericho* the week before. *Dragnet's* Arbitron share was up from 36 to 40 in one week; from 30.8 to 36.4 in the Trendex.

A national Nielsen report covering the first two weeks of the second season will be issued today (Feb. 6).

Other second-season programming

scores remained relatively steady compared to previous weeks. The last of the new shows to be programmed at mid-season was CBS's *Smothers Brother's Show* last night.

Following are ratings reports made available last week. (No Trendex report was made for Saturday, Monday and Wednesday evenings). "S" denotes special and "N" new in the second season.

	Arbitron		Trendex			Arbitron		Trendex	
	Rating	Share	Rating	Share		Rating	Share	Rating	Share
Thursday, Jan. 26									
9:30-10					NBC I Dream of Jeannie	17.7	30	—	—
ABC That Girl	15.4	26	16.1	31.4	8:30-9				
CBS Movie	16.2	27	14.1	27.6	ABC Rat Patrol	20.3	32	—	—
NBC Dragnet (N)	24.4	40	18.7	36.4	CBS Lucille Ball	28.1	44	—	—
					NBC China Crisis (S)	7.5	12	—	—
Friday, Jan. 27					Tuesday, Jan. 31				
9-9:30					8:30-9				
ABC Rango (N)	13.8	24	18.2	35.8	ABC The Invaders (N)	20.8	33	18.4	31.8
CBS Movie	20.9	37	13.8	26.9	CBS Red Skelton	24.1	39	22.7	39.3
NBC Man from U.N.C.L.E.	18.5	33	14.1	27.4	NBC Occasional Wife	14.3	23	12.4	21.5
10-10:30					9-9:30				
ABC The Avengers (N)	11.4	23	11.9	23.9	ABC The Invaders (N)	17.7	27	21.3	35.1
CBS Movie	20.2	41	19.4	39.0	CBS Skelton	26.9	42	21.6	35.6
NBC Laredo	13.2	27	13.1	26.4	NBC Movie	18.9	29	14.4	23.7
10:30-11					Wednesday, Feb. 1				
ABC The Avengers (N)	9.6	19	10.2	21.4	9-9:30				
CBS Movie	22.4	45	17.3	35.7	ABC Movie (N)	16.3	28	—	—
NBC Laredo	13.3	26	13.1	27.3	CBS Green Acres	19.8	34	—	—
Saturday, Jan. 28					NBC Bob Hope-Chrysler	16.2	28	—	—
7:30-8					9:30-10				
ABC Dating Game (N)	10.6	20	—	—	ABC Movie (N)	14.6	25	—	—
CBS Jackie Gleason	24.5	45	—	—	CBS Gomer Pyle	19.2	33	—	—
NBC Flipper	14.1	26	—	—	NBC Chrysler	19.6	34	—	—
8-8:30					10-10:30				
ABC Newlywed Game (N)	12.3	21	—	—	ABC Movie (N)	16.2	32	—	—
CBS Jackie Gleason	27.2	46	—	—	CBS Danny Kaye	14.4	28	—	—
NBC Please Don't Eat the Daises	13.8	23	—	—	NBC I Spy	16.1	32	—	—
Monday, Jan. 30					10:30-11				
8-8:30					ABC Movie (N)	14.1	28	—	—
ABC Iron Horse	19.0	32	—	—	CBS Danny Kaye	14.8	29	—	—
CBS Mr. Terrific (N)	19.1	32	—	—	NBC I Spy	16.3	32	—	—

Boston; WBAP-TV Fort Worth-Dallas; KOB-TV Albuquerque, N.M.; KLZ-TV Denver; KKTU-TV Colorado Springs; WHC-TV Pittsburgh; WLTV-TV Bowling Green, Ky.; WPRO-TV Providence, R.I.; WBRE-TV Wilkes-Barre-Scranton, Pa.; KSD-TV St. Louis, and KUTV-TV Salt Lake City.

Girl Talk (ABC Films): WHEN-TV Syracuse, and WROC-TV Rochester, both New York; WTOL-TV Toledo and WBNS-TV Columbus, both Ohio; WFLA-TV Tampa, Fla.; WATL-TV Atlanta and WRCB-TV Chattanooga, Tenn.

Hayride (ABC Films): WTVW-TV Evansville, and WANE-TV Fort Wayne, both Indiana; KBMT-TV Beaumont, Tex.; WITI-TV Milwaukee; WQAD-TV Moline, Ill., and KBTV-TV Denver.

Twenty Grand (ABC Films): WHEN-TV Syracuse, N. Y.; WDCA-TV Washing-

ton, and KZAZ-TV Nogales, Ariz.

Eighth Man (ABC Films): WDCA-TV Washington, and KZAZ-TV Nogales.

One Step Beyond (ABC Films): XETV-TV Tijuana-San Diego.

Johnny Cypher in Dimension-Zero (Seven Arts TV): WFIL-TV Philadelphia; WNHCTV New Haven, Conn.; WFBG-TV Altoona, and WLYH-TV Lancaster-Lebanon, both Pennsylvania; KFRE-TV Fresno, Calif.; WBNF-TV Binghamton, N. Y.; WGN-TV Chicago; KTVT-TV Fort Worth-Dallas; KWGN-TV Denver; WSOC-TV Charlotte, N. C.; WVEC-TV Hampton-Norfolk, Va., and WNEM-TV Saginaw-Flint, Mich.

Tell Me, Dr. Brothers (Triangle): WBAL-TV Baltimore.

The American Civil War (Trans-Lux): WAND-TV Decatur, Ill.

Clay-Terrell purse swollen by radio-TV

The championship fight between Cassius Clay and challenger Ernie Terrell tonight (Feb. 6) may gross as much as \$2 million from domestic and international radio-TV broadcast rights and sales, CATV and theater TV, plus gate receipts.

Main Bout Inc., New York, owner of ancillary radio-TV rights to all Clay fights, has also arranged for a live radio-TV feed overseas by Lani Bird II (radio-TV) to Japan's Nippon Television Network, and by Early Bird (TV) to British Broadcasting Corp. and Viewspport Ltd. for the United Kingdom and other parts of Europe.

In addition, there will be a direct TV pickup by Telesistema Mexicano S.A.

in Mexico; and radio feeds to Mutual's 523 affiliates in the U. S. and Canada (BROADCASTING, Dec. 26, 1966), and to stations in Latin America, South America, The Philippines, New Zealand and Australia. Broadcasts from ringside will be made in English, Spanish and Japanese.

Main Bout has also lined up a network of CATV systems, including about 58 in the U. S. and eight in Canada. Closed-circuit TV will be in about 165 theater locations in the U. S. (130 cities in 43 states), and 13 locations (13 cities) in Canada.

There will be no free TV.

Charles Michelson Inc., New York, in charge of international broadcast sales for the promoter, reported that about 800 TV stations are expected to carry the bout in about 50 countries (23 of which already have signed).

The fight also will be carried on WHCT(TV) Hartford, Conn., RKO General Phonevision Co.'s subscription TV station. The fight will not be carried on U. S. TV.

U.S. networks buy ITC's English productions

The British invasion of the U.S. network programming domain gathered momentum last week when Independent Television Corp. announced it has completed sales of 11 programs to networks, including series and specials for the remainder of the 1966-67 as well as the 1967-68 seasons.

Abe Mandell, president of ITC which distributes in the Western Hemisphere the programming of Associated Television of London, reported that the record-breaking number of English product was expanded to 11 with four sales last week. These were *Spotlight*, 10 one-hour musical variety shows in color to CBS-TV as summer replacement for *Red Skelton Show*; *London Laughs*, 13 one-hour musical variety programs in color to ABC-TV as summer replacement for *Hollywood Palace*; and *Present Laughter*, two-hour play in color starring Peter O'Toole and "Koroshi," a feature

film starring Patrick McGoohan, both to ABC-TV.

Previously announced were *The Saint*, sold to NBC-TV for a May 21 start; *The Prisoner*, sold to CBS-TV for a fall 1967 start; *Man in a Suitcase*, sold to ABC-TV for a fall 1967 start; *The Royal Palaces*, one-hour documentary, sold to NBC-TV; "Ivanov," a one-hour adaptation of the Chekov play, sold to CBS-TV; *The Last Exploration*, a one-hour documentary sold to ABC-TV and the *Opium Trail*, a one-hour documentary special, sold to National Educational Television.

Independent Television Corp. intends to step up its program of producing features in various parts of the world for TV in the U. S. and for initial theatrical release overseas. Mr. Mandell said before leaving last Friday (Feb. 3) for an extended business trip to the Far East where he hopes to conclude co-production agreements in Hong Kong and the Philippines and acquire science-fiction features in Japan. Mr. Mandell indicated that features can be produced abroad at budgets of from \$600,000 to \$750,000.

ITC has been encouraged in its feature film project, Mr. Mandell said, by the recent sale of its first full-length film in color, "Koroshi," to ABC-TV. The feature was produced in Malta and stars Patrick McGoohan. He believes ITC can produce six to eight color features a year.

Where the current flows the product goes

Is the television industry ready for young people? Can story ideas be permitted to follow their natural bent and not be forced into one medium at the expense of another? Can production people be creative and still be good businessmen? Alan J. Friedman, 30, president of Friedman-Rapp Enterprises, Beverly Hills, thinks the answer to all of these is affirmative and says he's ready to give tangible proof to Madison Avenue, Hollywood and Broadway.

More than a year ago, Mr. Friedman, who produced and composed the music for *A Young Man From Boston* and three other hour ABC-TV specials, met Robert S. Rapp, 32, at a party. Mr. Rapp was introduced as a millionaire financier and oilman who struck it rich in Calgary, Canada. His entertainment industry credentials were from United Pictures, where he was president of a company turning out low-budget feature films.

According to Mr. Friedman there was an immediate feeling of rapport between the two future partners. On Jan. 1, 1966, they founded Friedman-Rapp Enterprises with the idea of developing a lot of different properties, letting each take its most natural course into television, movies, theaters, books and once landing in a medium, channeling it into other media. They've spent the entire first year of business lining up and

developing product. Now they say they're ready to roll.

In television alone over the next two years, Friedman-Rapp hopes to produce three series, three hour specials and two half-hour specials. The *Johnny Magnus Show*, one of the series, will be for syndication. It will feature half-hour close-ups of various musical artists.

The Singles Game, probably the company's hottest property, is a good illustration of the Friedman-Rapp philosophy of parlaying product from one medium to another. Reportedly it soon will be published as a book by Bernard Geis Associates. Then it will be produced as a feature film under the same title. The finished movie will be used as a pilot for two projected TV series.

Mr. Friedman calls himself "a creative executive" and his partner "a creative businessman." They are supposedly not looking for outside financing. They believe strongly in self-financing and, thanks to Mr. Rapp's presence, claim to have the resources to follow their convictions.

At least three Friedman-Rapp projects are based on the works of Mildred Cram. The production company has rights to some 300 novels, short stories and unpublished works written by Miss Cram. F-R also says it has the rights to some 30 additional properties by other writers.

AFTRA members' pay shown in fund report

Total industry compensation to members of the American Federation of Television and Radio Artists in 1966 amounted to \$90,201,740, it was announced last week. This compares with \$89,260,200 in 1965.

This figure was contained in a report issued by the board of directors of the AFTRA pension and welfare funds, which noted that in 1966 employees paid 5% contributions on total compensation to the funds and this amounted to \$4,510,087 last year. The trustees state that since the inception of the funds in 1966, total medical, surgical and hospital benefits paid have totaled \$9,337,350 and said 96 performers are receiving a normal annuity reaching as high as \$134 per month for each.

The present board of trustees for the funds consist of (for the industry) George Fuchs, NBC; David Miller, Young and Rubicam, and Lawrence W. Lowman, CBS, and (for the union) Donald F. Conaway, national executive secretary, AFTRA; Clayton (Bud) Collyer and Frank Nelson, both past national presidents and national board members, AFTRA.

CATV goes to the dogs

This is John C. Stelzer, manager of First Illinois Cable TV Co., the CATV system in Springfield, Ill., who runs the locally originated *Doggone Show*, and one of the pups from the local pound up for "adoption." The show has turned out to be one of the most popular on the cable, so popular that the cable system is thinking of changing the half-hour program from its afternoon time slot to prime time, running it against major network shows. The program consists of 15 minutes of reports of lost dogs and 15 minutes of dog pets showing off their tricks. The trick segment is going to be syndicated, it was reported, with upcoming channel 64 WVR-TV Charlottesville, Va., already signed.



Program notes . . .

'Press' meets Manchester ■ NBC has scheduled a one-hour *Meet the Press* on Feb. 12 for an interview of William Manchester, author of the controversial book *The Death of a President*. program will be live on NBC-TV (12:30-1:30 p.m., EST) and broadcast later on NBC Radio (6:05-7 p.m., EST).

Meet Comrade Kosygin ■ NBC-TV reports it will carry a live telecast of a London news conference in which Soviet Premier Aleksei Kosygin will respond to written questions on Feb. 9 (8:45 a.m.-10 a.m.). The program will be relayed across the Atlantic by the Early Bird satellite. Premier Kosygin will speak in Russian, and NBC will supply simultaneous translation.

Feature acquisition ■ KHJ-TV Los Angeles last week paid more than \$250,000 to get a package of 20 feature films from American International Television. Reportedly the nonnetwork affiliated station will have unlimited runs of the films in the package. Included among the titles are "The Pawn-

broker," "Umbrellas of Cherbourg," "Long Day's Journey Into Night," "La Dolce Vita" and the "Eleanor Roosevelt Story."

Flood special ■ WFLD(TV) Chicago, is offering free to other TV stations a special half-hour program on the recent flood in Florence, Italy. Experts will show and discuss the flood's effect on art treasures there.

For credit ■ Roosevelt University, Chicago, and the National Academy of Television Arts and Sciences are undertaking their fourth television symposium starting this month with guest lecturers from broadcasting. A college credit course, the symposium also includes an essay contest for which TV syndicator Walter Schwimmer provides a \$500 prize.

Stock car championship ■ International Speedway Network, Daytona Beach, Fla., will feed the Daytona 500 stock car race on Feb. 26 to more than 300 stations and the Armed Forces Radio Service. The team that will call the race will be anchored by Ted Webbe and Fred Agabashian.

A-sailing we will go ■ *British Calendar*, the weekly series of TV programs featuring news from Britain, will present a special issue about the current popularity of Britain's small boats. Dinghy sailing, the newest catamarans, and film clips of race week at Cowes, the Mecca of yachting, are among the highlights. The series is offered stations for shipping charges only through British Calendar, 845 Third Avenue, New York.

Minimum-wage-law spots ■ The U. S. Department of labor has sent to all radio and TV stations short public service announcements explaining minimum wage law changes passed by the last Congress. The package of disks includes three spots for general use, and three spots aimed specifically at farmers. Stations not receiving the package should contact Robert Richmond, director of information, WHPC, Department of Labor, Washington 20210.

Radio Features Inc. sold

Talco Inc., Chicago and New York talent and communication firm, has purchased Radio Features Inc. from the estate of Nat Watson and will continue the syndication firm as a division at 400 North Michigan Avenue, Chicago. Mort Small, formerly with Sandor Rodkin Advertising, will manage the division. Radio Features Inc. specializes in quiz-show programs and prizes as well as other radio shows.

catv

operating

economy

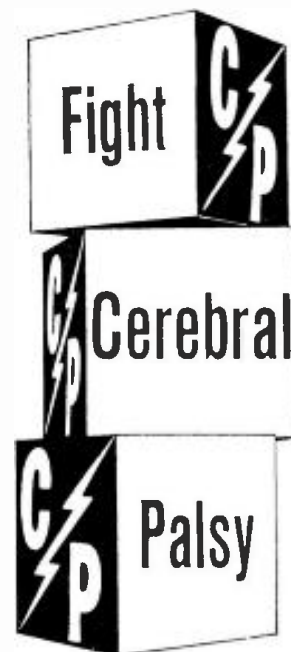
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B&B sets spot formats for scout campaign

Benton & Bowles Inc., New York, serving as volunteer agency for the Boy Scouts of America, has completed its plans for the 1967 "Scouting rounds a guy out" campaign, which includes radio and television commercials as a public service.

Kick-off is set for National Boy Scout Week (Feb. 7-13) in which three black-and-white TV spots (10, 20 and 60 seconds), and eight radio spots (two 10, 30 and 40 seconds; one 20, and one 60 second) will be used on U. S. sta-

tions. The campaign will add a 40-second and four 10-second TV spots later this year.

TV messages are "deliberately" made in monochrome to emphasize "an honest representation of what Scouting has to offer today's boys."

Drumbeats . . .

Medicine men ■ The medicine men were salesmen of KOI Seattle. The medicine tasted like Bloody Marys packaged in eight-ounce medicine bottles, bearing the label: "Prescription for 1967. Take this Bloody Mary immediately as an eye-opener to welcome you to the new year. For an ear-opener, try KOI Radio 1300." The station's di-

agnosis for agencies and direct advertising accounts: a remedy needed to get the radio station off to a good year. The prognosis: Plans to make such first-of-the-year house calls an annual event.

It's a man! ■ KDKA Pittsburgh awarded its "back-seat driver of the year" title to a tongue-lashing male. Nominated by his wife, the garrulous lecturer of the road was crowned with a fur-lined hub cap by Miss America at the Pittsburgh Auto Show. Additional prizes: an automobile back seat and savings bonds. To all nominees KDKA sent a back-seat driver license that may be revoked for protracted periods of silence.

EQUIPMENT & ENGINEERING

Teleprompter urges 18-gc allocation

Teleprompter Corp., co-owner with Hughes Aircraft Corp. of a novel community antenna television project in

New York City, asked the FCC last week to adopt rules that would permit CATV systems to operate without the use of cable lines. If adopted the rules could revolutionize the scope and costs of community antenna services in cities and isolated areas.

Specifically Teleprompter wants the commission to institute a rulemaking that would make available on a national scale 448 megacycles of spectrum space between 18.349 and 18.797 gigacycles. "This particular portion of the super-high-frequency spectrum, although allocated [by the commission] for nongovernmental purposes, is not presently available for regular usage and thus lies fallow," Teleprompter stated. The band requested, with frequencies above 18 billion cps, is within the millimeter-wave region that has been under intensive research and development in recent years.

Economy ■ If the new frequency allocation is authorized by the FCC, its use is foreseen as a means for CATV systems to serve cities and rural areas. Such service is deemed too expensive to be provided today with cable lines.

"The field of cable television offers many vivid examples of a requirement for high capacity, short-range communications circuits—a need so vital as to have provoked the serious concern of the commission as to CATV's technical ability to meet the service requirements of all the public—particularly those persons remotely located in isolated pockets or otherwise removed from population centers," Teleprompter said.

Hughes and Teleprompter have conducted experiments in this area of the spectrum through their Manhattan

CATV project, which includes a short-haul microwave test, authorized by the FCC last April (BROADCASTING, May 2, 1966). The test was designed to determine whether short-haul microwave can be used as a substitute for primary trunk cable lines to link a CATV head-end plant to large distribution points.

The experiment employs a transmitter on top of a building in upper Manhattan, with one antenna dish on the roof of one apartment house about two miles from the transmitter, and another receiving antenna about six miles away. The transmitting antenna is used to relay all 18 New York City TV and FM stations (all being received off-the-air from the Empire State building in downtown New York). These signals are then received at the apartment house sites, reconverted to their original channels and fed to receivers in the apartment buildings via cable lines. With its single transmitter the system can simultaneously transmit 12 VHF bands, the entire 20 mc FM band and auxiliary radio communications.

The results of the Manhattan experiment indicate, Teleprompter said, that "this super-high-frequency region of the spectrum is both feasible and desirable for establishment of a new radio service to serve the acknowledged demand for wide-band, limited-range radio-communications needs. . . . It is Teleprompter's belief that presently allocated microwave frequencies lower than the 18 gigacycle band should not, and were not intended to, be used for a local distribution service."

Teleprompter said that, in the event the proposed rules are enacted by the commission, it would use the new radio operations in its CATV business and

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Lasers light up 3-D-picture research

Three-dimensional TV may still be a thing of the 1980's or later, but new research in holography, "in the round" photographic images made with laser light, holds strong promise of perhaps an earlier introduction.

Walter Cronkite, in CBS-TV's *The 21st Century* episode ("The Communications Explosion") on Jan. 29, described this photography using lasers, "or something like it", as a possible "key to full-color three-dimensional television."

Last week RCA announced development of a long-life argon-gas laser that it suggests could be applied in holography with a possible

application in computer memory storage. RCA plans to offer the laser to research laboratories, government agencies and universities for evaluation and product development.

Recent reports also indicate a new development of 3-D "still picture" holograms through the efforts of IBM's research division, Yorktown Heights, N. Y.

The IBM method is new because it's produced with an ordinary white light, as, for example, a flashlight. IBM placed a multifaceted "fly's eye" lens that records hundreds of tiny individual pictures, each show-

ing the image from a different angle, inside a conventional camera. Processed by use of a laser later, IBM demonstrated how this fly-eye picture would appear in 3-D as a hologram.

The technique eliminates the need to illuminate the subject by laser light, permitting, for example, holographic photography out-of-doors, but is extremely sensitive to movement of equipment or the subject to be photographed. It is said that further development, however, may point a way toward three-dimensional motion pictures and television.

would also produce and market the required microwave system, presumably with the help of Hughes, which developed the equipment for the Manhattan project.

In addition to its Manhattan CATV, Teleprompter owns 14 other community antenna systems.

Technical topics . . .

Latest edition ■ RCA Electronic Components and Devices, Harrison, N. J., has issued a new RCA Receiving Tube Manual (RC-25), containing updated material on the company's line of home-entertainment tubes, picture tubes for black-and-white and color TV receivers, and voltage-regulator and voltage-reference tubes. The 608-page manual, priced at \$1.25, also features a revised circuits section with information on practical tube applications.

IC packages ■ RCA Electronics Components and Devices, Harrison, N. J.,

is producing two new integrated-circuit packages that are said to provide greater flexibility in compactness, device matching and tracking for designers. The two new types are RCA CA 3018, an array of four matched negative-positive-negative transistors on a single silicon chip, mounted in a 12-lead TO-5-style package; and RCA CA 3019, an array of six diodes, four in a quad configuration and two isolated, on a single silicon chip mounted in a 10-lead TO-5 package.

Collins moves ■ Collins Radio Co. has moved its broadcast communication division office at Peoria, Ill., to new address: 423 First National Bank Building. Phone (code 309) 673-7325.

More compact recorder ■ A new model high-band color video-tape recorder, designed for mobile broadcasting uses, is being introduced by Ampex Corp., Redwood City, Calif. The new compact recorder, VR-1200E, is two-thirds the

size of the Ampex VR-1200 broadcast recorder. The manufacturer says it may be mounted in a small van for mobile use and also may "easily" be returned to the studio for conventional broadcast functions.

Commission to consider FM translator rules

The FCC has asked for industry comments on the idea of establishing rules for FM translator stations similar to the regulations already in effect for TV translators.

The commission last week specifically requested advice concerning limitations on the use of frequency-modulation translators, channels in which they should be authorized, power, and equipment specifications. The deadline for comments is April 5 and for reply comments, April 20.

INTERNATIONAL

CATV regulation argued before Canadian commons

A government proposal to place Canadian CATV companies under the control of the Board of Broadcast Governors received stiff opposition from the National Community Antenna TV Association of Canada in Ottawa last week.

Representing the 350-system group before the commons broadcasting committee was G. A. Allard, president, who told the members: "The government would not consider preventing Cana-

dians from erecting their own antenna and neither should it interfere with their right to connect to a community antenna."

Mr. Allard said the main objection to board control involved apparent BBG attempts to regulate cable TV programming. Previously the board had ruled that all broadcasting must contain 55% Canadian programming. Most CATV systems now handle one or more U. S. channels, making compliance difficult.

Committee rebuttal termed the group's complaint "a very weak argument." One member noted private TV stations operating on slim profit margins could be "badly hurt" by the introduction of a

competing CATV service.

Another complaint before the committee was aired by Jack Davis, Calgary, Alberta, alderman, whose CATV company was refused a license by the transport department to import U. S. programs by microwave into Calgary homes. He said the ruling discriminated against Canada's fifth- and sixth-largest cities, presently unable to receive American programming.

Committee members called the Davis proposal an open door to wholesale invasion by American television. The next logical step, they said, would be to allow U. S. networks to operate stations in Canada.

British firm cracks U.S. comedy market

Lew Grade, managing director of Britain's Associated Television, has announced that ATV, through its subsidiary Incorporated Television Co., last year sold more than \$14 million worth of British TV programs abroad.

Back in London from New York, Mr. Grade claimed that ATV had achieved the first breakthrough into the American TV comedy market with its sales of 13 *Morecambe and Wise* shows to ABC-TV, and a new series of comedy shows to CBS-TV. ABC also bought the Noel Coward play *Present Laughter*, starring Peter O'Toole, and a film starring Patrick McGeehan.

Mr. Grade said that his company had five TV series in production, representing an investment of \$18.2 million. "We have just managed to crash into the German market, where we have sold 140 episodes of *Robin Hood*," he added.

BBC presents Warren Commission marathon

The BBC set aside four hours and 45 minutes on its second TV network last week for an examination of the Warren Commission report on the Kennedy assassination.

The program featured the world premiere of "Rush to Judgment," a two-hour film produced by attorney Mark Lane and Emile de Antonio attacking

Too many GI's

After strong viewer protest, the BBC has decided to drop its American-produced series *Rat Patrol*. In the six episodes shown so far, the North African campaign is being won by American GI's, and British viewers have complained.

The action of *Rat Patrol* centers round the exploits of a commando-type unit in the North African desert. The unit consists of three GI's and one British soldier. The BBC bought the series of 13 episodes for a reported figure of \$72,500.

the Warren report. The BBC paid \$40,000 for rights to the film, "the most money ever paid for a single transmission by anybody in the United Kingdom," according to Mr. de Antonio (BROADCASTING, Dec. 5, 1966). A 100-square-foot scaled model of Dealey Plaza in Dallas was constructed for the show.

Evidence concerning the assassination was debated by Arlen Specter, a former attorney for the commission and now district attorney in Philadelphia; Des Moines lawyer David Belin and Mr. Lane. But Yale Law Professor Alexander Bickel and Lord Devlin, former British lord of appeals, were unable to agree on an objective verdict, as had been anticipated.

The show attracted an audience esti-

mated at 7 million, "the most interest of any show ever on BBC-TV 2," according to a BBC spokesman.

NAEB's Harley to tell U.S. story at Paris meet

National Association of Educational Broadcasters President William G. Harley will make the presentation for the U. S. at the Third International Conference on Educational Radio and Television in Paris, March 8-22.

Mr. Harley, who will make the first speech at the plenary session of the conference, will present film clips and tape excerpts to illustrate the quality and variety of U. S. educational programming.

The meeting will be held under the auspices of the European Broadcasting Union. Associate members include ABC, CBS, NBC, Time-Life Broadcast Inc., National Educational Television and U. S. Information Agency.

International film market set

The 15th semi-annual International Film, TV Film and Documentary Market (MIFED) will be held in Milan, Italy, from April 16 to April 25, it was announced last week. U. S. film producers and distributors may get an application form from MIFED at Largo Domodossola, Milan 1, Italy. The 14th meeting, held last October, attracted 478 participants from 40 countries, including the U. S.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Maney

Thomas G. Maney, general sales manager at WTTG(TV) Washington, named VP in charge of sales.

Milton Cohen, account executive, West, Weir & Bartel, New York, elected VP.

John A. Thomas, VP and account supervisor at Ogilvy & Mather, New York, retires after 30 years in agency business. He was with BBDO, General Foods Corp. and Benton & Bowles before joining O&M in 1960.

James W. Anderson, eastern sales manager of National Television Sales, New York, named VP.

Ivan Davis, with Weightman Inc., Philadelphia, named VP-director of media. **James Egan**, associate media director at W. B. Doner & Co., Detroit,

joins Weightman, Philadelphia, as all-media supervisor.

William R. Ragan, assistant director of advertising and promotion for KOTV(TV) Tulsa, Okla., appointed director of advertising and promotion.

Larry Wexler, PR manager at WMCA New York, appointed sales promotion and research director, succeeding Inez Aimee, who joins National Football League as manager, sales and promotion.

Cal Haworth named sales manager of KDAL Duluth, Minn., succeeding Don LeMasurier who purchased KAOH Duluth.

Gerry Scally, with Clyne Maxon Inc., New York, appointed creative group head. **Edward T. Chebra**, account executive with Pampel & Associates Inc., New York, joins Clyne Maxon, that city, as account executive.

Stephen Segal, media research executive with The Marschalk Co., New York, named director of agency's new

department of business and media research.



Mr. Bonsib

Louis W. Bonsib, board chairman of Bonsib Inc., Fort Wayne, Ind., retires after 50-year career. He will continue on firm's board. Mr. Bonsib, who will soon be 75, founded firm bearing his name in Peru, Ind., in 1923. **John F. Bonsib**, president of Bonsib since 1956, succeeds his father as chairman.

Marvin Roslin, research and sales promotion director of radio and television divisions at Adam Young Inc., New York, appointed manager, sales development and research, NBC Radio Stations and NBC Radio Spot Sales, that city.

E. L. (Corky) Cartwright, general sales manager at KPTV(TV) Portland, Ore., appointed general sales manager of



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HEART FUND

WTCN-TV Minneapolis-St. Paul, replacing **Jay Q. Berkson**, who joins WKBS-TV Burlington, N. J.-Philadelphia, as station manager. KPTV and WTCN-TV are Chris-Craft stations.



Mr. Ferber



Mr. Stern

Richard W. Ferber, creative supervisor, and **Hans Stern**, account supervisor, Dancer-Fitzgerald-Sample, San Francisco, elected VP's.

Alan Rothman, with KMYO-AM-FM Little Rock, Ark., appointed commercial manager.

Frank Oxarart, account executive for KNX Los Angeles, named local sales manager for KFWS, that city.

Edgar A. Grower, with commercial sales department of Videotape Center, New York, appointed commercial sales manager. **Craig G. Allen**, from J. Walter Thompson Co., New York, and NBC, New York, appointed account executive at Videotape Center, that city.

James H. Cohill, manager of SCI's New York office, named corporate marketing services director for SCI, Interpublic-affiliated sales promotion and counseling agency. **John Hilz**, ac-

count service director for SCI, New York, succeeds Mr. Cohill.

William J. Hecker, with West, Weir & Bartel Inc., New York, joins J. S. Fullerton Inc., that city, as director of marketing.

Frank Massaro, senior buyer at Ogilvy & Mather, New York, joins Rockwell, Quinn & Wall there as associate media director.

John Barry Lane, with Spanish International Network, New York, named director of public relations and advertising.

Paul A. Littlefield, account executive, Ogilvy & Mather, New York, and **John E. Pullets**, account executive, J. Walter Thompson, same city, join Street & Finney, New York, as account executives for various Colgate products.



Mr. Roethgen

David Roethgen, account supervisor with Sullivan, Staufer, Colwell & Bayles, New York, elected VP.

Gary R. Posner, director of advertising, publicity and promotion at WGAR-AM-FM Cleveland, resigns to open Gary Posner Advertising Inc., of which he is president. New agency will be at 1010 Euclid Ave., Suite 705, Cleveland 44115.

Richard Tucker, manager of sales planning, Post division, General Foods,

White Plains, N. Y., joins Warren, Muller, Dolobowsky, New York, as account supervisor serving Breon Laboratories, subsidiary of Sterling Drug.

John J. Alden, with Wade Advertising joins W. E. Long Advertising, Chicago, as copy director.



Mr. McNeilly



Mr. Reider

Edward McNeilly, VP and management supervisor, and **David Reider**, VP and copy chief, with Doyle Dane Bernbach, New York, named senior VP's.

Martin R. Shaw, director of public relations and creative services for Eutectic Welding Alloys Corp., Flushing, N. Y., named account development manager of Gilbert & Felix Inc., New York.

Frank L. McKibbin, VP and general manager of Fuller & Smith & Ross Inc., Los Angeles, joins Davis, Johnson, Mogul and Colombatto, same city, as account supervisor.

David Horowitz, account executive for Carson/Roberts/Inc., Los Angeles, joins Max Factor & Co., Hollywood, as advertising coordinator.

Robert Clay Yarbrough, account executive with Dancer-Fitzgerald-Sample, New York, joins Norman, Craig & Kummel, that city, as senior account executive.

Mike Arthur, with Procter & Gamble, joins Knox Reeves Advertising, Minneapolis, as account executive.

Roger O. Nelson, account executive, Henry I. Christal Co., Detroit, joins Major Market Radio Inc., same city, as account executive.

Paul A. Orio, account executive with CBS Radio Spot Sales, New York, appointed account executive, NBC Television Spot Sales, that city.



Mr. Morey

James N. Morey, creative director of Hutchins Advertising Co., Rochester, N. Y., also named executive VP.

Thomas T. Ryan, senior VP with Cunningham & Walsh, New York, named director of account management division. **Daniel H. Dolgins**, VP, named manager of account management division. **William T. Brooks**, VP, named manager of marketing services division.

J. Whittle Williams, with Young &

28 candidates named for NAB radio board

Twenty-eight broadcasters have been nominated for two-year terms to fill 13 seats on the National Association of Broadcasters radio board.

District 1: **Donald A. Thurston**, WMNB North Adams, Mass. (incumbent), and **H. William Koster**, WEAN Providence, R. I.

District 3: **Lloyd W. Dennis Jr.**, WTOP Washington, and **Roy E. Morgan**, WILK Wilkes-Barre, Pa.

District 5: **Charles C. Smith**, WDEC Americus, Ga. (incumbent), and **H. Randolph Holder**, WGAU Athens, Ga.

District 7: **James M. Caldwell**, WAVE Louisville, Ky., and **Harry Dennis**, WERE Cleveland.

District 9: **Edward D. Allen Jr.**, WDOE Sturgeon Bay, Wis. (incumbent), and **A. F. Sorenson**, WKRS Waukegan, Ill.

District 11: **N. L. Bentson**, WLOL Minneapolis, and **Ray Eppel**, KORN Mitchell, S. D.

District 13: **David H. Morris**, KNUZ Houston (incumbent), and

Vann M. Kennedy, KSIX Corpus Christi, Tex.

District 15: **Ted Carlson**, KWG Stockton, Calif., and **Floyd Farr**, KEEN San Jose, Calif.

District 17: **Lester M. Smith**, KJR Portland, Ore. (incumbent); **R. M. Brown**, KPOJ Portland, Ore., and **Wally Nelskog**, KIXI Seattle.

Class A: **Frank Gaither**, WSB Atlanta (incumbent), and **Mike Shapiro**, WFAA Dallas.

Class B: **David M. Baltimore**, WBRE Wilkes-Barre, Pa., and **R. W. Chapin**, KFOR Lincoln, Neb.

Class C: **Richard D. Dudley**, WSAU Wausau, Wis. (incumbent); **J. Kenneth Marston**, WDXI Jackson, Tenn., and **William A. Merrick**, KBMN Bozeman, Mont.

FM: **Harold R. Krelstein**, WMPS-FM Memphis (incumbent), and **David H. Polinger**, WTFM Lake Success, N. Y.

Ballots will be mailed on Feb. 15 and must be returned by March 1. Results will be announced on March 2.

Rubicam, New York, joins Needham, Harper & Steers there as account executive. **Albert Wilburn Pence**, with Grey Advertising, New York, joins NH&S there as copy writer.

Pete J. Boyle, sales manager of WING Dayton, Ohio, appointed account executive with WHIO-AM-FM-TV, that city.

James A. Sowards, in sales department of KNXT(TV) Los Angeles, named account executive.

Tom McManaman, VP and marketing director of Harry Goldberg Advertising, Detroit, joins WKBD-TV there as account executive.



Mr. Dietrich

Ray Dietrich, production group head at Ogilvy & Mather, New York, joins Filmex Inc. as VP, general manager of Filmex West in Hollywood.

Herbert Schorr, with WIBF-FM-TV Jenkintown, Pa.-Philadelphia, appointed sales manager.

Robert J. Syers, regional sales manager in mideastern area for Stone Representatives Inc., New York, joins WQXR-AM-FM, that city, as account executive.

Robert C. McKee Jr., with Westinghouse Broadcasting Corp., New York, named account executive at WBC's WIND Chicago.



Mr. Gillan

Robert W. Gillan, media director for Bozell & Jacobs, Omaha, also elected VP.

Robert L. Glaser, account executive and daytime sales manager of ABC-TV, New York, appointed Midwest TV sales manager of RKO General Broadcasting/National Sales, Chicago.

David Kramer joins WPEN Philadelphia, as account executive.

John W. Valentine, with Macy's Missouri-Kansas, joins WDAF-FM Kansas City, Mo., as account executive.

Gordon Ross, account executive for KYMS(FM) Santa Ana, Calif., joins KTB(TV) Garden Grove, Calif. as account executive.

Carroll Seghers II joins Van Praag Productions Inc., New York, as photographer-director.

Stanford M. Horn, advertising and sales promotion manager at KCBS San Francisco, named sales service coordinator at KNEW Oakland, Calif.

John R. Karem, territory manager for Hallmark Cards Inc., Kansas City, Mo.,

joins sales staff of WAVE-TV Louisville, Ky.

Neal Heaton, with *Washington Post*, appointed to sales staff of WRC-AM-FM Washington.

MEDIA



Mr. Sholis

Victor A. Sholis, VP and director of WHAS-AM-FM-TV Louisville, Ky., named president, succeeding **Barry Bingham Sr.**, who becomes board chairman.

Bill Bengtson, general manager of KOAM Pittsburg, Kan., named VP.

Robert L. Caulfield, with Westinghouse Broadcasting Co.'s WBZ Boston, appointed director of management development for WBC, New York, succeeding **William N. Farlie Jr.**, who becomes business affairs manager of WBC's KFWB Los Angeles. **Charles E. James**, program director at KGIL San Fernando, Calif., named operations manager of WBC's KYW Philadelphia.



Mr. Cookerly

Thomas B. Cookerly, assistant VP, WBTV-TV Charlotte, N. C., elected VP-managing director. **Thomas E. Matthews**, personnel manager, becomes assistant VP-personnel manager; **Dallas L. Robbins** and **Gerald W. King** become treasurer-business manager and assistant treasurer-assistant business manager, respectively.

William G. Stallard, assistant manager of WNVA Norton, Va., appointed manager, following death of **Jack T. Helms**, VP and general manager.

E. Brandt Gustavson, manager of WCRF(FM) Cleveland, joins KAIM-AM-FM Honolulu, as station manager. **J. Richard Florence**, assistant manager at WCRF, succeeds Mr. Gustavson.



Mrs. Copley

Madalyn Pruett Copley, VP and secretary of Rollins Inc., Wilmington, Del., retires. Mrs. Copley joined Rollins (group owner) in 1949, became firm's controller and secretary in 1953, VP in 1958.

R. Ford Butler, director of promotion and merchandising for WHK Cleveland, named station director of WHK-FM. **M. Joseph Leahy** succeeds Mr. Butler.

Robert C. Rhodes, manager of CATV system operated by Daniels Management Co., Parsons, Kan., named manager of Pennsylvania region for United

Transmission Inc., Chambersburg, Pa., CATV subsidiary of United Utilities Inc. Mr. Rhodes succeeds **Robert Smith**.

Gene P. Klimek, group research manager, Edward Petry & Co., New York, returns to ABC-TV, same city, as supervisor of station development, newly-created post.

John Gwin of Robinson, Ill., elected president of Illinois-Indiana Cable Television Association. Other officers elected: **S. M. Aston** of Lafayette, Ind., first VP; **Royce Greer** of Danville, Ill., second VP, and **Douglas Phillips** of Flora, Ill., secretary-treasurer.

Michael A. Prescott, senior corporate financial analyst for NBC, New York, appointed manager of budgets for noncommercial WNDT(TV) Newark, N. J.-New York.

Augustine Arrigo, with Municipal Broadcasting System (WNYC-AM-FM-TV New York) for over 27 years, retires. He joined New York City's station in 1939.

Edwin M. Klitch, news director for WFMD-AM-FM Frederick, Md., appointed station manager.

PROGRAMING

Howard H. Mendelson, program information manager in charge of local

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and national television research for Warner Brothers Television, New York, named research manager for ABC Films, that city, replacing Eugene Moss. Steven Dickler and Nathaniel T. Kwit Jr., with ABC Films, New York, named account executives.

Vincente Ramos, previously in charge of sales for Latin America and southern Europe, Seven Arts Television, New York, appointed director of international sales.



Mr. Shook

Ellis I. Shook, program director for WTTG(TV) Washington, named VP in charge of programing.

Jack Zimmer, with Hal Dennis Productions, Hollywood, named VP in charge of TV and industrial

productions.

Bernard M. Kamber, president of Cinex Distributing Corp., New York, resigns to become VP in charge of sales for Du Art Film Laboratories Inc. and Du Art Color Corp., that city.



Mr. Sack

Ronald L. Sack, director of advertising and publicity, ABC owned radio stations, New York, named director of promotion and program development, in charge of developing program innovations.

Tom Robertson, with WMPO Middleport-Pomeroy, Ohio, joins WTAP-AM-FM Parkersburg, W. Va., as program director, replacing Joe Rada, who moves to sales department of WTAP-AM-FM.



Mr. Kirn

Hal Kirn, audiovisual director for Office of Civil Defense, U. S. Department of Defense, Washington, forms own independent production company, effective Feb. 14, at 139 North Carolina Ave. S. E.,

Washington 20003.

Alan P. Shields, program director of WAPC-AM-FM Riverhead, N. Y., resigns to teach fulltime in local public school system. He will continue to supply local news and to handle special events for WAPC. **Pete Wenk**, with WBIC Islip, N. Y., becomes program director of WAPC-AM-FM.

Hal Durham, with WSM Nashville, appointed assistant program manager.

John Rock, head of business affairs department of Warner Brothers Television, Hollywood, appointed to newly created post of head of business affairs

for Universal Pictures Ltd., London.



Miss Lyons

Ruth Lyons, radio and television personality for Avco Broadcasting Corp., Cincinnati, retires from her *50-50 Club* show for health reasons. She began broadcasting in 1929 at WKRC Cincinnati. Her *50-50 Club* program was originally on WLW Cincinnati, and moved to television in 1949. Eventually it was televised on Avco's WLWT(TV) Cincinnati; WLWD(TV) Dayton, Ohio; WLWC(TV) Columbus, Ohio, and WLWI(TV) Indianapolis. Program will continue with **Bob Braun** as permanent host.

John J. McCarthy, with Videotape Productions of New York Inc., New York, appointed New England representative with headquarters in Boston.

Harry J. Monasch, producer with Video Tape Center, New York, appointed production manager of WOR-TV, that city.

Red Jones, assistant general manager at WQXI Atlanta, appointed operations manager of WPLO, that city.

Dal Burnette, sports director of WTVR-AM-FM Richmond, Va., for 13 years, joins Armed Forces Radio & Television Service, Arlington, Va., as sports producer.

NEWS

Charles R. Kappes, with news department of WGBS Miami, appointed editorial director, succeeding Roger Frazier, who joins Richard Plumer Business Interiors Inc. of Miami.

Joseph J. Levitt, city editor of *Knoxville* (Tenn.) *News-Sentinel*, joins WBIR-TV there as news and assignment editor.

Bill Williams, with WSM Nashville, appointed news editor.

Max McDowell, state house reporter for WIBW-AM-FM-TV Topeka, Kan., appointed news secretary for Kansas Governor Robert Docking.

Walt Bruner, formerly with ABC and UPI Audio Network, joins WTTG(TV) Washington, as correspondent.

James Bormann, WCCO Minneapolis, named chairman of freedom of information committee of AP Radio-Television Association. Committee members are: Mr. Bormann, central division; **Tom Powell**, WDAU-TV Scranton-Wilkes-Barre, Pa., East; **James C. Leake**, KTUL-TV Tulsa, Okla., South; **Gene Shumate**, KRXX Rexburg, Idaho, West.

Herbert J. Dudnick named to new position of supervisor of TV and radio news for NBC News bureau in Cleveland. His responsibilities include supervision of WKYC-AM-TV newsrooms there.

Bob McFarland named manager of radio news in that bureau.

Frank Dill, with KNBR San Francisco, **Dave Valentine**, with KSFO San Francisco, and **Belva Davis**, with KNEW Oakland, Calif., join news staff of KPIX(TV) San Francisco.

Bob Bocchino, formerly with WPBS(FM) Philadelphia, and **WVCH** Chester, Pa., joins news staff of KYW Philadelphia.



Mr. Foster

Cedric Foster, commentator for Mutual Broadcasting System, Washington, joins KTLN Denver after 27 years with MBS. He will have daily 10-minute commentary which will be fed to 65 affiliates of Inter-mountain Network.

FANFARE

Thomas Baum, copy writer in advertising department of NBC, New York, appointed coordinator, corporate information.

Jerry Zimmerman, with KENS-TV San Antonio, Tex., appointed community service director.

Betty Jane Gaffney, with WCWA Toledo, Ohio, appointed director of public affairs and promotion.

Ira Bakst, continuity director of WHN New York, appointed publicity assistant at WABC-TV New York.

INTERNATIONAL



Mr. Clarke

S. E. Clarke, overseas manager for The Marconi Co., Chelmsford, Essex, England, appointed manager of firm's international division.

W. E. S. Briggs, VP of Canadian Broadcasting Corp., retires after 32 years in Canadian broadcasting. He joined CBC in 1937.

Tom Earle of Canadian Broadcasting Corp., elected president of Parliamentary Press Gallery, Ottawa, succeeding **Sam Ross** of Ottawa Radio News Bureau.

EQUIPMENT & ENGINEERING

Lou Wolf, engineer at KTLA(TV) Los Angeles, named assistant chief engineer.

George I. Hefferman, with Entertainment Products Corp., subsidiary of Sylvania Electric Products Inc., Batavia, N. Y., named to newly created position of VP-merchandising.

Antoine Roederer, in research design for Electronic Research Laboratories,

Berkeley, Calif., appointed chief engineer of Jampiro Antenna Co., Sacramento, Calif., based firm manufacturing TV and radio transmitting antennas.

ALLIED FIELDS



Mr. Benjamin

Roy Benjamin, director of marketing research, Revlon Inc., New York, named VP, Audits & Surveys, same city, and director of A&S's newly formed research division.

David C. Acheson, special assistant to secretary of Treasury, elected VP and general counsel of Communications Satellite Corp., Washington. **J. David Marks**, assistant secretary of Comsat, elected secretary.

Thomas W. Fletcher, with Smith and Pepper, joins Putbrese and Fisher, also Washington law firm.

C. L. (Bud) MacNelly, executive VP

and creative director of Kenyon & Eckhardt, New York, resigns to form his own consulting firm.

DEATHS

Kenneth Thomson, 68, executive secretary of Composers and Lyricists Guild, and one of original founders of Screen Actors Guild died Jan. 26 at Hollywood Presbyterian hospital after short illness. It was in former actor's Hollywood home in 1933 that idea of forming SAG was conceived by him and five other performers. One was his wife, Alden Gay Thomson, former actress, who survives him.

Molly Stonestreet Knode, 45, wife of Thomas E. Knode, NBC station relations VP, of Wilton, Conn., died in a Norwalk, Conn. hospital Jan. 25 after short illness. Burial services were held last Monday (Jan. 30) at Arlington National Cemetery, Arlington, Va.

William Aldrich Greene, 53, PR and management counselor, died Jan. 28

in Greenwich hospital in Greenwich, Conn. He was VP of Infoplan, international PR firm. He had been national chairman of Crusade for Freedom, program of American Heritage Foundation to raise funds for Radio Free Europe and Europe Free Press, from 1954 to 1957. Surviving are his wife, Anne, three sons and two daughters.

Scott T. Williams, 68, Chief Thunder Cloud of Ottawa tribe and original Tonto on radio's *Lone Ranger* program, died Jan. 31 at Veterans Research hospital in Chicago.

Geoffrey O'Hara, 85, composer, author and lecturer, died Feb. 1 in Mount Park hospital, St. Petersburg, Fla., after brief illness. He was charter member of American Society of Composers, Authors and Publishers (ASCAP) and an ASCAP director from 1942 to 1945.

Frank R. Steel, 79, pioneer Midwest radio buyer and former VP-media director of Presba-Muench Inc., Chicago, died at his home there Jan. 17, two weeks after retirement from agency.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 26 through Feb. 1 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

APPLICATIONS

Stockton, Calif.—Southern Broadcasting Co. Seeks UHF ch. 31 (572-578 mc); ERP 884 kw vis., 129.6 kw aur. Ant. height above average terrain 265 ft.; ant. height above ground 302 ft. P. O. address: 300 Stratford Road, Winston-Salem, N. C. 27103. Estimated construction cost \$450,865; first-year operating cost \$569,585; revenue \$225,000. Geographic coordinates 37° 57' 22" north lat.; 121° 17' 10" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer A. D. Ring & Associates, both Washington. Principals: James W. Coan, chairman of board and assistant treasurer (12.43%), John G. Johnson, president (8.08%), and stockholders. Southern Broadcasting has 50% interest in Jefferson Cablevision Corp. (CATV) and Mr. Johnson is vice president of that corporation located in Birmingham, Ala. Ann. Jan. 31.

FINAL ACTIONS

Florence, Ala.—Elton H. Darby, FCC granted UHF ch. 28; ERP 182 kw vis., 36.3 kw aur. Ant. height above average terrain 350 ft., 380 ft. above ground. P. O. address: Box 471, Sheffield, Ala. 35660. Estimated cost of construction \$228,836; first-year operating cost \$150,000; revenue \$200,000. Geographic coordinates 34° 46' 25" north lat., 87° 40' 32" west long. Studio and trans. locations both Florence. Type trans. General Electric TT-25, type ant. General Electric TV 25-C(2). Legal counsel Booth and Lovett, Washington; consulting engineer Kear and Kennedy, Washington. Principal: Elton H.

Darby, Mr. Darby is president of steel tubing manufacturing and has other industrial interests. He is sole owner of WVNA-AM-FM Tusculumbia, Ala. Action Feb. 1.

Paducah, Ky.—E. Weak McKinney-Smith and George T. Bailey db/as Channel 29. Broadcast Bureau granted UHF ch. 29 (560-566 mc); ERP 224 kw vis., 32.4 kw aur. Ant. height above average terrain 610 ft., above ground 650 ft. P. O. address: c/o E. Weak McKinney-Smith, Hotel Irvin Cobb, Paducah 42001. Estimated construction cost \$275,940; first-year operating cost \$109,200; revenue \$148,000. Studio and trans. both to be located in Paducah. Geographic coordinates 37° 05' 04" north lat., 88° 40' 42" west long. Type trans. RCA TTU-12A; type ant. RCA TFU-24DL. Legal counsel Miller & Schroeder, Washington, consulting engineer Ralph J. Bitzer, St. Louis. Messrs. McKinney-Smith and Bailey are both 50% owners. Mr. McKinney-Smith is 100% owner of WDXR Paducah, and 12½% owner of WDXY Buford, Ga. Mr. Bailey is in real estate and 12½% owner of WDXY Buford, Ga. Action Jan. 30.

Janesville, Wis.—WBFJ Inc. Broadcast Bureau granted UHF ch. 57 (728-734 mc); ERP 550 kw vis., 83.2 kw aur. Ant. height above average terrain 660 ft.

P. O. address: c/o John W. Hough, Suite 1700, 134 South La Salle Street, Chicago 60603. Estimated construction cost \$635,804; first-year operating cost \$270,000; revenue \$360,000. Geographic coordinates 42° 31' 23" north lat., 88° 56' 03" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel John W. Hough, Chicago; consulting engineer Herbert H. Eckstein Sr., Rockford, Ill. Principals: Maurice F. Dunne Jr. (50%) and John W. Hough (50%). Mr. Dunne is executive vice president of La Salle, Ill., Daily News-Tribune Inc., of La Salle County Broadcasting Corp., licensee of WLPO-AM-FM La Salle, and of M-L Radio Inc., Waco, Tex., former licensee of KAWA Waco. Mr. Hough is holder of 4½% beneficial interest of Weigel Broadcasting Co., Chicago, licensee of WCIU(TV) Chicago. Action Jan. 24.

OTHER ACTIONS

■ Review board in San Bernardino, Calif. television broadcast proceeding, Docs. 18394-5, scheduled oral argument before panel of review board, commencing at 10 a.m. Tues., Feb. 28, in room 7134, New Post Office building, Washington. Action Jan. 30.
■ Review board in San Francisco television broadcast proceeding, Docs. 18678 and

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

16831, granted in part petition to enlarge issues as to Reporter Broadcasting Co., filed Sept. 22 by Bay Broadcasting Co. and enlarged issues to inquire into financial and programing aspects of Reporter's proposal. Board Member Berkemeyer abstaining. Action Jan. 30.

■ Review board in Largo, Fla. television broadcast proceeding, granted motion filed on Jan. 26 and extended to Feb. 7 time to file responsive pleadings to motions to modify issues filed by L. B. Wilson Inc., WSUN Inc. and Association of Maximum Service Telecasters Inc. on Jan. 16 (Doc. 17051). Action Jan. 30.

■ Review board in Baton Rouge television broadcast proceeding, granted request filed Jan. 26 by Romac Baton Rouge Corp. and extended to Feb. 3 time to file oppositions to petitions to enlarge issues filed by Romac and Capitol Television Broadcasting Corp. on Dec. 19. Action Jan. 27.

■ Review board in Buffalo, N. Y. television broadcast proceeding, Docs. 15254-5, having under consideration motion to extend time to file exceptions to initial decision (FCC 66D-53, released Aug. 26, 1966), granted limited extension of time to Feb. 6 pending expiration of time for filing responsive pleadings to motion for extension of time. Sec. 1.298 of rules. Action Jan. 27.

■ Review board in Buffalo, N. Y. television broadcast proceeding, Docs. 15254-4, granted motion for extension of time filed Jan. 27 by WEBR Inc., only to extent that time within which to file exceptions to initial decision is extended to Feb. 10. Action Feb. 1.

■ Review board in Jamestown, N. Y. television broadcast proceeding, Docs. 16712-3, by memorandum opinion and order granted joint request for approval of agreement filed Oct. 7, 1966, by Trend Radio Inc. and James Broadcasting Inc., dismissed application of James Broadcasting Inc., granted application of Trend Radio Inc., and terminated proceeding. Action Feb. 1.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Jan. 25 in proceeding on TV applications of Bay Broadcasting Co. and Reporter Broadcasting Co., both San Francisco,

granted motion of Bay Broadcasting Co. and changed certain procedural dates including changing date for further hearing from Feb. 1 to Feb. 13 (Docs. 16678 and 16831). And on Jan. 26 in proceeding on TV application of Central Coast Television (KCOY-TV) Santa Maria, Calif., scheduled oral argument on Broadcast Bureau's petition for extension of time within which to file proposed findings and conclusions to be held at 2 p.m., Jan. 30 (Doc. 16430).

■ Hearing Examiner Isadore A. Honig on Jan. 27 in proceeding on TV application of Midwest Television Inc., Springfield, Ill., granted applicant's motion for continuance pending filing of motion to dismiss application and continued hearing from Jan. 30 to Mar. 13 (Doc. 15450).

■ Hearing Examiner H. Gifford Irlon on Jan. 25 in proceeding on TV applications of Symphony Network Association Inc. and Steel City Broadcasting Co., both Birmingham, Ala., continued further pre-hearing conference from Jan. 26 to Feb. 24 at 2 p.m. (Docs. 15460 and 16923).

■ Hearing Examiner David I. Kraushaar on Jan. 27 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., scheduled hearing for Feb. 8 (Docs. 15461, 16760-1, 16758).

■ Hearing Examiner Jay A. Kyle on Jan. 25 in proceeding on TV applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp., both Dallas, granted petition for leave to amend filed by applicant Maxwell Electronics Corp. and accepted tendered amendment to specify ch. 33 in lieu of ch. 29 and to make related changes in associated engineering data (Docs. 16388-9).

■ Hearing Examiner Herbert Sharfman on Jan. 26 in proceeding on TV application of Kansas State Network Inc., Topeka, Kan., granted application's motion and dismissed its application (Doc. 16606). And in proceeding on TV application of Topeka Television Inc., Topeka, Kan., rescheduled hearing from Jan. 30 to March 1 (Doc. 16970).

■ Hearing Examiner Elizabeth C. Smith on Jan. 25 in proceeding on TV applications of Kentucky Central Television Inc. and WBLG-TV, both Lexington, Ky., granted motion of Kentucky Central Television Inc. and continued hearing from Jan. 28 to Jan. 30 (Docs. 16700-1).

RULEMAKING ACTIONS

■ Commission adopted notices of proposed rulemaking to assign ch. 55 to Leesburg, Fla. and ch. 51 to Hopkinsville, Ky. Heard Broadcasting Inc., licensee of WLBE Leesburg-Eustis, Fla., requested Leesburg assignment and J. Shelby McCallum, Gary H. Latham and E. T. Breathitt Jr., requested assignment at Hopkinsville, Ky. In both cases, petitioners stated that they were prepared to promptly file applications for authority to construct and operate new UHF TVs if assignments are made. Action Jan. 25.

■ By memorandum opinion and order, commission denied petition of KAYS Inc. for reconsideration of report and order (Doc. 16185) released June 3, 1966 (FCC-66-489) assigning ch. 4 to Colby, Kan. on basis that petitioner had presented no new facts or pertinent arguments which would indicate that findings of fact or conclusions of law were erroneous and should be changed. Commissioner Johnson not participating. Action Jan. 25.

■ By report and order, commission assigned ch. 38 to New Orleans upon request of Rault Petroleum Co. (Doc. 16967).

Lincoln, Neb.—Requests institution of a rulemaking proceeding so as to assign VHF ch. *12 to Merrillman and to assign a UHF channel at Hastings, both Nebraska. Ann. Jan. 27.

CALL LETTER APPLICATIONS

■ Allendale Enterprises Inc., Grand Rapids, Mich. Requests WUHI-TV.

■ West Virginia-Ohio Broadcasting Co., Wheeling, W. Va. Requests WVEW-TV.

CALL LETTER ACTION

■ *State Board of Directors for ETV, Rapid City, S. D. Granted *KBHE-TV.

Existing TV stations

FINAL ACTIONS

WBMO-TV Atlanta, Ga.—Broadcast Bureau granted mod. of CPs to extend completion date to July 27; change name to D. H. Overmyer Communications Co. Inc., ERP to 708 kw vis., 141 kw aur. and increase ant. height to 1,070 ft.; conditions. Action Jan. 27.

WBTV-TV Charlotte, N. C.—Broadcast Bureau granted renewal of license.

OTHER ACTIONS

KCET-TV Los Angeles—FCC granted waiver of Sec. 73.682 of rules to "scramble" signals of ETV station during transmission of certain police instructional broadcasts not deemed suitable for public viewing, as an experimental project and for period ending Dec. 1, 1968; conditions. Action Feb. 1.

■ By memorandum opinion and order, commission granted petition by The Herald Publishing Co. for reconsideration of its action of Nov. 16 making partial grant of application to modify facilities of WALB-TV, ch. 10, Albany, Ga.; vacated partial grant; waived Sec. 73.636(a)(1) of rules and granted application as filed. Commissioners Bartley and Johnson dissented. Action Feb. 1.

■ Commission waived Sec. 73.651(c) of rules to permit following ETVs to accompany their visual transmissions of test patterns or station identification slides with aural music during scheduled breaks in their programming schedule; condition; Central Virginia Television Corp., licensee of WCVE-TV Richmond, Va.; Lehigh Valley Educational Television Corp., licensee of WLVT-TV Allentown, Pa. Commissioner Wadsworth dissented. Action Feb. 1.

RULEMAKING ACTIONS

■ By report and order, commission assigned ch. 38 to St. James, Minn. (Doc. 16968). KSTP-TV operating on ch. 5 in St. Paul indicated it would apply for ch. 38 and operate it as satellite of its St. Paul station. Action Jan. 25.

■ By memorandum opinion and order, commission denied rulemaking petition of Superior Broadcasting Co. to amend television table of assignments by interchanging ch. 61, presently assigned to Cleveland, and ch. 43, presently assigned to Lorain, Ohio. Action Feb. 1.

New AM stations

APPLICATIONS

Milton, Fla.—Radio Milton. Seeks 1490 kc, 0.25 kw, 1 kw-L.S. P.O. address: Gillis Road, Box 202, Milton 32570. Estimated construction cost \$17,089.50; first-year operating cost \$17,580; revenue \$38,000. Principal: Jimmie Hugh Howell. Mr. Howell is sales manager and engineer-announcer at WEBY Milton. Ann. Jan. 31.

Parsippany-Troy Hills, N. J.—Percypeny Radio. Seeks 1310 kc, 1 kw, DA-D. P.O. address: Box 798, Upper Montclair, N. J. 07043. Estimated construction cost \$75,000; first-year operating cost \$62,500; revenue \$85,000. Principals: William P. and Paul F. Jr. Godley, joint owners. William Godley is employee in industrial controls. Paul Godley is owner of radio engineer consulting company. Ann. Jan. 31.

FINAL ACTIONS

■ By memorandum opinion and order, commission granted application of Donnelly C. Reeves to operate an AM on 1110 kc, 500 w, DA-N, U. at Roseville, Calif.; conditions. Action Jan. 25.

■ By memorandum opinion and order, commission granted application of Grace Broadcasters Inc. for new AM to operate on 1050 kc, 1 kw-D, in Pastillo, P. R. Commissioner Cox dissented; Commissioner Wadsworth abstained from voting. Action Jan. 25.

Harrisonburg, Va.—Broadcast Bureau granted Willie H. Miller, Glenn W. Miller, Edward C. Moore, James C. Neff and Donald W. Miller d/b as Blue Ridge Broadcasting Co. 1300 kc, 500 w-D P.O. address: c/o Donald W. Miller, Box 113, Route 1, Rustburg, Va. Estimated construction cost \$16,000; first-year operating cost \$47,975; revenue \$53,800. Principals: Donald W. Miller (43%), James C. Neff, Edward C. Moore, Glenn W. Miller (each 16%), Willie M. Moore (9%). Principals have no other broadcast interest. Action Jan. 24.

Kingwood, W. Va.—Presraco Inc. Broadcast Bureau granted 1560 kc, 1 kw. P.O. address: Box 577, Kingwood. Estimated construction cost \$29,000; first-year operating cost \$42,500; revenue \$60,000. Principals: James C. and Helen L. Crane and James T. Dalley Jr. (each 33⅓%). Mr. Crane is president of Preston Public Service Corp. Mrs. Crane is housewife. Mr. Dalley is prosecuting attorney. Condition. Action Jan. 26.

OTHER ACTIONS

■ Review board in Elmhurst, Ill. standard broadcast proceeding, Docs. 16965-6, granted petition filed Jan. 24 by Central Du Page County Broadcasting Co. and extended to Feb. 6 time within which to file reply to oppositions and comments to petition to enlarge issues filed Nov. 25 by Central Du Page County Broadcasting Co. Action Jan. 26.

■ By memorandum opinion and order, commission denied request by Natick

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 1

	ON AIR	CP'S	NOT ON AIR
	Lic.		CP's
Commercial AM	4,093 ¹	15	76
Commercial FM	1,551	51	255
Commercial TV-VHF	478 ²	17	24
Commercial TV-UHF	94 ²	27	119
Educational FM	295	5	24
Educational TV-VHF	60	7	5
Educational TV-UHF	41	8	46

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 1

	VHF	UHF	Total
Commercial	519	246	765
Noncommercial	72	95	167

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ¹	1,533	570 ²	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

Broadcast Associates Inc. (1) set aside previous denial of its petition for reconsideration of action of Feb. 9, 1966 which returned for second time as unacceptable for filing application for new daytime station to operate on 1060 kc, 1 kw, in Natick, Mass., and (2) accept application for filing and comparative consideration with previously filed, mutually exclusive application. Commissioner Johnson not participating. Action Feb. 1.

■ Review board in Jacksonville, N. C. standard broadcast proceeding, Docs. 16465-6, granted petition filed Jan. 26 by Brown Broadcasting Inc. and extended to Feb. 6 time to file reply to exceptions and supporting brief. Action Jan. 30.

■ Review board in Monroe, Wash. standard broadcast proceeding, Docs. 16765-6, by memorandum opinion and order granted petition for approval of dismissal of KJRD Inc. application filed Oct. 18, 1966 by Mount-Ed-Lynn Inc., and approved agreement submitted therewith; dismissed with prejudice application of KJRD Inc.; and retained in hearing application of Mount-Ed-Lynn Inc. Action Jan. 26.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 25 designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer in proceeding on application (AM) of Frances C. Gaguine & Bernice Schwartz d/b as Radio Station KQXI, Arvada, Colo.; scheduled prehearing conference for Feb. 20 and hearing for March 21 (Doc. 14817).

■ Hearing Examiner Isadore A. Honig on Jan. 27 in proceeding on AM applications of Circle L Inc., Reno, Nev., et al., granted Radio Nevada's petition and supplement to petition to amend concerning financial data (Docs. 16110-13, 16115).

■ Hearing Examiner Jay A. Kyle on Jan. 30 in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vt. and Metro Group Broadcasting Inc., Plattsburgh, N. Y., rescheduled certain procedural dates (Docs. 16972-3). And in proceeding on AM application of Paul L. Cashion and J. B. Wilson Jr. d/b as Wilkes County Radio, Wilkesboro, N. C., granted applicant's petition for leave to amend concerning financial data (Doc. 16311).

■ Hearing Examiner Forest L. McClenning on Jan. 26 in proceeding on AM application of Paul S. Schafer, Honolulu, continued prehearing conference from Feb. 1 to Feb. 28 (Doc. 17085). And in proceeding on AM applications of Charles W. Jobbins, Costa Mesa—Newport Beach, Calif., et al., granted petition for leave to amend filed by Western Broadcasting Corp. to reflect withdrawal of Milton A. Rudin from partnership of Gang, Tyre, Rudin & Brown (Docs. 15752, 15754-56, 15758-60, 15762-66).

■ Hearing Examiner Chester F. Nau-mowicz Jr., on Jan. 30 in proceeding on AM applications of D & T Broadcasting Co., Dumas and Service Communications Inc., Augusta, both Arkansas, granted motion of Service Communications Inc. and dismissed with prejudice application of D & T Broadcasting Co. and affirmed present hearing schedule (Docs. 17026-7).

■ Hearing Examiner Elizabeth C. Smith on Jan. 30 in proceeding on AM application of Mount-Ed-Lynn Inc., Mountlake Terrace, Wash., scheduled hearing for March 27 (Doc. 16766). And in proceeding on AM applications of Luis Prado Martorell, Loiza and Augustine L. Cavallaro Jr., Bayamon, both Puerto Rico, granted Cavallaro's petition and rescheduled certain procedural dates, with date of evidentiary hearing remaining as presently scheduled March 1 (Docs. 16890-1).

CALL LETTER APPLICATION

■ Chemung County Radio, Horseheads, N. Y. Requests W1QT.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for consolidated hearing applications of L & S Broadcasting Co. and John C. Hall for new daytime AMs to operate on 1070 kc, 1 kw, in Jacksonville and Ayden, both North Carolina, respectively, and Roy H. Park Radio Inc. to change operation of WNCT Greenville, N. C. from 1590 kc, 1 kw, 5 kw-LS, U, to 1070 kc, 10 kw, DA-2, U; and (2) denied opposing petition by Seaboard Broadcasting Corp. (WLAS) Jacksonville, N. C. Commissioner Bartley concurred in part, but would dismiss application of L & S Broadcasting Co.; Commissioner Johnson concurred. Action Jan. 25.

Existing AM stations

APPLICATIONS

KNDC Hettinger, N. D.—Seeks mod. of license to change hours of operation from unlimited to specified hours: Mon.-Sat. 6 a.m. to 8 p.m. and Sun. 8 a.m. to 3 p.m. Ann. Jan. 27.

FINAL ACTIONS

KPBC Port Sulphur, La.—FCC denied request for waiver of Sec. 1.571(c) of rules. Action Feb. 1.

WCVI Connelville, Pa.—Broadcast Bureau granted renewal of license. Action Jan. 27.

■ Broadcast Bureau granted renewal of licenses for following stations and co-ordinating auxiliaries: KBWD Brownwood, Tex.; KIRT Mission, Tex.; KLIN Lincoln, Neb., and WIL-FM, SCA St. Louis. Action Jan. 25.

OTHER ACTIONS

■ By memorandum opinion and order, commission waived Sec. 73.24(b) and 73.37 of rules and accepted for filing application by Larson-Irwin Enterprises to change operation of KOAG Arroyo Grande, Calif., from directional to non-directional. KOAG is licensed to operate on 1280 kc, 1 kw-DA-2, U. Commissioner Johnson concurred. Action Feb. 1.

■ Office and Opinions and Review on Jan. 30 granted petition by Madison County Broadcasting Inc. (WRTH) Wood River, Ill., for extension of time to March 6 to file petition for reconsideration of order of designation in proceeding on its AM application (Doc. 16980; BP 16612).

■ By memorandum opinion and order, commission dismissed petition for reconsideration and consolidation by Cedar Broadcasters which sought reconsideration of waiver of "three-year" rule in connection with transfer of control of Salt-Tee Radio Inc., licensee of WSLT Ocean City-Somers Point, N. J., from Theodore Mallick and Allaun Corp. to Abraham Shore and consolidation of transfer proceeding with A-C Broadcasters' application (Doc. 14440). Petition was dismissed for lack of standing since Cedar, an applicant for another station in Annville area, was not in competition with A-C Broadcasters, and petition was further subject to dismissal for repetitiveness. Commissioner Johnson not participating. Action Feb. 1.

■ By memorandum opinion and order, commission denied petition for reconsideration of order to show cause filed by Asheboro Broadcasting Co. (WGWR-AM-FM) in the Asheboro, N. C. revocation proceeding (Doc. 16789). Commissioner Johnson not participating. Action Feb. 1.

■ Review board in Everett, Pa. standard broadcast proceeding, Docs. 15942-3, by memorandum opinion and order a panel of review board consisting of Members Nelson, Pincock and Kessler denied petition to reopen record and enlarge issues filed Dec. 2 by Dennis A. Sleighter and Willard D. Sleighter (WVDS). Action Jan. 27.

■ Commission granted request by Pottstown Broadcasting Co., licensee of WPAZ Pottstown, Pa., for waiver of sponsor identification requirements with respect to want ads sponsored by individuals but not corporations. Action Jan. 25.

■ By memorandum opinion and order, commission: (a) granted motion for reopening of hearing record and inclusion of additional facts, filed Dec. 28, 1966, by George A. Mayoral to extent of reopening record and remanding proceeding for further hearing; (b) directed presiding examiner to expedite further hearing, filing of proposed findings and conclusions, and the preparation of cumulative initial decision to greatest extent possible, and (c) denied motion for leave to accept "Reply to Broadcast Bureau's Opposition," filed Jan. 19 by Quality Broadcasting Corp. and Radio Americas Corp. and dismissed their reply filed the same date in San Juan (WKYN and WFQM) and Mayaguez, P. R. (WORA-FM), revocation proceeding (Docs. 15139, 15140, and 15141). Commissioners Cox and Johnson not participating. Action Feb. 1.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 26 designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on applications of Brandywine-Main Line Radio Inc. for renewal of licenses of WXUR-AM-FM

Media, Pa.; scheduled prehearing conference for Feb. 20, in Washington and hearing for March 21 in Media, Pa. (Doc. 17141). On Jan. 27 in proceeding on application for license renewal of KHAI by Royal Broadcasting Inc., and CP application of Radio KHAI Inc. for new AM facilities, both Honolulu, corrected transcript (Docs. 16676-7).

■ Hearing Examiner Isadore A. Honig on Jan. 31 in proceeding on AM applications of Arthur A. Cirilli, trustee in bankruptcy (WIGL) for renewal of license of WIGL and Quality Radio Inc. (WAKX), both Superior, Wis. and Arthur A. Cirilli, trustee in bankruptcy (assignor) and D.L.K. Broadcasting Inc. (assignee) for assignment of license of WIGL, scheduled further prehearing conference for Feb. 17 (Docs. 16476-8).

■ Hearing Examiner H. Gifford Irion on Jan. 30 in proceeding on AM application of Madison County Broadcasting Inc. (WRTH) Wood River, Ill., granted applicant's petition and continued prehearing conference from Jan. 30 to March 16 (Doc. 16980).

■ Hearing Examiner David I. Kraushaar on Jan. 27 in proceeding on AM applications of Atlantic Broadcasting Company (WUST), Bethesda, Md., et al., denied WUST's petition to accept amendment and continued hearing pending further order (Docs. 16706-8).

■ Hearing Examiner Elizabeth C. Smith on Jan. 30 in revocation proceeding involving WSRM Milton, Fla., granted Broadcast Bureau's petition and continued prehearing conference from Feb. 3 to Feb. 7 (Doc. 16674).

FINES

■ Broadcast Bureau by letter of Jan. 27, notified Avoyelles Broadcasting Co. (KAPB) Marksville, La., that they have incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture. Action Jan. 27.

■ Because of unauthorized presunrise operation and failure to install tower lighting equipment, Wagoner Radio Co., licensee of KWLG Wagoner, Okla., was notified by FCC of apparent liability in amount of \$5,000. Action Jan. 25.

■ Commission adopted memorandum opinion and order directing Mayaguez Radio Corp., licensee of WTL Mayaguez, P. R. to pay forfeiture of \$250. Notice of apparent liability in this amount was sent to licensee on Nov. 3, 1966, for violation of Sec. 73.67(a) (4) of rules—"failure to provide a means for increasing or decreasing station power from the remote control point . . ." In its order, commission stated that licensee's response did not justify reducing or rescinding the forfeiture. Action Jan. 25.

RULEMAKING ACTIONS

■ Commission adopted notice of proposed rulemaking looking toward adoption of additional subsection to rules regarding station identification which would prohibit broadcast of "station identification announcements, promotional announcements or any other broadcast matter" which either leads or attempts to lead listeners to believe that station has been assigned to city other than that specified in its license. Change in rules would apply to AM, FM and TV licensees and was contemplated by commission's recent decision regarding KABL Oakland, Calif. (5 F.C.C. 2d 855). Commissioner Loevinger dissented; Commissioner Johnson concurred with statement. Action Jan. 25.

CALL LETTER APPLICATIONS

■ WNSM, Embury Broadcasting Co., Valparaiso-Niceville, Fla. Requests WFSH.

■ WAPC, Adams-Getschall Broadcasting Inc. Requests WHRF.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Stokes County Broadcasting Co. to install directional antenna system and increase daytime power of WKTE King, N. C. from 500 w to 5 kw-DA, continued operation on 1090 kc. Action Jan. 25.

■ Commission designated for further hearing in Docs. 16609, 16610, mutually exclusive applications of Northwest Broadcasters Inc. (KBVU) Bellevue, Wash., for renewal of license and Bellevue Broadcasters Inc. (KFKF) for CP. Application for transfer of control of Northwest Broad-

casters Inc. was returned and petition to amend the KBVU renewal application was denied. Commissioner Cox dissented; Commissioner Johnson not participating. Action Feb. 1.

New FM stations

APPLICATIONS

Columbus, Ga.—WOKS Broadcasting Co. Seeks 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 53 ft. P.O. address: Box 1998. Columbus 31902. Estimated construction cost \$19,055; first-year operating cost \$15,000 over present AM; revenue \$20,000 over. Principals: Joseph S. Ray, president (50%) and Milton Hirsch, vice president, secretary and treasurer (50%). Messrs. Ray and Hirsch are stockholders in WWSM Nashville and WOKS Columbus. Ann. Jan. 26.

Warner Robins, Ga.—WRBN Inc. Seeks 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 207 ft. P.O. address: 1532 Watson Boulevard, Warner Robins 31093. Estimated construction cost \$17,880; first-year operating cost \$12,000; revenue \$30,000. Principals: Mary M. Jarrard (55%) and B. F. J. Timm (45%). Mary Jarrard is director, vice president, general manager and owner of WDMG Inc., Douglas Georgia Radio Broadcasting Farm, licensee of WDMG Douglas, Ga.; 55% owner of WRBN Inc., licensee of WRBN Warner Robins, and director and vice president of WMEN Inc., licensee of WMEN Tallahassee, Fla. B. F. J. Timm is 100% owner of WDMG, WMEN and WBOM Jacksonville, Fla. (CP), 49% owner of WTIF Tifton, Ga. and 45% owner of WRBN, Ann. Jan. 30.

Ames, Iowa—KASI Iowa Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 287 ft. P.O. address: 415½ Main Street, Ames 50010. Estimated construction cost \$20,655; first-year operating cost \$12,000 above AM; revenue \$12,000 above AM. Principals: Dale and Marion Cowle, president and treasurer, vice president and secretary, respectively, Greg Rouleau, vice president and George W. Crampton, assistant secretary. Applicant is licensee of KASI Ames. Parent corporation is Ames Broadcasting Co., licensee of WQUA Moline, Ill. and KDAL-AM-TV Duluth, Minn. Ann. Jan. 31.

Mt. Sterling, Ky.—Mt. Sterling Broadcasting Inc. Seeks 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 34 Broadway, Mt. Sterling 40353. Estimated construction cost \$12,040; first-year operating cost \$12,000 in addition to AM; revenue \$12,000 in addition. Principals: William C. Clay Jr.: 41% owner, director and president of Capital Broadcasting Corp., licensee of WFKY, and CP for WFKY-FM Frankfort, Ky.; 7% owner, vice president and director of Mt. Sterling Broadcasting Inc., licensee of WMST Mt. Sterling; 41% owner, director and president of Delaware-Marysville Broadcasting Services Inc., licensee of WDLR Delaware, Ohio; 8% owner and vice president of Mount Sterling Antennavision Inc., plus other business interests. R. J. Reynolds: 41% owner, vice president and director of Capital Broadcasting Corp.; 41% owner, president and director of Mt. Sterling Broadcasting Co.; 41% owner, treasurer and director of Delaware-Marysville Broadcasting Service Inc., plus other business interests. W. R. Reynolds has 10% of same interests and is officer in same. Robert V. Doll has 8% of same interests and is executive vice president of each and has 2% interest, is secretary and director of Mount Sterling Antennavision Co. Ann. Feb. 1.

Grand Haven, Mich.—West-Side Broadcasting Co. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 60 ft. P.O. address: 212½ Washington Street, Grand Haven 49417. Estimated construction cost \$12,085; first-year operating cost \$25,000; revenue \$35,000. Principals: Charles E. Rich (51%), John R. Parker (22%), Diane E. La Boueff (22%), and Jack L. Maciejewski (0.5%). Mr. Rich is owner of Holland Radio & Appliance Co., appliance-automotive painting concern. Mr. Parker is research chemist. Diane La Boueff is senior library clerk at Michigan State University and a master's candidate. Mr. Maciejewski is chief engineer of Regional Broadcasters of Michigan Inc., licensee of WTRU Muskegon and WGRD Grand Rapids, both Michigan. Ann. Jan. 31.

Lapeer, Mich.—Lapeer Broadcasting Co. Seeks 103.1 mc, ch. 276, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 1150 Morris Road, Lapeer 48446. Estimated construction cost \$22,315; first-year operating cost \$10,000; revenue \$14,000. Principals: Lapeer Broadcasting Co. owns WTHM

Lapeer. Robert A. Tripp, president and James Harris, first vice president (each 33.2%), Edward P. Oyster, vice president and general manager and Robert R. Taylor, secretary-treasurer (each 16.6%). Ann. Jan. 31.

Litchfield, Minn.—Litchfield Broadcasting Corp. Seeks 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 105 ft. P.O. address: 222 North Sibley Avenue, Litchfield 55355. Estimated construction cost \$2,100 above KLFD; first-year operating cost \$9,000 above; revenue \$12,000 above. Principals: Herbert Gross and Alver Leighton (each 50%). Messrs. Gross and Leighton are officers, directors and stockholders in KLFD Litchfield and KDLM Detroit Lakes, Minn. Mr. Leighton is also officer, director and stockholder in KLGR Redwood Falls, Minn. Ann. Jan. 31.

Portland, Ore.—Cascade Broadcasting Corp. Seeks 92.3 mc, ch. 222, 59.2 kw. Ant. height above average terrain 934 ft. P.O. address: Standard Plaza, Portland 97202. Estimated construction cost \$35,500; first-year operating cost \$35,200; revenue \$30,600. Principals: See application for FCC consent to assignment of license of KLIQ Portland under Ownership Changes, Applications. Ann. Feb. 1.

Kingsport, Tenn.—Palmer Dykes Broadcasting Co. Seeks 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 298 ft. P. O. address: 1767 Fort Henry Drive, Kingsport. Estimated construction cost \$30,453; first-year operating cost \$30,000; revenue \$36,000. Principals: Basil J. Palmer and Paul Dykes (each 50%). Mr. Palmer buys and sells equipment and real estate. Mr. Dykes owns wholesale furniture store and used cars. Ann. Jan. 31.

Sweetwater, Tenn.—Sweetwater Radio Inc. Seeks 95.3 mc, ch. 237, 2.571 kw. Ant. height above average terrain 152 ft. P.O. address: Box 330, Sweetwater 37874. Estimated construction cost \$21,590.90; first-year operating cost \$8,000; revenue \$10,000. Principals: Robert Lynn Sherlin, president. Sweetwater Radio Inc. owns WDEH Sweetwater. Ann. Feb. 1.

Longview, Wash.—Garner Investors Inc. Seeks 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 71.5 ft. P.O. address: 709 Boylston East (#301), Seattle, Wash. 98102. Estimated construction cost \$18,823; first-year operating cost \$15,347.28; revenue \$12,000. Principals: James E. Hammer (50.2%), Neil R. Burmester (23.2%), et al. Mr. Hammer is in real estate. Mr. Burmester is methods analyst for Boeing Aircraft. Ann. Jan. 27.

FINAL ACTIONS

Paris, Ky.—Paris-Bourbon County Broadcasting Inc. FCC granted 96.7 mc, ch. 224, 3 kw. Ant. height above average terrain 105 ft. P.O. address: c/o Jesse M. Alverson Jr., 19 East 4th St., Paris 40361. Estimated construction cost \$24,156; first-year operating cost \$5,900; revenue \$6,000. Principals: James E. Withrow, J. M. Alverson and Sanford A. Alverson (each 33⅓%). Paris-Bourbon County Broadcasting is licensee of WPDE Paris. Messrs. Alverson are also owners of Paris (Ky.) Enterprise. Action Jan. 25.

Monroe, Mich.—Monroe Broadcasting Co.—FCC granted CP for a new class A FM to operate on ch. 252 (98.3 mc). ERP 3 kw, ant. height 300 ft. Commissioner Bartley dissented and stated: "I dissent to the grant because the showing does not persuade me that the expected annual revenue of \$23,000 will sustain a continued operation of service in the public interest." Action Jan. 25.

Sinton, Tex.—Broadcasting Corp. of Southwest—Broadcast Bureau granted CP for new class C FM to operate on ch. 277, 103.3 mc., 100 kw, ant. height 330 ft.: condition. Action Jan. 27.

INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application for MC-Queen and Co. Inc. for CP for new class A FM in Dyersburg, Tenn. to operate on ch. 261 with ERP of 3 kw, and denying application of State Gazette Broadcasting Co. for same facilities (Docs. 16531-2). Action Jan. 31.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of David Joseph Kittel for CP for new FM to operate on ch. 272 (102.3 mc); 3 kw(H) and 3 kw(V), 300 feet, at Wilmington, Ohio (Doc. 16893).

OTHER ACTIONS

Review board in Wilmington, Ohio, FM broadcast proceeding, Docs. 16892-3, denied

request for permission to file supplemental information, filed Jan. 9 by Community Communications of Ohio Inc., and dismissed said supplement. On Jan. 6 board had acted on Community's petition to enlarge issues disposing of all requests therein. Board Member Kessler absent. Action Jan. 20.

■ Review board in Martin, Tenn., FM broadcast proceeding, Docs. 16653-6, by memorandum opinion and order, denied appeal from adverse ruling of hearing examiner filed Nov. 8, 1966, by John T. Sudbury. Board Member Berkemeyer dissenting with statement in which Board Member Sione joins. Action Jan. 30.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 25 designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding on FM applications of Ward L. Jones and Mars Hill Broadcasting Inc., both Syracuse, N. Y.; scheduled prehearing conference for Feb. 24 and hearing for March 21 (Docs. 17117-8).

■ Hearing Examiner Isadore A. Honig on Jan. 26 in proceeding on FM applications of KLRA Inc., KAAV Inc. and Valley Corp., all Little Rock, Ark., established certain procedural dates and rescheduled commencement of hearing from Feb. 14 to Apr. 11 (Docs. 17070-2).

■ Hearing Examiner Jay A. Kyle on Jan. 26 in proceeding on FM applications of Community Communicators of Ohio Inc. and David Joseph Kittel, both Wilmington, Ohio, granted petition of Community Communicators of Ohio Inc. and dismissed its application (Docs. 16892-3). On Jan. 30 in proceeding on FM application of David Joseph Kittel, Wilmington, Ohio, closed record (Doc. 16893).

RULEMAKING PETITIONS

WHBB-AM-FM Selma, Ala.—Requests issuance of a notice of proposed rulemaking looking towards amendment of its FM table of assignments by making following changes: Birmingham, present: 229, 233, 243, 258, 284, 295 and 299, proposed: 229, 233, 243, 258, 284, 295; and Selma present: 261A and 265A, proposed: 261A, 265A and 299. Ann. Jan. 27.

WRUS-FM Russellville, Ky., and William O. Barry Lebanon, Tenn.—Request initiation of a rulemaking to make following changes in the FM table of assignments: Madisonville, delete 292A; Greenville, add 292A, delete 266C; Russellville, all Kentucky, add 266C, delete 221A, and Donelson, Tenn., add 221A. Also request issuance of orders to WRUS-FM to show cause why its authorization should not be modified to specify ch. 266C in lieu of ch. 221A and to WKYF-FM to show cause why its authorization should not be modified to specify ch. 292A in lieu of ch. 266C. Ann. Jan. 27.

RULEMAKING ACTIONS

■ By memorandum opinion and order, commission denied two petitions for rulemaking to assign FM channels in San Diego, area (La Jolla and La Mesa) since they could preclude other future needed assignments in Southern California. Action Feb. 1.

■ By order, commission denied request by Northern Highlands Regional High School District for waiver of Sec. 1.573 (note (c) (2) of rules and returned its application for new noncommercial educational FM station to operate on ch. 213 (90.5 mc), in Allendale, N. J. Commissioner Cox abstained from voting. Action Feb. 1.

■ By notice of inquiry, commission invited comments from interested parties on need to establish rules for FM broadcast translators along lines of those for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service. Action Feb. 1.

CALL LETTER APPLICATIONS

■ Starkville Broadcasting Co., Starkville, Miss. Requests WSMU-FM.

CALL LETTER ACTIONS

■ *Somerset Community College, Somerset, Ky. Granted *WSCC(FM).

■ Clearfield Broadcasters, Clearfield, Pa. Granted WCPA-FM.

■ Wells, Waller & Ballard, Jacksonville, Tex. Granted KEBE-FM.

DESIGNATED FOR HEARING

Austin, Minn. Lee Broadcasting Corp.—FCC designated for consolidated hearing applications for new FM's to operate on ch. 280 (99.9 mc)—Lee with 50 kw, ant. height 1,000 ft., and Minnesota-Iowa with 100 kw, ant. height 940 ft. Action Feb. 1.

Existing FM stations

FINAL ACTIONS

KAMU(FM) Anchorage—Broadcast Bureau granted renewal of license. Action Jan. 27.

KRFM(FM) Phoenix—Broadcast Bureau granted license covering change in ant. height to 1,550 ft. Action Jan. 24.

*KASU(FM) Jonesboro, Ark.—Broadcast Bureau granted license covering change in ERP 3.5 kw, ant. height 185 ft. Action Jan. 24.

KRNW(FM) Boulder, Colo.—Broadcast Bureau granted license covering change in ant. height minus 750 ft. Action Jan. 24.

WIVC(FM) Peoria, Ill.—Broadcast Bureau granted license covering new FM. Action Jan. 24.

WIFF(FM) C. P. Broadcasters Inc., Auburn, Ind.—Broadcast Bureau granted mod. of CP to increase ERP to 3 kw, decrease ant. height to 1,460 ft. Action Jan. 24.

WXAX(FM) Elkhart, Ind.—Broadcast Bureau granted license to change ERP to 20 kw, ant. height 196 ft. Action Jan. 24.

*WVUR-FM Valparaiso, Ind.—Broadcast Bureau granted CP to change frequency from ch. 212, 90.3 mc., to ch. 208, 89.5 mc. Action Jan. 24.

WGAM-FM Portland, Me.—Broadcast Bureau granted mod. of CP to decrease ant. height to 1,460 ft. Action Jan. 30.

WTRF-FM Westminster, Md.—Broadcast Bureau granted license covering change in ERP to 20 kw, ant. height 350 ft. Action Jan. 24.

WORB-FM Pittsfield, Mass.—Broadcast Bureau granted mod. of CP to increase ERP to 3 kw, decrease ant. height to minus 49 ft. Action Jan. 24.

WBRB-FM Mt. Clemens, Mich.—Broadcast Bureau granted license covering installation of dual ant., change ERP to 17 kw. Action Jan. 24.

*KUMN(FM) Albuquerque, N. M.—Broadcast Bureau granted license covering new FM noncommercial educational. Action Jan. 24.

WMFR-FM High Point, N. C.—Broadcast Bureau granted license covering change in ERP to 10 kw. Action Jan. 24.

WKBC-FM North Wilkesboro, N. C.—Broadcast Bureau granted license covering change in ERP to 20 kw, ant. height 950 ft. Action Jan. 24.

KBMR-FM Bismarck, N. D.—Broadcast Bureau granted mod. of CP to increase ERP to 100 kw, increase ant. height to 450 ft. Action Jan. 27.

WCLW-FM Mansfield, Ohio—Broadcast Bureau granted license covering change in ERP to 3.4 kw. Action Jan. 24.

KBOC(FM) Ogden, Utah—Broadcast Bureau granted license covering change in ERP to 96 kw. Action Jan. 24.

■ Broadcast Bureau granted licenses covering CP's for following new FM's: WJVM (FM) Communition Inc., Sterling, Ill.; KRES(FM) Jerrell A. Shepherd, Moberly, Mo.; WYDD(FM) Gateway Broadcasting Enterprises Inc., Pittsburgh, and KRBI-FM Seehafer & Johnson Broadcasting Corp., St. Peter, Minn. Action Jan. 24.

OTHER ACTIONS

■ Commission on Jan. 25 granted petition by Kear and Kennedy, consulting engineers, and extended time from Feb. 13 to March 13 to file comments, and from Feb. 28 to March 28 for replies, in matter of revision of FM broadcast rules, particularly as to allocation and technical standards (educational FM channels) (Doc. 14185).

CALL LETTER APPLICATIONS

■ WPLC(FM), Sounds of Service Radio Inc., Plantation Key, Fla. Requests WXOS (FM).

■ KSTL-FM Foreground Music Inc., St. Louis. Requests KRCH(FM).

■ WAPC-FM, Adams-Gettschall Broadcasting Inc., Riverhead, N. Y. Requests WHRF-FM.

■ WFRD-FM, Peoples Broadcasting Corp., Columbus-Worthington, Ohio. Requests WNCI(FM).

Translators

ACTIONS

County of Riverside, Calif., Beaumont, Indio and Whitewater, Calif.—Broadcast Bureau granted CP's for new UHF TV translators to serve Beaumont, Banning, Cherry Valley and Cabazon, operating on ch. 75; to serve Indio, Coachella, Mecca, Oasis and Chuckawalla, operating on ch. 75; to serve Palm Springs, Cathedral City, Palm Desert and Desert Hot Springs, all California, operating on ch. 79 by rebroadcasting programs of *KCET(TV), ch. 28, Los Angeles and KVCR-TV, ch. 24, San Bernardino, Calif. Action Jan. 24.

Troublesome Grand, Colo. Green Mountain TV Association Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Green Mountain Reservoir and Troublesome, both Colorado, on ch. 11 by rebroadcasting programs of KOA-TV, ch. 4. Denver. Action Jan. 24.

■ By memorandum opinion and order, commission (1) granted application of Midwest Television Inc. for CP for new TV broadcast translator to operate on ch. 47 to serve Springfield, Ill.; and (2) denied opposing petitions by First Illinois Cable TV Inc., and Peter F. Mack Jr. and Stanley C. Myers, d/b as Illinois Broadcasting Co. directed against Midwest. Commissioner Cox concurred. Action Jan. 25.

K72CW Grand Portage, Minn.—Broadcast Bureau granted mod. of CP to change frequency from ch. 72, 818-824 mc., to ch. 77, 848-854 mc., change call letters to K77BW for UHF TV translator. Action Jan. 25.

K76CH Grand Marais, Minn.—Broadcast Bureau granted mod. of CP to change frequency from ch. 76, 842-848 mc., to ch. 72, 818-824 mc., change call letters to K72CZ for UHF TV translator. Action Jan. 25.

WMC-TV Memphis—Requests issuance of notice of proposed rulemaking looking toward amendment of Sec. 74.735, power limitations. VHF translators, by increasing permissible transmitter power output of VHF translators to five watts; also requests further that, if issued, said rulemaking also include modification of Sec. 74.750(c) (7), station identification rule to permit operation of five-watt translators in same manner as one-watt translators. Ann. Jan. 27.

Chelan, Wash. South Shore TV—Broadcast Bureau granted CP's for new VHF TV translators to serve resort area South Shore of Lake Chelan, to operate on ch. 10 by rebroadcasting programs of KXLY-TV, ch. 4; ch. 8 by rebroadcasting programs of KREM-TV, ch. 2; and ch. 12 by rebroadcasting programs of KHQ-TV, ch. 6, all Spokane, Wash. Action Jan. 30.

K07EC, K09EF and K12EN Royal City and Beverly, Wash.—Broadcast Bureau granted licenses covering VHF TV translators. Action Jan. 30.

CATV

OTHER ACTIONS

■ Review board in Atlanta CATV proceeding, Doc. 16865, granted petition filed Jan. 24 by Danville Community Antenna System Inc. and extended to March 1 time to file responses to motion to enlarge issues filed Oct. 17 by Midwest Television Inc. Action Jan. 26.

■ FCC by order, dismissed as moot request for temporary waiver of nonduplication provisions of Sec. 74.1103 of rules, filed by Ozark Cable Vision, operator of CATV system at Ozark, Ark. Action Feb. 1.

■ FCC by memorandum opinion and order, denied petition for waiver of program exclusivity requirement of Sec. 74.1103(e) of rules, filed by Savannah TV Cable Inc., operator of CATV system at Savannah, Ga. Commissioner Bartley dissented; Commissioner Loevinger concurred. Action Feb. 1.

■ FCC by memorandum opinion and order, denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules, filed by Video Corporation of Ocala Inc., operator of CATV system in Ocala, Fla. Commissioner Bartley dissented; Commissioner Loevinger concurred. Action Feb. 1.

■ By memorandum opinion and order, commission granted petition filed by Fulton Community Antenna Television System Inc. for waiver of Sec. 74.1107 of commission's rules to permit CATV system in Canton, Ill. (Peoria Market, ranked 97th), to extend distant signals from Davenport, Iowa (Quad City market), and Urbana-Champaign and Springfield, Ill., market, but set for hearing the General Electric Cablevision Corp. proposals for systems in Peoria, Peoria Heights and Bartonville, all Illinois. Commissioner Bartley dissented and issued statement in which Commissioner Loevinger joined. Action Jan. 25.

■ By memorandum opinion and order, commission designated for hearing request of American Television Relay Inc. to import distant signals of four independent Los Angeles stations to new CATV system in Albuquerque, N. M., the 100th market; and granted petition for waiver of evidentiary hearing requirements of Sec. 74.1107 (a) of rules filed by Santa Fe Cablevision Co. to permit CATV system in Santa Fe, N. M., to import six independent commercial signals from Los Angeles and one independent commercial signal from Phoenix, Ariz. Commissioners Bartley and Cox

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Live wire FM, single station market, needs aggressive sales/announcer to assist mgr., salary and commission plus override, contemporary music, midwest. Box A-309, BROADCASTING.

Vice-President, General Manager for Radio-Television operation in midwest. This could be just the position you have hoped for. Excellent base with opportunity to grow. Box B-36, BROADCASTING.

Station manager, suburban Chicago—Must have successful experience in direct sales, sales training, supervision and management; ability to recruit, train and supervise an effective staff is essential. Long established profitable stations. Initiative within established policies. Complete information in confidence first letter including detailed employment history and compensation requirements. Future equity possible but not essential. Mr. Wheeler, WEAW, Evanston, Illinois. 312-869-8900.

Manager: Our new manager needs to be an excellent announcer—an excellent salesman. He must be a man who has a good personality, can be a community leader, and create a top community image for this number one top 40 pop and top 20 c&w station. We are ready to train this announcer-salesman as our manager. He will start at \$150/week, receive 15% on sales, take over list of house accounts, and train in our management plan towards salary and share of profits, leading to \$15,000-\$18,000 yearly. We want man looking for opportunity to manage with proven sales record in 25-35 age bracket. No floaters. The former manager is moving up into our parent company. Call or send complete resume and tape to Hudson Millar, WKUL, Cullman, Alabama. An Airmedia station.

Just purchased small market station in eastern North Carolina. Good opportunity for manager with guaranteed salary plus percentage of station gross. Also some ownership if desired. Contact Box 512, Altavista, Virginia.

Assistant Controller opportunity at CARSON/ROBERTS/INC., in line with C/R's growth plan, we have created the position of Assistant Controller. The man who joins us will have thorough academic background in accounting and practical business experience in an advertising agency accounting department or related industry. He will also have had strong supervisory experience in order to fulfill this supervisory position in the Controller's department, now numbering 14 people. In addition, he will be given responsibility for specific accounting areas consistent with his experience. He will report directly to the Controller and assist in special cost accounting and financial analyses. Preferable age: late 20's—mid 30's. Send resume to Miss Pat Dacy, Personnel director, and a confidential preliminary interview may be arranged. CARSON/ROBERTS/INC., 8322 Beverly Blvd., Los Angeles, Calif. 90048.

Sales

Salesman for top 5000 watt midwest daytimer—Position will lead to number 2 man in the organization. Want a go-getter, who is not afraid to take charge. Salary plus commission. A right deal to the right person. Box A-134, BROADCASTING.

"Five figures plus for proven man who wants to really sell modern good music AM format on FM only station. Sales management post and benefits plus major college town life will reward success with group operator. Write Box A-298, BROADCASTING.

Central California MOR station. Good salesman can make very good money. \$500.00 guarantee against 20%. Clean, reliable, high calibre applicants only. Send picture and resume to Bob Eurich, KIRV Radio, P.O. Box 2373, Fresno, California 93723.

Sales—(cont'd)

Tacoma — Professional radio salesman — proven track record—management capability —top money—plus—rush resume—to—top money—KMO—Tocoma, Washington.

Midwestern network station—tops in medium three station market—needs a go getter salesman to fill vacancy in three man sales department. Current salesman makes in five figures. Salary plus "skies the limit" commission set up. The boss expects top results. That's me. Box A-363, BROADCASTING.

Have opening in sales effective in March. First staff opening in over four years. Good working conditions but be prepared to make effective sales calls and be part of a progressive station and community. Clint Formby, Mgr. KPAN, Hereford, Texas.

Excellent account list awaits you in growing south Jersey market. Commission with Guarantee. Only daily medium in county of 60,000. Send resume to WJIC, Salem, New Jersey or phone 609-935-1510.

Madison Wisconsin—No. 1 music/news station has career opportunity for young, creative type salesman on way up. 7 station, midwest group seeks man with management potential. Opening result of promotion. We offer best pay, living conditions, opportunity for management and stock interest. Consideration for Illinois & Michigan stations very possible. WISM, Madison, Wisconsin.

The Green Bay Packers would want you if it were football. But the game is selling. And ours is a championship team. If you're good and want to be associated with the best, name your price. WLEE, Richmond, Va. Atlantic 8-2835. Ask for Mrs. Parsons.

MOR—Knoxville, Tenn. CBS affiliate needs a strong salesman. Excellent potential with heavy sports-minded station. Announcing helpful but not vital. Contact E. G. Perrin, WROL, Knoxville.

"If you are a great local salesman we need you. We will offer you more money and an opportunity for management. Call or write for details—all replies strictly confidential —Mike Schwartz—WTYM Springfield, Mass. 413-525-4141."

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Middle of the road station in the Midwest wants a thinking, ambitious, aggressive radio announcer for straight staff work. Excellent career opportunity, in a major college town. Merit increases and excellent fringe benefits. Send resume, tape, complete details, salary expected to Box A-27, BROADCASTING.

Wanted: Young experienced announcer capable of Program Director slot 5KW, Med mkt. Box A-173, BROADCASTING.

Midwest 5000 watt non-directional swinger needs a first-phone top-40 wild man for our nighttime pattern. No maintenance, just have the ticket and swing with number one ratings covering three states. Good starting pay. Need tape and resume immediately. Box A-246, BROADCASTING.

Announcer-newsman for midwest MOR daytime single station market. All benefits. Modern operation near metro area. Send tape, photo, resume. Start \$125 week. Box A-270, BROADCASTING.

Announcers—(cont'd)

Need first phone announcer for small market daytime in Eastern Nebraska; limited maintenance; salary open, news background helpful. Box A-311, BROADCASTING.

Evening teen time. Top top 40 wants swingin' swinger . . . now!!! Good salary plus hop income! Exciting, important medium-large midwest station! All backgrounds considered, smooth yet lively sound vital! Opportunity knocks at Box A-288, BROADCASTING.

An opening for announcer with 1st phone for fulltime middle-of-the-road—top 40 in suburb of eastern top 10 market. Box A-352, BROADCASTING.

5000 watt daytime. Southeast. Best working conditions. Small town, but top station. Send resume, tape and salary requirements. All replies confidential. Box A-373, BROADCASTING.

Immediate opening for announcer with 3rd, with at least two years of commercial experience. \$130 per week for good, stable personality. Growing midwest market. MOR station. Send tape, resume and references to Box B-32, BROADCASTING.

Indiana MOR single market station needs one announcer, and one announcer-newsman. Pay above average, insurance, vacation. Station has high character. You must have same. Box B-56, BROADCASTING.

Aggressive, talented jocks and newsmen. Midwestern, middle market group looking for men with management potential. Here's your chance to move up. Send tape, resume to: Box B-59, BROADCASTING.

Major midwest market station needs good 1st phone announcer. Box B-67, BROADCASTING.

Good opportunity for versatile disc jockey . . . 10,000 watt station . . . medium market. Rush tape, photo, resume. Box B-72, BROADCASTING.

Wanted—Mature, experienced announcer at 5 kw station in one of midwest's most substantial medium markets. Excellent starting salary. TV potential. Send tape and resume to KCRG, Cedar Rapids, Iowa.

Wanted immediately! Good announcer with first ticket. . . . No maintenance. Modern new station in beautiful resort area. Above average salary, other benefits to right man. KEGG, Dufferinfield, Texas.

Announcer . . . first class . . . 3rd (sales) KHIL . . . Willcox . . . Arizona.

5-kw regional AM needs early morning man—must have 1st phone. No maintenance. Desire family man with rural background from central mid-west. Fine schools, churches and recreational facilities. Solid station, FM and TV expansion program underway. Pay top salary, for experience plus all extras. Write Jim Jae, Jr., General Manager, KHMO, Hannibal, Missouri.

Highly respected, thousand watt in beautiful eastern Oklahoma needs two good full-time announcers. Draft is taking our best men. College town—Lotsa Lakes. Larry Filkins, General Manager, KTLQ, Talaequah, Oklahoma.

Bright morning man needed for metro market 5000 W C & W Station—new modern studios A-1 working conditions. Send tape—resume—photo—salary requirements to—Len Murray, WAAT Radio, Trenton 08608—1-609-392-5126.

Immediate opening for experienced announcer, who is qualified to do news and dj work for an easy listening station. Send tape, experience and references to William M. Winn, radio station WESB, Bradford, Penna.

Wanted combination First class engineer and announcer—Call Steve Woodson, Manager, Radio station WFRC, in Reidsville, N. C. Phone 349-4361.

Announcers—(cont'd)

WHEP Foley, Alabama. Need dependable, responsible, third phone announcer. Send photo, audition, resume. Station in coastal recreation area between Pensacola and Mobile near Gulf of Mexico. Salary open.

Experienced Announcers for Western Virginia area. Good pay and fringe benefits with a group operation. Applicants should be dependable, furnish good references and capable. No phone calls please. Send complete resume and your tape to WJZZ-WVVV RADIO, Box 36, Christiansburg, Va.

Experienced announcer with mature voice for modern country and Western sound. Prior country music experience not a prerequisite. Send tape, back-ground and picture if available. No phone calls. WJQS, King Edward Hotel, Jackson, Mississippi.

First phone announcer. Adult, middle of the road programming. Medium size market. Send audition tape, and salary requirement to Program director, WKBZ, Muskegon, Michigan 49443.

NAB code, AM-FM network affiliate has immediate opening for bright sounding morning man with endorsed 3rd minimum two years experience. 300,000 AM market. FM 15-million including NYC. MOR with freedom to strut your stuff! Salary open. Send resume and tape. Richard Dwelley, WKIP, Poughkeepsie, N. Y.

Announcer—with strong personality who wants to be the number one announcer with the number one top 40 pop and top 20 C & W station. This man will operate 5-8 a.m. and 11-2 p.m., Monday thru Saturday. Sports and selling optional, but can earn extra income selling key accounts or calling sports or both. We primarily want an announcer with good personality who will create top community image both on air and off. \$150 week plus 15% on sales, if you want to sell. This man can be trained as manager, if interested. (See our ad under Management). Call or send complete resume and tape to Hudson Millar, WKUL, Cullman, Alabama. An Airmedia station.

Country music station, Pensacola, Florida, needs alert announcer. Send tape and resume to Ray Tolar, WMEL, Pensacola.

Complete your education. Work night shift and attend beautiful East Carolina College by day. Just like a scholarship. Chance for TV at sister station. CBS MOR. First phone required. No maintenance. Liberal benefits. Forty hours base. Good starting salary. WNCT Radio, Greenville, North Carolina.

Radio announcer wanted for suburban good music station in growing market. \$150 a week. Must have good voice and first phone. \$125 per week for announcer without ticket. WPVL, Painesville, Ohio. Phone 216-352-3155.

"Looking for a good station? Looking for good pay? Looking for good working conditions? Looking for a beautiful city? Then look to WROV, Roanoke, Virginia! Full time, contemporary, top-rated in a metro market of more than 200,000. Immediate opening for mature thinking, energetic, personable, experienced D.J. Rush tape, resume and photo to Don Foutz, P.O. Box 4005, Roanoke, Va.

Good position for inexperienced announcer wishing to break into radio. MOR newspaper owned AM-FM stations in Indiana lake region. Must have first phone. Good salary. Moving allowance. Call collect, manager WRSW, Warsaw, Indiana.

Announcer-salesman experienced only. Salary and commission. Family man from Florida. WSEB, Sebring, Florida.

Experienced, adult announcer for MOR nighttime position. No news. Send resume, tape and salary requirements to Bud Clain, WSPR, Springfield, Mass. 01103.

Small market, midwest AM-FM. Need nightman immediately. Contemporary format. Must have 3rd ticket. Salary open—according to experience. Send tape & resume at once to: Program Director, WSTR, Sturgis, Michigan.

Opening for production man-dj with heads up, contemporary sound at Straus Broadcasting Group's Utica-Rome, New York operation. Excellent opportunity for individual with flair for recorded production and bright, air presentation. Must have third phone. Rush tape and resume to Bill Quinn, Program Director, WTLB, Utica, New York.

Announcers—(cont'd)

Needed immediately—Middle-of-road morning man with 1st phone. Good permanent position with opportunity for advancement. \$150 per week, \$5.00 raise every 6 months. 42 hour air-shift. 48 hours total. Car necessary. Call radio station WTOR, Torrington, Connecticut, 203-489-4181.

2 top 40 jocks—swinging station! Rush tape, resume—WWOW, Conneaut, Ohio!

Wanted: Announcer-salesman; emphasis on announcing for established station. Bassett-Martinsville area. Phone 703-629-2509 day, 703-647-8493 night. No collect calls, excellent opportunity.

Announcer/salesman or straight announcer. Must be experienced. Alone in a medium market. 4 year old, airconditioned studios. Send tape and resume to Box 1530, Shenandoah, Pa.

Morning announcer for successful station in medium sized Wisconsin market. Third class license necessary. Good wages plus part time sales incentive at 20% commission. Call Manager, 715-832-1629.

Experienced announcer for 5,000 watt adult NBC station in outdoor, family living area. Send photo, resume, tape, Box KK, Twin Falls, Idaho.

Combination announcer—salesman, Sacred format. Box 13535, Orlando, Fla.

Technical

Chief engineer for AM & FM radio station in western South Carolina. You'll be your own boss. Must be strong on maintenance. 15 hours air-work a week. We offer liberal fringe benefits—life insurance, family hospitalization, bonus, etc. Salary \$140 weekly. Box A-315, BROADCASTING.

Florida west coast AM-TV operation requires a maintenance engineer with extensive television experience. Please reply immediately. Box A-323, BROADCASTING. Or Code 813-949-4404, collect.

Chief engineer needed for Florida AM-TV stations. Attractive living conditions. Experience in AM-directionals and all phases of television engineering required. Write Box A-325, BROADCASTING, or call code 813-949-4404 collect today.

Immediate opening for radio transmitter engineer with 1st phone. Contact Chief Engineer, KNOP-TV, North Platte, Nebraska.

Immediate opening-engineer with first phone—some announcing required. Iowa full time 5 kw AM with excellent working conditions. Contact Dale Wood, KOEL, Oelwein, Iowa.

5 KW C & W Daytimer—Full time work at transmitter—Beginners accepted. Must have car—possibility of air work if desired. Call Len Murray, WAAT, Trenton, N. J. 08608—1-609-392-5126.

Transmitter engineer. Experience helpful, but not necessary. W.A.M.D., Aberdeen, Md.

Wanted: First class engineer to work part time at radio station WRCR-Reidsville—Call Manager, Steve Woodson. Phone 349-4361.

Chief engineer, for Illinois daytime and FM station. Good working conditions, excellent equipment, vacation, group benefits, with Illinois chain. Duties to consist of Engineering and some announcing. Salary open. For further information, contact Jack Hallstrom, WIZZ AM & FM, Streator, AC 815-672-2947.

Chief engineer for 500 watt daytimer; initial decision for 5,000 watts; strictly good album music station, with limited announcing. News delivery or commercial spot announcing helpful. Only 50 miles from Ocean. Position available now. WQIZ, St. George, S. C. 803-563-4371.

Chief engineer—maintenance, some news ability. Good salary and all employee benefits. WRRC Radio, Spring Valley, N. Y. (16 miles from New York City.) Immediate. Phone 914-623-8001.

Radio engineers—Earn extra money part time. P/M Associates is national headquarters for contract engineering services. Many current openings for 1st class engineers. For full information write: Personnel Manager, P/M Associates, Inc., 203 Pond Street, Natick, Mass. 01760.

NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Have immediate openings for news director. morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

If you're an experienced newsmen and want to join a news team that pulls no punches, then send a tape and background. Medium market news & talk format with middle of the road music. Box M-252, BROADCASTING.

Newsman opening at leading Florida network station. If you have news experience and want to break into a news oriented atmosphere send full details including short tape to Box A-229, BROADCASTING.

Milwaukee Metro area. Presently employed wanted for stand by list. Preplan you advancement. All positions. Confidential. Mail only Box A-292 BROADCASTING.

Newsman—announcer, preferably with first ticket. Will consider straight newsmen. Box A-345, BROADCASTING.

For immediate opening. Prefer college grad and some experience for Virginia station affiliated with major network, newspaper, and TV. Write Box B-35, BROADCASTING.

Need advancement? Start Master's degree in Radio-TV this year. Assistantships and student aid available. Midwest university. Details Box B-41, BROADCASTING.

No.1 station in top eastern market desires 2 experienced newsmen. Send tap & resume to Box B-60, BROADCASTING.

Newsman—1st phone to join 4 man newsteam. N.E. metro market. Send tape, resume to Box B-62, BROADCASTING.

Aggressive, well established news minded station needs go-getter to gather and report local news. Will train responsible beginner interested in permanent position. Ideal mild mountainous climate. Minimum \$400 plus car allowance and fringe benefits. Contact Kenneth Ferguson, KHFF, Sierra Vista Arizona. Phone 602-458-4313.

News Editor Needed: KWBE-AM-FM needs a news editor who is 25 years or older; Married; 3 years experience as editor or assistant editor; Knows government; Sincere & dedicated; Sober; Able to compile, edit, write and deliver news on the air in a strong, sincere and interesting manner. We provide a good salary, a car, hospital and medical insurance, retirement trust benefits. Send all decision-making information with off-air tape to Dennis Barratt, KWBE AM & FM, Box 1450, Beatrice, Nebraska 68310 (home of John J. Pershing 4-year college).

Newsman—Young hustler with "beat" coverage experience. Must have authoritative voice. WDBO, top rated, CBS radio & TV affiliate in the rapidly growing Orlando market, is expanding its radio news department and needs an additional, aggressive newsmen. Excellent station, market, climate, opportunity and working conditions. Send tape, resume, and complete info to Station Manager, WDBO, Orlando, Florida.

Production—Programing, Others

Operations man, production voice, some board, hour talk for well-equipped established locally owned western New York 100,000 market. Box A-340, BROADCASTING.

Program director with 1st ticket. Solid production air shift. All employee benefits and good salary. Send resume and air check. Immediate employment. Box A-362, BROADCASTING.

Southeast university FM station needs operations manager. Experience on announcing and production necessary. Some knowledge of classical music necessary. Box B-58, BROADCASTING.

Man with 1st phone to take over programming and board shift for 5 kw. Progress-minded station in beautiful northern Wyoming, only 76 miles from Yellowstone Park. Up to \$500 per month for right man. Prefer married. Send resume, including references, and air check to Charles D. Pitts, KPOW, Box 968, Powell, Wyoming 82435.

Production—Programing, Others

continued

Production director capable of doing pop music airshift. A young man seeking management & wishing to learn sales. Stable organization with benefits and paid vacation. We cover Baltimore, Annapolis, Washington triangle . . . \$150 weekly. Send tape and resume to Jack Armstrong, WYRE Radio, Box 1551, Annapolis, Md.

RADIO

Situations Wanted—Management

Management—Nationally respected program consultant and air personality with excellent major market management experience seeks general manager position—southwest and south. First phone, college grad., 34. Desire connection with stable but progressive organization. Consider part or full ownership possibilities. Looking for long term growth potential. Will increase your billing, rating, growth, prosperity and image. All size markets considered. Resume upon request. Box A-344, BROADCASTING.

Employed radio executive, with over ten years experience in all phases, desires position of general, station or operations manager upper midwest with stock option. Family man—1st phone. Box A-361, BROADCASTING.

Four will get you a million in sales, programming, airing, management, continuity and workable ideas. . . . The forceful four offers you over fifty years of experience to give your station a new or improved image, plus a numbers getting format that sells. . . . We do the work . . . you play. . . . Box B-8, BROADCASTING

Competition tough? Need an imaginative, creative, productive, hardworking, inspired type program director? Good music or MOR? Let's talk! Available soon! Box B-31, BROADCASTING.

Spend a stamp to learn about exceptionally well qualified general or sales manager. Minimum \$15,000, plus. Box B-40, BROADCASTING.

Country music comes of age—Have format—Will travel. Qualified & experienced in sales, programming, engineering, maintenance. Box B-57, BROADCASTING.

Young aggressive sales manager desires to become young aggressive manager. Small or medium midwest. Box B-68, BROADCASTING.

Manager—ten years extensive experience. Sales, programming, chief engineer. Currently employed. Best references. Write 8463 Fresno Court, Apt. B, St. Louis, Mo. 63121. Phone 314-JA 4-1382.

General Manager—with proven record of increasing ratings and sales in NYC and other markets. Mature family man looking for permanent location. Box 805, Syracuse 1, N. Y. Phone: HY2-1266.

Sales

Florida representation—I am situated in Miami with more than twenty years extensive radio and some TV experience at both national and local levels. Have you considered sales representation for your interests—State of Florida? Resume available. Box B-46, BROADCASTING.

Situations Wanted—Announcers

DJ, tight board, solid news, commercials, third phone. Box A-253, BROADCASTING.

Family man seeks permanent position. Experienced delay, sports first phone. Box A-261, BROADCASTING.

Top 40 personality . . . 1st phone. 1½ yrs. exp., 2 yrs. college, draft exempt. More info hidden in Box A-301, BROADCASTING.

Only a handful of telephone-talk men are capable of an interesting, controversial, rating successful show. I am one. Presently in top 10 market, available February 15th. Present employer for reference. Box A-364, BROADCASTING.

Collegiate radical, 21 seeks summer news-casting spot. Prefer long hours and hard work. Third class ticket. Box A-283, BROADCASTING.

Situations Wanted—Announcers

continued

Talk personality controversial, dynamic. Exciting, real aggressive pro. Box B-2, BROADCASTING.

Experienced top 40 jock with good ideas and solid background looking for a sound operation, on the air and off. Top 40 only. No T&T's please. 3rd, 24, \$125.00 per week. Must have free hand in gimmicks. No hurry. Write Box B-5, BROADCASTING.

Young announcer. . . . Experienced. . . . Authoritative news. . . . Tight board. . . . Prefers MOR. . . . College background. . . . Well read. . . . Travelled extensively. . . . Draft exempt. . . . married. . . . Responsible. . . . 3rd endorsed. . . . Will relocate. Box B-10, BROADCASTING.

Bright-happy sound—morning man, good air sell—first phone—no maintenance. Tight production. Excellent references—never late—150 miles Twin Cities. Send reply to Box B-12, BROADCASTING.

Solid, experienced, MOR personality in medium market seeks step up. Prefer northeast. Family. Draft exempt. Box B-13, BROADCASTING.

DJ, announcer, newscaster, beginner well trained, tight board, will relocate. Box B-15, BROADCASTING.

Announcer-dj, experienced. Top 40, Tight board, 1st phone, draft exempt. Minn. & surrounding states, but will travel if you bear the fare. 507-532-5472 or Box B-17, BROADCASTING.

Announcer: Eight years. Small market preferred. Copywriting too. Married. Credit. Box B-21, BROADCASTING.

DJ, announcer, newscaster-dj. Authoritative. Experienced. Draft deferred. Negro. 3rd class license. Box B-23, BROADCASTING.

Disc jockey—announcer. Some experience in small market operation. Broadcast school graduate. Young and willing to work hard. Draft exempt. Third phone with endorsement. Will take top forty or MOR. Phone 212-456-3090 or write Box B-25, BROADCASTING.

Top rated "telephone talk show" personality available. Audience builder. Degree in social science—Journalism—Mature broadcaster radio and TV interested in the west coast only. Write Box B-27, BROADCASTING.

DJ-announcer—Negro. 3rd phone, production minded, available now. Box B-28, BROADCASTING.

Some college, third, one year's experience, draft deferred. Box B-33, BROADCASTING.

Top 40 first phone announcer wants to settle in resort area with warm climate year round non screamer, not sedate either. 1½ years experience all phases radio professionally trained and college degree Box B-42, BROADCASTING.

D.J. soul brother, some exp. tight-board jazz, Top 40, married, Reliable, Calling N.Y., N.J., surrounding states. Box B-43, BROADCASTING.

Modern country—Music—P.D. & Top rated D.J. with 1st Phone in top 15 markets. Box B-44, BROADCASTING.

DJ-announcer. Creative, energetic, experienced. Draft-exempt, single, tight board. Box B-48, BROADCASTING.

Fifty thousand watt network regional announcer seeks responsible announcing job in medium or large market. Strong on news & commercial delivery. Radio & TV. Send particulars concerning pay, duties, & hours in first letter please. Box B-52, BROADCASTING.

Negro DJ announcer—beginner, young cheerful tight production. Third phone. Box B-66, BROADCASTING.

Warm weather wonder. . . . Experienced in all phases. Seeking Progressive Operation. Box B-69, BROADCASTING.

Top 40 first phone. Light voice, heavy on maintenance. FM, directional, and automation too. I've been there, now I want a home. Contract required. Box B-70, BROADCASTING.

Announcers—(cont'd)

"A Savage in your studio? (Shazam!) commercials into gold.) Top-40 Secret Ingredient—E. W. T. S.: Excitement without the scream. Military completed. Young-n-Bright. Network experienced. Good station? Make it better. . . . Ron Savage, 1153 E. Stocum Street, Philadelphia 50, Pa. WA 7-5193.

Just discharged—Armed Forces Radio—MOR/top 40 personality with solid music background—3rd, working for 1st. Desire good MOR-news opportunity with advancement metro N. Y. area. Available immediately. John W. Nelsen, 71 Humphrey Dr., Syosset, New York 11791. (516-981-1966 mornings).

No. 1 rated—P.D. & DJ—10 yrs. top 15 markets—Middle-road—top 40—Modern country. First Phone—Call Jack person to person 214-824-8720.

Morning personality—5 years—Now pd making \$165 week—Married—child—veteran—college—non-drinker—steady—want advance perhaps into TV. First phone no maintenance. MOR. Prefer Pa., Conn., N.Y., N.J., Call after one: 1-203-489-8166. Dick French.

Technical

Engineer—Desires east coast area, presently employed, directional experience, maintenance. Box B-24, BROADCASTING.

Now available, chief engineer, supervisor, administrator. Twenty years in broadcasting. Presently with a nationally known consultant. Box B-50, BROADCASTING.

Engineer experienced AM directional FM stereo transmitters. All phases studio audio maintenance. Relocate. Available immediately. Phone 214-LY 4-2647. 313 East Queen, Tyler, Texas.

NEWS

TV-Radio newsman, announcer, news and commercial writer, public affairs programmer. Strong on news and commercials. Box A-360, BROADCASTING.

Want to trade, position with top Dallas news operation, for similar position in east. Box B-3, BROADCASTING.

Management team need help? Director of news in midwest market desires additional responsibility. 22 years radio—13 years TV experience. Seeking first move in 18 years. Complete background upon request. Box B-6, BROADCASTING.

Experienced newsman-announcer desires position—Northeast—1st class voice—3rd class license—Box B-34, BROADCASTING.

DJ-newscaster. Experienced, dynamic, authoritative. Speech and drama background. Draft-exempt. MOR, tight board, 3rd endorsed. Box B-47, BROADCASTING.

Versatile, proven, all phases radio-TV seeks news anchor slot in major or medium market. Proven record of excellence & dependability ready to work for you. Send particulars in first letter please. Box B-53, BROADCASTING.

Production—Programing, Others

Top flight sportscaster available. Major or medium markets. First phone. Box A-262, BROADCASTING.

Available, country western program director, announcer. Western state only, \$140.00 week min. Dependable, reliable, experienced, sober. Box A-368, BROADCASTING.

Northwestern University March graduate seeks TV production position; live, VTR, or documentary work. A-Average as TV/Film major. Draft free. Network TV documentary experience. CBS company owned experience in TV production department and documentary. Excellent recommendations. Will travel and consider any position. Box B-63, BROADCASTING.

Program Director—Only in major markets where can have free hand to create programs and ideas that will increase ratings and sales. Proven record, available. Box B-74, BROADCASTING.

TELEVISION—Help Wanted

Announcers

On camera announcer wanted to join fine staff at progressive Midwest television station in a major college town. Only a man capable of rapid progress in a good staff need apply. Some copywriting, opportunity to learn direction. Merit increases, excellent fringe benefits. Send picture, audio or video tape, complete details including salary expected to Box A-28, BROADCASTING.

Announcer—on camera plus booth. Experienced in commercials, weather, sports, interviews, MC work. East Coast Florida Station. Send complete resume, pictures, SOF or Video tape to—Box B-45, BROADCASTING.

Wanted: Announcer/personality for production orientated, top rated ABC station. Winner of regional, national and international awards. Send resume, VTR to . . . Operations Mgr., Mickey Hooten, KTBS-TV, Shreveport, La. P. O. Box 4218. Immediate opening.

Technical

Florida West coast AM-TV operation requires a maintenance engineer with extensive television experience. Please reply immediately to Box A-324, BROADCASTING or code 813-949-4404, collect.

Chief engineer needed for Florida AM-TV stations. Attractive living conditions. Experience in AM-directionals and all phases of television engineering required. Write Box A-328, BROADCASTING or call code 813-949-4404 collect today.

Mid-Atlantic VHF has opening for first-class operator. Work sign on to sign off two days per week. Send resume and salary requirements to Box A-358, BROADCASTING.

Consulting engineering firm needs qualified engineer for permanent addition to staff. AM, FM, TV and microwave projects. FCC, broadcasting, or systems design experience, or engineering degree required. Have positions at several levels from trade school graduate to experienced, registered professional engineer. San Francisco area. Send complete resume to Box B-22, BROADCASTING.

Immediate opening for engineer-switcher with 1st phone, would take trainee. Contact Chief Engineer, KNOP-TV, North Platte, Nebraska.

Studio technician requires first class radio telephone license. Minimum three years experience. Write Lou Bell, KNTV, 645 Park Avenue, San Jose, California, 95110. Equal Opportunity Employer.

Assistant engineering supervisor for AM-FM-TV needed immediately. Maintenance experience desirable. Send resume and salary requirements to Robert Perkins, WABI-TV, Bangor, Maine.

Technicians with 1st class phone license needed for well established UHF station in midwest market. Highly industrialized area plus large State University. Regular staff positions in operations and maintenance. Will train those without experience. Excellent opportunity to gain experience in many phases of television station engineering. Contact: Pat Finnegan, C. E. WLBC-TV, Muncie, Indiana 47302.

Wanted—3 1st class engineers. Expanding operation. Phone 919-637-2111. WNBE-TV, New Bern, N. C. ABC affiliate.

Experienced television studio technician—must be thoroughly familiar with all phases of television studio operations. First-class license required. Contact: Fred Edwards, Director of Engineering Services, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. 412/683-1300.

Experienced TV technician—Video tape and cameras. Excellent opportunity with major systems installer. Allstate Communications—Union, New Jersey—201-687-8810.

Chief engineer for unusual television originating and translator complex in rural area in northern New York. Great opportunity for the right man. Contact Dr. Frank W. Cyr, Rural Supplementary Educational Center, Stamford, New York 12167.

Production—Programing, Others

Director—Must be strong supervisory. Must be able to take charge of all on-air operations on shift. Experience necessary. Midwestern VHF in top 50 market. Salary open. Send resume to Box A-310, BROADCASTING.

Wanted—Experienced program director. Southeastern ABC-TV Station, Box A-382 BROADCASTING.

Young Broadcaster or film man wanted—college graduate with some experience or outstanding scholastic record in sales, promotion, writing or production of radio, television or motion-picture material needed to work in Washington, D.C., public information office of major voluntary service agency. Duties include promotion of ideas to networks and national program producers writing broadcast news releases, writing and direction of radio and TV spots, motion-picture films and slide shows, and occasional field work overseas or in disaster areas. Good opportunity to learn and develop. Box B-38, BROADCASTING.

Reporter, versatile, for TV writing, photography, SOF interviewing, film library work. Leading N.E. VHF. Resume and video tape or SOF requested. Box B-55, BROADCASTING.

Needed immediately: Creative TV copy chief for local sales. Targets are automotive, department stores, furniture, drug outlets, shopping centers. We'll pay for a good guy who can do spec commercials and has background in retail TV advertising. Salary open. Carolina station in 70-75th market. Beginners or floaters need not apply. All inquiries confidential. No objection to a smart Yankee. Contact Fred Fletcher, WRAL-TV, Raleigh, N. C. Box 9583.

Situations Wanted—Management

TV station manager—Over 25 years in broadcasting; 12 in TV management, seeking change. Highest industry and personal references, outstanding record in all phases TV/Radio management. Available 60 days or less. Prefer small/medium markets. Box A-256, BROADCASTING.

Broadcaster, 20 years experience television all phases including sales, seeks administrative executive position or as efficiency advisor to maximize operating profits. Dynamic, civic minded family man. Box A-339, BROADCASTING.

Presently employed in top 100 market TV station as manager and sales manager. Desire change and challenge. MA in marketing. 29 years of age. Four years with present organization. Will arrange personal interview. Write Box B-7, BROADCASTING.

General manager, just turned 42. College degree. Thoroughly experienced every level as: administrator, sales manager-salesman (national and local) and director of programming, news, production, promotion and announcing, small and large markets. Television—13 years; radio—13 years. Known nationally as dynamic, quality competitor. Accustomed to much responsibility and success. Capable of establishing and developing profitable TV and CATV anywhere. Just sold TV for substantial profit. Now ready for next challenge. Box B-29, BROADCASTING.

Situations Wanted

Announcers

Versatile southern staff announcer seeks position in south, west or southwest. Box A-380, BROADCASTING.

TV staff announcer. Heavy experience in on-camera commercials, weather, news, sports, interviews MC work. Host-producer own show. Box A-381, BROADCASTING.

Northeast only! \$160 per week, salary I seek; if you'll pay, write today. Box B-4, BROADCASTING.

Top rated sports director—eleven years experience. Aggressive, consistent award-winner. Currently in market of 1½ million. Box B-54, BROADCASTING.

A real pro. M.C., singer, award winning broadcaster. 10 years show business and broadcasting experience. Wants job as a hard working talent for a progressive television outlet. Now employed in major market with major television chain. Box B-71, BROADCASTING.

Technical

Attention Colleges and Universities—Do you need a man with the technical background to repair, maintain, and operate your television equipment? Experience is such that I can rapidly learn your equipment and system. Have first phone, radio announcing, television production and technical instructing experience. Want 13 tuition free credits per semester and \$100 per week. Single, veteran now making over \$9,500 a year for a national electronics firm. Start now or anytime through September 1, 1967. Box B-26, BROADCASTING.

Now available, chief engineer, supervisor, administrator. Twenty years in broadcasting. Presently with a nationally known consultant. Box B-51, BROADCASTING.

NEWS

Newscaster—edits and writes. Nine years experience. Age 31. A non-practicing Alcoholic (AA) Available for personal interview and audition. Box A-303, BROADCASTING.

TV news editor whose news shows have highest Nielsen rating, now in top five market. Desires position in news administration, management. Seven years of exceptional newspaper, TV news, and documentary experience. Married, draft exempt. Box A-369, BROADCASTING.

Production—Programing, Others

Program manager, now in top ten would like to relocate. 15 years TV. Box A-329, BROADCASTING.

Promotion-traffic-continuity—Ten year creative/management vet of small and large TV/Radio operations, seeks opportunity with large station or group. Strong on detail and organization. Top references. Draft deferred. Box A-372, BROADCASTING.

Experienced ETV public relations/continuity director seeks opportunity as same or production assistant with producer-directorship growth. Box A-377, BROADCASTING.

Experienced TV producer-director desires major market position: BA in Radio-TV; 14 years in TV. Box B-9, BROADCASTING.

Experienced cameraman with first phone desires change. Prefers midwest. Box B-16, BROADCASTING.

Medium Market TV sports director . . . three years experience . . . 26 . . . married . . . degree . . . desire position with sports minded station . . . excellent references. Box B-39, BROADCASTING.

Executive film director—17 years diversified experience. Desires change. Box B-73, BROADCASTING.

Student with 2 years camera, audio, and switching, looking for summer work to earn next years' tuition. Willing to relocate. Dan Havens, 1213 Hawthorn Apts., Iowa State University, Ames, Iowa 50012.

WANTED TO BUY

Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Six used, full track Roberts/recorders, good condition, all information to Roberts, Box 942, Albany, Georgia. For religious productions. Got any?

FOR SALE—Equipment

Television radio transmitters, monitor tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Hellax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

Available at once—Western Electric 405-B2 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

FOR SALE—Equipment—(Cont'd)

Check our listings for your used equipment needs. Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

RCA BTF3B 3 kw broadcast transmitter with new exciter (BTE-10B) 99.5 MHz. Presently in regular operation. Available immediately for cash. Contact Dennis O'Rourke at 333-0406 or write % WLOL, 1021 LaSalle Avenue, Minneapolis, Minnesota 55403.

Tower, stainless type G-36 guyed steel. 30lb. wind design, weighs approx. 16,000 lbs., Height approx. 415 ft., 20 ft. sections. With two beacon assemblies and guy wire. Make FOB offer to Manager, WCOV-TV, Box 2505, Montgomery, Alabama.

Stolen: Approximately 2,000 pounds, #8-#10 soft bare copper wire and copper strap. Reward offered, Swager Tower Corporation, Fremont, Indiana.

RCA TA-9A video stabilizing amplifier. Used. All modifications. \$500.00. Box B-18, BROADCASTING.

Raytheon RC-12 speech and input console. Need some modifications. Box B-65, BROADCASTING.

Ampex 354's. Stereo. . . . \$1,200.00. . . . good condition. KCFM, 532 DeBaliere, St. Louis, Missouri.

937 feet of 7/8" 50 ohm polyethylene insulated aluminum sheath coaxial cable (Spirofoam) with copper center conductor. \$950.00 express collect. Call or write KLOE-TV, Goodland, Kansas. 913-899-2321.

Complete 1050' Truscon Triangular guyed tower designed to support Channel 2-6 6-Bay antenna, \$40,000. KTBS-TV, Shreveport, La.

3 kw Western Electric FM transmitter model 504-B2. Where is, as is, first \$500.00. Chief engineer, WAVU, Albertville, Alabama. 205-878-1311.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

10 KW amplifier, Westinghouse FM-10 W/PS \$750. Feasel, 2757 Woodland Ave., Columbus, Ohio.

New—used towers, ground wire available. P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

Ampex 300-C recorder in console. F. T. 7 1/2-15, (2 available). Meets specs. Well cared for. \$1100.00 each, \$2100.00 for both. FOB. M & M Tape Corporation, P.O. Box 6636, Birmingham, Alabama.

Complete recording studio package including one Ampex 300 4-track SS, four 351's and one each 354-2 and 601 portable, all will meet new specs; mixers, equalizers mikes, racks, speakers, much other equipment, spare parts, tape and accessories, Music Ads, Inc., 311 North Tenth, Boise, Idaho.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays!—\$5 one-liner gag-files now available on topics such as Radio, Weather, Traffic, Music, etc.—Sample dozen \$7.50. Write for complete list & Broadcast Comedy Catalog. Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N.Y. 11229.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickies" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

TV bowling bingo is the hottest local live studio five day a week show around. Our men will sell your time for this show, if you can't. Bingo cards Denver Box 9006 Denver, Colorado 80209.

The most beautiful copy carried on American air. Editorial 30's-60's on seasons, scenery, trends. Perfect mood holders for adult music stations. Sets of 5, \$20. mo. Box A-302, BROADCASTING.

MISCELLANEOUS—(Cont'd)

150 recorded comic one-liners, taped in various character voices, with printed live DJ come-back for each. 7" reel \$10. Radio Services, Box B-19, BROADCASTING.

Vintage radio programs available. All the old favorites. Write for further information. Box B-30, BROADCASTING.

Composite week analysis of your logs for AM, FM, TV license renewal. Full audit of past performance plus percentage of proposed. Also, continuing log analysis for constant percentage and commercial matter control. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Ill. 60540. (312) 969-5553.

"The Richard Shirley Series"—famous characters caricatured in a style befitting "Mad Magazine." Series of 10-30 second cuts for \$2.00. New series every week. Scott Jingles, Suite 6, 4114 Davis Place, N.W., Washington.

INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months. ASEE degree in 18 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KELR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Elkins has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 8, May 10, July 12, Oct 4. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute, REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin Mar. 13-Apr. 17-May 22-June 26. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

INSTRUCTIONS—(Cont'd)

R.E.I. opens in Kansas City. The same famous (5) week course for the first class Radio Telephone license that is available in Sarasota, Florida, will also be available in Kansas City, Missouri. The next class begins Mar. 13, 1967. For details and reservations write to home office, R.E.I. 1336 Main St., Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York city's only licensed school specializing in 1st class FCC prep and announcing for Radio & TV. Active job service coast-to-coast. Veteran approved. Announcer Training Studios—Lic. N. Y. State Ed. Dept., 25 W. 43rd St., New York, N. Y. OX 5-9245.

See our display ad under Instructions. Don Martin School of Radio & TV.

Help Wanted

Broadcast Employment
Opportunities Exist in beautiful
CONNECTICUT

Write: Executive Secretary
Connecticut Broadcasters Ass'n.
17 Boylston St., Meriden, Conn.

Announcers

WANTED—

Funny Top 40 DJ—Arizona
for #1 Station—Evening shift.
Tape, resume, photo and salary.
Box B-37, Broadcasting.

WE WANT THE FINEST PERSONALITY AVAILABLE

He is now working and doing well but he wants to do better. He is young, bright, clever. He knows how to build ratings, client good will and a large, young adult audience. If you are this man and want to earn more than 15 thousand dollars the first year, send tape resume to

Box A-366, Broadcasting.

Production—Programing, Others

NORTHEAST MIDDLE-OF-THE-ROAD "LIVE-WIRE" STATION

Wants creative production Director to handle a little of everything—Some copy, recording, some airwork, think up promotions, etc. Personal interview required. Send info to

Box B-64, Broadcasting.

Situations Wanted—Announcers

—MIDNITE TO YAWN—

NY Metro area jock would like midnite to dawn shift, NYC or vicinity. Young, natural, with creative flair. Nite-owl by nature, and would like daylight hours free to extend career horizons. Experienced in rock, MOR, easy-listening, and telephone talk.

Box B-14, Broadcasting.

NATIONWIDE "PLACEMENT" OF TV-RADIO PERSONNEL

EXCLUSIVELY COMPANY PAID FEES!

Send your type-written resume and earning record today to be confidentially represented to our station clients. All on the air people must submit a tape. NO FEE!

CHECK AREA OF INTEREST

TV ☐ RADIO ☐

General Manager ☐
Program Director ☐
Sales Manager ☐
Chief Engineer ☐
Production Manager ☐
Announcer/newsman ☐
Sales/local or national ☐
Engineer/studio or xmt ☐
Producer/director ☐
Copy/traffic ☐
Other ☐

LOCATION

Northeast ☐
Southeast ☐
Midwest ☐
Northwest ☐
Southwest ☐
West Coast ☐
East Coast ☐

MARKET SIZE

Up to 50,000 ☐
Up to 100,000 ☐
Up to 500,000 ☐
Over 1 million ☐
New York ☐
Chicago ☐
Los Angeles ☐

NO PLACEMENT FEE!!

Name

Address

Salary desired

**NO CONTRACTS TO SIGN — NO APPLICATIONS
TO FILL OUT — NO CHARGE OF ANY TYPE!**

RESUME EXAMPLE

LIST THE FOLLOWING FACTS IN YOUR RESUME:

YOUR NAME Home phone number
Address: Business phone

Personal: Age, height, weight, marital status, number of dependents.

Education: School name, grade attained; high school, college diplomas, special schools, honors received. Extracurricular activities. Offices held.

Business

Experience: List present or last position first. Give date of joining and leaving companies, kind of business, addresses, positions held. Be explicit. Describe your exact duties, progress, accomplishments. Give reason for leaving each position. List your supervisor or other references for each job.

In a supplementary

paragraph: List any other information that may interest the employer and help him fit you into a job. Include a photograph of yourself. Be brief and factual. Be informative and neat. Be complete—use a second page, if necessary.

Nationwide Broadcast Personnel Consultants



645 North Michigan Avenue
Chicago, Illinois
Area code 312 337-5318



Ron Curtis—President — Jerry Jackson—Vice President

STATION INQUIRIES INVITED!

TELEVISION—Help Wanted

Technical

BROADCAST FIELD ENGINEERS RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

Management

MANAGEMENT

Our company is rapidly expanding and we soon will be operating in five regional offices. Management training program now available for bright young executive-type salesman with ambition to succeed in a needed service industry. Excellent salary and commission arrangement for those men chosen to join our firm. Our requirements are high but so is the income potential. Call Ron Curtis, Nationwide Broadcast Personnel Consultants 312-337-5318.

NEWS

TV NEWS-WRITER

Large eastern station needs experienced TV Newswriter/editor to join expanding news department. Some on-the-air experience desirable but not essential. Submit resume to:

Box B-61, Broadcasting.

An Equal Opportunity Employer

NEWS—(Cont'd)

NEWSCASTER—ANCHORMAN

Network affiliated VHF Television station in major Florida market is seeking experienced "Heavyweight" Newscaster. All replies kept in confidence.

Box B-20, Broadcasting.

NEWSCASTER—TV NEWS

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(Continued from page 84)

concurrent in part and dissented in part and issued separate statements; Commissioner Johnson concurred in result. Action Feb. 1.

■ FCC by order, dismissed as moot request for temporary waiver of nonduplication provisions of Sec. 74.1103 of rules, filed by Sidney Cable Television Co., operator of CATV system at Sidney, Ohio. Action Feb. 1.

■ FCC by order, dismissed as moot request for temporary waiver of nonduplication provisions of Sec. 74.1103 of rules, filed by Teleprompter of Oregon Inc., operator of CATV system at Eugene, Ore. Action Feb. 1.

■ FCC by order, dismissed as moot request for temporary waiver of nonduplication provisions of Sec. 74.1103 of rules, filed by Westerly Cable TV Inc., operator of CATV system at Westerly, R. I. Action Feb. 1.

■ By memorandum opinion and order, commission (1) denied petition to deny filed by Cumberland Television Inc. and dismissed as moot petition to deny filed by Lynch Television Inc. (operators of CATV systems) against application of Tri-Cities Television Corp. for CP for new translator to serve Cumberland, Lynch and Totz all Kentucky, and (2) granted application of Tri-Cities to rebroadcast programs of WBIR-TV, ch. 10, Knoxville, Tenn. Action Jan. 25.

■ FCC by memorandum opinion and order, denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules, filed by Rutland Cable TV Inc., operator of CATV systems in Rutland and West Rutland, both Vermont. Commissioner Bartley dissented; Commissioner Loevinger concurred. Action Feb. 1.

■ FCC by order, dismissed joint request by Norbertine Fathers, licensee of WBAY-TV, and WFRV Inc., licensee of WFRV(TV), both Green Bay, Wis., to dismiss letters of notification sent pursuant to Sec. 74.1105 of rules relating to a proposed CATV system in Marinette, Wis. Commissioner Bartley concurred. Action Feb. 1.

■ FCC by memorandum opinion and order, denied petition for waiver of Sec. 74.1103(e) of rules filed by Marshfield Valtronics Inc., operator of CATV system at Marshfield, Wis. Commissioner Bartley dissented; Commissioner Loevinger concurred. Action Feb. 1.

ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClenning on Jan. 30 in the proceeding on petitions by Stephen Vaughan & Associates, Cleveland, Tenn., and Multivision Northwest Inc., Dalton, Ga., for authority pursuant to Sec. 74.1107 to operate CATV systems in Cleveland and Dalton, granted motion for continuance by Rust Craft Broadcasting of Tennessee Inc. and continued prehearing conference from Jan. 31 to March 2 and continued hearing from Feb. 6 to date to be subsequently specified (Docs. 17065-6).

Ownership changes

APPLICATIONS

WKTJ Atlantic Beach, Fla.—Seeks transfer of control from William F. Acks and Louis N. Neale to American Dielectrics Corp. Principals: Mr. Acks and his wife are sole stockholders of transferee corporation. WKTJ will be operated as a wholly-owned subsidiary. Consideration \$500. Ann. Jan. 26.

WNER Live Oak, Fla.—Seeks assignment of license from Norman O. Protsman to WNER Radio Inc. Principals: Norman O. Protsman (individual licensee before, 70% after), George R. Day (0% before, 10% after), Donald R. Brown (0% before, 10% after), Clarence S. Parker (0% before, 5% after), and William Savitz (0% before, 5% after). Incorporation. See Madison and Winter Haven, both Florida. Ann. Jan. 31.

WMAF Madison, Fla.—Seeks assignment of license from Norman O. Protsman to WMAF Radio Inc. Principals: See Winter Haven (for percentages) and Live Oak, both Florida. Ann. Jan. 31.

WINT Winter Haven, Fla.—Seeks assignment of license from Norman O. Protsman to WINT Radio Inc. Principals: Norman O. Protsman (individual licensee before, 80% after), George R. Day (0% before, 10% after) and Ronald R. Brown (0% before, 10% after). Incorporation. See Live Oak and Madison, both Florida. Ann. Jan. 31.

WCRD Bluffton, Ind.—Seeks transfer of control from David Butler to Herman Zeps. Consideration \$1,100. Ann. Jan. 31.

KWPC-AM-FM Muscatine, Iowa—Seeks assignment from Muscatine Broadcasting Co. Ltd. to Muscatine Broadcasting Inc. Principals: George J., Thelma M. Volger and C. A. Henderson. In consideration assignee

will issue 49.7% of stock in said corporation to each partner. Mr. Henderson will hold 0.6%. Ann. Jan. 31.

KABI Abilene, Kan.—Seeks assignment of license from Wyman N. and Willa M. Schnepp, joint tenants to KABI Inc. for \$95,000. Principals: Norton E. and Diana H. Warner (80% and 19%, respectively), Douglas K. and Patricia M. Lyon (11% and 10%, respectively). The Warners own KIMB Inc., which owns KIMB Kimball, Neb. and 87% of KKAN Inc., licensee of KKAN Phillipsburg, Kan. Mr. Warner is 50% owner of KRLN Inc., licensee of KRLN Canon City, Colo. Both are officers and directors of the three corporations. The Lyons are each 6.5% stockholders, officers and directors of KKAN Inc. Ann. Jan. 31.

WKYF-AM-FM Greenville, Ky.—Seeks assignment of license from Greenville Broadcasting Co. to Vernon Broadcasting Inc. for \$12,000. Principals: James C. Vernon, president (40%), Brett D. Scott and T. P. Alexander, both vice presidents and A. Dale Hendrix, secretary-treasurer (each 20%). Mr. Vernon is employed by the state, is owner-operator of WYGO-AM-FM Corbin, Ky. and has filed for 51% of new AM in Lebanon, Tenn. Mr. Scott has no other listed business interests. Mr. Alexander is part owner and operator of men's shop. Mr. Hendrix is sales manager at WYGO. Ann. Jan. 31.

WAAB-FM Worcester, Mass.—Seeks assignment of license and SCA from Waterman FM Corp. to Waterman Broadcasting Corp. Principals: Bernard E. and Edith B. Waterman. No consideration. Ann. Jan. 31.

KQRS-AM-FM Golden Valley, Minn.—Seeks assignment of license from Western Broadcasting Corp., John Poole Radio Properties Inc. and John Poole Northern Broadcasting Co. d/b as Minneapolis-St. Paul Radio Broadcasters, a joint venture, to Western Broadcasting Corp. and Hudson Broadcasting Corp. d/b as Minneapolis-St. Paul Radio Broadcasters, a joint venture. Assignment contemplated will introduce Hudson Broadcasting Corp., a newly organized corporation into 50% ownership of licensee KQRS-AM-FM. Hudson has no other broadcast interests. Principal: James A. McKenna Jr. is sole stockholder of Hudson and Western Broadcasting Corp. (which owns remaining 50% licensee stations). Ann. Feb. 1.

WGCM Gulfport, Miss.—Seeks assignment of license from E. O. Roden & Associates to E. O. Roden & Associates Inc. for \$162,000. Principals: E. O. Roden (45.45% before, 46% after), W. I. Dove (26.14% before, none after), James E. Reese (14.77% before, 40% after) and Zane D. Roden (13.64% before, 14% after). Ann. Jan. 26.

KHIP Albuquerque, N. M.—Seeks assignment of license from Donald L. Horton to Voice of the Caverns Inc. for \$50,000. Principals: KAVE Inc.: John, Hazel, Alan P. and John H. Deme and David Housman. All parties have been in connection with broadcasting industry. Alan Deme is presently with KGGM-TV Albuquerque and will continue in engineering there. Mr. Housman is attorney and is connected directly with KAVE Inc., beneficially owned by John Deme. Ann. Jan. 31.

KLIQ Portland, Ore.—Seeks assignment of license from Malloy-Breyer Inc. to Cascade Broadcasting Corp. for \$300,000. Principals: David M. Jack, president, Willis M. Coll, secretary-treasurer and Walter McNiff, vice president. Mr. Jack owns 50% of Cascade

and is general manager of KLIQ. Mr. Coll is treasurer-director of insurance company. Mr. McNiff is manager of TV Sales, Broadcast Communications Inc., San Francisco. San Francisco-Pacific Fund Inc. owns other 50% of applicant. Principals: Forest W. Simmons, Raymond A. Brunkow, Arno H. Deneke, C. M. Armstrong and Lester C. Gunther Jr. Mr. Simmons is attorney. Mr. Brunkow is president and a director of International Health & Life Insurance Co. Mr. Deneke is associate justice of Oregon State Supreme Court and is a director of San Francisco-Pacific Fund Inc. and International Health & Life Insurance Co. Mr. Gunther is vice president and director of San Francisco-Pacific Fund Inc. and a director and minor stockholder in Pacific Insurance Investment Co. (holding company). Mr. Armstrong is secretary-treasurer of San Francisco-Pacific Fund Inc. and treasurer of Pacific Insurance Investment Co. Ann. Feb. 1.

KCTX Childress, Tex.—Seeks transfer of control from R. Malone Hagan to Fanny S. Hagan, wife. No consideration. Ann. Jan. 31.

KIRO-AM-FM-TV Seattle, Wash. **KSL-AM-FM-TV Salt Lake City, Utah.** **WRFM (FM) New York and WNYW New York.**—Seeks transfer of control from Corporation of the President of the Church of Jesus Christ of Latter-Day Saints to Deseret Management Corp., Booneville International Corp. (BIC) has controlling interest in these three corporations: KSY Inc., KIRO Inc. and Radio New York Worldwide Inc. Stock of Booneville is 100% owned by assignor. Incorporation. Ann. Jan. 26.

ACTIONS

KAMU(FM) Anchorage.—Broadcast Bureau granted assignment of license from Radio Anchorage Inc. to Stereophonic Alaska Inc. for \$43,000. Principals: Ronald H. Frazee (10%), Joseph O'Hearn (25%) and Richard W. and Darla J. McComb (65% jointly). Mr. Frazee is secretary-treasurer. Mr. O'Hearn is vice president. Mr. McComb is president. Action Jan. 27.

KPGM(FM) Los Altos, Calif.—Broadcast Bureau granted transfer of control from William J. Greene, majority stockholder of Foothill Broadcasting Corp. to William H. Meyers, public administrator of Mr. Greene's (deceased) estate. No consideration. Action Jan. 25.

WQTE Monroe, Mich.—Broadcast Bureau granted acquisition of negative control from Richard E. Jones, The Brink family and Michigan Shelby & Co. d/b as 560 Broadcasting Corp. to Richard E. Jones and The Brink Family. Richard E. Jones is president. Stock transfer. Action Jan. 25.

KOKO Warrensburg, Mo.—Broadcast Bureau granted involuntary transfer of control from William C. Tucker, deceased, to Avis G. Tucker, executrix of estate of William C. Tucker. Action Jan. 25.

WKYK Burnsville, N. C.—Broadcast Bureau granted assignment of license from James B. Childress to Burnsville Broadcasting Inc. Principals: James Ardell Sink, and Lee Roy Childress (each 35%), Franklin D. R. McClure (25%) and James B. Childress (5%). Mr. Sink is general manager and 1% stockholder of Childress Broadcasting Corp. of West Jefferson, licensee of WKSK West Jefferson, N. C. Mr. Lee Childress is sales manager of WTKE King N. C. Mr. McClure is 25% partner and manager of Edgefield-Saluda Radio Co., licensee of WJES Johns-

ton, S. C., and 25% partner of Pick Radio Co., Pickens, S. C. Mr. James Childress is owner of WKJK Granite Falls, WMSJ Sylva, WKSK West Jefferson, WKRR Murphy, all North Carolina, and WLAF LaFollette, Tenn. Consideration \$9,323.69. Action Jan. 26.

KWHW Altus, Okla.—Broadcast Bureau granted transfer of control from Wimberly Investments Inc. (formerly Altus Times-Democrat Inc.) to Frank E. Wimberly. Consideration \$36,000. Principal: Mr. Wimberly is stockholder, president and general manager of KWHW. Altus Broadcasting Co., licensee of KWHW, is applicant's brother. Harrington Wimberly, is 90% owner of Wimberly Investments Inc. Margaret W. Childress is 20% owner of KWHW. Action Jan. 26.

KPIR Eugene, Ore.—Broadcast Bureau granted transfer of positive control from Thomas F. Thompson d/b as Emerald Broadcasting Corp. to Charles H. Wilson. Consideration \$600 (\$10 a share). Action Jan. 25.

WCMB-FM Harrisburg, Pa.—Broadcast Bureau granted transfer of control from James A. McKenna Jr. (80%) and Edgar K. Smith (20%) to Hudson Broadcasting Corp. Stock of Hudson was owned, and still is, by Mr. McKenna Jr. and Mr. Smith. Stock of WCMB-FM Inc. is owned in same amounts by same persons. Transfer of stock will make WCMB-FM Inc. wholly-owned subsidiary of Hudson. Mr. McKenna has interest in WAMA West Allis, Wis. and WAMA-FM Milwaukee. Action Jan. 25.

WLKW Providence, R. I.—Broadcast Bureau granted transfer of control from Radio Rhode Island Inc. and Camden Broadcasting Inc. to Alexander M. Tanger. Mr. Tanger is self-employed broadcasting consultant and has interest in Boston Herald Traveler Corp. Consideration approximately \$710,700. Action Jan. 25.

KYLE-FM Temple, Tex.—Broadcast Bureau granted voluntary transfer of control of licensee corp., Texas Radio Corp., from Frances Tinsley Secret (60% before, none after), executrix of estate of Jarral Secret, deceased, to Charles Gillespie (20% before, 80% after). Mr. Gillespie is physician and vice president of KYLE-FM. Consideration of \$10,000. Action Jan. 26.

WKCW Warrenton, Va.—Broadcast Bureau granted acquisition of positive control of licensee corp. by Dr. Fred J. Crescente through stock transfer from Harry W. Wismer. Consideration \$30,000. Also granted renewal of license of WKCW subject to condition that transfer be consummated within 20 days of date of grant and that commission be notified of transfer within one day thereafter. Action Jan. 26.

KXLE Ellenburg, Wash.—Broadcast Bureau granted assignment of license from Western Broadcasters Inc. to KJRD Inc. Principals: John R. and Catherine M. DiMeo (president and secretary, respectively, together 65%), Don Downing, vice president (25%) and Donald Nelson, treasurer and assistant secretary (10%). Mr. DiMeo is general manager, president and joint 56.67% stockholder with wife of KAYO Seattle and KPOR Quincy; president and joint 80% stockholder with wife of KENE Tappanish, all Washington. Mrs. DiMeo is also secretary-treasurer of KENE and secretary of KPOR. Mr. Downing is general manager, vice president and 20% owner of KENE and treasurer and 33 1/3% owner of KPOR. Mr. Nelson is vice president, general manager and 10% owner of KPOR. Consideration \$160,000. Action Jan. 25.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Feb. 1. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Belvedere, Calif.—Clearview Cable Systems Inc. has applied for a franchise. Previous applicant Belvedere-Tiburon CATV Co. has reapplied for a franchise.

Pensacola, Fla.—Pensacola Omni-Vision Inc. and Florida TV Cable Co., a division of Community Cablecast Inc. Corp. (multiple CATV owner) have each applied for a franchise. Pensacola Omni-Vision bid 5% of the annual gross receipts up to \$200,000;

6% from \$200,000 to \$400,000; 7% from \$400,000 to \$500,000; 8% from \$500,000 to \$700,000, and 10% of all above \$700,000. Florida TV Cable proposed 4% of the annual gross receipts from the first 10,000 subscribers; 5% for the next 10,000 subscribers, and 8% of all over 20,000.

Bad Axe, Mich.—Port Huron TV Cable Co. and Thumb Video Co., Caro, Mich., have each applied for a franchise. Port Huron proposed an installation charge of \$7.50 with monthly service at \$4.95.

Las Vegas, Nev.—Telesystems Corp. of Delaware, a firm formed by a group of Texans, has applied for a franchise.

Tarboro, N. C.—Jefferson-Carolina Corp. (multiple CATV owner) has applied for a franchise. The city will receive a minimum of \$2,000 or 5 1/2% of the annual gross receipts, whichever is greater.

■ Crescent township, Pa.—Dick Fabec Cable TV Co., Coraopolis, Pa., has been granted a franchise. Another applicant was Centre Cable TV of Penn State.

■ Hempfield township, Pa.—Blatt Brothers

Cable TV Inc. has been granted a franchise. St. Lawrence, Pa.—Conestoga TV Cable Co. (Emerson Gundy, manager) has applied for a franchise.

■ Winner, S. D.—Community Antenna Television, a subsidiary of Midcontinent Broadcasting Co. (multiple CATV owner), has been granted a 20-year franchise. Installation charges will not exceed \$25 and the maximum monthly service was set at \$6.

■ Jonesboro, Tenn.—United Transmission Inc. (multiple CATV owner) has been granted a franchise.

Liberty, Tex.—Community Antenna Television, Houston, and A. R. Milentz Jr., Milentz Theatres, Liberty, Tex. have each applied for a franchise.

Washougal, Wash.—Radiant Television of Portland, Ore., has applied for a franchise.

Portage, Wis.—General Telephone and Electronics Communications Inc. (multiple CATV owner) and Complete TV Inc., a corporation formed by WISC-TV, WKOW-TV and WMTV(TV), all Madison, Wis., have each applied for a franchise.

REUVENATION started for General Artists Corp. in 1961. Then the nation's third largest talent agency, it acquired new management and set out to challenge the front-running Music Corp. of America and the William Morris Agency. The idea from the start was to concentrate on television. For even then there was no longer any question that the big money was in the development and packaging of television series and special programs.

New Board Chairman Herbert J. Siegel laid out the direction loud and clear. "We intend to create TV packages," he declared. "We want to act as a sales agent for these packages. In order to be important today, a talent agency must be important in television."

Mr. Siegel, a young man going places in a hurry, brought in a young Philadelphia friend who looked as if he might be able to keep pace. Herman Rush was to be one of the manpower injections that would help revitalize GAC's television division.

Now six years later, both MCA and Herbert Siegel have withdrawn from the talent-agency business, but Herman Rush is very much on the scene. First as one of the Indians and then as chief of the operation, the 37-year-old executive has been pumping his ideas and energy into the continuing development of GAC's television packaging and sales activity.

On Line ■ At the start of the current season, for example, GAC was the sales representative for production companies that produce 11 shows amounting to nine hours of weekly, network, prime-time programming, an increase of three and a half hours over the previous season. The agency also represented 10 daytime shows and about a dozen specials. (Subsequently, three of GAC's prime-time shows were canceled, a loss offset somewhat by the sale of *The Invaders* and *Newlyweds* for the second season.) In all more than 50% of the total of 1,100 performers and executives represented by GAC are directly involved in television.

As president of GAC-TV, Herman Rush, a robust-looking, straightforward man, oversees the operation of television in all areas. He has a staff of agents who represent both in-front-of and behind-the-camera talent. These include specialists who work to get guest shot appearances or commercial production work for clients.

Most importantly, he supervises the putting together of TV packages for GAC clients. The agency's TV department rounds up the nucleus, the creative elements of a package, and helps to arrange for the financing. When the pilot of a client series is finished in Hollywood it goes to New York with a GAC representative. It's shown to the network by GAC. Time-period information is

His mission is talent for TV and vice versa

supplied by GAC. Advertiser needs are spelled out by GAC. That's what putting together a package means.

From January through March, Herman Rush concentrates on getting the orders that will put GAC packages on the air. Once the orders come through, Mr. Rush goes back on the job in Hollywood scheduling the shooting dates, seeing to the steady supply of scripts, making sure of clients' appearances, coordinating between the advertiser and the network and working always to get renewals. For such activities an agency like GAC will get—with some variations—a package commission

of about 10% of the sales price of a series.

In his other company function, Herman Rush is executive vice president in charge of all of GAC's West Coast operations. He coordinates the activities of such departments as the literary division, personal appearance division and motion picture division in California and is responsible for their administration. Mr. Rush reports to Aaron Heine, chairman of the board of GAC, and Buddy Howe, president.

Working with Mr. Rush in the television division on the West Coast are such veteran executives as Hal Graham, who handles packaging and selling, and Oscar Katz, who concentrates on program development. Lester Gottlieb handles TV activities on the East Coast.

House of Hits ■ In all, young Mr. Rush is in charge of some 50 agents and executives in GAC's West Coast office. About 20 of them are directly connected with television operations. It's basically a young and aggressive group. They're striving to maintain GAC's nine to 10 hours in prime-time television. They're not so much interested in getting more shows on the air as they are in getting their established ones renewed. "We'd like to be known as the house of hits," says Mr. Rush.

But Herman Rush doesn't think hits can be developed without showmanship. He speaks a lot about creative programming and is making a big pitch for more video-tape productions and a return to live programs. He feels the way to beat movies on television is through the programming of specials. He's also high on variety and fun-and-game shows. He has GAC-TV expanding in the areas of live and video-tape productions, but without diminishing its film activities.

This has nothing to do with shot-in-the-dark strategy. Herman Rush knows the entertainment business, almost was born to it in a sense. He is the nephew of the late and very much lamented NBC vice president, Mannie Sacks.

Following in his kin's footsteps, directly out of college, Mr. Rush plunged into show business. He became a record and music publisher in his home town of Philadelphia. He handled such artists as Dinah Shore and Buddy Clark.

Then he got into the just-developing television business as a salesman for Official Films. He wound up with his film syndication organization, Flamingo Films. Then, with another of his own companies, Herman Rush Associates, he turned out such speciality programs as *Golf Tip of the Day* and *Magic Moments in Sports*.

That's when GAC called and Herman Rush was on his way to fulfilling a self-imposed mandate. "I hope to exert an influence on this business," he says. The imposing amount of time GAC represents on television says he's succeeding.

WEEK'S PROFILE



Herman Eugene Rush—president in charge of all West Coast operations, vice president of television department and member of the board, General Artists Corp.; b. June 20, 1929, Philadelphia; Temple University, BA in business administration, 1949; worked in music publishing, record promotion and as an artist representative, 1950-51; film salesman for Official Films, 1951-57; president and chairman of the board, Flamingo Telefilm Sales Inc., 1957-59; president, Herman Rush Associates, Phoenix, independent TV production and real estate company, 1959-60; member of TV department of General Artists Corp., West Coast, 1960-61; vice president of TV department, 1961-64; president of TV department 1964-present; vice president in charge of all West Coast operations, 1965-present; m. Joan Silberman of Jenkintown, Pa., March 18, 1951; children—James Harrison, 10; Mandy Susan, 8; member of Friars Club and Television Academy of Arts and Sciences and former president of Retarded Infants Services, New York; hobby—painting.

Angry young man

THE FCC's junior member, Nicholas Johnson, has little regard for the old advice that the young are to be seen and not heard. Mr. Johnson is rapidly becoming the shrill and frequent critic of the actions of his elders.

His 85-page dissent to the commission's approval of the ABC-ITT merger last December remains his most unrestrained appraisal of his colleagues' principles and competence. "The majority's treatment of this case," Mr. Johnson said of the ABC-ITT decision, "in my judgment makes a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of American administrative processes."

Mr. Johnson's grammar got slightly askew in his ABC-ITT comments, but not enough to obscure his views. Stated simply, Mr. Johnson's views are that on a good many issues a majority of FCC incumbents are fuddy-duddy captives of the status quo.

The concurring statement that Mr. Johnson issued last week in what appeared to be a routine grant of an FM facility in the town of Paris, Ky., is another that will win him no more friends than he already has on the commission. As explained in a story elsewhere in this issue, the FCC majority granted an FM permit to an unopposed applicant with controlling interests in the community's only newspaper and only AM station.

Mr. Johnson went along with the majority on the uncontested grant but wanted the others to deplore with him the absence of competing applications and to issue an invitation to rival applicants when the station's license comes up for renewal. The majority refused.

"In the light of its refusal," Mr. Johnson stated, "I can only indicate my own readiness to hear from future competing applicants, and hope for a more enlightened policy from this commission in the future."

It is now quite clear that Mr. Johnson has set himself the task of "enlightening" his associates on some of the commission's most fundamental policies. He is against "concentrations of control" of broadcast stations and other media. He is troubled by common ownerships of newspapers and stations as in Paris, Ky. He indicated in his statement of last week an interest in prohibiting common ownership of AM and FM stations in any community.

Mr. Johnson, of course, is not the first among FCC incumbents to express reservations about the current regulation of multiple ownerships. Commissioner Cox dissented to last week's FM grant. Commissioners Cox and Bartley dissented to the ABC-ITT merger. It is just that Mr. Johnson has cast himself as the loudest critic of majority decisions.

As long as the present division of opinion in the commission is undisturbed, Mr. Johnson's outcries will probably be more noisy than effective. But a change in one of those seven chairs could make a huge difference in the composition of the FCC and a much huger one in the composition of the broadcasting business.

A summit in Hawaii?

PUTTING aside equal access for a moment, few problems currently facing the news media are as sticky and pressing as the job of drawing a line that distinguishes between the constitutional rights of free press and fair trail without impinging on either guarantee.

Many solutions have been proposed, formally and informally. At one extreme a special committee of the American Bar Association has proposed drastic restrictions on the

reporting of crime news, with the threat of contempt proceedings to enforce them. At the other extreme, perhaps, is the American Newspaper Publishers Association's contention that there is no real conflict between the two guarantees and that even to try to devise guidelines mutually acceptable to the bar and to newsmen would be to "bargain away" the people's right to know.

Against this background it seems to us that Elmer Lower, the president of ABC News, made a lot of sense in his proposal a couple of weeks ago that the bar association invite representatives of news media to a "summit conference" (BROADCASTING, Jan. 30). He suggested that the meeting be held during the ABA's convention in Honolulu in August, when the restrictive proposals of the bar association's special committee will be up for action. Out of it, he hoped, might come an "accommodation" between the forces of law and journalism.

We are at least tentatively inclined to question the wisdom of bargaining on issues as basic as these. We are disposed to think it better—and less hazardous in the long run—for each news organization to set its own guidelines for responsible coverage.

But it is certainly correct that in the great debate now going on, both sides are talking to themselves, or at best sniping at each other from a distance, and through the various positions being taken on each side, both are often talking in many different voices. It is urgently important, as Mr. Lower recognized, for the two sides to start talking to each other.

Justice for Justice

IN a polite way the FCC has told the Justice Department to put up or shut up on the merger of ABC and ITT. No matter how Justice reacts, the commission has considerably solidified its own position in any litigation that may ensue.

If the Justice Department is to be given the hearing it demanded, it must show evidence to support its charges of anticompetitive dangers in the merger. It has already admitted that its evidence is insufficient to win an antitrust case in court. If that is so, the evidence is hardly sufficient to justify an FCC reversal of its decision to approve the merger.

But Justice cannot now say that the FCC rejected its petition summarily. It has been given a chance to show its hand, despite its late entry into a game that, by all established rules, was already over.



Drawn for BROADCASTING by Sid Hix
"I'll tell you one thing . . . if CATV takes over, we'll lose some great roosts."

If your competitor thinks there is a bigger metro market in North Carolina than the WSJS Golden Triangle...



**Keep him
in the dark!**

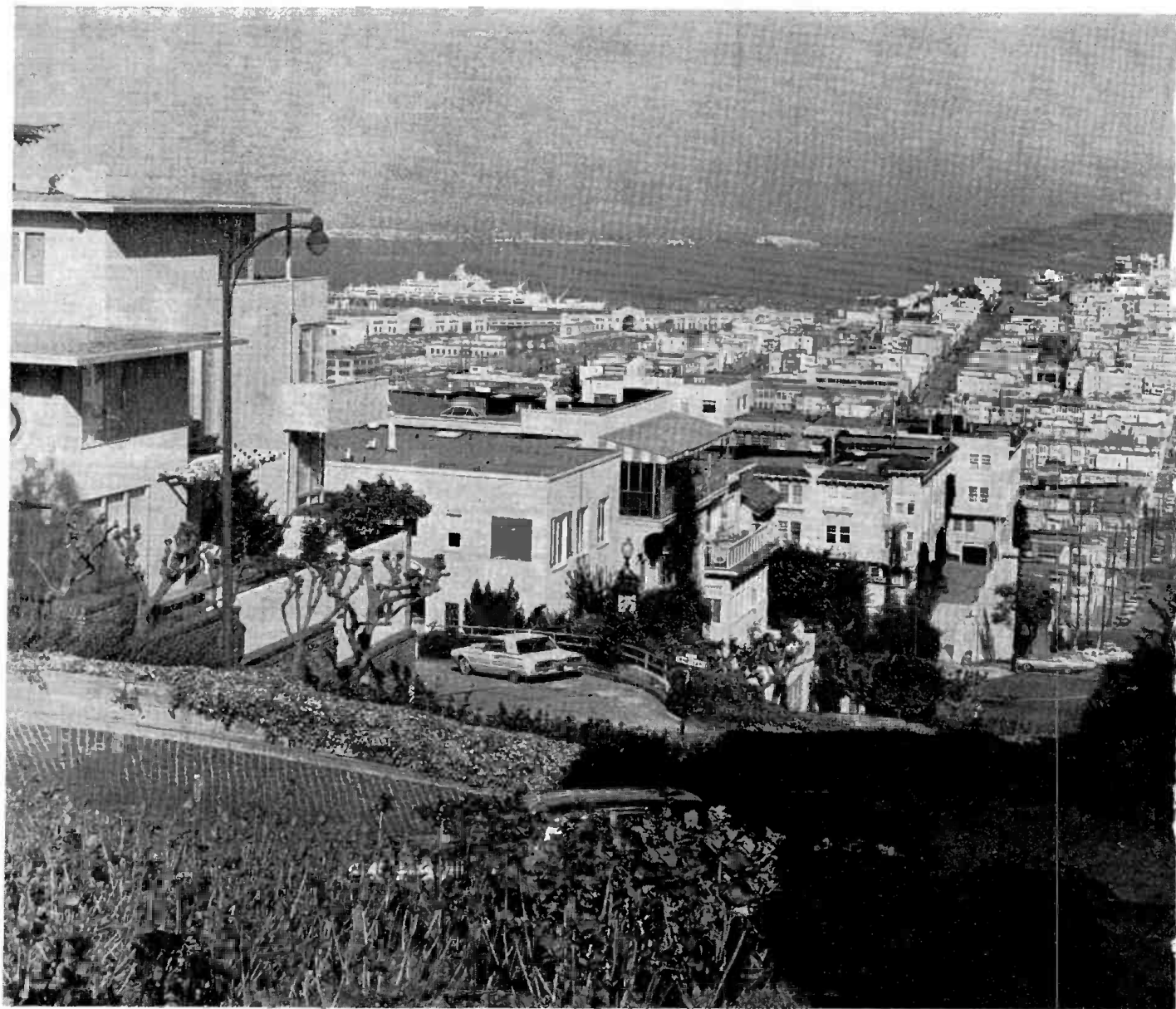
Let your competitors stay with those also-ran markets but put your message where the money is . . . the WSJS Golden Triangle. In North Carolina it's the one and only number one. First in households. First in retail sales. First in population. And first in color programming, too. You get 3 big metro cities combined plus surrounding counties. It's the big three billion dollar market in the booming Piedmont country and WSJS Television covers it totally.

WINSTON-SALEM, GREENSBORO, HIGH POINT

WSJS Television

Represented by Peters, Griffin, Woodward

If you lived in San Francisco...



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