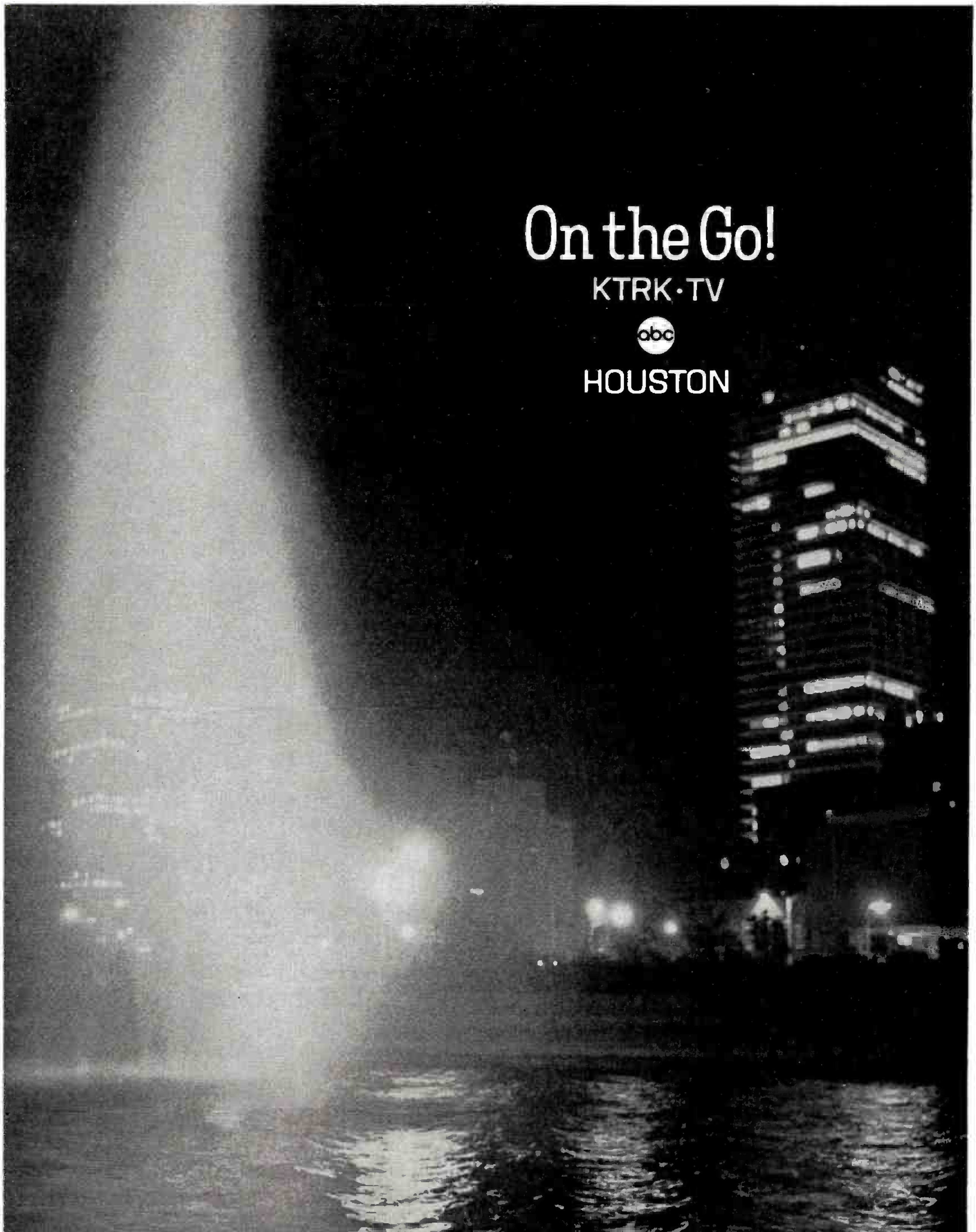
FEBRUARY 20, 1967 50 CENTS 36TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

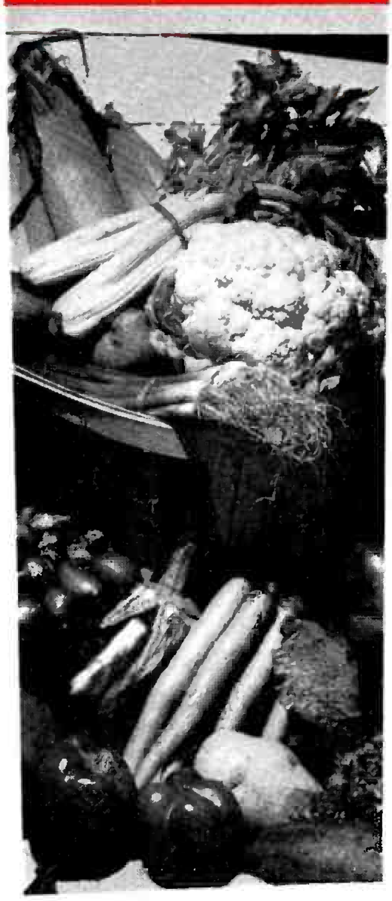
Can ABC tap ITT's capital? Even before merger? p27
Joint ANA-RAB workshop was virtually a radio festival. p30
Baseball: Major leagues' '67 rights reach $29 million. p36
Networks start their annual programing chess game. p64

COMPLETE INDEX PAGE 7


On the Go!
KTRK·TV
abc
HOUSTON

animal

vegetable



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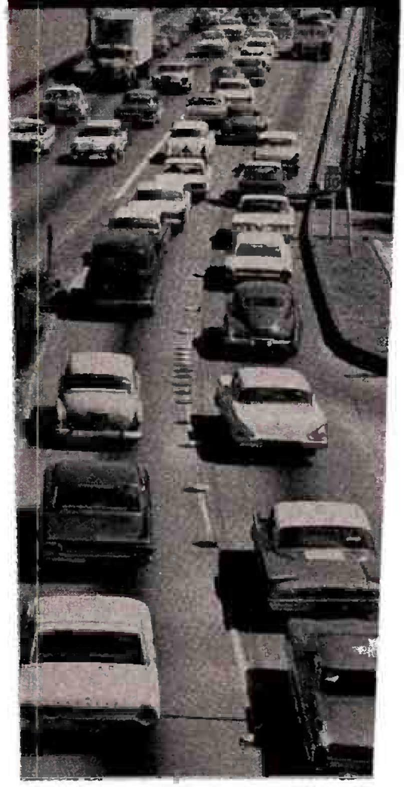
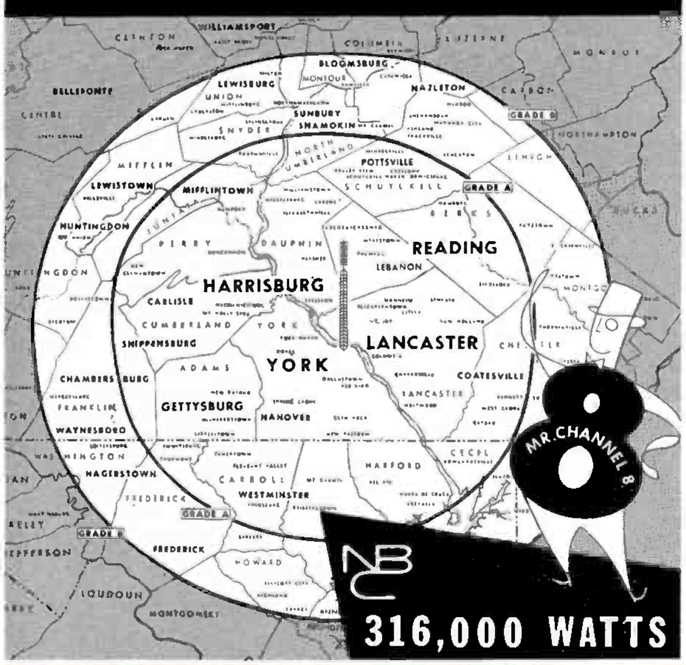


no matter what your product, WGAL-TV starts sales action

MULTI-CITY TV MARKET



$4,831,330,000 total retail 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.

CLOSED CIRCUIT®

Boost for bunching

First formal step in this country toward clustering of television commercials may be taken when National Association of Broadcasters' TV code board meets this week in Scottsdale, Ariz. (see page 46). NBC, it's understood, is ready to propose that current code limits on number of back-to-back commercials be removed and that limits be placed instead on number of times programing can be interrupted. Obvious result, if plan is adopted, would be to group more commercials into fewer program breaks.

Clustering idea is also being advocated by NAB code authority. Howard Bell, code director, will suggest clustering nonprogram material into four or five breaks per hour program in prime time and five or six breaks in other times. Concept would also call for reducing nonprogram time, which is now 10 minutes, 20 seconds per hour in prime time and 16 minutes, 20 seconds in nonprime. Vincent Wasilewski, NAB president, has said that if code board takes significant action, he will consider calling special session of NAB television board to ratify, reject or modify code board's proposals.

Time on their hands

FCC is having trouble trying to agree on policy to enforce commercial time standards. Commissioners last week appeared to back away from proposal to impose sanction of one-year renewal on licensees proposing to exceed benchmark figures—18 commercial minutes per hour for radio, 16 for TV. Idea isn't dead, but several new ones are being conseidered.

One suggestion provides for full renewal but with requirement that licensee report within 18 months on commercial practices. Another would grant full renewal with letter warning licensee his performance would be kept under scrutiny. Some officials say, furthermore, that commission will grant normal renewal to stations proposing to exceed benchmark figures, provided they submit persuasive justifications. These and other ideas being worked up by various commissioners and staff members will be discussed at meeting next week.

Musn't touch

If National Association of Broadcasters code officials get their way, smoking may be banned from cigarette commercials as drinking is banned from beer advertising. Code staff will put that proposal this week to code board meeting in Arizona. Same proposal has been made by Senator Frank Moss (D-Utah) in letter to NAB President Vincent Wasilewski (see page 46).

Custom movies

Two-hour movies Universal TV specifically makes for NBC-TV seem here to stay, with production company soon to reveal that it will film two more to add to 15 already or about-to-be completed. "Red is the Color of Snow" and "Jigsaw," both suspense-dramas, will be shot in March and shown as network "World Premiere" presentations during 1967-68.

It's likely that at least 12 of made-for-TV movies will be shown next season, meaning production will have to increase even more. Seven of original 15 will have played when present season ends. Three of those being saved for next season are also serving as pilots for possible series. If they sell as pilots, they may not be shown as features. This already is dilemma of Dragnet, *which was made as feature and pilot and is now playing as series. There's some question* Dragnet *feature will ever be shown on "World Premiere."*

False hope

If board of National Community Television Association expected its proposal to exempt all existing CATV systems from copyright liability (BROADCASTING, Feb. 13) to win favor in high places, it misread its Ouija board. Preponderant attitude in regulatory circles last week was that board is overreaching. One highly placed official called it "arrogant." Board, at its meeting in Florida, enlarged its position on copyright legislation for total exemption of systems in operation as of Jan. 1.

Sweet 16

That undercurrent of speculation about number of commercials in network movies being increased from 14 to 16 next fall (CLOSED CIRCUIT, Feb. 13) may be confirmed earlier than expected. Word circulating last week said NBC expects to announce plans for increase at its TV affiliates convention in Hollywood March 12-14. There's nothing in network-movie history to suggest that if one network raises its ceiling on commercials, other networks won't raise theirs.

There's speculation that NBC's announcement won't leave affiliates overjoyed. But it's also pointed out that many affiliates (of all networks) preempt other network shows to put on local movies with, presumably, 16 commercial positions—which are well within limits of National Association of Broadcasters TV code. Affiliates get none of current 14 commercial positions in network movies for local sale but do get two 62-second breaks that some stations have described as "like gold."

Mixed readings on PTV

Proponents of "public television" along lines of Carnegie Commission recommmendations are finding little to raise their spirits on Capitol Hill. They discern split along party lines on philosophy itself, with Republicans, even at this stage, expressing opposition to any structure that would give Chief Executive leverage on nationwide noncommercial network. Democrats, on other hand, are treading water, awaiting special message from White House in hope it will propose structure they can support wholeheartedly.

Before National Association of Broadcasters asserts position on Carnegie Commission report it will likely seek views of high-level committee. With its Future of Broadcasting Committee having completed its work in the CATV area as far as policy is concerned, this panel or newly appointed one to be named by president Vincent T. Wasilewski, will be handed assignment of appraising overall ETV-noncommercial situation, recognizing inevitability of some such development on nationwide basis.

One long trip

Only invitation from state associations of broadcasters to be accepted this year by FCC Chairman Rosel H. Hyde is that from Alaska. Mr. Hyde will address June 8-9 combined convention of Alaska Broadcasters Association and Alaska Associated Press membership (including newspapers) because it's Alaska's centennial year and probably because it's the most remote and smallest state association of 50.

BROADCASTING, February 20, 1967. Vol. 72, No. 8. Published every Monday, 53rd issue (Yearbook Number) published in January, by BROADCASTING PUBLICATIONS INC., 1735 DeSales Street, N. W. Washington, D. C. 20036 Second-class postage paid at Washington, D. C. and additional offices. Postmaster: Send Form 3579 to BROADCASTING, Washington, D. C. 20036.

WEEK IN BRIEF

ABC reported seeking $25 million from ITT for improvements. Meanwhile, Justice Department files evidence it feels justifies reopening of case with FCC. Loan seen adding to already complex case. See . . .

ABC ASKS ITT . . . 27

Radio-TV rights for baseball go up to $29.16 million this season. About 78% of all local and regional TV games will be in color; sharp increase from '66 figure. Sponsors will pay $105 million. See . . .

BASEBALL UP . . . 36

Busy TV networks shuffle programing around for proposed 1967-68 season. Plans to drop long-standing Sunday nighters may be in effect for CBS. Next two weeks will tell all. See . . .

ANNUAL CHESS GAME . . . 64

Workshop held by Association of National Advertisers and Radio Advertising Bureau hears prediction of radio's first billion-dollar year. Greater recognition of medium also foreseen. See . . .

RADIO PRAISES SUNG . . . 30

Gulf & Western Industries agrees to buy Desilu and remaining 49% of Famous Players Canadian Corp. Deals would move large industrial firm, which owns Paramount, into major entertainment position. See . . .

G&W TO BUY DESILU . . . 71

New Pulse study in New York finds radio outrunning TV by wide margin during daytime hours. Survey reveals strong audience radio interest from 6 a.m. until 6:30 p.m. when TV takes lead. See . . .

RADIO OUTPACES TV . . . 52

FCC's Lee is critical of Carnegie Commission's idea for excise tax on TV sets as means of financing noncommercial television. Calls tax unfair and suggests that commercial broadcasters provide funds. See . . .

LEE HITS CPTV . . . 56

U.S. Supreme Court hears arguments on Procter & Gamble-Clorox case. Decision should resolve controversy over belief that large advertising expenditures contribute to monopoly situations. See . . .

HIGH COURT GETS P&G . . . 34

FCC disposes of 12 CATV cases with one complex punch. Commission order involves attempts by systems to import distant signals into top-100 markets of Grand Rapids-Kalamazoo and Lansing, Mich. See . . .

CASELOAD LESS BY 12 . . . 55

After two month delay NAB's TV code board will meet in Scottsdale, Ariz. Change in code's time standards is at top of agenda followed by probe of cigarette advertising guidelines. See . . .

CIGARETTES AND TIME . . . 45

DEPARTMENTS

AT DEADLINE	9
BROADCAST ADVERTISING	30
CHANGING HANDS	58
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIAL PAGE	90
EQUIPMENT & ENGINEERING	60
FANFARE	63
FATES & FORTUNES	73
FINANCIAL REPORTS	71
FOR THE RECORD	78
LEAD STORY	27
THE MEDIA	52
MONDAY MEMO	24
OPEN MIKE	20
PROGRAMING	64
WEEK'S HEADLINERS	10
WEEK'S PROFILE	89

AMERICAN BUSINESS PRESS, INC.

AUDITED PAID CIRCULATION ABC

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook number $13.50. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

ABC gets ITT loan; Justice gets blamed

ABC formally disclosed (Feb. 17) that International Telephone & Telegraph Corp. will lend it $25 million to meet "critical cash shortage" (see page 27).

ABC, in filing with FCC, placed major share of blame for its cash shortage on Department of Justice's "last-minute actions" to delay ABC-ITT merger. ABC also cited "large outlays" required for network operations and financing limitations imposed by existing agreements.

Boards of directors of ABC and ITT are said to have approved loan agreement providing for five monthly payments to ABC of $5 million each, starting this month. Loan will be unsecured and subordinated to existing funded debt. Actual signing of loan agreement is expected this week.

ABC submitted figures indicating that in 1966-69 period it will need $85,801,000 cash, exclusive of requirements for cash working funds of $20 million, over and above total available under existing borrowing agreements and from operations. Company again expects to generate positive cash flow by 1970.

ABC cited 1967 experience as illustrative of cash drain it says it is suffering: At beginning of year, ABC had $19,859,000 in cash and securities; during year there will be estimated $53,409,000 decrease in available cash, resulting in cash deficit of $33,550,000 at year's end, exclusive of normal working cash requirements.

ABC said drain has two principal causes—continuing cost of converting entire network schedule to color and cost of acquiring inventory of feature motion pictures.

ABC said ITT loan is "substantially less" than total funds needed in next several years but "will permit it to meet its immediate cash requirements during next several months."

In 1966-70 period, ABC expects to spend $113,470,000 on converting equipment to color and modernizing engineering and production facilities. In same period, it expects to make new commitments totaling $40 million to replenish inventory of films being used and to stay competitive in obtaining exhibition rights for other films.

ABC said it must make such expenditures if it is to remain competitive with other networks.

Delays in government consideration of proposed merger, "particularly the last-minute actions by the Department of Justice, combined with the large outlays required and the financing limitations imposed by existing agreements, have placed ABC in a position of critical cash shortage," ABC said.

Nelson backing off of merger probe

Source close to Senator Gaylord Nelson (D-Wis.), leading congressional critic of ABC-ITT merger, indicated Friday (Feb. 17) senator's hope of having his small business antitrust and monopoly subcommittee probe deal may be waning.

Source said subcommittee was busy on several other matters, that merger study has "low priority," and is "very doubtful."

There was no comment on earlier letter to FCC by Senator Russell B. Long (D-La.), member of subcommittee, who said Senator Nelson and Senator Wayne Morse (D-Ore.), another critic, do not speak for entire group. Senator Long has defended merger and FCC action and it was felt his influence would be important force against hearing. Senator Nelson's office said, however, it was pleased House small business subcommittee would study merger (see page 28).

Representative Silvio O. Conte (R-Mass.), who had called for House inquiry, also hailed announcement of study. Member of subcommittee that will conduct investigation, he said merger will get "long, hard look," adding it confirmed doubts and apprehensions he has had all along about deal.

More students and sponsors in September

It'll be next September, not this spring as originally planned, for ABC-TV's massive "Africa" project. ABC's "reality special" would run three-and-a-half to four hours, preempting entire evening. It's being pushed back in belief network can get better tie-in with schools in September—and network will also have several more months to sell show to advertisers. To date, with no sale announced, network is said to have evidence several advertisers would be interested in fall showing.

Lovett will replace L'Heureux at NCTA

Bruce Lovett, assistant general counsel of National Community Television Association, will move up when Robert L'Heureux, general counsel, steps down.

Mr. L'Heureux told NCTA board two weeks ago that he was resigning his post to go into private practice (BROADCASTING, Feb. 13). However, he has not set date to step down.

Mr. Lovett, 39, joined NCTA in November 1965 after having served in office of general solicitor of Western Electric Co., New York. He had also served for three years with Federal Trade Commission's general trade restraints division, and had been in private practice for two years.

Use ad clubs to solve ETV's economic crisis

Three-point plan to solve educational TV's economic crisis at grass roots advertising level has been outlined by Charles R. Standen, president of Tatham-Laird & Kudner, New York. Proposals appear in current issue of National Audience Board's *The Viewer* out today (Feb. 20).

ETV's panacea, says Mr. Standen, lies not in satellites, TV set taxes or government aid but rather in strong voluntary action by members of advertising fraternity, who have "unique ability to reach mass audiences." His solution, therefore, is indirectly critical of recent ETV proposals made by Ford Foundation, Carnegie Commission and President Johnson.

Mr. Standen calls on advertising clubs around nation to aid their local ETV stations by: appointing creative task forces to develop fund-raising campaigns; enlisting help of local media to support such campaigns, and encouraging clients to set aside portion of advertising budgets to create "private funds" for production of new ETV programing.

Shepard steps down

Albert B. Shepard has resigned as president of Eastman TV Inc., New York, effective at end of month, at

more AT DEADLINE page 10

WEEK'S HEADLINERS

James P. Gilmore, VP of planning for Canadian Broadcasting Corp., Ottawa, named acting chief operating officer with responsibility for network's day-to-day operations. **Ronald C. Fraser,** VP and assistant to CBC's president, Alphonse Ouimet, will assume Mr. Gilmore's role in corporate planning. These new responsibilities are assigned on interim basis pending senior executive appointments to be made under new broadcasting legislation expected to be approved by Parliament this year. Mr. Ouimet has already said he will retire when legislation is passed (BROADCASTING, Oct. 10, 1966). Mr. Gilmore, with network since 1941 and VP since 1959, will supervise following CBC divisions: English and French networks, regional broadcasting, and international service. Mr. Fraser will continue his duties in areas of corporate policy, external and affiliate relations and with corporation's secretariat.

Thomas S, Carroll, executive VP-marketing, elected president and chief executive officer, Lever Brothers, effective April 1. He succeeds **David A. Orr,** president of Lever since 1965, who returns to Unilever Ltd., London. Mr. Carroll joined Lever in 1958 as general manager, marketing. Mr. Orr is slated to become member of Unilever's board and to coordinate Unilever's soap and detergent businesses in Europe and elsewhere outside of U. S.

Mr. Carroll

For other personnel changes of the week see FATES & FORTUNES

which time he expects to announce his plans. Robert E. Eastman, chairman of Robert E. Eastman & Co. and Eastman TV, also becomes president of TV representation company, with Mr. Shepard remaining on board of directors. Mr. Shepard was made president of Eastman TV in mid-1965 when his Select Stations rep firm was purchased by Eastman.

AM billings up 22% in Time's record report

Time Inc. has reported revenues and profits at record levels for 1966, both ahead of 1965 marks by 11%.

Company said its broadcast properties had set new revenue records and that its four AM stations averaged 22% increase in billings. Year-end report noted company's active interest in further community antenna television investment.

Year ended Dec. 31, 1966:

	1966	1965
Earned per share	$5.40	$5.00
Revenue	503,060,000	453,309,000
Operating income	65,112,000	56,239,000
Net income	37,253,000	33,544,000

Plough earnings up again

Plough Inc., Memphis, has reported all-time highs in earnings and sales for 15th consecutive year. Net sales in 1966 showed 12% increase and net income was up 35% over 1965. Plough said that, led by its brand name proprietary drug products, each major division and subsidiary contributed increased sales and earnings.

Plough operates WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

For year ended Dec. 31, 1966:

	1966	1965
Earnings per share	$2.90	$2.15
Net sales	72,000,000	64,107,033
Net income	8,140,000*	6,001,078

*Excludes nonrecurring capital gain of $1,190,000 from sale of real estate.

Wasilewski speaks out in defense of ads

Advertising is in middle of two government views today: one charging it is "social evil" that produces economic waste and confuses public, and other seeing it as instrument too powerful and too effective and that it may be contributing to monopolies.

Perspective came from Vincent Wasilewski, president of National Association of Broadcasters in speech Friday (Feb. 17) to New Mexico Association of Broadcasters meeting in Albuquerque.

NAB chief said industry has obligation to inform public of role advertising plays in supporting communication media.

Newgard to Paramount

Robert Newgard, vice president of Teleworld Inc., will resign that post on or about March 1 to join newly formed Paramount Television Enterprises Inc. as vice president in charge of syndication. Mr. Newgard, who operates from Hollywood, had three-year contract with Teleworld but requested and received release from Robert Seidelman, Teleworld president, to accept Paramount post. Teleworld has library of more than 60 features, of which 43 are in distribution.

$90 million billings in merged companies

Merger of Colgate-Palmolive Co. and National Biscuit Co. was approved in principle late Thursday (Feb. 16), subject to agreement by both companies' directors and stockholders.

New Nabisco-Colgate Co. would have aggregate broadcast billings of about $90 million yearly, and be nation's second largest TV advertiser with its estimated $86 million annual investment.

Colgate-Palmolive is estimated to have spent $71 million in TV in 1966 ($43.5 million in network, $28 million in spot) and $3.3 million in radio ($2.8 in spot, $500,000 in network).

Nabisco spent about $15 million in TV last year ($10 million in network, $5 million in spot) and $1.1 million in radio ($970,000 in spot, $130,000 in network).

U.S. advertising for merging companies is handled by 11 agencies. Both employ Ted Bates & Co. and William Esty. In addition, Colgate retains Street & Finney, D'Arcy, Lennen & Newell, Norman, Craig & Kummel, Stern Walters Simmons, and Altman Stoller Chalk; Nabisco also employs McCann-Erickson, Kenyon & Eckhardt, and Needham & Grohmann.

In merger, one share of Nabisco common will be exchanged for one share of common in new company. One share of Colgate will be exchanged for .47 common and .11 shares of new $4.50 convertible preferred in new company.

FOI committee meets March 7

National Association of Broadcasters freedom of information committee, under its newly appointed chairman, N. Thomas Eaton, WTIC Hartford, Conn., will meet in Washington March 7 to discuss American Bar Association's Reardon report on criminal case publicity.

Committee will review ABA report which seeks to restrict information made public in criminal cases. Congressional and state legislative activity regarding freedom of information will also be covered at session.

DATEBOOK

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

■Indicates first or revised listing.

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, executive 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. 23—Annual meeting of stockholders of **MPO Videotronics Inc.,** 222 East 44th Street, New York.

Feb. 24—Annual meeting of the **Chesapeake AP.** Sheraton-Belvedere hotel, Baltimore.

Feb. 25—Meeting of the **Oregon AP Broadcasters Association.** Portland.

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

Feb. 27-28—Workshop on copyright, sponsored by the **National Community Television Association.** Mayflower hotel, Washington.

Feb. 28—Annual meeting of the shareholders of **Doyle Dane Bernbach Inc.** to elect directors and to transact other business. Museum of Modern Art, New York.

MARCH

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

■Mar. 2-4—21st annual West Coast meeting of the **Association of National Advertisers.** Speakers are William R. Tincher, president, Purex Corp.; Representative Lionel Van Deerlin (D-Calif.), and Dr. Jules Backman, research professor of economics, New York University. Hotel Del Coronado, San Diego.

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

Mar. 3—Annual Ball sponsored by **Advertising Women of New York** (AWNY). Tickets available through Eugenie C. Stamler, Norman, Craig & Kummel, 488 Madison Avenue, New York. Proceeds will go to AWNY Foundation for educational and charitable activities. Waldorf Astoria hotel, New York.

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

March 4—Annual Ad Hatters Ball sponsored by the **Women's Advertising Club of Baltimore.** Emerson hotel, Baltimore.

■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.** Speakers include James R. Killian Jr., chairman of the corporation of the Massachusetts Institute of Technology and chairman of the Carnegie Commission on Educational Television; James McCormack, board chairman, Communications Satellite Corp.; and McGeorge Bundy, president of the Ford

A New Series of "Voices of Freedom" featuring Congressional Medal of Honor Winners

Now available to you without cost.

Featuring actual voices of Medal of Honor winners, and introduced by Walter Brennan, this new group of thirty taped one-minute messages was produced by Storer in cooperation with the Freedoms Foundation at Valley Forge. This extension of the "Voices of Freedom" series, already aired by over 600 stations, will be made available for your station without cost as a public service of Storer Broadcasting Company. Address your request to: Program Manager, WIBG, Philadelphia 3, Pa.

STORER

BROADCASTING COMPANY

Foundation. Statler Hilton hotel, Washington.

■March 6—Deadline for comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license." In its notice of rulemaking the commission noted that some licensees manage to mislead audiences as to the city they are licensed to serve—despite their literal compliance with present station-identification rules.

March 6—Ninth annual broadcasting day sponsored by the University of Florida. Speakers include Bill Grove, director of public affairs at WJXT(TV) Jacksonville, Fla.; Russell C. Tornabene, manager, NBC Radio network news; Joseph L. Brechner, president, WFTV(TV) Orlando, Fla.; John Couric, vice president for public relations, National Association of Broadcasters; Charles K. Murdock Jr., vice president and general manager, WLW Cincinnati; Walter H. Stamper Jr., *Chattanooga Times* and *Chattanooga Post* and former commercial manager of WAPO Chattanooga; and Frank Jordan, director of election broadcasts, NBC News. University of Florida, Gainesville, Fla.

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 7—Seventh annual International Broadcasting awards presentation for best TV and radio commercials, sponsored by Hollywood Radio & Television Society. Hollywood Palladium. Hollywood.

March 8-22—Third international conference on educational radio and television sponsored by the European Broadcasting Union, Paris.

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. Speakers include William Walker, director of broadcast management, National Association of Broadcasters. Coachman's Inn, Little Rock.

March 10-11—Annual meeting of the Arizona Community Television Association. Speakers include Arizona Governor Jack Williams. Valley Ho hotel, Scottsdale, Ariz.

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

March 13 — 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—Pennsylvania Association of Broadcasters dinner for Pennsylvania congressional delegation. PAB's Gold Medal will be awarded entertainer Gene Kelly. Statler Hilton hotel, Washington.

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 21—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

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 25-26—Annual meeting of Broadcasters Association of Puerto Rico. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. San Juan.

March 27—Deadline for national awards entries from members of National Academy of Television Arts and Sciences and from television producers.

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 — 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 com-

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

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.

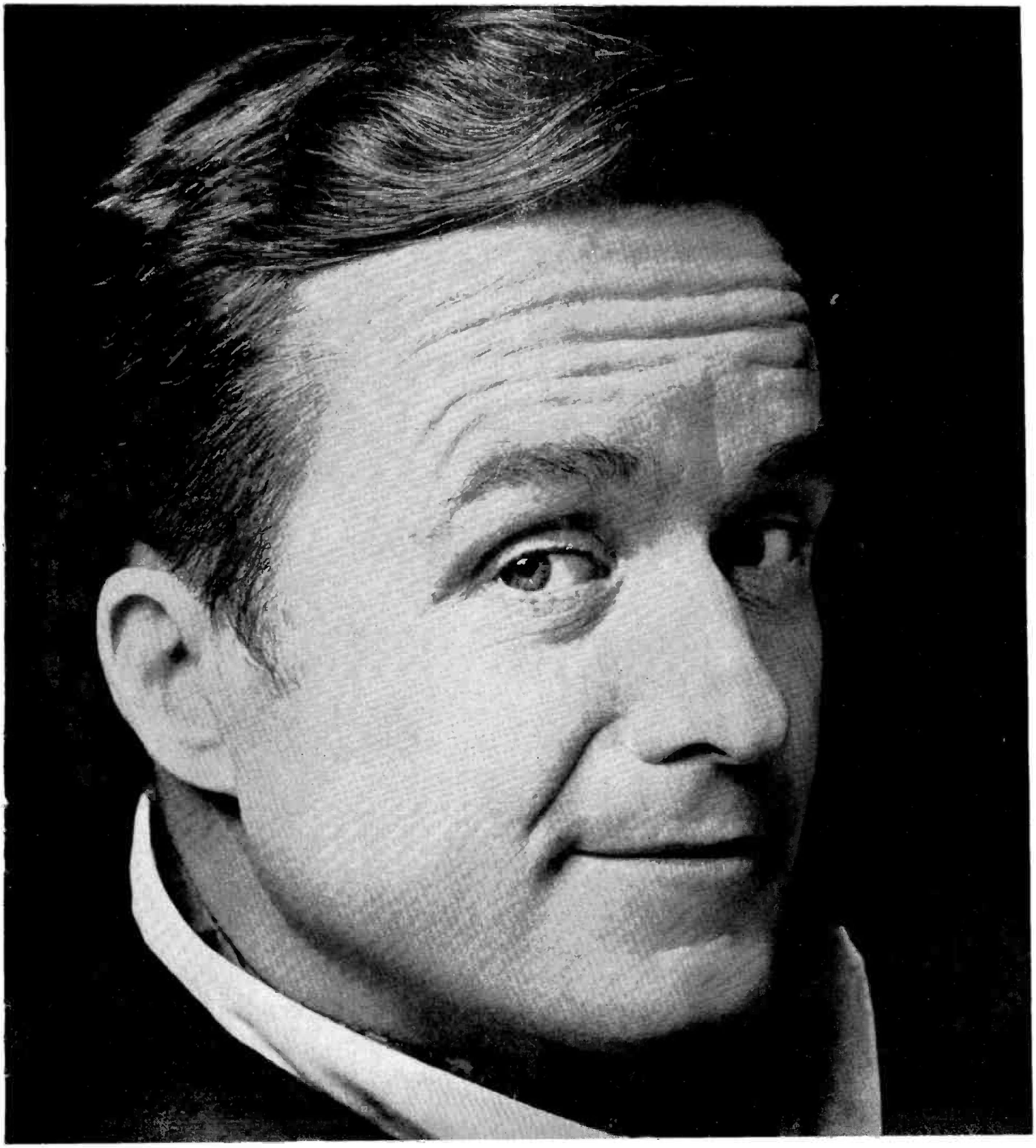
May 26—Sheraton Barringer hotel, Charlotte, N. C.

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

■Indicates first or revised listing.

After February 26th, women will have one more reason to go ga-ga over Mike Douglas.



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

mission 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 1—Technical committee meeting and board of directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

April 2—Membership meeting and board of directors meetnig of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

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 5—Deadline for comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence 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, the commission said.

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

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 14—Annual meeting of the Michigan AP Broadcast Association. Capitol Park Inn, Lansing.

■April 14-15—Meeting of the Alabama AP Broadcasters. Huntsville.

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 15-17—Annual spring meeting of Texas Association of Broadcasters. Sheraton Motor Inn, El Paso.

April 16-18—Annual meeting, Southern

■Indicates first or revised listing.

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

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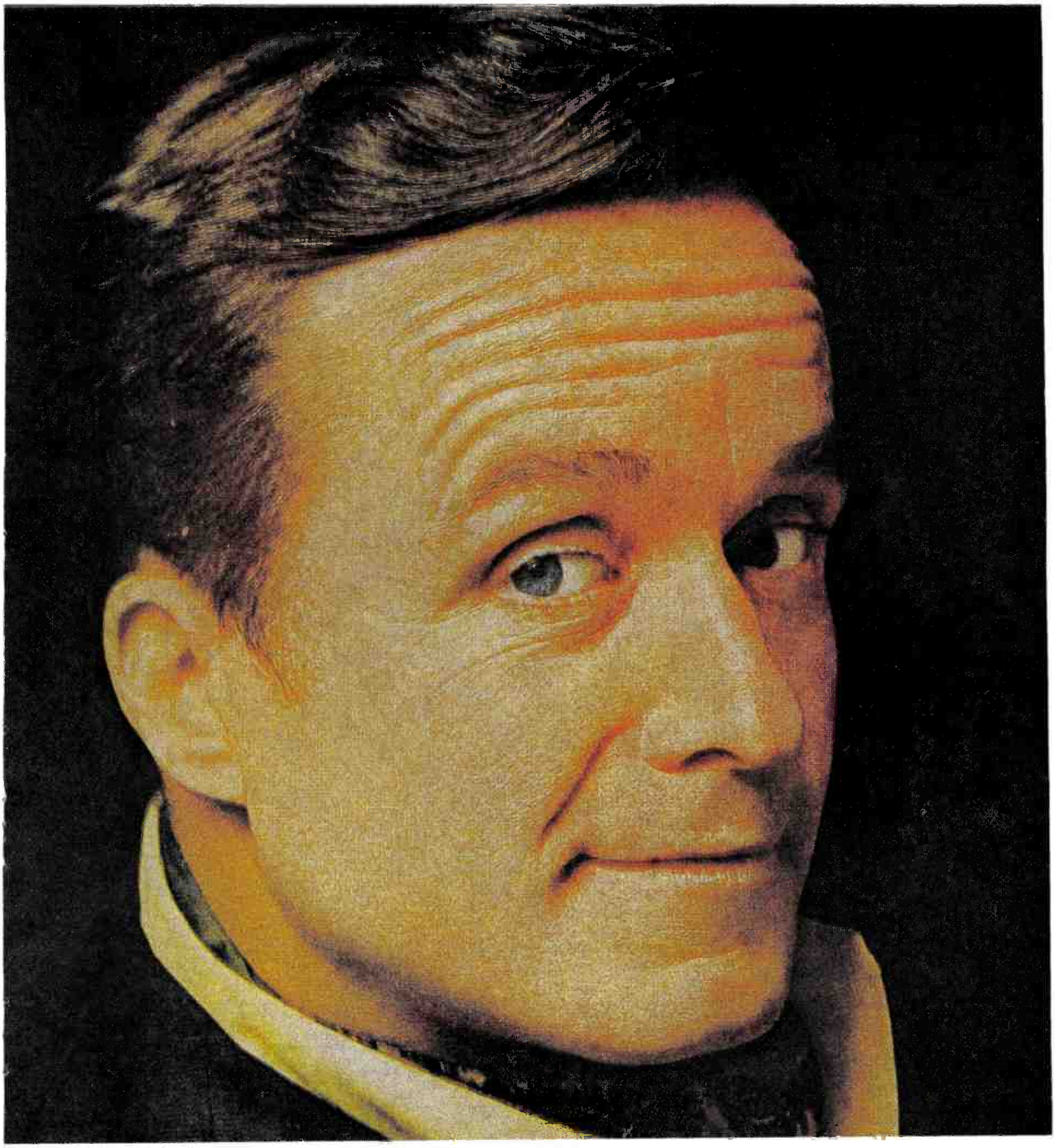
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.
*Reg. U. S. Patent Office



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 17-18—Spring meeting, Mid-America CATV Association. Broadmoor hotel, Colorado Springs.

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 Educatonal Broadcasters. Penn Garden hotel, New York.

■April 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence 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, the commission said.

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

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Maverick hotel, Bend.

■April 20-22—Seventh annual convention, Texas CATV Association, Marriott Motor hotel, Dallas.

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 21-29—Seventh annual "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU). Montreux, Switzerland.

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 4-6—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.

May 5—Annual breakfast of the UPI Broadcasters of Kansas. Ramada Inn, Topeka.

May 6—Distinguished Service Awards Banquet sponsored by Sigma Delta Chi. San Francisco.

May 8-9—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

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Good reaction

EDITOR: It was a pleasure appearing in BROADCASTING (Monday Memo "Time, gentlemen," Jan. 23) — the reaction I've already received once again attests to the breadth and enthusiasm of your readership. — *Herbert Zeltner, senior vice president, director of marketing services, Needham, Harper & Steers, Inc., New York.*

Judge omitted

EDITOR: Thanks for your story on the NAB grants for research (Jan. 30). I note that the name of Frank P. Fogarty of Meredith Broadcasting Co. was not included in the listing of members of the judging committee. I would hope this inadvertent omission can be corrected.—*Howard Mandel, vice president-director of research, National Association of Broadcasters, New York.*

Not necessarily united

EDITOR: In your Jan. 9 issue appeared an article entitled, "A campaign for balance: Church of Christ office to try to counter radio-TV programs of 'hate' groups." Perhaps you are unaware that this title will cause some confusion of mistaken identity because the "United Church of Christ," about which the article speaks, and the "Church of Christ" are entirely separate groups. —*Clarence Hibbs, associate minister, Church of Christ, Dallas.*

Dissent for dissent

EDITOR: In response to your editorial on Mr. Johnson of the FCC (BROADCASTING, Feb. 6), I feel I must take issue with you. While I may not agree with Mr. Johnson's views, I feel that his type of criticism, while a little sharp, is a necessary voice of dissent from the majority. A strong minority voice, it would seem, is as important as the majority carrying the fight in the proper direction.

An attitude such as Mr. Johnson's provides a brake on the majority opinion and thus allows for a more thoughtful decision, a harder-won battle for the majority opinion. While this may cause more time in the making of the final decision, this would seem the safer and more intelligent road than a hasty decision leading to an error that is harder to undo than not having made a decision at all.

I feel that a voice such as Mr. Johnson's is a valuable asset rather than a liability in a society such as ours.—*Mark Weise, New Haven, Conn.*

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People to People Radio is an innocent refugee in a war-torn country.

People to People Radio is a stock market report direct from the floor.

People to People Radio is involvement. The down-to-earth kind that makes us part of people's lives.

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MONDAY MEMO from ROBERT E. MOHR, U.S. Time Corp., Middlebury, Conn.

Buying special time can sell time

Broadcasters and U.S. Time Corp. sell the same product—time.

Indeed, many ingredients enter into the broadcasting industry's sales and merchandising of its seemingly never-ending 24-hour day. In a comparable vein, many factors enter into our distributing and selling Timex watches.

One key factor in our advertising plans is the TV special. We have nursed it, researched it, analyzed it, and encouraged and supported it. In turn, the TV special has helped to send millions of TV viewers to the Timex counters in department stores, and to jewelry and drug stores.

The direct relationship between the television special and Timex sales began exactly 10 years ago. In 1957, we sampled the advertising climate of the TV special for the first time. Insofar as selection of shows to gain the desired audience and meaningful ratings is concerned, a highly placed TV network executive informs us: "You are the undisputed advertising champion of TV specials."

We have invested upward of $30 million for televised specials since our debut in that form in 1957. At that time, Timex sponsored Bob Hope one-hour specials. We ran four commercials including the new "torture test" for our watches. We liked what appeared on the screen. We liked, too, its effectiveness as a sales tool.

Broad Aim ▪ We ventured into the arena of televised specials because we felt they had a high consumer impact, and we felt they would make a solid impression with the mass viewing audience. We strive to reach eight-year-olds as well as the 58-year-old, and it was our belief that you gain access to the entire family and to all age groups through the TV special.

Our 10-year experience has shown conclusively that the TV special is really a family program, and one of its advantages is its unique ability to capture a remarkably varied audience. In my company's case, it enables us to tell varied age groups in varied economic circumstances that we have a good product to sell. In turn, the viewer-consumer, exposed to our message, tests us in the store and becomes a satisfied customer.

The weekly TV program gains only a certain type of audience and, therefore, would not be suitable for our specific needs. Our selection of programs meshes with our concept of reaching the family audience.

Danny Thomas, whom we have utilized in our specials, is a family-type personality. We also have sponsored variety programs because they, too, are geared for the family. The *Best On Record* is one of the better buys Timex has made and here again we appealed to every age group.

Nevertheless, TV specials, like blue chip stocks, are no sure thing to go up, up, up in value. TV specials, like the stock market, were and still remain a very big gamble.

If a sponsor has a few flops, there is trouble. It's considerably more of a gamble than is the weekly series, which can be canceled after a number of weeks. And, as we all know, the special has been expensive, has become more expensive and all signs indicate it will become even more expensive.

At the commercial level, the TV special helps at all outlets—with the distributor, the dealer, the consumer.

Uptrend ▪ The TV special has wide appeal for us. We not only plan to continue with them next year but will increase our current expenditure, which is now more than $5 million for this type of programing.

For this, the 1966-67 season, we are sponsoring 11 TV specials through our agency, Warwick & Legler. They range from *Class of 1967* with George Hamilton to *Shipstad and Johnson's Ice Follies*, from Danny Thomas specials to *Best On Record*.

It is our view that Timex gained its position of eminence from two sources: the product itself, and our advertising and marketing strategy, in which the TV specials make a substantial contribution.

Our sales messages on TV specials, unique as they are, followed our marketing plans in our earlier days when Timex was forced to do things "differently."

We encountered resistance and faced a buffeting when we began marketing the Timex watch 17 years ago. We were inexpensively priced; our markup was 33⅓% in contrast to up to 100% by our competitors; the market was plentiful; the jewelers and watch sections of department stores were not enthusiastic, to say the least.

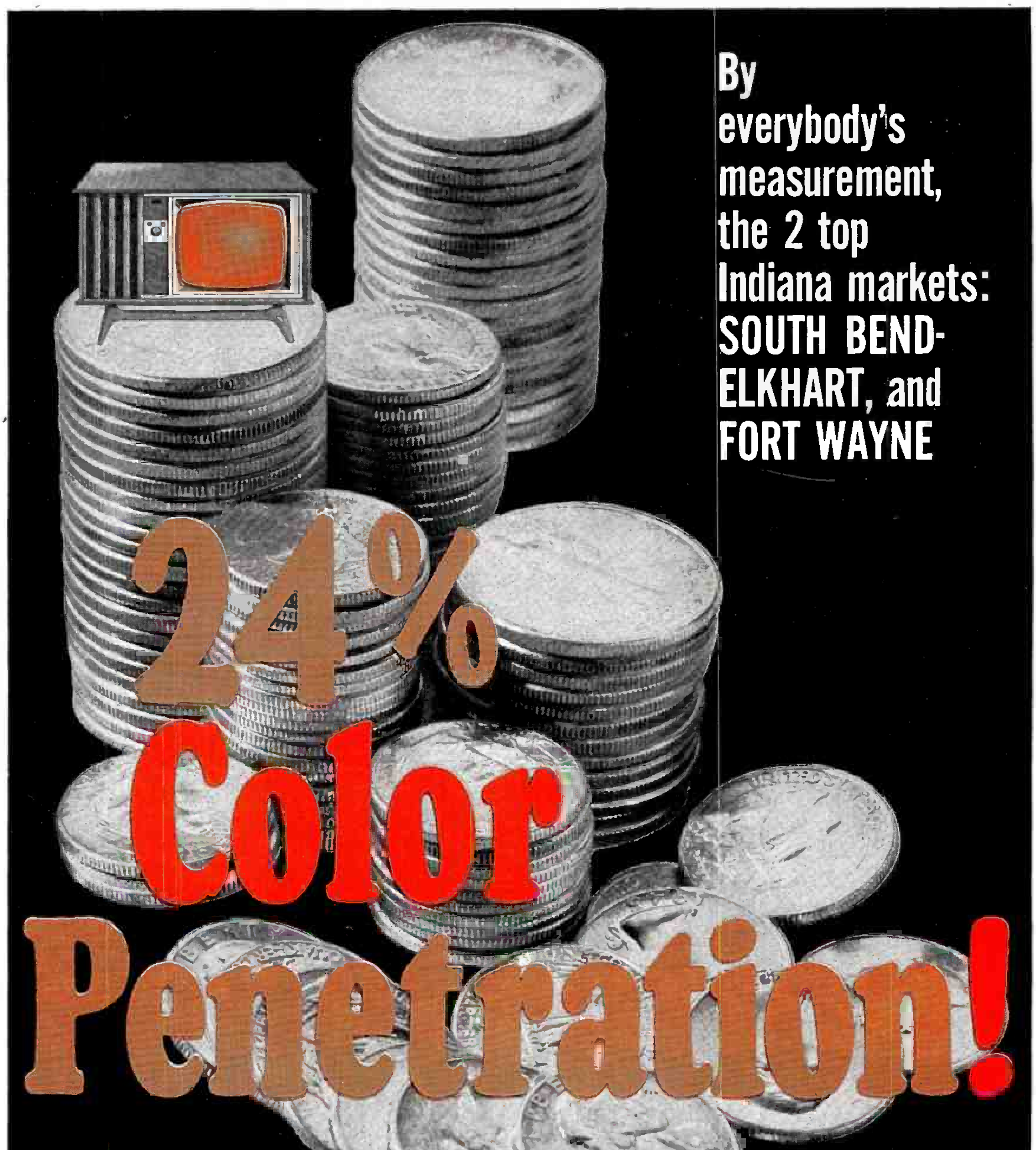
Against the Wall ▪ In those early days, our biggest job was to prove that the watches were really durable and could survive rough treatment. Our sales representatives would often dramatically demonstrate the quality of Timex. Our watches were literally hurled against the wall, picked up off the floor, and shown to the astonished retailer to prove they were still ticking. From these early demonstrations evolved window displays showing the watches alternately being struck with a hammer and immersed in water, and this led to our famous torture tests on television.

Our specials are also geared to the knowledge that while watches are generally marketed through jewelry and department stores, Timex is "quite different" because it is available also at drug, tobacco and variety stores.

The earlier market resistance has been conquered. Our salesmen, calling upon retailers, no longer need take the Timex and smash it against the wall to prove that the low-priced watch will continue to run. Our various demonstrations on TV specials have proved this and reached the targeted audience.

My suggestion to those delving into television specials, since it is an expensive route, is to go "first class" all the way.

Robert E. Mohr, vice president and director of sales and advertising of the U.S. Time Corp., Middlebury, Conn., is a veteran of more than 20 years with the company. During his long tenure with U.S. Time he has played a key role in developing the company's growing investment in TV specials, which amounts to more than $5 million during the current season. Before joining U.S. Time, Mr. Mohr was affiliated in various capacities with the Standard Oil Co. (Indiana).



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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
February 20, 1967, Vol. 72, No. 8

ABC asks ITT: $25 million now

Network turns to merger partner for fast loan as government delays dry up normal financing; Justice, on little new evidence, urges hearings

For months ABC and the International Telephone & Telegraph Corp. have said their proposed merger is justified by the network's need for the financing that ITT can supply. Last week the two companies were said to be nearing an agreement that would give point to the claim—one providing for an emergency loan by ITT to ABC of $25 million.

Both companies were understood to have approved the terms of the agreement. But ABC and ITT lawyers and officials as of Thursday had not yet given final approval to a letter informing the FCC of the loan. Such notification is a necessary preliminary to consumation of the agreement.

Word that the agreement was near came a day after the Department of Justice on Wednesday filed 260 documents with the commission in support of its contention that the commission should reopen the merger case and hold a hearing on it. Among the documents are summaries of testimony the department would expect to elicit from six expert witnesses, including Dr. Joseph V. Charyk, president of the Communications Satellite Corp.

The department, in an accompanying brief, said that "inconsistencies" exist between the results of its investigation and what the commission learned from the parties, and that there are "gaps" in the commission's record. The department said "inconsistencies" and "gaps" can be explored fully only in an evidentiary hearing.

Sees a Doubt ▪ A major point in the brief—as it has been in past department filings—is that documentary evidence casts doubt on the parties' claim that the merger is needed in order to provide ABC with the financial backing it needs to compete effectively with CBS and NBC.

The department cited, as it had before, a financial analysis prepared for ITT in December 1965 stating that by 1970, ABC would produce a cash flow of $100 million that would be available for investment "outside the television business." ABC and ITT, in reply, have said that the estimate does not cover dividend requirements and large capital needs for color conversion and other purposes.

And last week, it was ABC's concern over being left behind by CBS and NBC in their conversion to all-day color casting that was cited by informed sources as the reason ABC was seeking a loan from ITT. Another reason was the pressure to make commitments for programing—particularly theatrical films of the blockbuster variety.

The proposed loan agreement is said to take into consideration either possible outcome of the merger proceeding. If the merger is approved, the $25 million would be considered an advance on the $50 million that ITT has pledged to provide ABC in the first three years following their marriage.

If the transaction is blocked, ABC would have to repay the loan within one year at a rate ¼% above prime. In New York the prime rate last week was 5¾%.

Friend in Need ▪ ABC was said to have turned to ITT because of uncertainty over the outcome of the merger proceeding. Even if the commission reaffirms its Dec. 21 order approving the merger, the Justice Department could seek court review. And the network was said to feel it couldn't "sit back and wait too long" for the situation to clear before making commitments for conversion to color and for programing.

> **A matter of interest**
>
> What is the use of $25 million for a year worth? To ABC, apparently, $1.5 million. That's what 6% on $25 million means in dollars. And 6% is the rate ABC is said to be prepared to pay International Telephone & Telegraph Corp. for use of its $25 million for one year.

If the merger agreement were a dead issue, ABC could seek different solutions to its problem—including, possibly, the floating of a stock issue or a merger with some other large company. But since the merger with ITT is still a possibility, and since the transaction provides for an exchange of stock, ABC feels barred from financing arrangements that would dilute the value of its shares.

Furthermore, ABC is in debt $70 million to the Metropolitan Life Insurance Co. and $27 million to four New York banks. The terms of the Metropolitan loan are said to prevent ABC from giving security to new lenders until the Metropolitan loan is repaid.

The pending agreement with ITT would, reportedly, be virtually unsecured—"no more than a gentleman's word" would bind it, according to one source.

Word of the proposed loan added a new dimension to the already complex and controversial proceeding, which has touched off a bitter row between the Justice Department and the FCC over the manner in which the case has been handled. Justice says the commission, which approved the merger on a 4-to-3 vote, failed to consider the anticompetitive aspects of the case and argues that the two-day hearing the commission held in September was inadequate to develop a meaningful record.

Delay is Cited ▪ The commission, for its part, says the department, which has been studying the case since the merger agreement was disclosed in December 1965, was inexcusably late in making its views known; the department filed its petition for reconsideration and a hearing on Jan. 18, two days before the merger-approving order was to have become effective.

The commission, three weeks ago, invited the department to present the evidence on which it bases its claim that pertinent issues were not resolved in the order approving the merger. It will

Dingell will head Small Business probe into ABC-ITT

The House Small Business Committee has voted to conduct a "preliminary inquiry" into the proposed merger of ABC Inc. and the International Telephone & Telegraph Corp.

The inquiry, which will involve a review of the material on the case on file with both the FCC and the Department of Justice, will be conducted by a subcommittee headed by Representative John Dingell (D-Mich.).

A subcommittee spokesman said a decision on whether a hearing will be held will depend on the outcome of the initial inquiry. In any case, Representative Joe L. Evins, (D-Tenn.), committee chairman, would not authorize a full hearing until after the FCC completes its consideration of the case.

The committee announcement was made shortly after senators and House members were advised to cool any desire they have for calling members of the FCC before congressional committees for hearings on the merger.

This at least is the message FCC General Counsel Henry Geller delivered last week in a legal memorandum requested by Senator Russell Long (D-La.). Mr. Geller said commissioners who testified on the merits of the case while it was still pending would be disqualified from further participation in the proceeding.

Senator Long, who supports the commission's decision in approving

Representative Dingell

the controversial merger, requested the general counsel's opinion in the same letter in which he indicated that the Senate Small Business Subcommittee on Antritrust and Monopoly would not conduct a hearing on the merger, despite a statement of the subcommittee chairman.

Subcommittee Chairman Gaylord Nelson (D-Wis.) and Senator Wayne Morse (D-Ore.), a member, wrote the commission Feb. 1 stating they "agree" that a hearing should be held as soon as it could be arranged. Their letter asked that the commission grant the Justice Department's request for a stay of the merger-approving order until the public-interest questions could be "explored fully." The letter arrived shortly before the commission stayed the order pending a review of the evidence Justice says indicates anticompetitive results would flow from the merger (BROADCASTING, Feb. 6). That evidence was supplied last week (see page 27).

Powerful Senator ▪ Senator Long is probably the most influential member of Congress thus far engaged in the controversy on either side. He is assistant majority leader of the Senate and chairman of the powerful Finance Committee. Before he assumed those posts two years ago, he was chairman of the subcommittee Senator Nelson now heads.

In his letter, Senator Long said Senators Nelson and Morse requested the stay without the consent of other subcommittee members. He also said that, after "discussing this matter with a number of other senators, it was agreed that hearings would not be held without the concurrence of a majority of the subcommittee."

Senator Long said that, in his view, the proposed merger would result "in more, rather than less effective competition because ABC does not presently have sufficient power, money and prestige to compete effectively with NBC and CBS. The merger might well result in three strong net-

ABC ASKS ITT: $25 MILLION NOW continued

decide its next move after reviewing the department's evidence, the replies that the parties are scheduled to submit this week (as well as, presumably, the loan agreement if it is submitted), and any rebuttal the department makes. In the meantime, the order approving the merger is stayed.

The department in its brief appeared to concede that the documents it filed—including internal ABC and ITT memoranda, financial analysis, annual reports—did not contain much that was new. The request for reconsideration, it said, "is not primarily based upon the persuasiveness of the material, not now in the commission's record."

The "main thrust" of its petition, the department said, is that significant issues bearing on the public interest were not properly identified or adequately explored in the commission's proceeding. "The existence of critical issues which have not been adequately considered requires reconsideration even in the absence of any new evidence," the department said.

Copies of most of the documents filed with the commission had been supplied by ITT three weeks ago (BROADCASTING, Feb. 6). But some of the material had been furnished Justice by the parties in the past several weeks. And more material, the department said, is still being received. In addition, the department said it would expect to present "further evidence" in a hearing.

The commission had not made the new material public as of Thursday. ITT and ABC officials were reviewing the documents to determine which of them they would ask the commission to keep confidential for business reasons.

Financing an Issue ▪ The question concerning the validity of the claim as to whether ABC needs ITT's financial help is one of six issues the department says should be explored in a hearing. The remainder all deal with alleged anticompetitive aspects of the proposed merger.

The department asserted that its evidence indicates that the combination of major networks with technology firms, like ITT, would "tend to lessen the diversity of creative efforts by others in communications technology." The department noted that one such combination—RCA-NBC—already exists, and said further combinations of that kind "may retard procompetitive technological changes."

Comsat's Dr. Charyk would be called on to testify as to ITT's important role in communications technology, as well as to the future role of communications satellites. Another prospective witness, Paul Visher, an official of Hughes Aircraft Co., would testify to the importance of keeping communications users works instead of two." This is a principal argument advanced by the commission's four-member majority in favor of the merger.

Mr. Geller based his opinion (on the propriety of commissioners testifying on the case while it was still before them) on a Supreme Court decision last year remanding to the Federal Trade Commission a merger proceeding involving the Pillsbury Co.

Mr. Geller noted that, while the case was still pending before the FTC, the chairman of the agency, Paul Rand Dixon, was questioned about it at a congressional hearing—and in a manner indicating disagreement by the questioners with the approach the agency was taking. The court held that the appearance of impartiality by the agency had been sacrificed and said Mr. Dixon should not have participated in the case.

Mr. Geller said that, as a result, commissioners who participate in congressional hearings while the proceeding is still pending would have to disqualify themselves from voting on it. If they did not, he added, the commission's decision would be invalidated.

He also said the Pillsbury principle is applicable until a case is no longer subject to judicial review—which means that commissioners could not be hauled before a committee perhaps for months—or longer—after the commission hands down its decision.

separate from those specializing in technology.

Mr. Visher would say that ABC became the first proponent of a domestic satellite system to replace AT&T's long lines for TV transmission services after Hughes approached the network with a plan for synchronous domestic communications satellite system. Mr. Visher would state that the approach was made after Comsat rejected the proposal. Both Mr. Charyk and Mr. Visher would be called under subpoena.

On another point, the department said the merger would very likely remove ABC as an advocate for the broadcaster's position in proceedings before the FCC in which interests of carriers, like ITT, and broadcasters conflict. ABC and ITT principals maintain that the merger would not affect ABC's autonomous operations. But the department said its documents indicate that ITT "was aware of, and determined to prevent, conflicts between the interests of various subsidiaries and affiliates."

The department also submitted the documents it says support the contention that the merger would eliminate ITT as a potential competitor of the existing networks, either as the operator of a fourth network or as an entrant into CATV and related activities. ITT has indicated that its interest in either field, outside of the ABC acquisition, was less than intense.

The documents show that for two years before the merger agreement with ABC, Justice said, ITT had made an intensive study of the broadcasting industry because of a belief it was an attractive field for investment. However, the documents don't indicate an interest in the creation of a fourth network.

The department cited documents indicating ITT's interest in CATV goes back to 1964 and that the company was considering the possibility of a network "linking whole areas of local CATV franchises." But, the department said, the company ceased expansion into CATV following a meeting of its CATV committee in January 1966, when, an ITT memorandum related, "discussion relative to ABC impact on ITT CATV mission" was to be held.

(The documents also disclose ABC's interest in ABC acquisitions. The department's brief notes memos and studies prepared in the spring and summer of 1965 that indicate the network's interest in purchasing Telesystem Inc. That interest had been reported at the time. However, memos provided to Justice also indicate the network had considered purchasing Cable-Vision Inc. in 1964.)

The department also said evidence indicates that there is cause for concern over the merger's effect on the advertising market. Some documents are said to show that ITT makes heavy purchases from domestic companies, including television advertisers, and thus would be in a position to engage in reciprocity if the merger were approved. Harold S. Geneen, ITT's president, however, has said the company has a "firm policy" against reciprocity.

The department also said that its evidence shows that "ITT is highly aware of the possibilities of economic leverage in its conglomerate position, and seeks to take advantage of them."

Besides Messrs. Charyk and Visher, the witnesses the department would call at a hearing are: Professor Albert G. Hill, of the Massachusetts Institute of Technology; Sidney W. Dean Jr., a business and market consultant who is a member of the Radio-Television Committee of the American Civil Liberties Union; Floyd C. Holmes, an economist of the antitrust division of the Justice Department, and Bogdan R. Stack, of the Stanford Research Institute, Menlo Park, Calif.

L.A.-to-Texas link asked for CATV's

American Television Relay Inc., Phoenix, has asked the FCC for permission to extend a point-to-point microwave system with facilities originating in Los Angeles all the way to the southern tip of Texas. If approved and constructed, the network would become the longest facility for relaying TV signals to CATV's in communications history, according to commission sources.

The microwave company, 100% owned by CATV entrepreneur Bruce Merrill, has filed applications for 20 Texas-based stations to complete a relay network that presently carries KCOP(TV), KHJ-TV, KTLA(TV) and KTTV(TV), all Los Angeles independents, to Yuma, Ariz. ATR also has permits to extend the signals to Silver City, N. M. If the proposed Texas facilities are added to the system, the signals would be relayed over 1,350 air miles.

ATR also has applications for two other major microwave systems currently pending before the commission. One proposal would provide Chicago and St. Louis signals via relay to CATV's in Huntsville and Decatur, both Alabama. The other would carry Los Angeles signals (picked up at a different location from that proposed for the Texas network) and a San Francisco signal to CATV's in Eugene and Medford, both Oregon.

In its latest applications ATR said it wants to carry the Los Angeles signals to Texas CATV systems proposed or presently operated by Vumore Co. and Southwest CATV Inc. Vumore's headends would be located in Midland and Odessa, serving those western Texas communities; Southwest's headends would be situated in Raymondville and McAllen, serving Brownsville, Edinburg-Pharr, Harlingen-San Benito, Raymondville and Mercedes-Weslaco. The latter's systems, all located in the southern tip of the state, are the farthest from the Los Angeles area.

The 20 new Texas hops specified by ATR in its application would be constructed at Goldsmith, Odessa, Midland, Big Spring, Milligan, Nipple Creek, Eden, Brady, Mason, Fredericksburg, Comfort, Boerne, Culebra, Fairview, Esseville, Dinero, Agua Dulche, Premont, Rachal, and Raymondville. ATR also requested permission to change the locations of two stations already approved by the FCC to Orla and Windmill, both Texas. Construction costs for the new stations would be approximately $1,380,000, ATR said.

Workshop sings radio's praises

Day-long joint ANA-RAB session hears prediction of media's first billion-dollar year as research pinpoints selective audiences for ad budgets

Radio, already moving fast up the comeback trail as an important advertising force, was applauded by national advertisers last week in an all-day workshop that was virtually a radio festival.

The workshop, sponsored by the Association of National Advertisers and the Radio Advertising Bureau, heard a prediction that radio in 1967 "will hit its first billion-dollar year," received a four-part program for making radio a bigger power in advertising—including a plea to "take radio out of the bargain category"—and listened to a procession of satisfied customers tell of their own successes with radio.

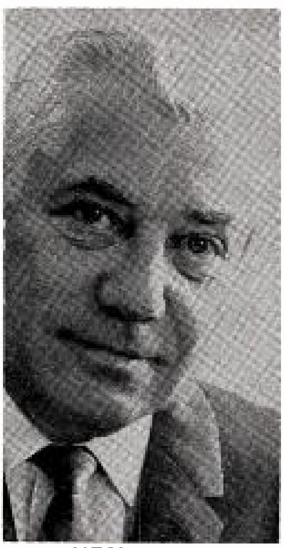
The meeting, said to be the first of its kind in broadcasting, was held Thursday (Feb. 16) at the St. Regis hotel in New York with an estimated 320 advertisers and agency representatives and some 80 broadcasters attending.

The estimated 400 attendance was about twice the number originally expected, according to RAB officials, who said they were also pleased because the audience represented a "good balance" between advertisers and agencies already strong in radio and those not now using the medium, or using it relatively little.

The workshop sessions were closed, but summaries of the speeches were made public.

'Turning Point' ▪ Alfred Waack, advertising vice president of Household Finance Corp. and chairman of the ANA's radio committee, predicted in an opening speech that 1967 would be radio's first billion-dollar year and called the workshop "a turning point in recent radio history." Mr. Waack ventured that "radio is on the way to greater recognition as a major and primary medium," with even more rapid progress to come.

He said the workshop program itself suggested the reasons, among them that advertisers and agencies "have been learning how to use this vastly changed and therefore in a sense brand-new medium," that "the imaginations of creative men have been let loose," that major progress has been made in understanding how to measure radio, that case histories are documenting radio's potential, "remarkable talents" have been drawn into commercial production, programing has become more compelling and "marketing research has begun to emerge that positions radio better in relation to various market segments."



HFC's Waack

RAB's David

NH&S's Zeltner

Miles David, RAB president, predicted in another kickoff speech that 1967 "will see the end of the era of rediscovery of radio," that by 1968 radio will "move back into the media mix of more major blue-chip advertisers than in any past year of the 1960's" and that "more advertisers will try the use of radio as their single and primary medium for some brands."

Squeeze Play ▪ He said that "corporate budgets are being squeezed" and "profit ratios are being squeezed by rising costs of other media," so that "the companies which complete the rediscovery of radio will, in our opinion, achieve a competitive advantage which can prove as important as development of a hot new product line or a breakthrough on the production line."

In a major address examining radio's role as a medium of communications, Herbert Zeltner, senior vice president of Needham, Harper & Steers, offered a four-point plan to enable radio to "play an even more important part tomorrow than it does today."

"What we should really do," he said, "is look at today's radio as if it were a brand-new medium—invented after TV came along." He criticized unimaginative commercials, treatment of radio as a purely supplementary medium and "bargain-basement thinking" in the selling as well as the buying of radio.

"The use of radio as a primary medium—not just for 'poor relative' brands, but for major products—has begun," he said. "For example, our own State Farm Insurance account has been using radio in this way. And the roster of such successes is growing."

He suggested that advertisers may sponsor major radio programing at costs-per-thousand several times higher than today's, in order to reach many specialized audiences impractical to reach in TV.

Zeltner's Points ▪ Mr. Zeltner's four-point plan for radio:

"Creative: Let's turn the considerable talents of our creative departments loose on an unfettered 'exploratory' of radio. The personalization of the medium and its singular ability to paint pictures for the mind with sound should offer some intriguing possibilities. To imaginative unhackneyed creators of advertising the opportunity should be an exhilarating one.

"Media planning: In the media de-

At 6:10 p.m. in Pittsburgh, Mrs. Paul Betz sneezed.

Did she miss your whole campaign?

An exaggeration? Maybe.

Maybe she just missed half your campaign. Or one-tenth. The point is, when you buy the high-priced spread, you're often spread pretty thinly yourself.

For the same money, doesn't it make more sense to deliver your advertising message, say, seven times on WIIC-TV rather than only four times elsewhere? And deliver a larger number of homes*, to boot!

One case—of many—in point: For less than the cost of nine spots on station B's big-deal late movie, you can deliver your spot in The Tonight Show on WIIC-TV sixteen times! And nobody, not even Mrs. Betz, sneezes that often.

Frequency: The ultimate test of advertising effectiveness is in the marketplace. To achieve impact, advertisers seek continuity and frequency. The problem increases as the ad budget decreases. And quickly the time buyer must seek the most efficient buy. He must consider demographics, CPM, concentration . . . optimum frequency. For some eye-opening facts about selling to Pittsburghers **efficiently,** contact WIIC-TV General Sales Manager Len Swanson or your Petry-TV man.

*November 1966 NSI TV audience estimates

FULL COLOR WIIC-TV11

FIRST IN EFFICIENCY IN PITTSBURGH

Basic NBC Television Affiliate

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

Network TV billings for '66 and January

Network Television Net Time and Program Billings
by Day Parts and by Network
(Source: TvB/LNA-BAR)
(add 000)

	DECEMBER 1965	DECEMBER 1966	%Chg.	JANUARY - DECEMBER 1965	JANUARY - DECEMBER 1966	%Chg.
Daytime	$ 46,387.0	$ 51,542.3	+11.1	$ 398,935.2	$ 480,501.8	+20.4
Mon.-Fri.	26,574.2	31,396.2	+18.1	273,023.6	332,712.4	+21.9
Sat.-Sun.	19,812.8	20,146.1	+ 1.7	125,911.6	147,789.4	+17.4
Nighttime	85,741.0	93,062.4	+ 8.5	861,384.6	930,790.8	+ 8.1
Total	$132,128.0	$144,604.7	+ 9.4	$1,260,319.8	$1,411,292.6	+12.0

	ABC	CBS	NBC	Total
January	$34,097.8	$45,317.2	$43,132.5	$122,547.5
February	32,090.8	39,737.7	37,216.4	109,044.9
March	35,165.5	45,911.3	41,835.4	122,912.2
April	32,974.5	41,023.8	39,317.3	113,315.6
May	27,484.6	39,571.8	35,505.1	102,561.5
June	25,014.8	35,603.5	32,291.9	92,910.2
July	24,320.0	32,108.9	30,500.8	86,929.7
August	24,734.8	34,608.8	28,685.4	88,029.0
September	34,802.0	50,594.7	41,164.6	126,561.3
October	41,842.9	61,623.3	52,152.1	155,618.3
November	39,778.6	60,799.1	45,680.0	146,257.7
December	37,485.4	61,419.2	45,700.1	144,604.7

Network Television Net Time and Program Billings
by Day Parts and by Network
(Source: TvB/LNA for January 1967; TvB/LNA/BAR for January 1966)
(add 000)

	January 1966	January 1967	% Change
Daytime	$ 41,057.5	$ 50,647.9	+23.4%
Mon.-Fri.	25,834.3	34,246.0	+32.6
Sat.-Sun	15,223.2	16,401.9	+ 7.7
Nighttime	81,490.0	90,497.3	+11.1
Total	$122,547.5	$141,145.2	+15.2%

1967	ABC	CBS	NBC	TOTAL
January	$36,983.1	$56,616.8	$47,545.3	$141,145.2

partment, let's work to free radio planing from the stereotypes which we know are so tired. . . . Radio, used with precision, can be the most modern of targeting tools. Used with imagination—and bought with real expertise—radio offers a strong alternative to some of the more painful pricing practices we now face elsewhere.

"Audience measurement: Let's strive to truly learn and understand what audience measurement devices are available. We have all criticized and complained about the weaknesses in radio research . . . but how much of this complaining is based on simply a general frustration with a difficult problem?

"Quality, not quantity: Above all, let's take radio out of the bargain category. There's no trick to improving a cost-per-thousand when quality isn't considered. And there's no glory in doubling weight when effectiveness goes out the window. Many advertisers are learning that success can also come when premiums are paid for top-quality programing — commercial isolation — and scheduling restraint."

Success Stories ▪ A parade of advertiser representatives paid tribute to radio's sales power out of their own experience:

▪ Equitable Life, which resumed use of radio in 1962 with an efficiency test on a limited station lineup, has since expanded its radio allocation to about half of its total national advertising budget. Miss Goldie Dietel, Equitable's manager of advertising and promotion, described the company's reaction to the medium as "immediately gratifying" and said its campaigns now embrace 350 markets.

▪ Sam R. Zaiss, vice president and director of marketing of Tidy House Products, Omaha, asserted radio had saved his company from possible extinction. "If there had not been a medium of radio . . . we would not have attempted to bring back Tidy House," he said. The company, which sells five household cleaning aids in 20 states, reports "fantastic gains over the last three years."

▪ Keebler Co.'s marketing director Alan Ryan, said his company's sales of crackers and cookies were up 8% last year and attributed the gain in large part to a radio campaign that began in January 1966.

▪ Trans World Airlines' Carl Finkbeiner, director-media advertising, recounted a special two-day radio promotion in which the airline had offered a low-price scenic jet flight. The offer brought 20,000 people to TWA's Kennedy airport facilities and a waiting line that couldn't be accommodated. "Spot radio seems to work," he concluded.

▪ Radio user Mallory Battery has conducted consumer awareness tests establishing that remarkable gains were made in recognition of its Duracell batteries. A majority of respondents attributed their awareness of the product to radio, although the ad budget had been distributed equally between radio and print, according to Herbert Roberts, Mallory's marketing director.

▪ A case history offered by Anacin said: "We have expanded our radio efforts continuously since we started. We are impressed with the results."

▪ Revlon's vice president for advertising, Sanford Buchsbaum, said the company turned to radio about two years ago, "and that's when our Cinderella line started to shake off the cinders and put on her jewels."

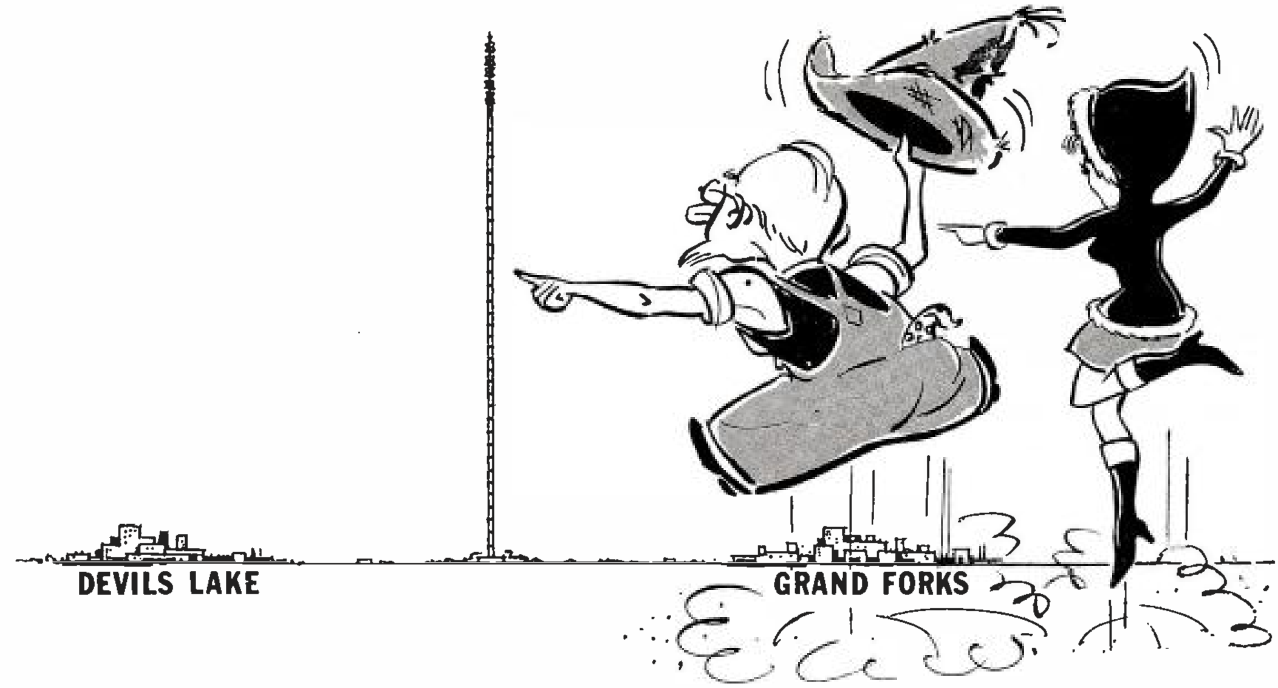
▪ "Radio is efficient and doesn't gobble up all of a brand's money," it can "pinpoint specific demographic targets" and it "helps us reach light TV viewers." A. O. Knowlton, director of marketing services at General Foods, cited these points in the medium's favor, adding that radio can be especially effective in developing a "high degree of awareness over a short period of time."

Call to ARMS ▪ The All-Radio Methodology Study, a joint project of RAB and the National Association of Broadcasters aimed at evaluating radio audience measurement techniques, won praise from Paul Keller, vice president for media and research at Reach McClinton & Co. Mr. Keller said the ARMS project brought the radio measurement problem into the open and "attacked it in a very professional manner."

He went on to say that the study began to define some of the "pitfalls that lie in the way of a true measurement of audience size." For example, Mr. Keller said: "It has given us the hint that asking about too many media apparently has a negative effect on the degree of preciseness of the audience estimate."

The Reach McClinton executive, who is also vice chairman of the media research committee of the American Association of Advertising Agencies, said that "while ARMS tested 11 different methods for measuring radio audiences, there are undoubtedly other methods deserving of scrutiny."

He suggested that ways be devised to improve the cooperation rate of respondents to diary surveys and also called for continuing efforts to develop methods for measuring out-of-home listening. This he described as the



Lookit the EXTRYS you get with this extry TOWER!

LISSEN, you wheels who have been buying WDAY-TV for all these years — just lissen to the *extrys* you now get because we now got a "twin" up there between Devils Lake and Grand Forks!

EXTRY! — you now get North Dakota's *second* market as well as the *first* — 35,370 new, unduplicated TV homes.

EXTRY! — you now get the Grand Forks U.S. Air Base, with 17,000 sojers and their families.

EXTRY! — you now get the *two* major colleges in our state — U. of North Dakota in Grand Forks, N.D. State College in Fargo, with their 12,000 students, teachers, etc.

EXTRY! — you now get the *entire* Red River Valley, including *all* Northeastern North Dakota, Northwestern Minnesota, plus a hunk of Southern Manitoba. This now gives you total coverage of 149,460 Grade B TV homes.

So now you get 31% *more* than you've ever gotten before from WDAY-TV. Which, all by itself, gives you actually the biggest, best, etc., etc. market between Minneapolis and Spokane, Washington!

Don't jist SET there. Ask PGW!

WDAY NBC WDAZ

FARGO-MOORHEAD **TELEVISION** **DEVILS LAKE-GRAND FORKS**

THE "HEAVENLY TWINS"

Covering All of Eastern N.D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N.D.

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives* "weakest link in the radio audience measurement chain."

Lester Frankel, executive vice president of Audits and Surveys, the company that did research for the ARMS project, recounted some of the study's findings and said it had "brought us a lot closer to understanding radio measurement than at any time in the last 10 or 15 years."

Among conclusions of the ARMS study he emphasized were "grave flaws" in the attempt to measure four media simultaneously with the same diary but that a diary is able to measure radio provided it is a radio-only diary.

The workshop also heard a sampling of radio commercials and, at the luncheon session, a report by the comedy and commercial-production team of Bob and Ray (Bob Elliott and Ray Goulding of Goulding, Elliott, Greybar productions) on the evolution of a series of commercials for the General Electric Large Lamp Division.

Plywood group wins case on trademark use in ads

A federal judge has told the Internal Revenue Service that it was wrong in revoking the tax exemption of the American Plywood Association because it promoted a seal of quality in its TV and other advertising.

U. S. District Judge Otto H. Boldt of Tacoma, Wash., found that the use of the trademark to indicate quality-graded plywood in television and other advertising by the association was not direct advertising for individual members. The judge's decision was issued Feb. 1.

The IRS revoked the APA tax exemption in 1965, retroactive to 1961. The federal tax agency maintained that the advertising of the seal, indicating adherence to quality standards adopted by the association, made it a front for individual members of the group. IRS ruled, therefore, that APA could not be considered a trade association, and that it must pay taxes.

Judge Boldt found that the association was truly a business league eligible for tax exemption. He said that its advertising, including TV, "amply demonstrate that the reference to trademarks . . . is of minor importance and incidental to the principal thrust of all of the advertising . . ." to increase the demand for quality plywood.

None of the advertising, Judge Boldt said, mentions individual members by name, although he acknowledged that members of APA benefitted from the increased demand for plywood—as did nonmembers of the association.

The judge also ruled that $292,391.71 paid in taxes from 1961 should be returned to the association.

High court gets P&G arguments

Case could decide Justice theory on noncompetitive power of advertising

The power of advertising as an element of monopoly was argued in the U. S. Supreme Court lask week. The decision may well answer the up-to-now academic theory of Donald F. Turner, assistant attorney general in charge of antitrust, that large advertising expenditures help establish or maintain a monopoly and inhibit the entry of new products (BROADCASTING, Feb. 13).

The case argued before the U. S. Supreme Court last week involves an order of the Federal Trade Commission, issued in 1963, requiring Procter & Gamble to divest itself of Clorox Chemical Co. P&G acquired Clorox in 1957.

The trade commission said that the acquisition was anticompetitive because among other things P&G, as a heavy advertiser, enjoyed greater economies than competitors in the purchase of TV advertising through the benefits of discounts.

P&G appealed this order and the U. S. Court of Appeals for the Sixth District a year ago next month reversed the FTC's order (BROADCASTING, March 21, 1966).

The appeals court found nothing illegal in P&G's use of advertising resulting in large discounts.

". . . in our judgment, the fact that a merger may result in some economies is no reason to condemn it," the three-judge court said. The court said it seemed that the FTC was penalizing P&G for bigness which has not yet been found to be illegal, it added.

Justice's Case ▪ In the argument last week before the U. S. Supreme Court, Solicitor General Thurgood Marshall underscored P&G's heavy use of advertising to sell its products. This results in a competitive advantage for the firm, Mr. Marshall said, in buying national network TV programs and regional spot buying. This raises barriers to the entry of new firms in this market, he remarked

Frederick W. R. Pride, New York attorney, arguing for P&G, reminded the court that the TV networks have discontinued discounts for volume advertising. This, he contended, moots the FTC argument that P&G would enjoy a competitive advantage over others in the field or attempting to enter it through the use of network TV.

Furthermore, Mr. Pride added, Clorox has never used network TV, and even under P&G ownership has not done so. Clorox does use spot TV, he acknowledged.

The entry of new products is not inhibited by the use of large advertising by competitors, Mr. Pride stated, noting that P&G itself spent $7 million when it introduced Comet, a new laundry detergent.

He also stressed that there is nothing in the record showing what impact P&G's acquisition of Clorox has had on any of the other 200 makers of laundry bleach in the country.

A second FTC order, issued last March, found that the acquisition by General Foods of S.O.S. Co. also in 1957 was illegal. The grounds were similar to those cited in the P&G-Clorox case. This order has been held in abeyance pending a P&G-Clorox decision.

Clorox spent $4.9 million in spot TV in 1965, according to the Television Bureau of Advertising. S.O.S. spent $1.9 million in network TV and $607,000 in spot TV in 1965, TVB said.

Commercials in production . . .

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

Focus Presentations Inc., 400 Park Avenue, New York 10022.

Allen Products Co., Allentown, Pa. (Alpo dog food); three 60's for TV, live on film, tape. Max Katz, director. Agency: Weightman Inc., Philadelphia. Steve Barcus, agency producer.

Savings and Loan Foundation, Washington (services); five 60's for TV, live on film, color. Max Katz, director. Agency: McCann-Erickson, New York. Bob Kilzer and Dianne Lessin, agency producers.

Best Foods, New York (Nucoa margarine); three 60's for TV, live on film, color. Max Katz, director. Agency: Dancer-Fitzgerald-Sample, New York. Bob Peterson, agency producer.

Peter Paul Inc., Naugatuck, Conn. (Almond Joy Clusters); three 60's, three 20's for TV, live on film, color. Chris Ishii, director. Agency: Dancer-Fitzgerald-Sample, New York. L. Stuchkus and G. Dropps, agency producers.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.

Magnavox dealers, San Francisco (radio-TV-phonos); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Barrett Associates, Los Angeles. Barrett Mayer, account executive.

Oakland Park Race Track, Hot Springs, Ark. (racing); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Thomas Hockersmith, Little Rock, Ark. Tom Hockersmith, account executive.

Prairie Farms, Quincy, Ill. (dairy); one 60 for radio, jingle. Jerry Clements, production manager. Placed direct.

Big Bear Super Markets, Montgomery, Ala. (food stores); one 60 for radio, jingle. Jerry Clements, production manager. Agency: Kimbrough-Yeoman, Montgomery. Tom Kimbrough, account executive.

Baseball's tab up $2 million

Majors get $29 million for '67 radio-TV rights; use of color to increase sharply; some say baseball prices may be topping out

The radio-television rights to major league baseball climbed to an estimated $29,160,000 this year, according to BROADCASTING's annual survey of stations, advertisers and teams.

This figure is made up of $17,360,000 for local radio-TV rights, $5.7 million from NBC-TV to 19 teams ($300,000 each) for its *Game of the Week* coverage, and $6.1 million from NBC to the baseball commissioner's officer for the All-Star Game and World Series.

The 1967 total is $2,075,000 more than last year's $27,085,000. But much of the change in the picture from 1966 to 1967 lies beneath the surface.

Last year was heralded as the year for color to come in strong, but only about 30% of the locally telecast games were in color. This year, of the more than 800 games to be televised locally, nearly 700 or about 78% will be in color. Such teams as Atlanta, Los Angeles, New York Mets, St. Louis, San Francisco, Baltimore, California, Cleveland, Minnesota and Washington plan to show 99% of their games in color.

New York Squeeze Play ■ In 1966 the once mighty New York Yankees collapsed to 10th place in the American League. Its radio contract with WCBS—both commonly owned by CBS Inc.—was up and the team moved over to WHN and a new four-year contract.

The station switch meant that New York's hapless but happy and profitable Mets, which had just concluded a contract with WHN, came up with another questionable first—the first team in New York history without a radio station in town. The Mets did land on stations across the Hudson in Newark (WJRZ), a few miles out on Long Island (WGLI Babylon), and in the Connecticut suburbs (WNAB Bridgeport).

The weird part of the New York situation is that the Yankees, which control team broadcast rights, had to lower the price to sponsors and got about $250,000 less in rights. The Mets, however, showed a rights increase of $75,000, largely due to a new five-year rights purchase by Rheingold beer.

However, neither team has posted the sold-out sign yet—Mets with one-sixth TV and one-half radio available, and the Yankees with 29/80 TV, one-half radio in New York City and one-third radio outside New York City still available.

The Reluctant Sponsor ■ The lack of sold-out situations, and the tiny portions of broadcasts being sold off this year reflect the changing mood of baseball sponsors. Except in some traditional cases, they are reluctant to own and/or retain 100% of the time for themselves. Many are deeply involved in other productions, particularly football on the TV networks and the fall-winter expenditure has cut deeply into an advertising budget that used to be geared more toward baseball.

As of Thursday (Feb. 16), 11 major league teams had been completely sold out. The other nine teams had portions of the broadcasts still for sale. In several instances, the pregame and postgame programs were also selling slowly. Yet other stations, like KDKA Pittsburgh report the earliest sell-out of the baseball package in years.

Whatever the sales picture at this point, virtually every team should be loaded with sponsors by the time the first ball is thrown at Washington's D.C. Stadium on April 10, even if it means lowering the price to fill the gaps.

Sandy Koufax (l), star pitcher for the Los Angeles Dodgers, starts a new baseball career this year as a member of the NBC Sports team. Ordinarily a player who has a good year gets a raise, but the southpaw star left his $125,000 contract with the Dodgers and signed with NBC for a 20% salary cut. The move seemed to please Carl Lindemann, vice president for NBC Sports as he watches Mr. Koufax sign on the dotted line for $100,000 a year.

The cost to sponsors for basic rights, time on local networks that range up to 100 radio stations, talent and production will come to about $105 million. This increase of $10 million from the 1966 figure is largely attributable to increased TV production costs with the coming of extensive local color.

The $105 million also covers the pregame and postgame shows, premium game adjacencies, and, in some cases, special shows between doubleheaders.

Familiar Names Back ■ As usual the oil companies, breweries and cigarette makers make up the bulk of the sponsor list, but the BROADCASTING survey showed that it was a sponsor in an entirely different category that would be represented on most play-by-play broadcasts. Allstate Insurance, through Leo Burnett Co., has bought time on the radio-TV schedules of 10 teams, five in each league.

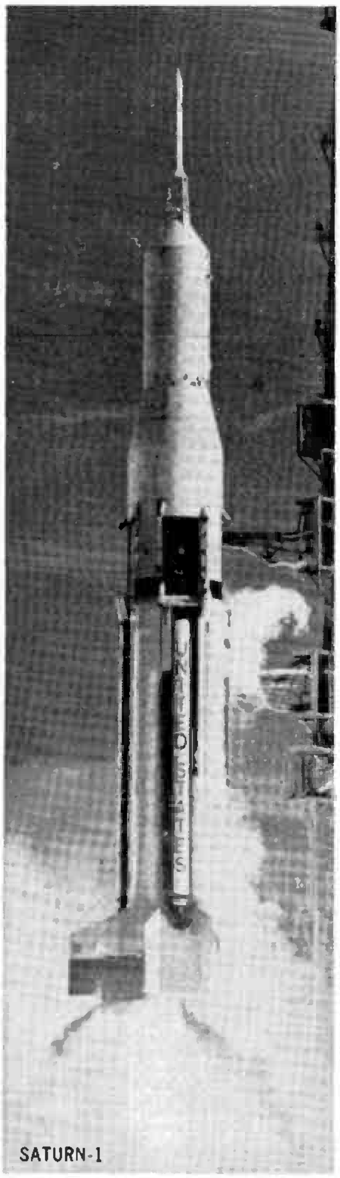
Seventeen breweries show up on the sponsor list, along with nine oil companies, four cigarette makers and seven banks. Of the breweries, Theo. Hamm through Campbell-Mithun has the most extensive schedule with buys on the Cubs, White Sox, Athletics and Twins. Only two teams show up without brewery backing—the Dodgers and Giants. However, the Giants do have E. & J. Gallo Winery.

Pure Oil through Burnett and Sun Oil through Wm. Esty share the oil company lead, each with six teams. In two cases—the Indians and Tigers, the two will be competing, with Pure Oil on radio and Sun Oil on TV.

R. J. Reynolds through Dancer-Fitzgerald-Sample again leads the cigarette makers with seven teams, but it is tied by a cigar firm, General Cigar through Young & Rubicam.

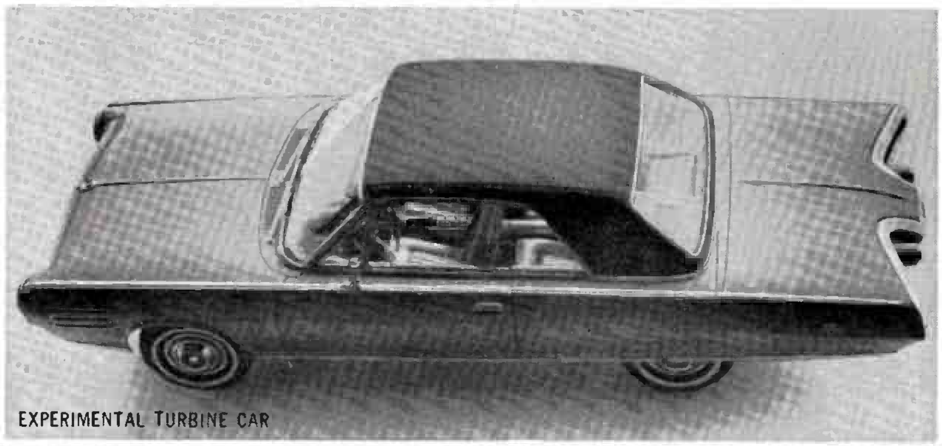
Problems in the Minors ■ The major-league sponsors in some instances also go in for minor league baseball. Particularly on the West Coast the sponsors for some Pacific Coast League teams look like a major league roster.

However, the PCL and the International League, the two U.S. AAA ball clubs don't get the big dollar enjoyed by the majors. A survey of these 20 AAA teams showed they will receive about $340,000 from local radio and television this year. Some teams do not have their games broadcast, others


SATURN-1


M60A1E1 COMBAT TANK


SIMCA GLS


EXPERIMENTAL TURBINE CAR


SUNBEAM ALPINE


18 FT. CHESAPEAKE AND CHRYSLER 105 OUTBOARD

Would you believe...they're all made by Chrysler Corporation.

There are more than 12,000,000 Plymouth, Dodge, Chrysler and Imperial cars on the road today.

But there's much more to Chrysler Corporation. Its many divisions manufacture hundreds of non-automotive products for industry, the government, and the public. Including pleasure boats and trailers, outboard and marine engines (inboards and inboard/outdrives), and industrial engines. Air conditioners and the airport mobile lounge, aerospace components, military tanks and amphibious vehicles. Vehicles for lunar exploration. Heat pumps. Powdered metal products. Electro-optics. Structural adhesives. And the first stage of Saturn-I and IB.

As the fifth largest industrial business in America, Chrysler Corporation continues to move ahead with confidence in its growth and confidence in the future of this country.

Plymouth • Dodge • Chrysler • Imperial • Dodge Trucks • Simca • Rootes
Parts Division • Defense and Space Products • Diversified Products:
Amplex • Airtemp • Marine and Industrial Products Division • Chemical Division
Chrysler Credit: Financing and Insurance • Chrysler Leasing

CHRYSLER
CORPORATION

What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1966 figure denotes a revised estimate of rights. The figures do not include rights paid by NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

National League

Team	1967 Rights	1966 Rights	Television	Radio	Sponsors & Agencies
ATLANTA	$1,200,000	$1,200,000	WSB-TV (22)	WSB (40)	Coca-Cola (M-E), P. Lorillard (L&N). each ⅓ radio-TV; Falstaff Brew. (DFS), ¼ radio-TV; Pure Oil (Burnett). 1/12 radio-TV.
CHICAGO	550,000	550,000	WGN-TV	WGN	Hamm Brew. (C-M), 5/18 TV; R. J. Reynolds (DFS), ¼ TV; Chicago Chevrolet Dealers (Marvin Frank), Pure Oil (Burnett), each ⅙ TV; Allstate Insurance (Burnett), ⅛ TV; Zenith Distributing (Interocean Adv.), 1/18 TV; Heileman Brew. (M-E), Oak Park Federal (Connor Assoc.), Martin Oil (Petroleum Service Adv.), each ⅙ radio; ⅙ radio open.
CINCINNATI	500,000	500,000	WLWT (5)	WCKY (91)	Weidemann Brew. (Rockwell, Quinn & Wall), 100% radio (will sell some off); Hudepohl Brew. (Stockton-West-Burkhart), ½ TV; Sun Oil (Esty), ⅓ TV; Gen. Cigar (Y&R), 1/18 TV; Bimel Appliances (Strauchen & McKim), 1/9 TV.
HOUSTON	1,770,000	1,770,000	KTRK-TV (16)	KPRC (30)	Jos. Schlitz Brew. (Burnett), ⅔ radio-TV; Duncan Foods (TL&K), Coca-Cola (M-E), each ⅓ radio-TV. Some of Schlitz time may be sold off.
LOS ANGELES	1,000,000	1,000,000	KTTV	KFI (10)	Union Oil of Calif. (Smock/Waddell), ½ radio-TV; Security First Natl. Bank (Y&R), Packard-Bell (C/R). each ¼ radio-TV.
NEW YORK	1,275,000	1,200,000	WOR-TV	WJRZ (2)	Rheingold Brew. (DDB), ¼ TV, ⅓-¼ radio; R. J. Reynolds (DFS), ¼ TV, unsigned portion of radio; Sun Oil (Esty), Allstate Insurance, each ⅙ TV; ⅙ TV open; Chrysler-Plymouth Dealers (Y&R), ¼ radio; ½ radio open.
PHILADELPHIA	1,300,000	1,300,000	WFIL-TV (3)	WFIL (24)	Atlantic-Richfield (Ayer), Ballantine (SSC&B), each ⅓ radio-TV; R. J. Reynolds (DFS), Tasty Baking (Aitken-Kynett), each ⅙ radio-TV.
PITTSBURGH	450,000	450,000	KDKA-TV (5)	KDKA (28)	Atlantic-Richfield (Ayer). Pittsburgh Brew. (KM&G), each ⅓ radio-TV; R. J. Reynolds (DFS), Allstate Insurance (Burnett), each part. TV; Chrysler-Plymouth Dealers (Y&R), Foodland Supermarkets (Lando), each ⅙ radio
ST. LOUIS	550,000	550,000	KSD-TV (13)	KMOX (100)	Anheuser-Busch (Gardner), ⅓ radio-TV; Gen. Finance (PKG), ⅓ radio; D-X Sunray (Gardner), B. F. Goodrich (BBDO), each ⅙ radio; R. J. Reynolds (DFS), Allstate Insurance (Burnett), Shell Oil (O&M), Union Electric of Mo. (Gardner), all TV part.
SAN FRANCISCO	1,000,000	1,000,000	KTVU	KSFO (18)	Standard Oil of Calif. (BBDO), ⅓ radio-TV; Philip Morris (Burnett), ⅓ TV; E & J Gallo Winery (Burnett), Allstate Insurance (Burnett), each ⅙ TV; Bank of Calif. (HC&H), Roos/Atkins (PKG), each ⅓ radio.
N. L. TOTALS	**$9,595,000**	**$9,520,000**			

do get carriage and receive only publicity—no money.

Of those that do receive rights, the figures range from $5,000 to $30,000 per season for radio and from $700 to $1,200 for each televised game.

One PCL team executive noted that radio coverage is "absolutely necessary to keep up fan interest and that TV will probably hurt our gate." This team plans about 11 telecasts this year, nine of them at home, and, to offset the gate loss, strives for "outstanding promotion" on telecast nights, receiving "good promotional effort from the TV station."

NBC's *Game of the Week* series will cover 25 Saturday afternoons from April 15 to Sept. 20, plus three night games on June 5, July 3 and Sept. 4.

The arrangements for this season are part of the network's commitment in October 1965 when it signed for $30.2 million in baseball coverage from 1966 through 1968. That agreement called for NBC to pay $5.7 million in 1966 and 1967 and $6 million in 1968 for the weekly games, $6.1 million for the All-Star/World Series this year and $6.7 million next year.

The Philadelphia Story ▪ The Philadelphia Phillies, in the third year of a $3.9 million local contract is the only team outside the NBC package, as it was in 1966. However, it's understood the Phillies may get permission to take part this year (in which case NBC's commitment would go to $6 million). Last week N. W. Ayer, which holds the Phillies rights for Atlantic-Richfield, indicated it might give in on network participation for the team.

For 1969 the TV rights for everything organized baseball has to offer to the networks will be up for grabs. Carl Lindemann, vice president for NBC Sports, has "no comment" on 1969, but network executives generally feel that baseball has already topped out and that unless something miraculous happens to the game before 1969 to make it a considerably more valuable property, the $12.7 million NBC will pay in 1968 might hold for another few years.

Back-up Plan Again ▪ As in 1966, NBC will schedule one game in color nationally with a back-up game going into the markets of the teams playing in the national contest. About half of

American League

Team	1967 Rights	1966 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	$ 700,000	$ 700,000	WJZ-TV (2)	WBAL (60+)	Natl. Brewing (Doner), ⅓ radio-TV; Sun Oil (Esty), R. J. Reynolds (DFS), Gen. Cigar (Y&R), Coca-Cola (M-E), Tasty Baking (Aitken-Kynett), each 1/9 TV; 1/9 part.; Esskay Meats (VanSant, Dugdale), ⅓ radio; Al Packer (Doner), 1/9 radio; Gen. Mills (Knox Reeves), Baltimore *News American* (Doner), Central Savings Bank (Doner), Pepsi-Cola bottlers (Torrieri-Myers), each 1/18 radio.
BOSTON	690,000	690,000	WHDH-TV (7)	WHDH (44)	Narragansett Brew. (NH&S), Gen. Cigar (Y&R), Atlantic-Richfield (Ayer), each ⅓ radio-TV.
CALIFORNIA	900,000	900,000*	KTLA	KMPC (20)	Standard Oil of Calif. (BBDO), Anheuser-Busch (Gardner), each ⅓ radio-TV; Allstate Insurance (Burnett), ⅓ TV; ⅓ radio open.
CHICAGO	950,000	900,000	WGN-TV	WMAQ (80-90)	Hamm Brew. (C-M), 5/18 TV; R. J. Reynolds (DFS), ¼ TV; Chicago Chevrolet Dealers (Marvin Frank), Pure Oil (Burnett), each ⅛ TV; Zenith Distributing (Interocean Adv.), 1/18 TV; Allstate Insurance (Burnett) ⅓ TV; Gen. Finance (PKG), ⅓ radio; Heileman Brew. (M-E), ⅙ radio; ½ radio open.
CLEVELAND	750,000	700,000	WJW-TV (6)	WERE (25)	Carling Brew. (LF&S), Sun Oil (Esty), each ⅓ TV; Allstate Insurance (Burnett), 1/9 TV; 2/9 TV open; Duquesne Brew. (Lando), Pure Oil (Burnett), each ⅓ radio; Gen. Cigar (Y&R, ⅙ radio; Society Natl. Bank, 1/12 radio; 1/12 radio open.
DETROIT	1,200,000	1,200,000	WJBK-TV (6)	WJR (28)	Stroh Brew. (Zimmer, Keller & Calvert), ⅓ radio; Pure Oil (Burnett), 2/9 radio; B. F. Goodrich (BBDO), Natl. Bank of Detroit (C-E), each 1/9 radio; 2/9 radio open; Pabst Brew. (K&E), 5/16 TV; Sun Oil (Esty), 3/16 TV; Gen. Cigar (Y&R), 1/6 radio; Society Natl. Bank, 1/12 radio; 1/12 Reynolds (DFS), each 1/16 TV; ¼ TV open.
KANSAS CITY	350,000	300,000	KCMO-TV	KCMO (15)	Stations had not signed for games as of Thursday (Feb. 16). Hamm Brew. (C-M) will take 5/18 radio-TV and Gen. Finance through (PKG) will take ⅙ radio-TV when it is settled.
MINNESOTA	600,000	575,000*	WTCN-TV (14-16)	WCCO (100)	Hamm Brew. (C-M), ⅓ TV, 5/18 radio; Twin City Federal (Colle McVoy), ⅓ radio, 1/9 TV; Western Oil (Forney), 1/9 TV; 4/9 TV open; Pure Oil (Burnett), 2/9 radio; Gen. Mills (Knox Reeves), 1/9 radio; Minnesota Blue Shield 1/18 radio.
NEW YORK	1,250,000	1,500,000*	WPIX (3-6)	WHN (40)	Tidewater Oil (Grey), ¼ radio-TV; Gen. Cigar (Y&R), 3/16 TV—¼ radio (outside New York City); Pabst Brew. (K&E), 1/5 TV; 29/80 TV open; G. Krueger Brew. (WW&B), ¼ radio; Atlantic-Richfield (Ayer), 5/12 radio (outside New York City); ½ radio open; ⅓ radio outside New York City open.
WASHINGTON	325,000	300,000	WTOP-TV	WTOP	Carling Brew. (Cabot), ⅓ TV; L&M (JWT), Gen. Cigar (Y&R), Sun Oil (Esty), each 1/9 TV; Allstate Insurance (Burnett), 1/18 TV; 5/18 TV open; Atlantic-Richfield (Ayer), Household Finance (NH&S), each 1/6 radio; Dodge (BBDO), B. F. Goodrich (BBDO), Gen. Mills (Knox Reeves), each 1/9 radio; ⅓ radio sold part.
A. L. TOTALS	**$7,765,000**	**$7,815,000**			
MAJOR LEAGUE TOTALS	**$17,360,000**	**$17,335,000**			

the back-up games were in black-and-white last year, but this year NBC hopes to show nearly all of its scheduled games in color.

One of the biggest changes this season is NBC's scheduling of a "fourth night game"—the July 11 All-Star game which will start at 4:15 p.m. PDT in Anaheim, Calif., and reach the multimillion eastern audience at 7:15 p.m. EDT. Some feel the World Series may also follow this approach, if not this year, very soon.

The trio of Monday night games introduced by NBC last year produced the network's highest Neilsen rating for the baseball season: 15.8 average for the Labor Day game on Sept. 5. The Memorial Day game came in with a 12.9 average and July 4 was 8.8.

NBC has already signed three of its 1966 package advertisers—Gillette through Clyne Maxon, Chrysler through Y&R and R. J. Reynolds through Esty —for one-quarter sponsorship each of the 1967 package. The remaining one quarter is still available to national sponsors, but NBC may sell it off regionally as it did last year.

Cost Goes Up ▪ The advertisers are paying $400 per minute more this year, $28,900 compared to $28,500 in 1966. Gross dollars for NBC at this price could go up to $20.8 million if the World Series goes to its limit of seven games.

Curt Gowdy and Pee Wee Reese will again work the national game each week, and NBC has provided them with a highly paid ($100,000 per year) broadcast trainee. Sandy Koufax, the Dodgers star pitcher, who voluntarily retired this winter, will join the Gowdy-Reese crew to handle the pregame show and then join the actual coverage.

The back-up game air team will again be Jim Simpson and Tony Kubek.

Sports Network Inc., which handles a large percentage of remotes, both radio and TV, for the various local networks, estimates that about 75% of the 400 TV pickups this year will be in color. Of SNI's 300 TV pickups last year only about 30% were in color.

SNI's color buildup is attributed in part to a growing stockpile of color remote units. The producer has already added three mobile color units to its existing two (CLOSED CIRCUIT, Feb. 13), and now is building two more units with delivery promised for late summer.

Here is a team-by-team rundown.

NATIONAL LEAGUE

Atlanta Braves ▪ For its second season in the South the Braves go with radio-TV game schedule and lineup of stations virtually identical to 1966. The games are packaged by the team and will be fed through WSB-AM-TV Atlanta. On TV 18 road games are to be shown on 22 stations, and, with the exception of the opener, all are to be in color. The 40-station radio network will carry the regular schedule plus 10 weekend exhibitions. Pure Oil through Leo Burnett will sponsor the pregame and postgame shows on the radio and TV networks. Milo Hamilton, Larry Munson and Ernie Johnson will handle radio-TV coverage.

Chicago Cubs ▪ WGN-AM-TV Chicago will again carry the Cubs with no network in prospect for radio, and TV games available for pickup if requested. WGN is starting the first year of a new three-year pact with the Cubs and will carry the regular season schedule. WGN-TV is beginning a two-year contract and will carry all 81 home day games in color. It will also be picking up 13 night road games. Lou Boudreau and Vince Lloyd will handle the radio coverage, with Jack Brickhouse and Lloyd Pettit doing television.

Beisbol from Puerto Rico

WHOM-AM-FM New York, which broadcasts primarily in Spanish, plans another winter league baseball schedule direct from Puerto Rico next fall after major league baseball ends in the U. S. The station, which has covered Puerto Rican baseball since 1954, last winter scheduled 54 games between Oct. 21, 1966, and Feb. 1. The contest featured many major leaguers from the U. S. Each broadcast is billed under the general title of *The Schaefer Circle of Sports* in reference to the sponsor, F & M Schaefer Brewing Co. in Brooklyn, N. Y. (through BBDO, N. Y.).

Cincinnati Reds ▪ WCKY Cincinnati expects to see its radio network increase from some 50 stations last year to 91 this season. It will feed 20 preseason games plus the regular schedule. Pregame and postgame shows will be fed to the network for local sponsorship. Claude Sullivan and Jim McIntyre will handle the games on radio. WLWT(TV) Cincinnati will televise 40 to 45 games this season, most of them road contests. All home games will be carried in color as they have since 1959 and the majority of the road games should be in color. The TV games will also be fed to Avco's WLWD(TV) Dayton, WLWC(TV) Columbus, both Ohio; and WLWI(TV) Indianapolis, plus WLEX-TV Lexington, Ky., and WSAZ-TV Huntington, W. Va. Ed Kennedy and Frank McCormick will do the games on TV.

Houston Astros ▪ Again packaging its own games, the Astros Radio and Television Network will feed 30 radio stations through KPRC Houston and 16 TV stations through KTRK-TV Houston. In addition, the Astros will have an 83-station Latin network going to 11 countries in Central and South America, Puerto Rico and Caribbean islands. For the first time the Astros will televise two Sunday games to an eight-station line-up in Mexico. Both English and Spanish radio and TV networks will have pregame and postgame programs. The TV showings, none of them scheduled for color, will be limited to 14 Sunday

YOU MAY NEVER HEAR A 3-DAY P.S.A.*

BUT...WKZO Radio broadcast one during the recent record snowfall that paralyzed Western Michigan.

On January 28, WKZO switched immediately to the popular telephone format "WKZO AT YOUR SERVICE." During the next three days WKZO Radio coordinated and broadcast literally thousands of emergency messages. Here are a few excerpts from the letters we've received:

". . . will never know how many lives you saved." —*Mrs. H. G. E., Kalamazoo.*

"God Bless you all—He's already given you compassion, fortitude and consideration for your fellow man."—*F. B. C., Bangor.*

". . . gratitude for the tremendous part WKZO played . . . the greatest single contribution to the welfare of the people . . . no other medium could have been as effective."—*C. A. O., Kalamazoo.*

"Kalamazoo and area surely will never forget your loyalty to its people."—*Y. & B. D., Kalamazoo.*

". . . you have earned the title 'Neighbor' in its fullest meaning."—*C. D., Plainwell.*

"Today every man, woman and child in the greater Kalamazoo area should take his hat off to WKZO Radio."—*R. O. K., Kalamazoo.*

". . . I doubt if the man in the street knows what it costs this station in lost revenues when an emergency like this occurs, but it must be staggering." —*L. R., Kalamazoo.*

"It came as no surprise when 'WKZO AT YOUR SERVICE' took to the airways during the recent storm; it was comforting indeed." —*Mrs. G. H., Gobles.*

"Through you many were helped directly, and you brought us all closer to real brotherhood." —*F. W., Kalamazoo.*

"It must have been a great satisfaction to have helped so many people."—*H. S. H., Kalamazoo.*

". . . and the way your listeners offered to help was just marvelous."—*L. D. S., Midland.*

"On behalf of the entire membership of the Kalamazoo County Chamber of Commerce, I extend to you and your staff our heartfelt congratulations for a difficult job well done . . ."—*T. B., Kalamazoo.*

**Public Service Announcement*

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives road games, and will go to stations in Texas, Louisiana and New Mexico. A pregame and postgame package on the English-language radio and TV networks will be co-sponsored by Monsanto Chemical through Doyle Dane Bernbach. The other half is open. Handling the play-by-play and adjacent English programing will be Gene Elston, Lowell Passe, and Harry Kalas. Rene Cardenas and Orlando Sanchez Diego will do the Spanish-language feeds.

Los Angeles Dodgers ▪ KTTV(TV) Los Angeles, for the 10th year, will carry the Dodgers' TV games, and, as in the past, the regular season televised schedule will be limited to the nine games against the Giants in San Francisco. Two exhibition games from Miami and Houston are also slated. All 11 will be in color. The preseason games last year were in black-and-white. Additional TV games may be added if the pennant race is tight and the Dodgers are involved. KFI Los Angeles will feed 28 exhibitions plus the regular schedule to a 10-station radio network in California, Nevada and Arizona. Included in the feed is KOY Phoenix which keys an auxiliary Arizona network. Pabst Brewing through Kenyon & Eckhardt will sponsor a pregame show on radio and TV. Carnation Co. through Erwin Wasey is half-sponsor on radio and TV of the postgame program with General Cigar through Young & Rubicam taking the other half on radio. A half is still open on TV. Vin Scully and Jerry Doggett will do all the air work on radio-TV.

New York Mets ▪ WOR-TV New York starts its second five-year contract with the Mets with 120 games, including three preseason. Its color schedule lists 75 home games and as many as 37 out of 45 road contests. The majority of the games, 70, will be at night. It will program postgame segments with Ralph Kiner. Sponsors have not been disclosed. WJRZ Newark, N. J., which also has signed for five years, plans to cover 189 games, including all 27 exhibition contests, It will feed WGLI Babylon, N. Y. (another five-year commitment), and WNAB Bridgeport, Conn. (signed for one-year). Other stations are expected to join the network. WJRZ has tentative plans for a pregame and postgame show as do its two network outlets. Radio-TV announcers for the games will be Mr. Kiner, Lindsey Nelson and Bob Murphy.

Philadelphia Phillies ▪ WFIL-AM-TV Philadelphia ends its three-year contract with the Phillies this year. WFIL will feed 162 games to 24 radio stations in Pennsylvania, Delaware and New Jersey. It's scheduling a 10-minute pregame show, sponsored by Chrysler through Young & Rubicam, plus a five-minute show with Richie Ashburn before game time, and a 10-minute postgame program, which is not sold yet. WFIL-TV has organized a 60-game schedule, including two exhibition contests, with some of the games to be fed to three stations in the state. Color telecasts might be introduced this year. WFIL-TV plans three 10-minute pregame shows, handled respectively by Mr. Ashburn, Gene Mauch and Bill White. Jim Bunning will be host on a 10-minute postgame program. Sponsors for pregame and postgame shows are to be announced. Announcers for the games on radio and TV are Mr. Ashburn, Byrum Saam and Bill Campbell.

Pittsburgh Pirates ▪ KDKA Pittsburgh will carry 177 games, including 15 preseason, and feed them to a 28-station radio network in Pennsylvania, Maryland and West Virginia. Ten-minute pregame and postgame shows will be carried on KDKA only and are sold out on participating basis. Another show, *Pirate Dugout*, to be carried between games of a doubleheader, has been purchased locally. KDKA-TV Pittsburgh will feed 38 road games, the same number as 1966, to a five-station network in Ohio, Pennsylvania and West Virginia. Sixteen of the games are already scheduled as colorcasts. Pregame and postgame shows will be scheduled for some of the televised games. Bob Prince and Jim Woods will return as the radio-TV play-by-play team and will be joined by Nelson King for his first year at a Pirates' microphone.

St. Louis Cardinals ▪ KMOX St. Louis continues to feed one of baseball's largest radio networks, 100 stations, a 190-game schedule that includes 28 preseason games. Pregame and postgame features go to the network for local sale. KSD-TV St. Louis will feed 22 games, for the first time all will be in color, to a 13-station network in Missouri, Illinois, Kentucky and Tennessee. Harry Caray, Jack Buck and Jerry Gross will handle all the radio-TV announcing.

San Francisco Giants ▪ Following last year's lead, KTVU(TV) Oakland-San Francisco will carry 19 games, including two exhibitions. These include the nine Dodgers games from Los Angeles. Eighteen of the games will be in color, compared to only four last year. Of the two pregame TV shows, one has Anheuser-Busch through Gardner Advertising and Air California through Pereira/McFadden as co-sponsors; the other will be backed by Volvo dealers through Carl Ally. Postgame show sponsors will be General Mills through Knox Reeves and Household Finance through Needham, Harper & Steers. KSFO San Francisco, in its 10th year with the Giants, will feed 11 exhibitions plus the regular season to an 18-station radio network in California, Arizona, Nevada and Hawaii. Armour & Co. through Young & Rubicam is half-sponsor of the pregame and postgame shows. Del Monte through McCann-Erickson will alternate on the pregame and Bay Area Chrysler Dealers through Y&R will alternate on the postgame. The radio-TV play-by-play and adjacent shows will be handled by Russ Hodges and Lon Simmons.

AMERICAN LEAGUE

Baltimore Orioles ▪ WBAL Baltimore will feed 14 exhibition games plus the regular season schedule to a radio network expected to exceed last season's 60 stations. As world champions the Orioles figure to attract audiences from Delaware south to Florida and west to Louisiana. The 10-minute pregame show and five-minute postgame shows will be fed to the network for local sale. Under a new two-year contract, WJZ-TV Baltimore will carry 52 games this season, the same as 1966, but for

CBS takes no chances on color for Yankees

Color equipment may be more abundant than ever, but CBS Inc. isn't taking any chances on promised delivery schedules when it comes to its offspring New York Yankees.

WPIX(TV) New York, which will carry the Yankees' games, has new RCA color cameras on order with delivery scheduled well before the first game in April. But CBS wants nothing to stand in the way of the TV audience getting a colorful eyeful of the newly painted stadium, the new royal blue Fiberglas bleachers and the new turf.

CBS-TV is leasing to the Yankees five GE PE-250 color cameras (which will be manned by WPIX crews) for the season. In the fall, the cameras will go back to the network.

Among the innovations planned by Michael Burke, Yankees president, will be placement of cameras in dugouts for field-level shots. Still uncertain is if Mr. Burke's pictorial program calls for the cameras to pan the stands if the house is thin.

Wilma Marsh was a "nurse" when she was seven.

Now she's a nurse...for real...at General Motors.

There was a big difference between playing nurse and Wilma Marsh's first day as a nurse's aide at St. Joseph's Hospital in Flint, Michigan. When ordered to give a patient a bath, she fainted. Coming out of it, Wilma heard the doctor's remark, "This kid is never going to make it as a nurse."

That's when she made up her mind. *"Wilma will make it!"*

That was some 12 years ago, and Wilma has been in nursing ever since. Upon graduation from St. Joseph's she worked there for about 10 years. Now she's a full-time nurse at one of the Buick plant's 12 medical stations.

Her work is providing on-the-spot nursing service to employes with medical problems. Like all GM nurses, Wilma works under a doctor's guidance. She is well trained, capable, experienced and dedicated to her profession.

Nurses like Wilma Marsh are very *special* people at GM.

General Motors is people making better things for you.

GM

MARK OF EXCELLENCE

1 a.m. broadcast reaches bakery employes

An unusual sale and business meeting took place in wee hours of Sunday morning (Feb. 12) through the medium of commercial television. At 1 a.m. management of Helms Bakeries, Los Angeles, met with its 2,000 co-workers and driver-salesmen in their homes throughout most of Southern California.

The 15-minute meeting shown on KTTV(TV) Los Angeles, was open to and often directed to the public. Helms's objective was to simultaneously reach its people with details of company's marketing plans. In the past, because of daily route obligations of drivers and two-shift operations at bakeries, direct confrontation with workers had been difficult. In addition, throughout the telecast, Helms' threw a thinly-disguised commercial pitch at potential-customer viewers. The not-so-closed-circuit meeting was complete with coffee and donuts, which workers took home from their jobs on Saturday.

the first time all the games are scheduled as colorcasts. Six will be at home and 46 will be road contests. The games will probably be fed to several UHF's in Pennsylvania. A 10-minute pregame show will be alternately sponsored by Household Finance through Needham, Harper & Steers, and the *Baltimore News American* through W. B. Doner. The 10-minute postgame show will be sponsored by Mid-Atlantic Dodge Dealers through BBDO. Chuck Thompson, Frank Messer and Bill O'Donnell will handle the radio-TV coverage and John Kennelly will do the postgame show.

Boston Red Sox ▪ WHDH-AM-TV Boston has renewed with the Red Sox for another three-year contract and, despite the shutdown of the Yankee Network (BROADCASTING, Feb. 6), WHDH plans to feed games to an independent radio network of 44 stations in Maine, Rhode Island, New Hampshire and Connecticut. WHDH-TV is scheduling its own seven-station network and will originate 57 games, including one exhibition. The 31 home games will be in color with as many road games in color as possible. A five-minute postgame show with Johnny Most will be carried only on WHDH-TV. WHDH plans a 15-minute *Dugout* show with Ken Coleman and a five-minute *Warm Up* show with Don Gillis before the games, and a five-minute postgame *Sports Extra* with Bob Wilson. Both radio and TV fringe shows are being offered as part of an option deal with the 1966 sponsors. Mr. Coleman joins Ned Martin and Mel Parnell on radio-TV coverage.

California Angels ▪ The sights and sounds of Angels' coverage, as well as the Angels themselves, remains an exclusive Golden West Broadcasters production. The group's KMPC Los Angeles will originate 185 games, including 23 preseason, for a 20-station radio network in California, Nevada and Arizona. The pregame and postgame programs are fed to the network and sold locally. Included in the pregame and postgame sponsors are Chrysler Dealers through Young & Rubicam, General Mills through Knox Reeves and Bonanza Airlines through MacManus, John & Adams. KTLA(TV) Los Angeles, another GWB station, will televise 30 games, eight of them exhibitions, and as last year they will all be in color. Sponsors for the pregame and postgame TV shows include Toyota Motors through Clinton E. Frank, Western Airlines through BBDO and United California Bank through Erwin Wasey. Buddy Blattner and Don Wells will do the radio-TV play-by-play and adjacent radio shows. Dick Enberg will do the TV pregame and postgame programs.

Chicago White Sox ▪ After many years on WCFL Chicago, the White Sox moves to WMAQ there under a new two-year contract with option for two more years. WMAQ will feed an 80-90 station radio network the regular season schedule. In addition a network of some 12-15 stations will also take the 28 preseason games. Bob Elson and Red Bush will call the games. WGN-TV is in the final year of a four-year contract and will carry 64 games, of which the 51 home contests will be in color. WGN-TV claims it holds an option to renew the White Sox next year but the ball club has already announced it will switch to WFLD(TV) Chicago (BROADCASTING, Nov. 14, 1966), contending the option was negotiated and declined. Jack Brickhouse and Lloyd Pettit will handle TV coverage.

Cleveland Indians ▪ WJW-TV Cleveland, in the first year of a new three-year contract, will feed 46 games in color to a six-station lineup in three states. Only a few games were colorcast last season. WERE Cleveland, concluding a five-year pact, will feed 174 games, including eight preseason and two midyear exhibitions, to a 25-station radio network. Pregame and postgame shows will be fed to the network for local sale. Harry Jones and Herb Score will handle the TV announcing, with Jimmy Dudley and Bob Neal on radio.

Detroit Tigers ▪ WJR Detroit, in the third year of a three-year pact, will feed 169 games, including seven preseason, to a 28-station radio network. Elias Brothers through Zimmer, Keller & Calvert will be one-half sponsor of pregame and postgame package also going to basic network. Ernie Harwell and Ray Lane will do the radio coverage. WJBK-TV Detroit will again originate 40 games to a six-station Michigan lineup that is being sold as one unit by the team's TV division. More than half the games will be in color. George Kell and Larry Osterman will handle games on TV.

Kansas City Athletics ▪ KCMO-AM-TV Kansas City, Mo., last week was still negotiating a new contract with the Athletics, an exercise in brinkmanship that is becoming a habit. Last year

KCMO fed a network of 13 stations and if the deal is renewed the same pattern would follow this year with perhaps 15 stations.

Minnesota Twins ▪ The Twins' radio-TV networks this year begin operating under new three-year contracts. WTCN-TV Minneapolis-St. Paul will again feed 50 games, all in color for the first time, to a network of 14-16 stations in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will feed 171 games, including nine exhibitions, to a radio network of more than 100 stations in 14 states and two Canadian provinces. At least 40 stations will carry 154 or more games. Two pregame shows and one postgame show will be fed to the network for local sponsorship. Herb Carneal, Merle Harmon and Halsey Hall will handle radio and TV coverage with Frank Buetel added to the TV crew.

New York Yankees ▪ WPIX(TV) New York, with the Yankees for 17 years, enters a second season of its latest three-year contract, and again plans to carry 115 games, including three preseason. All 65 home games will be in color and the station hopes to carry at least 25 road games in color compared to the six road colorcasts last season. Plans are underway for a three or more station TV network in upstate New York. WHN New York, which served as the radio home of the Yankees from 1958-61, returns this season under a new four-year contract. It will carry 192 games, including 30 exhibitions, and feed them to a 40-station radio network in New York, Pennsylvania, Connecticut, Massachusetts and Vermont. Ten-minute pregame and postgame shows are set with Marv Albert. Jerry Coleman, Joe Garagiola and Phil Rizzuto handling the radio-TV announcing.

Washington Senators ▪ WTOP-AM-TV Washington exercised its option and has the Senators for another three years. There are no plans for radio or TV networks. WTOP-TV will again televise 35 games, 11 at home, and for the first time all will be in color. WTOP will carry 10 exhibitions plus the regular schedule. A pregame show with Warner Wolf is set for radio. Dan Daniels and John MacLean will handle the radio-TV coverage.

Business briefly . . .

General Mills, through Knox Reeves, both Minneapolis, has purchased sponsorship in three NBC-TV series: *Captain Nice, The Virginian* and *Please Don't Eat the Daisies.* **Miles Laboratories,** Elkhart, Ind., through Jack Tinker & Partners, New York, has also bought sponsorship in *Captain Nice* and *Please Don't Eat the Daisies,* plus *The Girl from U.N.C.L.E., Daniel Boone, Star Trek, Laredo, Tarzan, Flipper,* and the Tuesday and Saturday movie nights.

Procter & Gamble Co., Cincinnati, through Benton & Bowles, New York, has purchased on NBC-TV in *The Virginian, Daniel Boone, Tarzan* and *Flipper.* **R. T. French Co.,** Rochester, N. Y., through Kenyon & Eckhardt, New York, has bought sponsorship in *Run for Your Life, The Virginian, Tarzan, Laredo,* and both movie nights. **Buick Division,** General Motors Corp., through McCann-Erickson, both Detroit, has also bought sponsorship in *Run for Your Life, Tuesday Night at the Movies, Tarzan* and *Laredo,* plus *The Girl from U.N.C.L.E., Daniel Boone,* and NBC News' *The Frank McGee Report.*

Eaton Paper Corp., Pittsfield, Mass., through Chirurg & Cairnes, New York, has purchased sponsorship in CBS Radio's *Dimension* program, *Dear Abby.* Buy by paper company marks its first use of network radio in decade. **Armstrong Cork Co.,** Lancaster, Pa., through BBDO, New York, and **Florida Citrus Commission,** Lakeland, Fla., through Lennen & Newell, New York, have bought sponsorship in CBS Radio news and *Dimension* programs.

Cigarettes and time standards

They'll be the main topics on agenda of rescheduled TV code board meeting

After a delay of two months, the National Association of Broadcasters television code board will get a chance to take up time standards and cigarette advertising this week. The meeting was originally scheduled for Dec. 14-15, 1966 (BROADCASTING, Nov. 28, 1966), but was postponed when NAB was called to testify before the Senate Judiciary Subcommittee.

The code board meets in Scottsdale, Ariz., Tuesday and Wednesday (Feb. 21-22).

As it was in December, a change in the code's time standards remains at the top of the agenda. Proposals have come from several broadcasters and range from those that would have separate standards for affiliates and independents, to elimination of prime time, to limiting the number of commercials and interruptions within programs.

The major staff proposal has been centered on changing the code provision on billboards by restricting their use to single-sponsored programs and their length to 10 seconds.

New Move? ▪ However, it's understood that the staff may suggest that the code be changed to allow clustering of commercials with a specified maximum number of breaks per hour.

Cigarettes, which had seemed a moot issue a week before the scheduled December meeting, have since bloomed into a fresh problem area. One cigarette manufacturer, Brown & Williamson, has been upset with the code authority's cigarette guidelines and feels they are too stringent. The guidelines, announced last fall (BROADCASTING, Oct. 10, 1966), still have not gone into effect. They are designed to limit the appeal of smoking to children.

In addition to the B&W complaint, broadcasters have heard rumblings from Capitol Hill. The most recent was last week's request by Senator Frank Moss (D-Utah) that the NAB code ban actual smoking of cigarettes in commercials, similar to the ban on drinking beer in commercials (see page 46).

In a reply to Senator Moss, Howard Bell, code director, noted that the code authority has been continually reviewing its stand on cigarettes and said it was in the "somewhat intricate process of implementation" of its guidelines at present.

Changes? ▪ Whether there will be a major change in cigarette advertising policy is uncertain. But if there is to be a change, it will probably be toward more stringent rules rather than an easing as sought by Brown & Williamson.

Senator Moss's letter will be reported to the code board and it is possible that the board could move in that direction.

The code board will also hear a report of a meeting held in Washington Wednesday (Feb. 15) between officials of the American Cancer Society and NAB. Among the ACS executives attending were Travis Wallace of Dallas, chairman, and Dr. Ashbell Williams, Jacksonville, Fla., president.

ACS officials were said to have praised broadcasters' work in curbing cigarette appeal to youth, and they indicated they were sorry that an ACS film, which points to weight of cigarette advertising, seems to point to television as major villain. If the film were being done over, TV would not be singled out in such a manner, they also said.

The networks' cash registers ring along

BAR REPORT GIVES REVENUES FOR YEAR TO DATE, MONTH AND WEEK

Network-television revenues for the week ended Feb. 12 totaled $31,285,600. For the first 12 days of February they were $52,710,700, and for the year through Feb. 12 they amounted to $193,482,300.

This progression of estimates was reported last week by Broadcast Advertising Reports as drawn from its new weekly service detailing brand and corporate spending in network TV (BROADCASTING, Feb. 13, 6). The figures represent net revenues for time and programing.

The $31,285,600 estimated for the week represented a gain from the $29,828,000 previously reported by BAR for the last full week of January. It was a shade below January's average of almost $31.8 million a week.

For the year through Feb. 12, CBS-TV's share of revenues was put at $77,114,200, NBC-TV's at $63,365,200 and ABC-TV's at $53,002,900.

The table below presents BAR's estimates for the week, for the month through Feb. 12 and for the year through that date as represented by the principal day-parts and for the networks individually and in total:

Bar network TV dollar revenue estimates
(Net time and talent in thousands of dollars as compiled by Broadcast Advertisers Reports Inc., New York)
Week ended Feb. 12, 1967:
(add 000)

Day parts	Networks	Week ended Feb. 12	Cume Feb. 1-12	Cume Jan. 1-Feb. 12
Monday-Friday	ABC-TV	—	—	—
Sign on—10 a.m.	CBS-TV	$ 146.0	$ 240.9	$ 732.7
	NBC-TV	308.6	481.9	1,543.8
	Total	454.6	722.8	2,276.5
Monday-Friday	ABC-TV	1,525.2	2,376.5	9,258.4
10 am.-6 p.m.	CBS-TV	3,577.2	5,682.7	21,560.8
	NBC-TV	1,725.3	2,707.7	11,392.3
	Total	6,827.7	10,766.9	42,211.5
Saturday-Sunday	ABC-TV	955.9	1,869.0	5,177.4
Sign on—6 p.m.	CBS-TV	736.7	1,467.1	8,329.6
	NBC-TV	364.7	991.3	4,392.7
	Total	2,057.3	4,327.4	17,899.7
Monday-Sunday	ABC-TV	425.8	728.3	2,787.7
6 p.m.-7:30 p.m.	CBS-TV	1,121.7	1,790.8	6,888.5
	NBC-TV	823.5	1,293.3	5,676.4
	Total	2,371.0	3,812.4	15,352.6
Monday-Sunday	ABC-TV	6,087.4	10,125.2	35,340.0
7:30-11 p.m.	CBS-TV	6,585.9	11,165.9	39,341.2
	NBC-TV	6,469.5	10,918.3	38,232.1
	Total	19,142.8	32,209.4	112,913.3
Monday-Sunday	ABC-TV	24.0	190.4	439.4
11 p.m.—sign off	CBS-TV	37.4	74.7	261.4
	NBC-TV	370.8	606.7	2,127.9
	Total	432.2	871.8	2,828.7
Network totals	ABC-TV	9,018.3	15,289.4	53,002.9
	CBS-TV	12,204.9	20,422.1	77,114.2
	NBC-TV	10,062.4	16,999.2	63,365.2
Grand totals all networks		$31,285.6	$52,710.7	$193,482.3

Magnuson wants equal time for antismoking

Senator Warren G. Magnuson (D-Wash.) last week again suggested that cigarette advertising on television should be counteracted by granting equal time for health education and smoking messages.

The chairman of the Senate Commerce Committee and its consumer subcommittee said he would hope some way could be found, perhaps through the FCC's fairness doctrine, to insure that ample public-service time is given for smoking and health education. He first made such a proposal in a broad consumer message in the opening days of this session of Congress (BROADCASTING, Jan. 23). His statement came a few days after a letter by Senator Frank Moss (D-Utah) urging tighter NAB codes on cigarette TV ads.

The occasion for Senator Magnuson's remarks last week was also an address on consumer affairs shortly after the President's consumer message to Congress. In this package, President Johnson made no mention of any proposal on cigarettes or their advertising, but he did back other measures having some effect on the television industry. He again put his weight behind a truth-in-lending bill that would require full disclosure of credit charges and a bill to create a commission to promote safety in household products such as television sets.

Both measures have either been backed or introduced by Senator Magnuson. At the same time he made his cigarette-advertising comments, Senator Magnuson hailed the President's endorsement of the hazardous-product legislation. It would create a commission to identify hazardous products, examine industry and legal protection against these and make reports of its findings.

Moss asks even tauter reins on smoking ads

Senator Frank E. Moss (D-Utah) last week urged the National Association of Broadcasters to tighten its code to prohibit the showing of persons smoking during cigarette commercials.

The new member of the Senate Commerce Committee and its communications and consumer subcommittees commended the NAB's recent adoption of code standards that barred cigarette advertising giving the impression smoking promotes health or aids the development of youth. However, he said the move, although a step in the right direction, "falls far short of the action which I feel must be taken."

Noting the NAB code forbids the use of beer commercials sbowing drinking of the product, he urged this same standard be set for cigarette advertising. "There is no question in my mind," he went on, "that the picture of an attractive young woman smilingly smoking a cigarette in the company of a handsome young man, in a vacation background, or at a glamourous social function, makes cigarette smoking seem important to the 'personal development' of a young person who might be watching that commercial. All too many TV cigarette commercials make smoking the 'in' thing to do. . . ."

The Utah lawmaker, a former Eagle Scout whose Mormon religion prohibits smoking, had requested the NAB several years ago to strive to take the glamour out of TV cigarette advertising. He is said to feel that a voluntary curb by the industry would be more desirable than legislation in this area. In his letter he also noted that cigarette advertising represents a large part of broadcasters' income but that he hoped the NAB code could be amended to go a little bit farther than it does now.

Regimen image brings agency name change

Kastor, Foote, Hilton & Atherton Inc., New York, came in for a change of name, a reorganization and, it hoped, a change of image last week.

Mr. Foote

The new name is Emerson Foote Inc., and Mr. Foote, the former president, becomes chairman. He will continue as chief executive officer.

He commented: "The old name was a handicap, too many people remembered Regimen."

In 1965, when the agency was named Kaster, Hilton, Chesley, Clifford & Atherton, it was convicted of fraudulently promoting Regimen tablets and fined $50,000. Mr. Foote bought into the agency later that year, and currently holds almost 99% of its outstanding stock.

The executive reorganization is in line with the search for a new, more youthful image, but was necessitated by the recent resignations of three top executives.

The executives who resigned were: Edmund F. Johnstone, executive vice president; Franklyn S. Ferry, senior vice president-director of supermarket merchandising, and Richard Stephens, senior vice president-public relations. J. William Atherton, who last May changed titles from chairman of the plans board to honorary board chairman, retains that title.

Lee W. Baer, 44, who joined the agency three months ago from BBDO, is the new president. Robert L. Nelson Jr., 31, becomes executive vice president. Norton J. Wolfe, 45, creative director, was raised from vice president to senior vice president.

Burnett plans exchange

Eugene Accas, vice president, network relations, Leo Burnett Co., New York, last week said that Burnett will begin in June a program aimed at enhancing the business skills of agency media buyers on the one hand and station and network sellers on the other. The project, known as Media/Agency Reciprocal Internship Plan (MARIP), calls for a Burnett junior executive to work for 90 days at a network or station while at the same time a station or network staffer will work at Burnett in Chicago for this period. Mr. Accas said that an invitation is being extended through the American Association of Advertising Agencies and the Association of National Advertisers to other agencies and advertisers outlining the MARIP proposal and urging them to help expand the program. Mr. Accas announced the program at the annual Creative Management Conference of Television Advertising Representatives (see page 66).

Tannen proposes farm-radio group

A new local-station sales group aimed specifically at serving the marketing needs of the farm radio advertiser may evolve from a meeting of key farm-area broadcasters to be held around the time of the National Association of Broadcasters convention in Chicago this April.

Mr. Tannen

The proposal is being made by Erny Tannen, president of WDMV Pocomoke City, Md. He would call it the National Agriradio Group.

Mr. Tannen told the National Agriculture Advertising and Marketing Association in Chicago last week that he hopes to have a sales network of some 400 stations organized, which farm advertisers could purchase in whole or part to better pinpoint their farm audiences.

He later explained that he is inviting local stations in the nation's top-400 farm counties to be present for the meeting at NAB time. His proposed new group would offer these stations the successful total-farm involvement format of WDMV and the new selling plan which would supplement existing station representative services.

Mr. Tannen felt that too many farm programs today are locked into out-of-date positions by the mass market formats of the big-power stations and often are not reaching the farmers at the hours that surveys show they listen most. He said studies show the farmers listen more regularly to their own local-area stations and he felt if these local outlets are reprogramed into total farm-service stations they could better serve both listeners and farm advertisers.

New agency to focus on TV promotion

Leo A. Gutman Inc. Advertising, New York, is being formed as an advertising agency specializing in TV promotion, exploitation and consultation.

Mr. Gutman

The new company will be owned by Mr. Gutman, who has resigned his posts as director of advertising, Four Star Television, Hollywood, and director of advertising, promotion and publicity for the syndication subsidiary, Four Star International, New York.

Mr. Gutman's new firm will offer to service clients who are national advertisers, syndication companies, network show production companies, station groups, station representatives and motion-picture companies. Mr. Gutman's agency will be located at 1212 Avenue of the Americas. His background includes 14 years of association in advertising, sales promotion and publicity with Ziv Television and Ziv-United Artists.

Agency appointments . . .

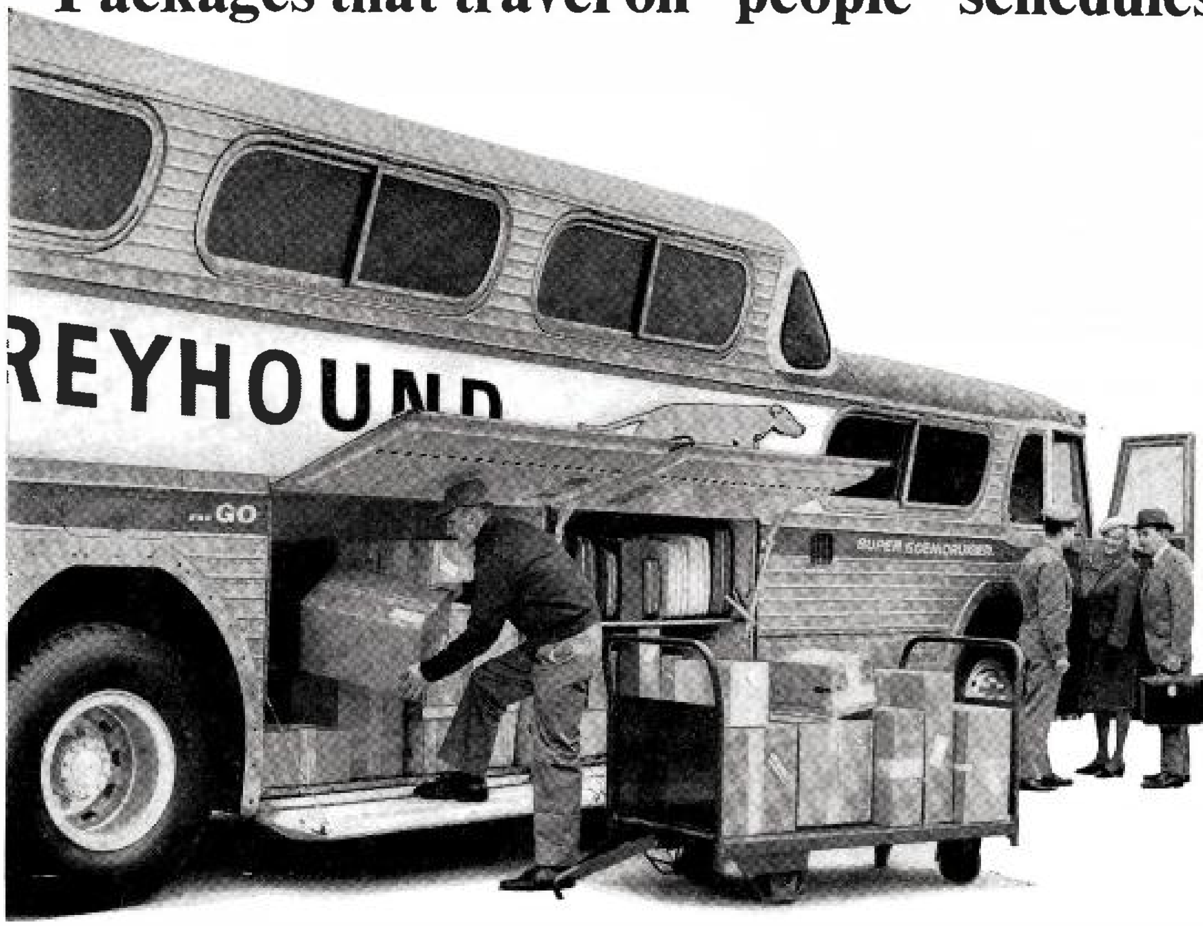
- Simonize Co., a division of Morton International Inc., Chicago, producer of automotive, household and commercial waxes, polishes and maintenance aids, has appointed J. Walter Thompson, same city, to handle all non-institutional advertising, effective May 2. Former agency was Dancer-Fitzgerald-Sample, New York, with account billing of $4 million.

- Whitehall Laboratories Division of American Home Products Corp. has named William Esty Co., both New York, to handle Bisodol antacid preparations, previously at J. Walter Thompson, and Denian denture cleanser, previously with Ted Bates & Co., New York. Products bill about $1 million.

- Chappell, Fiore, Edelman Inc., New York, has been named to handle advertising of Clark Oil & Refining Co., Milwaukee, Wis. The $2 million Clark account used to be at Papert, Koenig, Lois Inc., where principals in CFE were formerly employed.

- Faberge Inc., New York, has appointed Lennen & Newell, that city, to handle advertising. Faberge's Brut, Aphrodisia, and Wood Hue for men, and Tigress, Aphrodisia, Woodhue,

Packages that travel on "people" schedules!



Your packages go everywhere Greyhound goes. Same bus, same fast, frequent schedules, when you ship by Greyhound Package Express

"People" schedules *are* package schedules when you ship by Greyhound Package Express. Got a hurry-up shipment? Put it on a Greyhound...the same Greyhound bus that carries passengers. When the passengers arrive, your shipment arrives. Schedules are regular, fast and frequent. You can ship anytime at your convenience... day or night, 7 days a week, 24 hours a day. Weekends and holidays, too. Greyhound travels the most direct routes, via the newest super highways, serving thousands of cities, towns and villages all over America. And GPX is a money-saver you can't afford to overlook. Next time you've got a shipment ready to go, look into GPX. Take your choice of C.O.D., Collect, Prepaid, or open a GPX Charge Account. For complete information about service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-B, 10 South Riverside Plaza, Chicago, Ill. 60606.

It's there in hours and costs you less

For Example:	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
CHICAGO—MILWAUKEE	20	1 hr. 50 mins.	$1.55	$1.80	$2.00
ATLANTA—BIRMINGHAM	10	3 hrs. 20 mins.	1.85	2.10	2.45
CLEVELAND—COLUMBUS	10	2 hrs. 55 mins.	1.80	2.05	2.40
SEATTLE—PORTLAND	19	3 hrs. 25 mins.	1.70	2.00	2.25

*Other low rates up to 100 lbs. Lot shipments, too.

GPX

GREYHOUND PACKAGE EXPRESS

One of a series of messages depicting another growing service of The Greyhound Corporation.

As seen in BROADCASTING, February 20, 1967

Flambeau and Straw Hat for women reportedly bill about $1 million a year. Previously, Faberge prepared its own advertising and placed it through Arm Inc., Miami Beach.

▪ Pharmaco Proprietary Drug and Cosmetic Division of Schering Corp., Bloomfield, N. J., has named Norman, Craig & Kummel, New York, to handle Cushion Grip denture adhesive and Aspergum, previously with Shaller-Rubin Co., and Correctol laxatives, previously with Needham, Harper & Steers, New York; Warwick & Legler, New York, to handle Feen-a-Mint and Regutol, formerly with Tucker & Wayne, Atlanta, and Chooz antacid gum and mints, previously with Needham, Harper & Steers.

Sales-development heads named by Metro Radio

Metro Radio Sales has formed a sales development-promotion department as part of an expansion program, it was announced last week by H. D. (Bud) Neuwirth, president.


Mr. Wiener

Michael A. Wiener, formerly a salesman with Metro Radio Sales and earlier in sales and sales-development capacities at H-R Representatives, has been named director of sales development and promotion. Joan Pihl, formerly with WNEW New York, has been appointed assistant director of the new department.

Metro Radio Sales, a division of Metromedia Inc., represents the parent company's seven radio stations (WNEW; KLAC Los Angeles; WIP Philadelphia; KNEW San Francisco-Oakland; WHK Cleveland; WCBM Baltimore and KMBC Kansas City) as well as nine independently owned outlets. The latest to join the Metro Radio list is KWK St. Louis, effective March 1.

Dentsu opens N.Y. firm in bid for U.S. billing

Japan's international advertising agency—Dentsu Advertising Ltd.—is making its first concerted bid in the U.S. for new accounts. The agency, which claims to be the sixth largest in the world, bills an estimated $260 million. Dentsu spokesmen said they expect that a new branch in New York will soon be announcing U.S. soft-goods clients, whose billing will include radio-TV.

The U.S. operation is called Dentsu Corp. of America, 505 Fifth Avenue, New York. It is being staffed chiefly with Americans and has three Japanese from Dentsu's Tokyo headquarters. Among the American agency executives hired are copy supervisors Herbert Davidson, formerly with D'Arcy Advertising, and Lorenz Hansen, formerly with N.W. Ayer & Son. The Dentsu executives are Katsuki Tsugami, George Tanaka and Takashi Michioka.

Dentsu maintains a liaison office in the Time-Life Building in New York. DCA has begun handling several Japanese accounts formerly handled through the liaison office; among them: Panasonic (trade advertising); Seiko watches (consumer and trade) and Japan Silk Association.

Interpublic billings near $700 million

The Interpublic group of companies, international advertising complex, handled billings of close to $700 million in 1966 and says its business will run well above that figure in 1967.

Interpublic billing information, reported last week by Chairman Marion Harper at a meeting of the company's top executives, included the announcement that its largest division, McCann-Erickson, had achieved a worldwide mark of $465 million.

M-E had billed $437 million in the previous year. The 1966 total comprised a figure of $295 million for McCann-Erickson (domestic) and $170 million for McCann-Erickson International.

Other Interpublic subsidiaries contributing to the $700 million total in 1966: Jack Tinker & Partners; $37 million, up from $21 million the year before and billing at the rate of $45 million for the current year; Erwin Wasey, $65 million; the Marschalk Co., $60 million; Fletcher Richards, $8 million; Johnstone Inc., $5 million; Pritchard Wood, $27 million, and the Quadrant international network of agencies established by Interpublic last year, $30 million.

Regional rep firm opens

Radio Time Sales Inc., a regional representation firm with offices at 559 Pacific Avenue, San Francisco, has been established by Samuel Posner. He said last week that associated offices are located in Los Angeles and Seattle, and that negotiations will be underway shortly to establish offices in New York and Chicago. Mr. Posner was manager of the San Francisco office of Savalli/Gates Inc., New York, for three years.

Commercial-monitoring system set for debut

Broadcast Advertisers Reports Inc. will use a new system of monitoring known as "Videomatic" for the first time this month when it conducts its regular audit of the three TV stations in Baltimore [CLOSED CIRCUIT, Feb. 6]. It is described as a coordinated system of recording EDP signals directly off video transmissions and relaying them to BAR's computer installation in suburban Philadelphia.

BAR believes Videomatic will be of particular value to advertising agencies which want to provide certain coded information within their commercials. The company believes the system can "greatly reduce the paper work now burdening today's media-paying function."

A spokesman for BAR said Videomatic is designed to supplement its audio system of monitoring which it now conducts in 75 U.S. markets covering 250 TV stations. By the end of 1968, he said, BAR will have the capability of installing and operating Videomatic in the markets it now monitors via audio tape. He stressed that the system requires the cooperation of advertising agencies.

Rep appointments . . .

▪ KALB-TV Alexandria, La.: Adam Young Inc., New York.

▪ KLAC Denver: McGavren-Guild, New York.

▪ KNOT Prescott, Ariz.: J. A. Lucas Co., Los Angeles.

Also in advertising . . .

Industrial radio spots ▪ A new presentation being circulated to advertisers and their agencies by Edward Petry & Co. underlines the growing trend toward use of spot radio by industrial advertisers. The study shows that although the industrial advertisers aim their message at a narrow audience target, they are using spot radio effectively for a variety of reasons: to recruit highly specialized personnel; to build sales, and to open dealerships.

Now in L.A. ▪ Audio Productions Inc., New York, TV commercials producer (also of documentary films), has opened a branch in Los Angeles. Audio Productions reports several advantages expected in having its own permanent staff and equipment in the area where it always has been active in past filming. Branch address is 716 North La Brea Avenue.

Radio outpaces TV in daytime

That's what new Pulse study finds in metropolitan New York

Radio's audience is bigger than television's for well over half of the broadcast day, maintaining supremacy from 6 a.m. to 6:30 p.m. and, even on a full-day basis, exceeding TV's in quarter-hour volume.

Dr. Roslow

That is the case at least in the New York metropolitan area, according to findings by The Pulse Inc. in tests of its new "Three-Stage AMP" (All-Media Pulse) service. Results of the tests are being announced today (Feb. 20.) along with plans to expand the service into five markets in March and into 25 later on.

Projections from the findings in the Pulse tests, conducted last August, indicate that the number of persons listening to radio surpasses the number watching TV by a wide margin in any given Monday-Friday half-hour from 6 a.m. until 6:30 p.m. For instance, at 8-8:30 a.m., radio has 93% of the total broadcast audience, at noon-to-12:30 p.m. it has 70%, at 4-4:30 p.m. it has 63% and even at 6-6:30 p.m. it has 52%.

Pulse noted that "by contrast" another research company's estimates as late as 1964, "the last year that radio and TV were estimated by one company," television sets-in-use levels were shown as overtaking radio levels as early as 9 a.m.

TV's Peak ▪ In Pulse's New York tests, the TV audience between 6:30 and 7 p.m. Monday through Friday was estimated at 2,213,300 persons as against 2,056,000 for radio. The television audience continued to grow, peaking at 5,713,900 at 9:30-10 p.m., and exceeded the radio audience in each half-hour from 6:30 p.m. until the measurements stopped at midnight.

On a 6 a.m.-to-midnight basis, however, radio's "persons/quarter-hours" total exceeded TV's by 73,640,700 to 63,995,900. Pulse officials said "persons/quarter-hours" is a measure of audience impressions or total tune-in.

The report also indicates the combined audience of radio and TV. For example, 3,217,000 persons are shown as either listening to radio or watching TV during the average quarter-hour from 8 to 8:30 a.m. From noon to 12:30 p.m. the quarter-hour average is 3,647,000, and from 10 to 10:30 p.m. it is 6,354,000.

In contrast, the study shows that 5,940,300 persons had read one or more of the last four issues of *Life* magazine at the time of the survey. *TV Guide* scored highest among magazines; 7,188,500 persons had read one or more of its last four issues.

Pulse announced plans for the new Three-Stage AMP service last summer and said it was designed to meet growing agency demand for cross-media audience information (BROADCASTING, June 20, 1966).

Same Panel ▪ It is called three-stage because it compiles media data sequentially from members of the same panel. Panelists keep a radio diary the first week and a TV diary the second week, then are interviewed as to print-media usage and also regarding their use of various products and services.

The diaries are personally placed and personally picked up, and the interviews are conducted personally. Thus, Pulse said, the service uses the two methods found most satisfactory by the All-Radio Methodology Study (ARMS).

Dr. Sydney Roslow, director of Pulse, said the new service provides his firm with "the basis for a vigorous entry into the local television research picture, because we will then have not only a personally placed and collected diary system, but, in addition, the only multimedia research which can properly be cross-analyzed."

Results of the New York tests were reported in totals of persons 12 years of age and older, with breakdowns by sex and age. Pulse said analyses of specific radio and TV-spot schedules and cumulative audiences would be available on special order.

Pulse officials stressed that the new service is neither a replacement for Pulse's regular radio rating service nor intended as another rating service.

A new Three-Stage AMP study of the New York market and similar studies in Los Angeles, Chicago, Philadelphia and Cleveland will be conducted in March, Pulse reported. Five other markets will be added later and a total of 25 will be surveyed yearly in the future, with the biggest markets getting two studies a year.

Station owner wins key criminal-law case

WAIT Chicago won a landmark case before the U.S. Supreme Court last week and saved a man's life. It was a life that at one point was only seven hours from the electric chair before the station's news-coverage investigation showed that the man may have been falsely convicted.

The case involved a conviction for a 1955 rape-murder of an 8-year old child. In 1963, when the execution was set, WAIT began investigating the case as part of its news coverage.

The investigation showed serious discrepancies in the court case, and WAIT's owner, Chicago attorney Maurice Rosenfield, undertook a lengthy campaign to free the convicted man.

Mr. Rosenfield personally argued the petition before the Supreme Court this past Jan. 12-13 and last week the court reversed the conviction and declared that "the prosecution deliberately misrepresented the truth." The court also said it must affirm earlier rulings that the 14th Amendment "cannot tolerate a state criminal conviction obtained by the knowing use of false evidence."

Fast national Nielsens could come in two years

A. C. Nielsen Co.'s new national instantaneous television rating service—an expansion of that presently in operation for New York—could be in operation within two years depending on buyer acceptance, company stockholders were told last week at the firm's annual meeting in Chicago.

Arthur C. Nielsen Jr., company president, reported: "We are calling on prospective buyers for this new improved service right now." It is based upon new, more-sophisticated models of the Nielsen Audimeter which uses phone lines to link the home TV set with the Nielsen computer in Chicago. He explained that some 300 of these units in

IT'S GETTING TOUGHER TRYING TO "KEEP 'EM DOWN ON THE FARM"

Dairy farmers are trading 365-workdays per year for industry's 40-hour weeks and paid vacations.

The number of farms in the United States selling milk dropped from the 770,221 counted in the 1959 Census of Agriculture to 544,791 farms selling milk according to the 1964 census. In the several years since the last official tally, the rate of decline in number of dairy farms has accelerated considerably. It's estimated, for example, that Wisconsin, the country's leading dairy state, lost 10 per cent of its dairy farms in the last two years alone.

The exodus of dairy farmers seemed to have slowed by the end of 1966, but no one in the industry is ready to predict that the downward trend is going to end soon. The higher prices paid to dairy farmers for milk in 1966 may have helped to keep some families operating their dairy farms longer, but the average hourly earnings for labor on dairy farms and returns on the capital investment (usually well in excess of $50,000) are still below what can be earned in most non-agricultural enterprises.

Families have been quitting dairying in record numbers for several reasons. Milk prices at the farm level have been, and still usually are, too low to enable the farm operators to compete with non-farm industries and businesses for the kind of labor needed to handle a herd of cows and the very high-priced and often intricate machinery and equipment used on farms these days. That period in our agricultural history when all it took was enough brains to drive a team of mules or horses to get the farm chores done is gone forever. In most areas of the country farm labor of the high caliber required is difficult or impossible to find. This means, then, that the family operating a dairy farm must stay on that farm every day of the year for the morning and evening cow milking chores. Cows won't adjust to labor shortages.

Industry lures the young farmers with better hours and pay.

Labor shortages in industry the past year have encouraged many farmers, including a large number of the better young farm operators, to give up farming to work in industry. A 40-hour week, usually higher hourly earnings and no investment required, paid vacations, plus other benefits oftentimes look very enticing when compared with the 365 days each year the family may be tied down with a dairy herd.

In the process of becoming efficient and progressive business operators, farmers have also learned to think like businessmen. They take a look at return on investments these days as well as returns per hour of labor. When they do this, in most areas of this country, dairying doesn't look too promising when compared with other types of farm enterprises or with non-farm businesses. Many farmers are selling off their cows and going into the recreation business these days. City people seem more willing to pay profitable prices for leisure and fun than for good food!

In 1966 milk production in the U.S. declined about 3 per cent or almost 3.5 billion pounds from a year earlier. At the same time consumer demand for milk and foods made from milk increased about two billion pounds. For the first time in a number of years the balance between the supply of milk and commercial demand for milk was very close. Milk prices strengthened and got back to about where they were in 1952, the last time this kind of situation existed. If demand for milk continues to grow through 1967 as it did in 1966 and if production does not increase —as many expect it won't, there very likely will be more price increases. This, in the American free enterprise system, would be the normal reaction to bring about increased supplies of milk to meet increased demand.

The supply of milk available to the American people is of concern to the entire nation.

Milk provides large quantities of essential food nutrients—complete protein, calcium, phosphorous, riboflavin, thiamine, vitamin A, etc. Milk is a valuable food because it is an ideal food form for the very young and can also be converted into many other food products that lead the food popularity parade year after year.

The American people drink more milk than any other beverage except water. Last year each American, on the average, consumed daily the equivalent of almost 1.6 pounds of milk—as milk, butter, cheese, ice cream, and other dairy products. (A quart of milk weighs 2.15 pounds.) Despite the higher retail prices for dairy foods in 1966, the daily cost of this milk per person was around 17 cents. For an average adult man, this amount of milk provides about 36 per cent of his recommended daily protein intake, 100 per cent of his calcium, 72 per cent of his riboflavin, 21 per cent of his vitamin A, plus other important food nutrients.

Dairy farmers are proud of the contribution milk has made and continues to make to the good health and the good eating of the American people. We hope that the American people will continue to understand that dairy farmers, too, are caught in the rising cost of doing business that forces all prices to higher levels. We continue to seek only a fair return for our labor and for the increasingly larger capital investments efficient dairy farming requires.

a message from dairy farmer members of

american dairy association

the New York market already are working well and the computer enables the company to give reports to clients the following morning.

Another Audimeter development, Mr. Nielsen reported, is a tiny new link which is attached to portable TV sets and enables the ratings to include the second sets within the home regardless of where they may be used. The radio link is already in use on a limited basis, he said.

Mr. Nielsen also reported that the Nielsen Station Index service sustained "heavy losses" a year ago but "is now approaching the break-even point."

Publisher gets its second UHF CP

Harcourt, Brace & World Inc., New York, last week was granted its second UHF construction permit in less than two months—channel 54 in Augusta, Ga. The book-publishing company's first CP for channel 20 in Denver was approved by the FCC last December (BROADCASTING, Dec. 26, 1966).

HB&W has UHF applications pending for Salt Lake City (channel 14); Portland, Ore. (channel 24), and Phoenix (channel 15). The company also intends to file for a UHF in Rochester, N.Y.

The Augusta CP is for 575 kw visual, 87.1 kw aural and an antenna 650 feet above average terrain.

HB&W has formed a partnership with the Harman-Slocum Publishing Co. that is limited to applying for, constructing and operating the proposed Augusta and Salt Lake City stations. HB&W would own 67% of the partnership, referred to as the Harbinger Broadcasting Co., and Harman-Slocum, the remaining 33%. Harman-Slocum is an applicant for a new AM in St. Louis.

William Jovanovich, HB&W president, said last week that no date has been set to begin construction of the Augusta and Denver stations.

Harriscope, Essaness join in UHF project

Essaness Theaters, Chicago, and Harriscope Broadcasting Corp., Los Angeles, announced last week that they would jointly construct and operate WSNS-TV (ch. 44) Chicago. The association was disclosed after the FCC approved by action on Jan. 5 transfer of the UHF station's construction permit from Essaness to a joint venture of Harriscope and the theater chain to be called Video 44.

While no date has been set for the on-air operation of WSNS-TV, the station's transmitter and antenna are expected to be installed on the Chicago's Hancock Building, which is still under construction. Construction and operation will be under Harriscope Broadcasting Vice President Yale Roe.

Plans call for the new station to follow a specialized programing format. When it goes on the air it will be Chicago's seventh commercial TV. There are currently six commercial stations and two educational facilities serving the Chicago market.

Harriscope owns and operates KFBB-AM-TV Great Falls, Mont.; KTWO-AM-TV Casper, Wyo.; KLFM(FM) Long Beach; KKAR Pomona and KBAK-TV Bakersfield, all Califorina. The station group has pending applications for TV stations in Billings, Mont. and Palm Springs, Calif. The company is also active in community antenna television operations in Flagstaff, Ariz., and Palm Springs and Bakersfield, both California, and in several communities near Los Angeles. Harriscope also publishes *FM & Fine Arts Magazine*, distributes television films, and has recently formed a microwave subsidiary in conjunction with Time-Life Broadcast Inc. to serve Northern California.

Principals of Harriscope are Burt I. Harris, president, and include Chicago residents Irving B. Harris, former co-owner of The Toni Co., and Donald P. Nathanson, president of North Advertising.

Essaness Theaters has operated in and around Chicago for many years. Edwin Silverman is president.

NAB sales seminar readies for first coed

First female applicant for a National Association of Broadcasters sales management seminar is Harriet Kaplan, WAYS Charlotte, N. C. NAB is opening this year's seminar at the Harvard Business School, July 16-22, to women for the first time. Qualified women broadcasters will be admitted as day students and housed off-campus.

The seminar, held in cooperation with the Radio Advertising Bureau, is the first NAB sales session since 1964. Attendance is limited to 70 broadcasters and 46 have already applied. Cost of the one-week course will be $375.

Bill Walker, NAB director of broadcast management, said the subject matter will include role of the sales manager, recruiting and selecting sales personnel, direction and supervision of salesmen, effective use of sales meetings, compensation and motivation of salesmen and appraising the sales manager's performance.

Richard Nohl, administrative assistant to the dean of the school, will be administrative director of the seminar.

CATV: caseload less by 12

Heated FCC session shows that rules may be waived, but not if they're broken

It was 12 at one blow for the FCC last week—12 CATV cases wrapped up and disposed of in a single, complex order. The cases involved the requests of 12 systems seeking permission to import distant signals into the overlapping markets of Grand Rapids-Kalamazoo and/or Lansing, both Michigan, ranked as the 36th and 48th markets, respectively.

The order indicated a willingness on the part of a majority of the commission to waive the rule requiring hearings on applications for the importation of distant signals into major markets, particularly where the signals are those of educational stations and the communities served are on the fringes of the markets.

However, in the case attracting the most attention, the commission was strict. At issue was the petition of Booth American Co. for temporary permission to relay Milwaukee and Chicago signals into Muskegon and North Muskegon pending the outcome of a hearing on its request to provide that service.

The commission denied the request, thereby forcing the system to abandon service it had been providing since March 1966. The commission in July had held that the service constituted a violation of the rules and ordered the system to terminate it. Three weeks ago the U. S. Court of Appeals upheld the commission decision and the stay of the cease-and-desist order that the court had granted ran out on Wednesday (Feb. 15).

The commission majority felt it should not permit the temporary continuation of a service which it had found to be in violation of the rules and which it had ordered the system to halt.

The case reportedly provoked a heated debate, with Commissioner Lee Loevinger and Sol Schildhause, chief of the CATV task force, favoring a grant of the request for temporary continuance of the service, and Commissioner Kenneth A. Cox and Henry Geller, FCC general counsel, opposed.

Set for Hearing ▪ The commission also designated for hearing Booth American's request to carry the Chicago and Milwaukee signals in Muskegon township, Muskegon Heights, North township and Roosevelt Park.

Booth American fared better, however, in connection with a request to carry the distant signals of Detroit independent and educational stations and the Grand Rapids NBC affiliate into Summit and Leoni townships. The commission granted the necessary waiver.

The consolidated hearing ordered by the commission in the Grand Rapids-Kalamazoo and Lansing market cases promises to be a complicated one. Aspects of nine of the 12 cases will be included. They involve requests to relay signals of a Windsor, Ont., station into Kalamazoo; Detroit, Chicago, Flint and Windsor stations into Battle Creek and surrounding towns; a Chicago independent into Battle Creek and its suburbs; Toledo stations into Jackson and Blackman township; the Fort Wayne and South Bend, both Indiana, stations into Coldwater; a Chicago station into Allegan; Toledo and Windsor stations into Homer, and a Detroit ABC affiliate into Lansing.

The commission was badly split on the order. Only Chairman Rosel H. Hyde and Commissioner Robert E. Lee were in the majority on each of the cases. Commissioners Robert T. Bartley, Lee Loevinger and Kenneth A. Cox concurred in part and dissented in part.

NAB finds a temporary home

The National Association of Broadcasters last week signed for temporary quarters in downtown Washington where it will spend from 12 to 18 months while a new headquarters building is erected. It is leasing three floors, totaling 19,500 square feet, at 1812 K Street N.W.

Timetable calls for NAB to move into the offices, which will be redecorated, between Sept. 1 and Oct. 15. After it moves, the present NAB building will be razed and the association's new $2-million home will be constructed. It will probably be early 1969 before NAB moves back to its N Street site.

WOAY-TV an ABC affiliate

WOAY-TV Oak Hill, W. Va., (ch. 4) signed with ABC-TV last week as a primary affiliate. The station previously had been affiliated both with CBS-TV and ABC-TV. The new ABC affiliation was announced by Robert R. Thomas Jr., owner, president and general manager of the station, and Carmine F. Patti, ABC's director of TV station relations. CBS-TV said its affiliation with WOAY-TV had dated back to February 1959 and that CBS programing will continue to be made available in that general area by affiliates WDBJ-TV Roanoke, Va., and WCHS-TV Charleston, W. Va.

FCC's Lee reminds FM it has its own long pants

FCC Commissioner Robert E. Lee, who in public appearances usually extolls the virtues and promise of UHF television, changed the dial setting last week and instead offered words of encouragement for FM-station operators.

Technological developments coupled with regulatory decisions taken by the commission are paving the way to freeing FM from the "dominance" of AM broadcasting, he said in the message he delivered at the High Fidelity Show in Washington on Feb. 12.

He didn't say a word about UHF, but he used the technique he frequently employs in discussing that medium, that of peering into the future. "More Adventures with My Ouija Board" was what he billed his talk.

AM Thinking in FM ▪ "For too long," he said, "AM radio has been leading FM around by the nose." He said there has been little or no incentive to broadcast in stereo if AM's couldn't use the capability, to present "class" programing on FM if the affiliated AM was "banging away at the teen-age audience," or to push FM broadcasting so long as the time-buyer got time on the FM as a bonus for buying time on the AM affiliate.

He said the "who-cares" attitude is "in for a change and the whole audio industry is in for a shot in the arm" in view of the FCC rule requiring FM's under common ownership with AM's in cities of more than 100,000 to program separately at least 50% of the time. He said 337 AM-FM combinations are affected by the rule, and that 270 of the FM's are now complying. The remainder have sought additional time to make the divorce.

As for technological developments, he credited the growth in number of FM stations to 1,854 in large part to the capability of FM's to multiplex background music—an important source of revenue.


Commissioner Lee

He also foresaw as an important development the expansion of FM into sparsely settled areas, where FM broadcasting is not now economically feasible, through FM translators. The commission has instituted an inquiry which Commissioner Lee said could lead to the creation of service by FM translators in rural areas. (BROADCASTING, Feb. 6).

He noted also that the National Aeronautics and Space Administration is studying the feasibility of using satellites to transmit FM. The experiments look to the transmission of signals which the public could receive directly through special equipment. However, the commissioner said that, without undue expense, "FM stations could obtain equipment to receive, translate and then broadcast these transmissions all in multiplexed stereo."

Proof in Test ▪ He said he had listened to a taped stereo recording of a musical program relayed by satellite Relay II on two passes over the receiving station and that the quality of reception was "excellent." The maximum total distance up and down for the first pass was 11,400 miles; for the second, 12,600 miles.

"I hope to see the day when satellites feed FM stereo programs to broadcast stations in big cities, tiny hamlets and translator stations located in far away places, and thereby run AM ragged if not out of business," he said.

The commissioner said he doesn't "hate" AM. "But I am disgusted with its past dominance over the far superior medium of FM. I emphasize past dominance in my confidence that it's all over now."

Lee hits CPTV in 'think piece'

Excise proposal attacked in memo to commissioners on Carnegie financing plan

The report on "public television" of the Carnegie Commission on Educational Television has a critic in FCC Commissioner Robert E. Lee. He is concerned principally with the blue-ribbon panel's recommendation for financing the production of noncommercial programing, and has advanced a favorite idea of his own as an alternative.

He would look to commercial broadcasters as the source of financing—and seek to induce contributions by permitting broadcasters to cite such contributions as fulfilling part of their obligations for "special-interest" programing. He would also seek to make contributions attractive from a tax standpoint.

The commissioner outlined his idea in what he referred to as a "think piece," which he distributed to his colleagues. The document was accompanied by a memorandum setting forth the commissioner's views on other aspects of the Carnegie report.

In the memorandum, he suggests that the Carnegie Commission's recommendation of an excise tax on television sets as a means of raising funds is unfair and unwise. He says the tax would be an obligation imposed on a majority of the people as means of providing programing for a minority. He is also concerned that the imposition of the tax—which would be set initially at 2% and raised to 5%—would retard the sale of sets at a time when the commission is hoping for saturation of new all-channel sets capable of receiving UHF television.

Pet Idea ▪ His alternative involved an idea he has discussed on a number of occasions, most recently while being interviewed on KMOX St. Louis three months ago (BROADCASTING, Nov. 28, 1966). But neither his memorandum nor his "think piece" contains an estimate as to how much of the $100 million annually that the excise would ulti-

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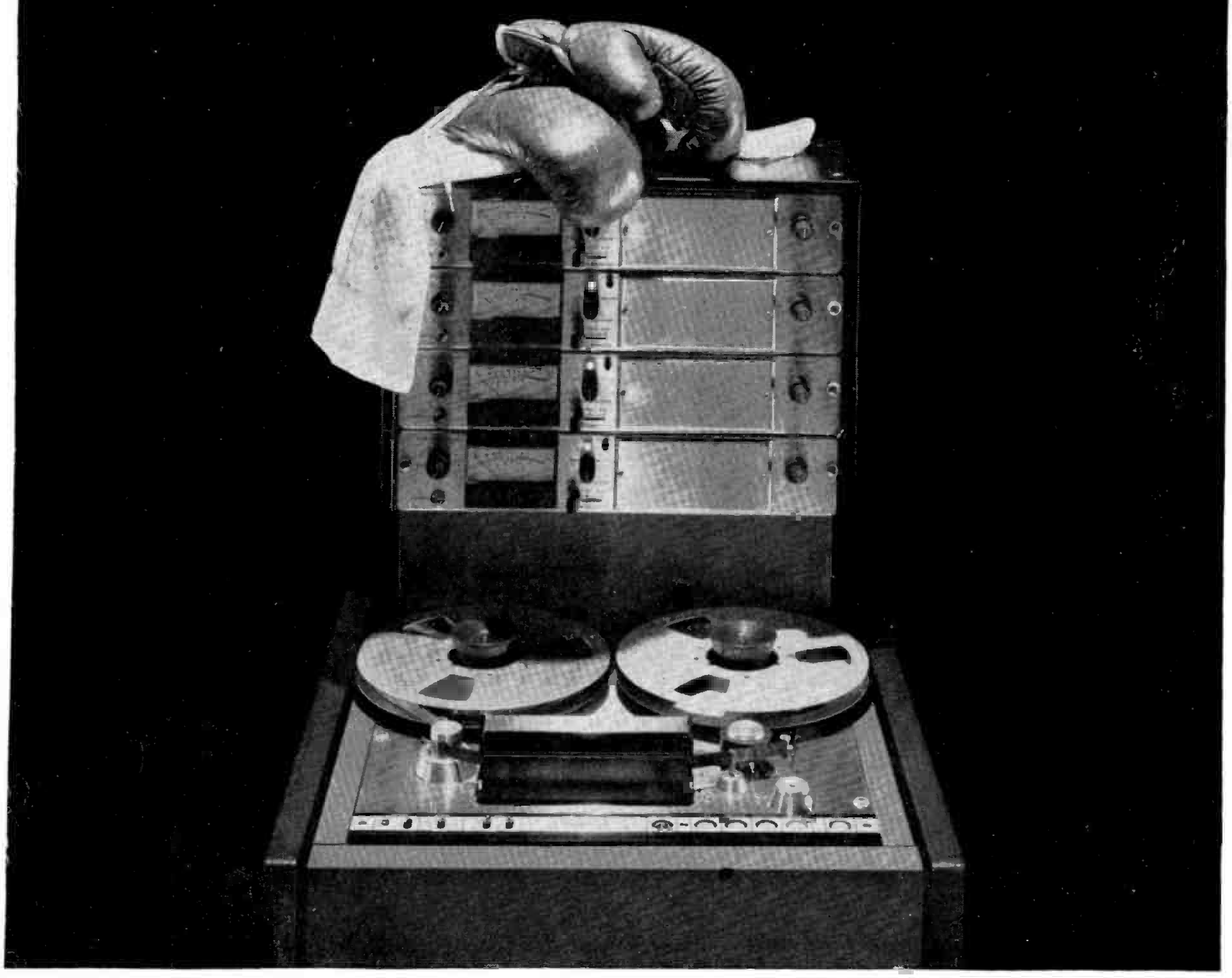

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mately be expected to produce could be raised through contributions. He said later he did not think contributions could produce as much as the proposed excise tax.

The commissioner lays the basis for his plan with the assertion that the commission's concern "is to insure that the licensee is an 'expert' in the needs of his community and how these needs are being served by competing media. . . ."

He then says the service of the educational station is among the matters studied by the commercial broadcaster. And to the extent that the ETV station is providing "special-interest" programing, "it may not be necessary for the commercial station to carry as much of this type programing as might otherwise be necessary to 'meet the needs of the community.' "

Thus, he says, the commercial-station operator would have a "selfish motive" for helping the ETV station—his own obligation to carry programing that "he cannot sell" would be limited.

Commissioner Lee also feels the commission should urge the Internal Revenue Service to regard the contributions to educational stations a business expense. Such assistance currently is deductible only as a charitable contribution, and IRS regulations limit deductions for charitable contributions of all kinds to 5% of a company's taxable income. The commissioner says this could be "a limiting factor" on the amount that a commercial station would contribute.

Response Not Enthusiastic ▪ The commissioner's proposal reportedly did not elicit an enthusiastic response from his colleagues. The commission in the past has indicated that regardless of the programing that ETV stations provide, commercial stations are expected to serve the needs of all groups in their audience.

Besides the financing issue, the commissioner expressed reservations about a number of aspects of the Carnegie report. In his memorandum he found fault with what he considered was relatively brief attention paid instructional television, that is, the in-school telecasting, "with particular relationship to the 2500-mc band." He said the primary reason for allocating channels for ETV was "the in-school requirement which has now developed into a type of cultural network." He added, however, he doesn't "necessarily disagree" with the new concept.

He also would have liked to see a detailed discussion on pay television and its possible relationship to so-called public television. And he expressed disagreement with the recommendation that the Corp. for Public Television, which would be established under the Carnegie plan, would engage in research and development; that activity is better left to private enterprise, he said.

In addition, he indicated he would not go along with the suggestion that common carriers be permitted to provide preferential rates for transmitting public television programs. Preferential rates would result in higher rates for telephone users. And the commission, he said, should not overburden the telephone users for the support of causes, even though they could be considered worthy.

Changing hands . . .

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval.*

▪ WATO Oak Ridge, Tenn.: Sold by Samuel L. Thrower, Frank Pellegrin and Carlin French to Henry Rau for $350,000. Mr. Rau controls WDOV-AM-FM Dover, Del.; WNAV-AM-FM Annapolis and WARK-AM-FM Hagerstown, both Maryland. Sellers own WROL Knoxville; Mr. Pellegrin owns WFEA Manchester, N. H., which has been sold pending FCC approval, and Mr. French owns WDXB Chattanooga. WATO operates on 1290 kc with 5 kw days, 500 w nights. Broker: Blackburn & Co.

▪ KALF-KFMD-FM Mesa, Ariz.: Eighty percent interest acquired by Curgie W. Pratt, from Lee Ackerman for approximately $300,000 including assumption of obligations. Mr. Pratt is president of KALF-KMND. Remaining as general manager and retaining his 20% interest is Sheldon Engel. KALF is daytimer on 1510 with 10 kw. KMND is scheduled to operate on 93.3 mc with 100 kw.

▪ WMTS-AM-FM Murfreesboro, Tenn.: Sold by John F. Ehrhart and wife to Henderson Broadcasting Corp. for $275,000. Henderson Broadcasting, licensee of KGRI-AM-FM Henderson, Tex., is jointly owned by Mrs. Mary Reeves, Madison, Tenn., and Tom Perryman, Henderson. Sales price includes real estate. WMTS operates daytime only on 810 kc with 5 kw. WMTS-FM is on 96.3 mc with 3.6 kw. Broker: Chapman Co.

COMMUNITY TELEVISION

▪ Plattsburgh, N. Y.: Dimension Cable TV Inc. sold to Bartell Media Corp. Price not disclosed. Franchise was granted in August 1966, but system is not operating. Bartell owns CATV system in Waterville, Me. (not operating), and has applied for CATV franchise in Brooklyn, N. Y. Company owns radio stations in New York City, Milwaukee and San Diego, and is publisher-distributor of consumer and trade publications.

▪ Santa Barbara, Calif.: Cable TV of Santa Barbara Inc. sold by Golden West Broadcasters to Philadelphia Community Antenna TV Co. Sale was negotiated last summer (BROADCASTING, Aug. 15, 1966) for $3.3 million plus obligations of $2.8 million. Philadelphia entity is owned by *Philadelphia Bulletin* (WPBS[FM]) which owns the *Santa Barbara News-Press* (KTMS-AM-FM). CATV system has potential of 30,000 subscribers, serves 14,000 customers.

New TV station

***WFIQ(TV), ch. 36, Florence, Ala.,** is starting construction this month. Building and transmitter tower were financed by the U. S. Department of Health, Education and Welfare, the Appalachian Regional Commission and the state ETV commission at a cost of more than $22,400. Tower will have a power of 750 kw and will serve northern portions of Lamar, Fayette and Walker, western portions of Morgan and Limestone and all of Lauderdale, Colbert, Lawrence, Franklin, Marion and Winston counties. Station will operate from 8:30 a.m. to 10:30 p.m. weekdays. This will be the seventh ETV station for the state's interconnected network. Existing stations are located in Montgomery, Mount Cheaha, Huntsville, Dozier, Mobile and Birmingham.

FM Day program set for NAB meet

Sessions on FM programing and station representation will highlight the National Association of Broadcasters' portion of FM Day during the NAB convention in Chicago, April 2-5. FM Day is programed on Sunday, April 2, by the National Association of FM Broadcasters in the morning and NAB in the afternoon.

The registration for the convention, according to NAB figures, is running about 10% ahead of last year's record attendance which reached 5,036. As of Feb. 11, NAB had preregistered 2,305 —1,767 for the management sessions and 538 for the engineering conference.

The FM Day will open with morning sessions on automation and engineering. NAB's portion will lead off with a panel session on "how to pick a national FM representative," moderated by David Polinger, WTFM(FM) Lake Success, N. Y. Panelists will be: James Schulke, Quality Media Inc., New York; Gary Gielow KPEN(FM) San Francisco, and Joseph A. Kjar of KSL-FM Salt Lake City.

A session entitled "FM can attract a wider audience" will be moderated by N. L. Bentson, WLOL-FM Minneapolis. Panelists will be: David Morris, KNUZ-FM Houston, Everett Dillard, WASH(FM) Washington and Kenneth Cowan, WOR-FM New York.

It is also expected that one of the FCC commissioners will take part in the afternoon session. The FM Day meetings this year will be shifted from the headquarters Conrad Hilton hotel to the Great Hall of the Pick-Congress.

Short on Cash ▪ Among the thousands at the convention will be a 16-member delegation of the FCC approved by the commission last week. The delegation will be half as large as it has been in previous years (the 1966 group numbered 33) due to the commission's shortage of money. All seven commissioners will make the trip.

In noting the large advance registration, Everett Revercomb, NAB secretary-treasurer and convention manager, said NAB had blocks of rooms totaling 4,926 in 10 hotels. He pointed out that the preregistration fee of $30, including luncheon tickets, and $15, excluding luncheons, will expire Feb. 28. After that the fees will be $35 and $20, respectively.

Pact signed for N.Y. ETV links

Plans for the noncommercial New York Network (BROADCASTING, Feb. 13) were advanced by the signing last week of a contract for the construction, subject to FCC approval, of 20 microwave relays linking the state's five educational stations.

The facilities will provide two-way transmission in color among WNDT(TV) Newark, N.J.-New York, WMHT(TV) Schenectady, WCNY-TV Syracuse, WXXI (TV) Rochester and WNED-TV Buffalo, all New York. In addition, there will be provision for adding new stations as they come on the air. ETV stations have been planned for some time in Binghamton, Watertown and on Long Island, all New York, but no construction permits have been issued.

The state office of general services will lease the facilities from the New York Telephone Co., which will be licensee for the network. Costs of leasing the microwave facilities and network operations equipment will be more than $486,000 a year for at least 10 years. The network is budgeting $180,000 a year for operations and staff, for a total

At the news conference in Albany announcing the contract for the New York network: (l to r) State Commissioner of Education James E. Allen, WXXI(TV) Rochester Manager John Porter, Governor Nelson A. Rockefeller, WMHT(TV) Schenectady Manager Donald Schein, WNDT(TV) Newark-New York President John Kiermaier, Richard Brown of the St. Lawrence Valley ETV Council, WCNY(TV) Syracuse Manager Thomas Petry and WNED(TV) Buffalo Manager J. Michael Collins.

operating cost of more than $665,000 a year. All network costs will be borne by the state education budget.

The network plans to program 75 hours a week, from 8 a.m. to 11 p.m. weekdays, with tentative plans for an eventual Saturday operation. Programing will be directed by a committee of the stations' program managers and representatives of the state university and the ETV bureau of the state department of education.

It was noted that two-way interconnection permits the most flexible pooling of instructional and community-service program materials, and live origination by any one or group of stations in the network. Joint live coverage of the state consitutional convention is planned, for example.

William J. Lamb, vice president and treasurer of WNDT(TV) New York, who represents the station on the program committee, said last week, "our schedules probably won't look very much different after the network goes into operation in mid-October, except for some public affairs shows. But we're going to save a great deal of money in duplicating and delay in distributing tapes and films from NET and other sources."

The New York Network emerges as yet another piece in the complex jigsaw puzzle of ETV networking developing across the nation (BROADCASTING, Dec. 5, 1966). October is now the target date for a state, a regional and a national ETV networking project, each of which facilitates another.

The New York Network's two-way transmission will feed programs of the 20-station Eastern Educational Network through New York when the EEN project of two-way transmission among Washington, Baltimore, Philadelphia, New York and Boston is completed. And the EEN will allow the Ford Foundation's ETV-laboratory project, which plans national interconnection, to reach all the ETV stations between Washington and Montreal simply by feeding New York (BROADCASTING, Feb. 13).

Prayer meeting held, but not at FCC

There was no St. Valentine's Day prayer meeting at the FCC last week, after all.

The Rev. John M. Norris, owner of WGCB-AM-FM Red Lion, Pa., and applicant for a TV station there, had told the commission last month he would bring a busload of his congregation down to Washington on Feb. 14 to pray outside the office door of each commissioner (BROADCASTING, Jan. 30).

The purpose: to speed commission consideration of his applications. License-renewal applications for the radio stations have been pending since summer; the TV application, since December 1965.

Mr. Norris suspected the reason for the delay might be connected to the suit he has brought in federal court to have the commission's fairness doctrine declared unconstitutional.

However, the commission, in a letter that Mr. Norris received on Monday (Feb. 13), promised action "in the near future" on the pending applications.

So, Mr. Norris said on Tuesday, the trip to Washington was cancelled. But the prayer meeting wasn't, he said Tuesday. "We decided to have it at the church tonight, instead." he said.

EQUIPMENT & ENGINEERING

Land-mobile study set for D.C.

Mid-March start planned for survey of two-way radio signals on a vacant television channel

That feasibility study on using vacant TV channels for land-mobile services is going to take place right in Washington, under the eyes of the FCC, broadcaster and equipment trade associations (the National Association of Broadcasters, Association of Maximum Service Telecasters and the Electronic Industries Association).

Plans are to start testing about mid-March (some more hard-headed realists think mid-April is more likely) transmitting 25 kc signals from base transmitters on channel 6 (82-88 mc) in the capital city. One transmitter, using 20-w plate input, already is in use at the tower of WDON Wheaton, Md., transmitting toward the FCC laboratory at Laurel, Md., to help calibrate receiving antennas on the three vehicles to be used in the tests.

Other test sites have been chosen tentatively, including two in Fairfax county, Virginia, and two in Montgomery county, Md. These are to determine interference to co-channel stations in Richmond (WTVR-TV) and in Philadelphia (WFIL-TV). Half a dozen locations in the city are also being picked to determine the effect of channel 6 mobile-service operation on WTTG(TV) Washington, which broadcasts on channel 5.

The three stations, apprised of the experiment two weeks ago, have agreed to cooperate and have each offered to supply technical personnel.

Los Angeles Out ▪ The choice of Washington as the test city came after FCC officials were unable to secure the approval of Mexico to using channel 6 in Los Angeles (CLOSED CIRCUIT, Jan. 16).

The test is expected to last anywhere

Model 635A Dynamic Microphone $82.00 List. (Normal trade discounts apply.)

How can a microphone as good as the E-V Model 635 be made obsolete? By making it better! It wasn't easy. After all, professional sound engineers have depended on the 635 since 1947.

During this time, the 635 earned a reputation for toughness and dependability that was unrivalled by other omnidirectional dynamics. And internal changes through the years have kept the 635 well in the forefront of microphone design.

But now the time has come for an all new 635: the Electro-Voice Model 635A. It's slimmer, for easier hand-held use. Lighter, too. With a slip-in mount (or accessory snap-on Model 311 mount) for maximum versatility on desk or floor stands. The new, stronger steel case reduces hum pickup, and offers a matte, satin chromium finish perfect for films or TV.

The new 635A is totally new inside, too—and all for the best. A new four-stage filter keeps "pops" and wind noise out of the sound track, while guarding against dirt and moisture in the microphone, completely eliminating any need for external wind protection. Of course you still get high output (—55db) and smooth, crisp response. And you can still depend on the exclusive E-V Acoustalloy® diaphragm that is guaranteed against failure for life* (it's that tough)!

We expect to see plenty of the "old" 635's in daily use for years. But more and more, the new 635A will take over as the new standard. It's easy to find out why: just ask your E-V Professional Microphone distributor for a free demonstration in your studio. Or write us today for complete data. We'll be proud to tell you how much better the new Model 635A really is!

*The E-V Professional Microphone Guarantee: All E-V professional microphones are guaranteed UNCONDITIONALLY against malfunction for two years from date of purchase. Within this period, Electro-Voice will repair or replace, at no charge, any microphone exhibiting any malfunction, regardless of cause, including accidental abuse. In addition, all E-V microphones are GUARANTEED FOR LIFE against defects in the original workmanship and materials.

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Electro-Voice®
SETTING NEW STANDARDS IN SOUND

Threat to TV seen in N.Y. building plan

If the 1,350,-foot twin towers of the proposed World Trade Center in New York are erected as planned, TV viewers north of the Empire State Building (1,250 feet tall) in Westchester and Putnam counties (north of the city and in the range of from 45 to 60 miles) can expect to pick up a dark strip down the center of their TV pictures. This will be caused by TV signals that when beamed off the TV tower atop the Empire State Building bounce back off the trade center, creating a 3-to-5 degree arc of signal blockage north of the Empire State.

These findings are reported by the engineering consulting firm of Kear & Kennedy, Washington. The Empire State Building commissioned it to study possible effects of TV interference that could develop from the trade center project. Current plans call for it to be built directly south of the Empire State Building, in lower Manhattan.

The TV effects are also being studied by a TV broadcasters all-industry committee and the Port of New York Authority, builders of the trade center (BROADCASTING, Aug. 15, 1966). Findings from this study, which is being compiled by two separate engineering firms, are expected to be announced some time in March. The broadcasters committee represents engineers and lawyers from the eight TV stations in New York now committed to long-term contracts with the Empire State Building.

from six weeks to two months, although some observers expect it to run longer. It is to determine whether it is feasible to intersperse mobile-land circuits among TV channels, without interference. Mobile services (taxi, police, fire, package pickup and delivery, etc.) have for years claimed they require more channels, and suggested the unused TV channels as a possible solution.

Last October, the FCC established a government-industry committee to oversee a test of this proposal. It is this committee on which broadcasters as well as land-mobile forces sit that is planning the Washington demonstration. FCC Commissioner Kenneth A. Cox is chairman of the joint committee.

NAB engineering meet to hear FBI lab chief

Ivan W. Conrad, assistant director of the Federal Bureau of Investigation and chief of the FBI laboratory, will speak at the opening luncheon of the National Association of Broadcasters Broadcast Engineering Conference, April 3.

The conference, held in conjunction with the annual NAB convention, will be in Chicago April 2-5 at the Conrad Hilton hotel.

Mr. Conrad has been with the FBI since 1934, having started as a laboratory aide. He has been in charge of the laboratory for the past six years.

Presiding officers and coordinators for the luncheons and technical meetings of the conference were announced last week. Presiding at the luncheons will be: Albert H. Chismark, Meredith Broadcasting Co., Syracuse, N.Y. (Monday); Thomas E. Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C. (Tuesday) and Benjamin Wolfe, Westinghouse Broadcasting Co., New York (Wednesday).

Named as presiding officers and coordinators, respectively, for four technical sessions were: James D. Parker, CBS-TV, New York, and Clure H. Owen, ABC, New York (Monday afternoon); Leslie S. Learned, MBS, New York, and William S. Duttera, NBC, New York (Tuesday morning radio session); Robert W. Flanders, WFBM-AM-FM-TV Indianapolis, and Dick F. Engh, KTNT-AM-FM-TV Tacoma, Wash. (Tuesday morning TV session), and Glenn G. Boundy, Storer Broadcasting Co., Miami Beach, and Mr. Parker (Wednesday morning).

Mandatory power increases opposed

The National Association of Broadcasters announced last Friday (Feb. 17) its opposition to a proposed FCC rulemaking that would require all existing class C FM stations operating with less than 50 kw power to boost their minimum power output to 50 kw within five years.

In comments filed with the commission NAB suggested that such stations be required to meet the higher standard only when they ask for permission to make major changes in their facilities.

The FCC issued its notice of rulemaking last November (BROADCASTING, Nov. 21, 1966). In addition to requiring existing class C FM's to boost their power within the five-year period, the proposal also calls for the operation of all new FM's in this category with a minimum of 50 kw. Current commission rules require that class C FM's operate with at least 25 kw.

The NAB said it supported FCC efforts to enforce a more efficient use of FM channels and did not object to the commission's proposed higher-power standard for class C FM's. But it did say that a requirement for stations to meet this standard within a five-year period would impose "an unnecessary burden and hardship" on licensees.

"We would suggest, therefore," NAB said, "that existing class C FM stations be permitted to continue operating, using their existing facilities, for an indefinite period of time. However, when existing substandard stations contemplate major changes in facilities, then such stations should be required to comply with the 50-kw minimum power rule."

A statewide survey of stations in North Carolina and spot checks elsewhere indicated that "there was a relatively insignificant difference in coverage, for example, from the use of 25 kw as against 50 kw and, hence, the additional cost was not justified," NAB said.

Broadcast Pioneers honor pioneer station

RKO-General's WOR New York received the seventh annual Mike Award of the Broadcast Pioneers last Monday night (Feb. 13) at a banquet at the Hotel Pierre in New York, held for the benefit of the Broadcasting Foundation.

The award is presented annually to honor a pioneer radio station for outstanding service over the years to both the public and the broadcasting industry.

John T. Murphy of Avco Broadcasting, president of Broadcast Pioneers, presided. Clair R. McCollough of the Steinman Stations, president of the Broadcasters Foundation, made the presentation to Robert S. Smith, vice president in charge of WOR-AM-FM. Mr.

Smith (c) is shown here with FCC Chairman Rosel H. Hyde (r) and Governor Richard J. Hughes of New Jersey, WOR's first home. The station went on the air in Newark on Feb. 22, 1922.

Drumbeats . . .

Men of the year ▪ Elton H. Rule, vice president of the American Broadcasting Co. and general manager of KABC-TV Los Angeles, and J. Neil Reagan, vice president of McCann-Erickson Inc., Los Angeles, were both honored on Feb. 10 as individual recipients of the Western States Advertising Agencies Association's 11th annual "Man of the Year" award. Presentation of the awards were made at a WSAAA luncheon at the Ambassador hotel in Los Angeles. WSAAA President Gordon M. Gumpertz, president of Gumpertz, Bentley & Dolan, Los Angeles, made the presentations. Harry E. Lindersmith, attorney for the WSAAA since its formation 20 years ago, was given a special award.

New firm ▪ Donn and Lee Colee, owners of Colee Enterprises Inc. and operators of WHEW Riveria Beach-West Palm Beach, Fla., have announced formation of a new national and international public relations, promotion and management consultant firm. Main offices will be 220 Phipps Plaza, Palm Beach, Fla.

Sisterly stations ▪ Cox Broadcasting Corp.'s WSB-AM-FM-TV Atlanta and Minaminihon Broadcasting Co., Kagoshima City, Japan, have joined in a "sister station" relationship to enhance cultural ties between their cities. The stations plan to exchange programing including documentaries, feature films and international-affairs discussions. This is the second exchange in which Cox Broadcasting has participated; RKB-Mainichi, Fukuoka, Japan, and KTVU(TV) Oakland - San Francisco formed a similar relationship in July, 1962.

Awards season shifts into high gear

Television award presentations and nominations were bursting out all over Hollywood last week. In separate actions, the Hollywood Foreign Press Association gave its Golden Globe awards to television, the Academy of Motion Picture Arts and Sciences announced its documentary-awards nominations, which included a couple of TV productions, and the American Cinema Editors bestowed editing awards for an episode of a TV series.

In the Foreign Press Association's 24th annual awards banquet, televised by NBC-TV with Andy Williams as host, three Golden Globes were given in the television field. They went to *I Spy*, coincidently the program preempted for the special awards telecast, for being the most popular series; to NBC-TV's Dean Martin as the most popular male personality and to Marlo Thomas as the most popular female TV personality for her ABC-TV series, *That Girl*.

Nominations for the documentary award of the Academy of Motion Picture Arts and Sciences included *The Face of Genius*, shown on WBZ-TV Boston, as produced by Westinghouse Broadcasting and *The Really Big Family*, a David Wolper Production.

The film-editing awards will be given by the American Cinema Editors at its 17th annual awards banquet, April 1 at the Century Plaza Hotel in Los Angeles. Those named for editing excellence of an episode of a TV series: Jodi Copelan for "The All-American" on *12 O'clock High*, Quinn Martin-ABC-TV; Thomas Neff, "The Camel's Nose" on *The FBI*, Quinn Martin-ABC-TV; Bud Molin, "Court of Lions" on *I Spy*, T. L. Productions-NBC-TV; Desmond Marquette, "Day of Terror" on *Big Valley*, Four Star TV-ABC-TV; and Edward W. William, "Fame is the Name of the Game" a *World Premiere* feature film, Universal TV-NBC-TV.

Annual chess game starts

Networks getting set for fall season, move shows, drop some, plan new ones

The TV networks, laying the groundwork for the start of the 1967-68 season, have called some new program bets off and reduced the odds on others.

A substantial part of all three networks' proposed 1967-68 schedules was described by advertising agency buyers last week as "fluid and flexible," though CBS-TV was generally conceded to be fartherest along.

NBC-TV, too, was said to be well advanced in scheduling. The network plans to announce its complete fall lineup at its March 12-14 affiliates convention in Beverly Hills, Calif.

ABC-TV is expected to move rapidly toward a schedule this week and next, a period in which, programing authorities said, most decisions will be made on programs and time periods.

Though CBS officials would not admit it last week, the network appeared decided that two long-standing programs on Sunday night (*Candid Camera* at 10 and *What's My Line?* at 10:30) would be knocked off the schedule come next fall.

Undecided? ▪ *What's My Line?* producer Goodson-Todman said in New York that no cancellation notice had been received and partner Mark Goodson noted late Thursday afternoon that all he knew about a CBS cancellation was "what I read in the newspapers this week."

Other sources said that CBS had penciled in the one-hour western *Dundee and the Culhane,* for the 10-11 p.m. Sunday period. *Gentle Ben* also was mentioned as a CBS Sunday night possibility along with the *Smothers Brothers Comedy Hour,* which has shown ratings strength against NBC's *Bonanza* in its first two weeks as a mid-season replacement in the 9-10 period.

It also appeared that the General Foods-supported *Carol Channing Show,* which only last month appeared to have a definite place in the CBS schedule (BROADCASTING, Jan. 9), no longer was in contention.

Among the highpoints in the networks' planning:

CBS was said to be mulling over the slotting of *Mr. Terrific* (mid-season starter) or *Gilligan's Island* to open Monday at 7:30, followed by *Hogan's Heroes* (now Friday, 8:30-9).

A one-hour *Carol Burnett Show* that CBS has committed for next season probably will go into a 10 p.m. period in one of the nonmovie weeknights (Thursday and Friday are CBS movie nights). *CBS News* hour may be slotted Wednesday at 10. *Mission: Impossible* (now Saturday, 8:30-9:30) may be moved to another night and time period. There were reports of possibly lengthening *Mission* to 90 minutes.

Reportedly CBS may enter *Cimarron Strip* (initially a one-hour series project) as a 90-minute vehicle before the 9-11 movie on Thursday. Saturday is unsettled with the exception of the *Jackie Gleason Show* (though it may start later in the evening) and the 10-11 *Gunsmoke.*

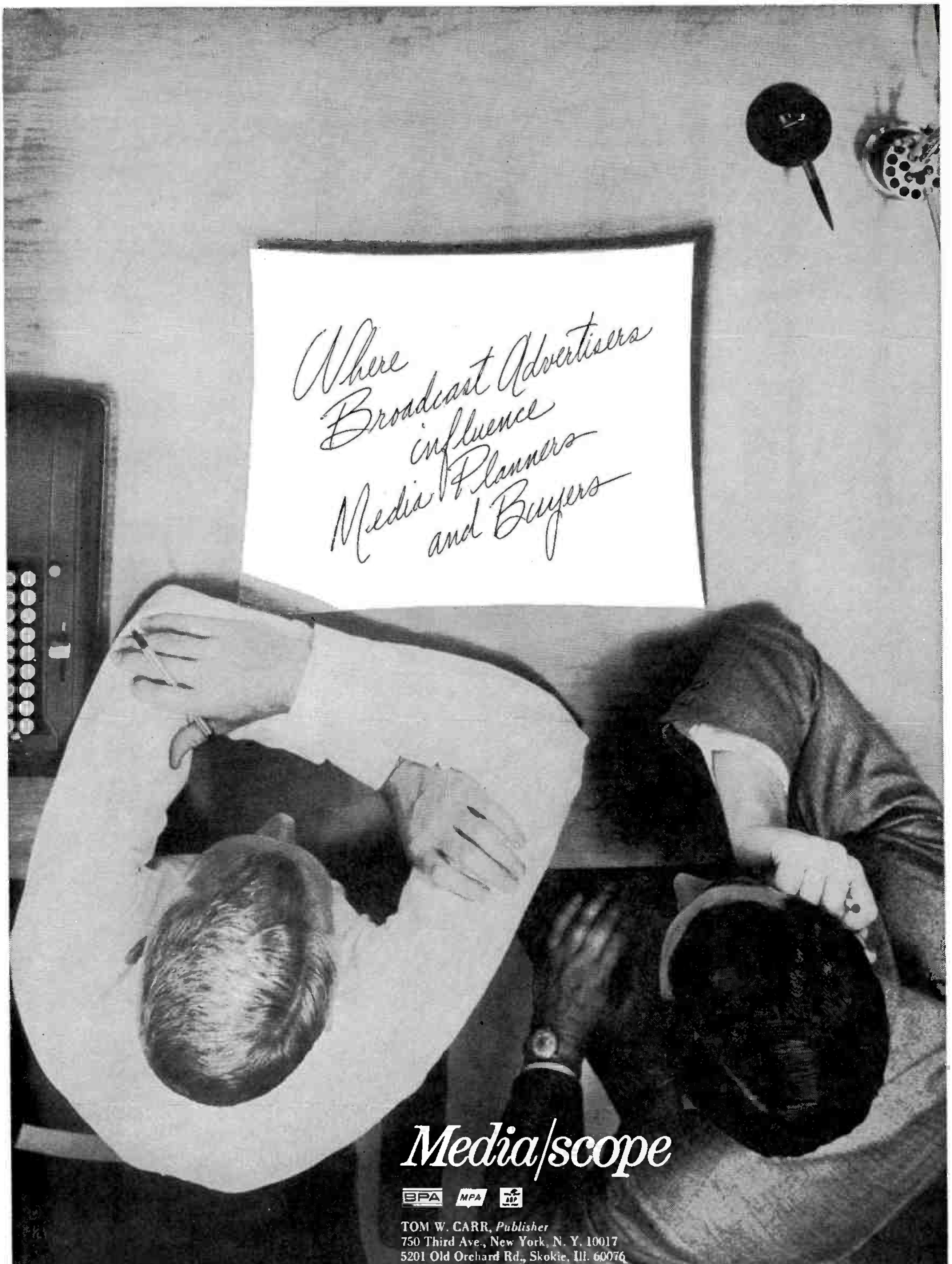
At NBC ▪ Major changes at NBC include Procter & Gamble's dropping *Hey Landlord* (Sunday 8:30-9 p.m.) and replacing it with another show; with new shows *Salute* or *High Chapperal* bumping *The Andy Williams Show* (Sunday 10-11) and one of those shows slated for Tuesday 7:30-8:30 to replace *The Girl from U.N.C.L.E.* The new *Danny Thomas Show* may be programed Monday 9-10 in place of Kraft's *The Road West* with Kraft moving in a new show to Wednesday 9-10, which *Chrysler Theater* vacates next season (BROADCASTING, Feb. 6).

It's also speculated that *I Dream of Jeannie* and *Captain Nice,* a mid-season replacement, will not be back in NBC's Monday-night schedule next fall; that Friday may have several changes, though *Tarzan* will stay at 7:30-8:30 and *Bell Telephone Hour* will alternate with documentaries. *Ironside* may replace *Star Trek* (Thursday, 8:30-9:30) and *Maya,* a series about a jungle boy, will go in Saturday, 7:30-8:30.

ABC appears definitely committed to *Off to See the Wizard* (possibly to go in the Friday, 7:30-8:30 period) and to Thomas-Spelling Productions' *The Guns of Will Sonnett,* a half-hour western. Its movie nights of Wednesday and Sunday will continue.

ABC's current programing on Monday, Saturday and Sunday nights apparently will see little or no change next season. But still to be decided are Tuesday 7:30-8:30 and 10-11, all of Wednesday up to 9 p.m., two Thursday half hours (8-8:30 and 8:30-9) and most of Friday with the exception of *Wizard* and possibly the continuance of *The Avengers,* a mid-season replacement show. *F Troop* (Thursday, 8-8:30) may be moved if it is retained next season. Another season for *Time Tunnel* (Friday, 8-9) and the *Phyllis Diller Show* (Friday, 9:30-10) is said to be questionable.

These were the regulars—panel and moderator—on CBS's long-running 'What's My Line?' from the time it was first telecast in 1950 until the death on Nov. 8, 1965. of Dorothy Kilgallen. The show, now in its 17th season on CBS-TV, is reportedly being dropped from next season's schedule. L to r: actress Arlene Francis, publisher Bennett Cerf, the late Miss Kilgallen and program moderator John Daly.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Buck rights go to Wolper

Foundation to realize upward of $6 million for literary properties

Wolper Productions Inc. has signed an agreement with Pearl S. Buck and the Pearl S. Buck Foundation to arrange for the use of the writer's literary properties for TV, motion pictures, radio and the Broadway stage.

Under the agreement, announced last week, more than 200 properties written by Miss Buck, including 32 novels and many novellas and short stories, will be made available to Wolper Productions, a Metromedia company. The plan, according to M. J. (Bud) Rifkin, executive vice president of Wolper, is for Wolper to produce some of the properties for TV and motion pictures and to assign other works to outside producing organizations.

Mr. Rifkin told a news conference in New York that within 90 days the company hopes to have 10 to 15 presentations ready in each of the motion picture and television categories. He noted that several of Miss Buck's properties are "well suited for the Christmas season."

In response to a question, Theodore Harris, president of the Pearl S. Buck Foundation, told the meeting that it was the opinion of various entertainment specialists that he had consulted that the foundation could expect a maximum of $17 million and a minimum of $6 million from the Buck properties. All funds accruing from adaptations of Miss Buck's literary output will be assigned to the foundation, which works for the education and general welfare of displaced children of Asia, particularly the tens of thousands of youngsters said to have been fathered by U. S. servicemen.

Excluded from the Wolper arrangement are properties that already have been produced or already are committed for motion picture production. These are "The Good Earth," "Dragon Seed," "Letter From Peking," "Imperial Woman" and "Satan Never Sleeps."

L to r: Mr. Rifkin, Miss Buck and Mr. Harris
They put a famous name under the Wolper banner

Radio series sales . . .

Points on Pets and *Your Green Garden* (Woroner Productions Inc., Miami): KOGA Ogallala, Neb., and WSDR Sterling, Minn.

Bud Wilkinson Sports Show (VIP Enterprises): WCUM Cumberland, Md.; WFTN Franklin, N. H.; KALF Mesa, Ariz., and KTOW Sand Springs, Okla.

Tennessee Ernie Ford (Radiozark Enterprises Inc.): WACT Tuscaloosa, Ala.; KWCL Oak Grove, La.; WQDY Calais, Me.; WJMB Brookhaven, Miss.; WBBR Travelers Rest, S. C., and WIGM Medford, Wis.

The Barry Farber Show (Syndicated Features Inc.): WATV Birmingham, Ala., KOWH Omaha, and WISN-FM Milwaukee.

Chickenman (Spot Productions): WKDL Clarksdale, Miss.; KSEL Lubbock, Tex.; WNBF-AM-FM Binghamton, N. Y.; KTKT Tucson, Ariz.; WISM Madison, Wis.; WEZY Cocoa, Fla.; WAPC Riverhead, N. Y.; WPRO Providence, R. I.; WITL Lansing, Mich.; WOWL Florence, Ala.; WCOL Columbus, Ga.; WKGN Knoxville, Tenn.; KOIL Omaha, WUBE Cincinnati; WJPS Evansville, Ind.; KEEE Nacogdoches, KABH Midland, and KMHT Marshall, all Texas; CKCK Regina, Sask.; CICD Dawson Creek, B. C.; CKOY Ottawa, and CHNS Halifax, N. S.

Superfun (Spot Productions): WEMP Milwaukee; KSLM Salem, Ore.; KSO Des Moines, Iowa; KEEL Shreveport, La.; KNEW Oakland, Calif., and WHOO Orlando, Fla.

Rush to Judgment (Ted White Productions): KEST Boise, Idaho; KRCK Ridgecrest, Calif.; WGWC Selma and WKRG Mobile, both Alabama; WICY Malone, N.Y.; WRCD Dalton, Ga.; WVLK Lexington, Ky., and CKXL Calgary, Alberta.

Barry Gray Show (Hartwest Productions): WFMJ Youngstown, Ohio and WIVY Jacksonville, Fla.

Point of Law (Signal Productions): KPAY Chico, Calif.; WCTA Andalusia, Ala.

The World of Money (Signal Productions): KSRO Santa Rosa, Calif.; KTBB Tyler, Tex.; WMKC Oshkosh, Wis.

More For Your Money (Signal Productions): KDOK Tyler, Tex.; WIVY Jacksonville, Fla.

Doctor's House Call (Signal Productions): KING Seattle; WSIG Mt. Jackson, Va.

The Nelson Boswell Program (Lordhouse Recording & Publishing): WSVA Harrison, Va.; WPYB Benson, WCKB Dunn, WBLA Elizabethtown, WFMO Fairmont, WYRN Louisberg, WTSB Lumberton, WVCB Shallotte, WTAB Tabor City, WLSE Wallace and WENC Whiteville, all North Carolina; KVRE Santa Rosa, Calif.; KPAC Port Arthur, Tex.; WSMN Nashua, N. H., and WSAL Logansport, Ind.

Wider program vistas urged for commercial TV

Commercial television must embrace educational and informational concepts of programing if it is to cope with the economic and cultural obligations of the future, Leo Cherne, executive director of the Research Institute of America, asserted last Friday (Feb. 17).

Mr. Cherne offered this critique during the fifth annual Creative Management Conference of Television Advertising Representatives Inc. in New York after receiving TVAR's Owl award for creative management accomplishment (BROADCASTING, Feb. 13). He said that the ultimate answer in educating the masses through television will not be in further separating education and entertainment but in combining them.

But Mr. Cherne criticized certain types of TV programs that "try to combine entertainment with public affairs and wind up with the worst of both worlds." He singled out the David Susskind, Alan Burke and Joe Pyne shows as types that "are not really interested in enlarging public understanding ... they intentionally emphasize the vulgar, the bitter or the sexually blunt."

He said he could not presume to suggest to professional television station operators how to combine entertainment and education or meaningful information into successful, palatable programing formats. But he warned that this challenge must be met if TV is to maintain its dominant position as a communications and advertising medium.

Hearing planned in Senate on fairness

The Senate Communications Subcommittee, which has been working for several months on a national broadcasting survey of public-affairs programing and the FCC's fairness doctrine, is currently processing the data it received and hopes to prepare a report and hold a hearing after the results are compiled, probably soon after Easter.

The data that has been received is expected to indicate whether any legislation is necessary in this field. The subcommittee expects to be able to begin hearings on the subject shortly after Easter.

The group will also address itself to the subject of electronic election coverage as a result of a request from Senator Vance Hartke (D-Ind.), who questioned the practice of broadcasting election figures before all polls are closed.

In this area the FCC, at the request of the subcommitte, was reported to have written that Congress should not abridge freedom of speech and the press by limiting in any way broadcasters' rights to announce election results.

NET interconnecting for testimony summaries

National Educational Television will again interconnect 75 of its stations to present one-hour taped summaries of testimony before the Senate Foreign Relations Committee in Washington by historian Henry Steele Commager and General James Gavin (U. S. Army, retired), Feb. 20 and 21 (9 p.m. EST).

NET was interconnected throughout January, during which it presented the President's State of the Union Message (Jan. 10), *New York Times* Assistant Managing Editor Harrison Salisbury's account of his trip to North Vietnam (Jan. 18) and Senate Foreign Relations Committee testimony by former Ambassadors George F. Kennan and Edwin O. Reischauer (Jan. 30 and 31 respectively). The interconnection for the two shows in February, however, is temporary.

NET's next-announced plans for live national networking are for ETV hearings before the Senate Commerce Committee Subcommittee on Communications sometime this year, and for participation in the 17-nation *Our World* telecast June 25 (BROADCASTING, Feb 13).

Senate TV coverage amendment offered

An amendment allowing members of Senate committees to determine the rules concerning broadcast coverage of hearings has been incorporated into the legislative reorganization bill being considered by the Senate.

The amendment, introduced by Senator Ralph Yarborough (D-Tex.), eliminated language in the bill that would leave the matter to the discretion of the committee chairman with the approval of a majority of its members. The amendment, which was approved, would allow a majority of each committee to formulate rules for coverage ahead of time, instead of making a decision before each hearing. The rules could be made to apply for a month, the entire session or whatever period the majority might choose.

The Senate has been debating the measure for weeks and more discussion is expected.

Protest MP treatment

Formal protests of U.S. military police roughing up NBC newsmen in Saigon were filed in Washington and Saigon Feb. 12 by NBC News President William R. McAndrew.

NBS said correspondent Howard Tucker and cameraman James Watt were harassed and shoved, and Mr. Tucker struck by "a rifle-swinging MP" when they tried to cover the aftermath of a mortar attack on General William C. Westmoreland's compound Feb. 11.

Last week a spokesman for NBC said there had been no written reply to the protests as yet.

Reardon report action delayed

ABA says it wants to hear mass media's side before making decision

The possibility of new and tighter curbs on news coverage of criminal trials has been delayed for at least another year.

During the mid-winter meeting of the American Bar Association in Houston last week, the ABA's special committee on minimum standards of criminal justice decided to postpone any final action on last fall's Reardon report until representatives of the mass media have had "full opportunity" to appear before the ABA and state their sides of the issues.

Although not yet settled, these opportunities may include the ABA's annual meeting in Honolulu Aug. 8-14 and the mid-winter meeting in Chicago next February. The form for the appearance also is not set. According to the new schedule, the proposals would not come before the ABA House of Delegates for final approval until August 1968.

The advisory committee on fair trial and free press, headed by Paul C. Reardon, associate justice of the Massachusetts Supreme Judicial Court, proposed stringent new codes for the courts and the bar as well as guidelines for the news media which would considerably curb coverage of criminal cases (BROADCASTING, Oct. 10, 3, 1966). The proposals also include the application of contempt citations against newsmen who get out of line.

Both broadcasters and publishers have voiced strong opposition to the Reardon group's report. Equally strong opposition has developed within the ranks of lawyers and judges too. The New York Bar Association through a committee headed by Federal Circuit Judge Harold Medina is expected to issue a report this week which differs with the Reardon committee.

In an address delivered at the University of San Diego Law School, however, Judge Reardon emphasized that the bar organization's researches indicates that attorneys and police and not the press "are the source of most of the prejudicial news coverage." He pointed out last week that the restrictions suggested were "directed almost exclusively to courts, to lawyers and to law enforcement agencies," but not to news media. Their direct purpose, he asserted, is to strengthen canon 20 of the ABA's canons of ethics.

Following his talk, at a news conference, Judge Reardon said that all the legal profession is doing is cleaning up its own house.

Throughout his speech, Judge Reardon took some pains to allay news media apprehensions. He said his committee's report would not restrict public disclosure of the details of an arrest at the time it occurred, would not "proscribe official disclosure. . .that an investigation was under way. . .", would not restrict newsmen from disclosing any information they developed on their own and does not advocate "legislative restraints against the news media . . . ."

This last point is specifically directed toward what is, perhaps, newsmen's strongest objection to the ABA committee suggestions: that contempt charges would be used to gag newsmen covering arrests and trials. Judge Reardon indicated that his committee particularly rejected this supposed approach. Later, in answer to questions, Judge Reardon noted that the advisory committee recommendations of last year are expected to be discussed at the upcoming ABA convention in Honolulu and may be adopted at a convention next February in Chicago.

Teen-show production unit set

A television production division has been formed by Hit Attractions Inc., Charlotte, N. C. The new division, to be headed by Russell Page, will serve as agent for its weekly variety program, *The Village Square*. The half-hour teen-oriented show, produced in conjunction with Village Square Productions, combines a modern music format with name singers and groups. The program is scheduled for syndication in March.

Colorvision goes west with C&W show rights

Colorvision International Inc., a film distributor that announced at the last National Association of Broadcasters convention that it would operate out of Las Vegas, shifted its base further West last week. The fledgling company moved into a newly purchased building at 186 North Cannon Drive in Beverly Hills, Calif., and immediately announced that it has obtained national distribution rights to a color series called *Country Music Caravan*.

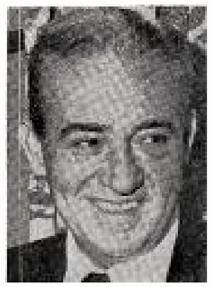
TV Cinema Sales Corp., another Beverly Hills-based distributor, will syndicate the series in the states west of the Mississippi for colorvision, while Firestone Film Syndication Ltd., New York, will handle eastern markets. The country-and-western series is being offered in either 185 half-hours or 91 hour versions.

Global newsfilm agency formed by UPI, ITN

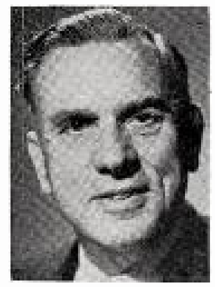
Formation of UPITN, a worldwide newsfilm agency for television, was announced in London and New York last week by United Press International and Independent Television News, the news service of British independent television (BROADCASTING, Feb. 13).

The announcement was made by UPI president Mims Thomason and ITN chairman James Coltart, who will also serve in the same capacities in the new organization.

Coverage, production and distribution facilities of UPI and ITN will be enlarged with film laboratories in New York; London; Washington; Frankfurt, West Germany; Singapore, and Tokyo,



Mr. Thomason



Mr. Coltart

and with special distribution from laboratories across the U. S. and Europe and in Sydney, Australia, as news developments dictate.

ITN's London headquarters is situated for reception and transmission of news material via Eurovision and trans-Atlantic Early Bird satellite. And the new organization will be able to further expand its distribution in the U. S. and to the Far East when it begins newsfeeds to the Overmyer Network via a coast-to-coast coaxial link in April (BROADCASTING, Feb. 6).

Burton Reinhardt, UPI Newsfilm vice president and general manager, will be general manager of UPITN's U. S. division. Richard S. Clark, European editor of UPI Newsfilm, will become general manager of the new organization's international division.

Time-Life TV cameras to probe Eastern Europe

Time-Life Broadcast will send cameraman-reporter teams to five Eastern European countries this spring to film short news clips and possibly five half-hour documentaries.

Weston C. Pullen Jr., president of the Time Inc. broadcast division, last week said teams from WOOD-TV Grand Rapids, Mich., WFBM-TV Indianapolis, KLZ-TV Denver, KOGO-TV San Diego and KERO-TV Bakersfield, Calif., will be shooting film in Hungary, Poland, Czechoslovakia, Rumania and Yugoslavia.

"Eastern Europe is a changing part of the world," he said. "We feel that our local audiences should have the opportunity to see for themselves, through the eyes of their own TV newsmen, just what is going on behind the so-called Iron Curtain."

'68 GOP convention site committee to meet

The Republican National Convention Site Committee will meet in Washington this week to hear presentations from several cities bidding for the 1968 GOP presidential convention and from news-

A 'natural' daytimer invades other times

Wolper Television Sales reported last week that its half-hour, across-the-board, *Truth Or Consequences* series in color has been sold in 23 markets (20 in major cities) in the three months it has been in syndication, but the company feels its sales success has been achieved despite a "demographic paradox."

Walt Kingsley, vice president in charge of syndication, explained in releasing his first sales report on the series, that stations have been buying it for different time periods and delivering different demographic breakdowns. He noted that the company had felt *Truth* was "natural" for a daytime audience of women primarily, but in practice, stations have been scheduling it in 7:30 p.m., 6:30 p.m., 11:30 p.m. as well as daytime slots.

Among the stations that have bought the show from Wolper, a Metromedia company, are WGN-TV Chicago, KTVU(TV) Oakland-San Francisco, WNEW-TV New York, WTTG(TV) Washington, KMBC-TV Kansas City, Mo., KTTV(TV) Los Angeles WKBG-TV Cambridge-Boston, WJBK-TV Detroit, WKBS-TV Burlington, N.J.-Philadelphia, KING-TV Seattle, WAGA-TV Atlanta, WBEN-TV Buffalo, N. Y., WTVJ(TV) Miami, and WLWI(TV) Indianapolis.

media representatives who will list their needs at the site.

Representatives from the television and radio networks and for independent and group stations as well as newspapers and magazines will outline the facilities they deem necessary for convention coverage. Cities in competition for the 1968 convention are Chicago, Houston, Los Angeles, Philadelphia, Miami Beach and San Francisco.

The meeting comes shortly after a GOP study group proposed a series of controversial reforms in convention procedures, including the ban of newsmen from the floor, the elimination of a central television camera stand and the possibility of the television networks pooling their coverage (BROADCASTING, Feb. 6). Although these proposals may be discussed at the site-committee meeting, it is not expected to be a main topic of conversation since the group will be focusing on other business.

MGM eyes new studios at Thousand Oaks

Metro-Goldwyn-Mayer indicated last week that it may build a new $30 million film studio in the Thousand Oaks area of Southern California. It would be the first completely new facility to be built by a major Hollywood-based film company in 35 years.

The MGM board of directors have until April 30 to exercise an option to buy 1,500 acres in Ventura county's Conejo Valley. This option has been extended three times in the past, but this time it appears likely that the board will decide to buy the property and build.

It's estimated that it will take at least a year to complete engineering studies of the proposed studio site. Another two years would be required to build the studio.

Plans call for the construction of 14 sound stages, a multi-story administration center, theater, film laboratory and a network of streets along which town and city sets will be built.

ABC set for Winter Olympics

ABC-TV last week signed an estimated $2-million contract for exclusive U.S. TV rights to the 1968 Winter Olympics to be held in Grenoble, France. Coverage of the Feb. 6-18, 1968, events—live and in color by satellite—will total about 26 hours, an hour in prime time weekly and two to three hours daily in daytime periods. The network that year also will telecast the Summer Olympics from Mexico City in a contract valued at $4.5 million for rights.

TV talk shows called 'schizophrenic'

Attention: Johnny Carson, David Susskind, Alan Burke, Joe Pyne, William Buckley and other TV hosts of "talk" programs.

The *Congress bi-Weekly*, a magazine of the American Jewish Congress, has published in its Feb. 6 issue a sharply worded essay on what critic Leonard Fleischer calls a "schizophrenic" type of TV programing found as "fatuous good fellowship and emptiness" in Mr. Carson's *Tonight* show (and others like it), or as "hostility and cruelty" served up by Messrs. Susskind, Pyne, Burke and Buckley.

Mr. Fleischer likens the talk shows to "the same kind of duality as revealed by Truman Capote in 'In Cold Blood.' The underside of America that produced the minds of the two murderers is to be found almost daily somewhere on the networks. I am not referring to westerns or crime shows," the critic continues, "but to talk programs which flatten serious response to life or egg pathetic creatures to parade obsessions that haunt them."

Mr. Fleischer refers to the TV hosts and their shows with such remarks as: in Johnny Carson, "ideas, particularly new or controversial thoughts, become packaged commodities"; in David Susskind, "depressingly unctuous . . . Like Burke and Pyne, he has difficulty in keeping his ego out of the picture"; in Alan Burke, "delights in dealing with kooks"; in Joe Pyne, "recalls Nathanael West's 'The Day of the Locusts' . . . surrealist quality . . . dispenses advice of dubious value and is often cruel and insulting"; in William Buckley, "interested in one-upmanship . . . strategy is to upset, twist words out of context, drip scorn and aim for the jugular."

The American Jewish Congress said it does not necessarily hold to the opinions expressed by writers in its publication.

Bill would allow reply in government releases

A bill to require federal regulatory agencies to give persons affected by agency news releases an equal opportunity to give their sides of an issue in the same document has been introduced in the Senate.

The bill, an amendment to the Administrative Procedure Act, was proposed by the Minority Leader, Everett M. Dirksen (R-Ill.), and Senator Edward V. Long (D-Mo.), chairman of the Subcommittee on Administrative Practice and Procedure. Too often, the two senators said, agency releases to the news media contain only the agency's side of an issue, complaint or action. They cited the Federal Trade Commission, The Food and Drug Administration and the Securities and Exchange Commission in introducing the amendment. The measure would also apply to the FCC which first issues a "notice of apparent liability" in which it lists a possible breach of regulations and the penalty, then issues a second notice in which the other party's position is included.

Senators Dirksen and Long said their bill was to prevent "the disparaging press release which an agency often issues pursuant to the complaint for the sole purpose of degrading the subject of the complaint." They said Senator Long's subcommittee would hold hearings on the matter soon.

L.A. hits back at N.Y. talent raid

Los Angeles Deputy Mayor Joseph M. Quinn and representatives of the Hollywood AFL Film Council lashed back last week at efforts of New York Mayor John V. Lindsay to persuade the TV and movie film-production business to switch its base of operations. In a joint statement, Mr. Quinn and John Lehners, Film Council president, pointed out that Mayor Lindsay's campaign promises "nothing that the city of Los Angeles has not been providing" and that reportedly its only innovation "is to ask New York film workers to accept lower wages."

The statement came out of a meeting held by Los Angeles city officials to plot ways of countering Mayor Lindsay's attempts to lure film production to New York.

Earlier this month, Barry Gottehrer, a member of Mr. Lindsay's staff, spent several days in Los Angeles talking to TV and movie producers. Supposedly the New York mayor also has asked production unions in his city to modify their contracts to create a more attractive economic climate for runaway producers.

MCA-TV reports brisk sales for new offering

MCA-TV has placed into syndication 123 feature films, of which 53 are first-run, it was reported last week by Lou Friedland, vice president in charge of syndication.

The group consists of 56 titles which have had two presentations on NBC-TV and 14 *World Premiere* features, also carried or set to be telecast on NBC-TV, as well as the first-run films. Mr. Friedland said 93 features are in color.

All of the pictures are post-1960. Among the off-network titles are "The Birds," "Captain Newman, M.D.," "Flower Drum Song," "Lover Come Back," and "To Kill a Mocking Bird." Among the first-run films are "Cape Fear," "Guns of August," "Kitten with a Whip," "Island of the Blue Dolphin," "The Killers" and "I Saw What You Did."

Mr. Friedland said the features were offered to stations less than two weeks ago and 15 sales already had been completed in major markets and "many others are in various stages of negotiation."

Program notes . . .

Bigger studios ▪ Hanna-Barbera Productions has leased a 4,500-square-foot studio across the street from its headquarters building in Hollywood to provide space for an expanded staff of animators. The move followed announcement of a record number of six new television series and three returning series to be produced by the Taft Broadcasting production arm for the 1967-68 season (BROADCASTING, Feb. 6). The new location eventually will house some 70 animators. Also in the works at H-B is a new 15,000-square-foot wing to house the company's growing commercial film division and provide additional space for its industrial and entertainment divisions.

Agriculture tape ▪ The U. S. Department of Agriculture has announced the no charge availability of *Your Yard and Garden*, a 13-week series of three-and-a-half-minute taped radio shows featuring the nation's top authorities on flowers, ornamentals, trees, insects and gardening techniques. The series offers five shows per week, 65 segments in total, and will begin the first week in March. Bill Ewin, a veteran broadcaster, will moderate the programs.

Networks declined Vietnam film deal

NBC and CBS confirmed reports last week that they had rejected offers to send camera crews to North Vietnam because they would have to contribute funds to a group planning a "war-crime trial" of President Johnson and his top aides.

Officials of the network said they had turned down the opportunity not only because they objected to making payments for news interviews but also because many restrictions were placed on coverage, making an objective reporting job difficult.

The television crews would have accompanied investigating teams accumulating evidence for a "trial" against President Johnson and other U. S. leaders in Paris next month. A self-styled international war-crime tribunal, headed by Bertrand Russell, 94-year-old British philosopher, plans to hold the "trial," which would have no legal standing.

Officials of both CBS and NBC agreed that they were interested in news-gathering trips to Hanoi but asserted they would not pay for such news availability and would not agree to any censorship of film clips, as had been suggested by representatives of Lord Russell.

The amount of the fee sought by the group was not known. Network officials pointed out that discussions were terminated before any amount was mentioned.

An official of ABC said his network had not been approached by the group. He added that ABC would not consider such an offer because it "would mean management, censorship and control."

Clay-Folley to get home-TV treatment

The first regular live-TV broadcast of a heavyweight title fight in this country since 1959 is being planned for the Cassius Clay-Zora Folley bout on March 22.

Madison Square Garden-RKO General Sports Presentations has acquired radio-TV rights to the match for an estimated $200,000. The fight will be held at Madison Square Garden in New

York. MSG-RKO officials said last week its payment is $100,000 more than for any of its seven other boxing bouts placed into domestic sale.

The syndicator expects to organize a 150-station network, and may also distribute the fight overseas through its worldwide sales representative, Four Star International.

Of the approximately $200,000 paid for broadcast rights, champion Clay reportedly will receive $150,000, and Mr. Folley $25,000. Each fighter will also get a 50% and 15% cut, respectively, of the expected $400,000 in live gate receipts.

Main Bout Steps Aside ▪ Ordinarily, Main Bout Inc., New York, handles ancillary radio-TV rights to all of Mr. Clay's fights. So far the promoter has organized six bouts, four of them outside the U. S. But in this case, Main Bout has backed off, reportedly because it sees little TV profit in selling a fight from New York, and because of a time factor, which requires setting up promotion, CATV lines, closed-circuit theaters, etc. One official said it was not a closed-circuit fight, and its timing after the Feb. 6 Ernie Terrell bout is "anti-climactic."

Main Bout grossed well over $1 million with the Clay-Terrell fight (BROADCASTING, Feb. 6). Radio rights to that fight in the U. S. were sold to Mutual, taped portions for *Wide World of Sports* went to ABC-TV, with other TV limited to 58 CATV systems, 165 theater locations fed by closed-circuit TV, and to subscription-TV-station WHCT(TV) Hartford, Conn. Additionally, provision was made for closed circuit and CATV feeds to Canada, live-TV pickups via satellites Early Bird to Europe and Lani Bird to Japan, and sales of TV coverage to some 50 countries. Though the Clay-Terrell bout was not on U. S. TV, the official said Main Bout would still collect more money on that fight (Clay-Terrell) than could be made on the Folley bout.

MSG-RKO plans to black out New York City for one day, and tape the telecast for showing later on RKO's WOR-TV New York. Plans for selling the fight—either to a national sponsor or to individual stations for resale—have not been disclosed.

FINANCIAL REPORTS

Desilu, Famous Players to G&W

Acquisitions involve securities only, with value for two deals an estimated $50 million

In two separate transactions last week, Gulf & Western Industries Inc. agreed to acquire Desilu Productions Inc. and offered to buy the remaining 49% of Famous Players Canadian Corp. to add to the 51% of the Toronto-based company that it already owns. Both deals involve securities instead of cash but are estimated to add up to an equivalent total value of nearly $50 million.

Gulf & Western is the Houston industrial, aerospace, automotive-parts manufacturer and distributor and mineral and chemical producer that last year acquired Paramount Pictures Corp. (BROADCASTING, Oct. 24, 1966). The highly diversified company controls more than 100 subsidiaries and 11 major divisions, including a newly established leisure-time operation. Its net sales last year totaled more than $317 million. With its moves of last week, Gulf & Western becomes a major force in the entertainment business with vast studio facilities, impressive television and motion-picture production, radio-TV-station and CATV-system operations and television-program distribution.

The acquisition of Desilu, which would provide TV-program production and distribution and added studio facilities, is subject to approval of Desilu stockholders. The TV production company said through a spokesman last week that the latter part of April would be the earliest possible date such a vote could be taken. It would be the subject of a special meeting to be held at Desilu headquarters in Hollywood. Reportedly, Gulf & Western shareholder approval is not required.

Terms of the agreement provide that Gulf & Western issue one share of $5.75 nonconvertible preferred stock and one-half share of $1.75 series-A convertible preferred stock for each 10 Desilu shares. The estimated value of the Gulf & Western securities involved is thought to be about $16 for each block of 10 Desilu shares.

Lucy Stays ▪ Lucille Ball, who with her former husband Desi Arnaz formed the company in 1950, and is now its president, owns about 60% of Desilu's outstanding shares. It's believed that her share in the transaction will amount to nearly $10 million. Last week's announcement emphasized that Miss Ball, who bought out Mr. Arnaz's interest in Desilu some four years ago, will continue as president of the TV production and syndication company, which will be operated as a subsidiary of Gulf & Western.

Left in considerable uncertainty is the future of the television production subsidiary falling under Gulf & Western control after the Paramount Pictures acquisition. Former CBS-TV President John T. Reynolds, now president of Paramount Television, said last week that the G&W deal "had been put together so fast that it's still too early to tell how it will affect" future operations of Paramount's TV subsidiary. "I haven't talked to our own people or the Desilu people about how we're going to work together," he explained. Paramount, which currently does not have any series on network TV, has been trying to become more competitive in all areas of television. Desilu would give G&W considerably more solid standing in the television production arena.

Desilu, which claims to have the largest and most complete film studio in the world devoted primarily to television, owns three facilities, two in Hollywood and one in Culver City, Calif. Over all, the lots and sound stages cover some 1.2 million square feet on 63 acres of property. The company is said to have derived more than half of its fiscal 1966 gross revenues of $18.8 million from rental of its studio facilities. This season the equivalent of about 500 half hours of prime-time programing is being filmed on the Desilu lots.

As a production company itself, Desilu is now turning out *The Lucy Show* (half hour) and *Mission: Impossible* (hour) series for CBS-TV and *Star Trek* (hour) for NBC-TV. By season's end this will amount to the equivalent of about 150 half-hour episodes of production. In addition, by last season's end, Desilu had more than the equivalent of 1,000 half-hour episodes in its film library available for, if not already in distribution domestically and worldwide. Included are 118 hours of *Untouchables* and 110 half-hours of *The Lucy Show.*

Canadian Deal ▪ In its other transaction G&W is offering 1.45 shares of its $3.50 series-B convertible preferred and 1.2 shares of its $5.75 nonconvertible preferred for each 10 Famous Players shares it doesn't hold already. Shares in this package are valued at about $40 each. Famous Players, which before G&W took over, was 51% owned by Paramount Pictures and was its largest foreign subsidiary. It has an interest in more than 250 regular theaters and more than 40 drive-ins. It owns radio and TV stations in the cities of Quebec; Kitchener, Ont.; Vancouver, B. C.; Victoria, B. C., and Ottawa and holds an interest in 14 companies operating CATV systems throughout Canada. Other activities of the company include a confection service, a theater-equipment firm and holdings in a Muzak franchise and a motel.

Plans call for a new communications company to be formed based on much of the assets of Famous Players. A public offering of this new company would be submitted with G&W retaining less than 25% of the stock. Ultimately this interest would be reduced to about 10%, with the balance held by the Canadian public. After the completion of these moves, subject to Canadian government approval, Famous Players would continue as a separate autonomous subsidiary of G&W under its present management.

Seven Arts income off despite net sales gain

Seven Arts Productions Ltd. reported last week that net sales for the six months ended Dec. 31, 1966 rose more than $4 million over the comparable period in 1965 while net income dipped by more than $400,000. No explanation was given by Seven Arts for the decline in income.

For the six months ended Dec. 31:

	1966	1965
Earned per share	$1.09	$1.27
Net sales	20,890,810	16,780,838
Net income (after taxes)	2,770,939	3,221,647

Yearly figures in for John Blair Co.

Record net earnings for 1966 were reported last week by John Blair & Co. The 1966 figure includes earnings attributable to Blair's 51% interest in American Printers and Lithographers Inc. for the fourth quarter of the year, according to Frank Martin, Blair president.

For the year ended Dec. 31:

	1966	1965
Earnings per share	$2.35	$2.17
Net earnings	2,419,053	2,315,677
Gross broadcast revenues	10,614,653	10,410,629
Shares outstanding	1,028,955	1,066,870

Everything went up in Ampex third quarter

Ampex Corp., Redwood City, Calif., reported that its third-quarter and nine-months sales and profits were right on target, which means up and above anything achieved in comparable past periods. Sales for the first three quarters of fiscal year 1967 showed a 32% hike over the first nine months of the previous year, while net earnings after taxes were up 24%. For the third quarter sales were up 23% and net earnings 15% from the third quarter a year ago.

For the nine months ended Jan. 28:

	1967	1966
Earnings per share	$0.74	$0.61
Sales	153,008,000	115,692,000
Net earnings after taxes	7,011,000	5,669,000

FC&B billings jump another $27.5 million

Foote, Cone & Belding, New York, reports billings of $255.6 million in 1966 and net income of $2,946,000, both records.

The information was reported to stockholders preliminary to release of the agency's annual report expected in March.

Year ended Dec. 31:

	1966	1965
Earned per share	$1.36	$1.25
Gross billing	255,600,000	228,100,000
Operating income	38,500,000	34,200,000
Net income	2,946,000	2,731,000

Metromedia has record net, gross for year

Gross revenue and net income for Metromedia Inc. in 1966 reached record levels, it was announced last week by John W. Kluge, chairman of the board and president. It was pointed out that in 1966 there were 65,540 more shares outstanding than in 1965.

For the year ended Dec. 31:

	1966	1965
Income per share	$3.05	$3.02
Gross revenue	132,058,793	102,892.437
Operating income	22,561,977	20,298,985
Cash flow	15,106,949	13,906,649
Net income	6,576,898	6,337,579

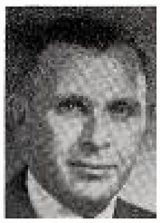
Financial notes . . .

▪ Kaiser Industries Corp., Oakland, Calif., which through a broadcasting subsidiary owns five UHF stations and one FM station, last week reported net earnings jumped in 1966 to $20.1 million or 81 cents a share from a restated $3.7 million or 9 cents a share in 1965. The company originally reported a loss in 1965.

▪ General Telephone & Electronics Corp. reports its subsidiary, Sylvania Electric Products Inc., is negotiating for the assets of Wilbur B. Driver Co., Newark, N. J. GT&T would issue 1.1 million shares of common stock in the acquisition proposal on which GT&T directors will vote April 19. Driver's consolidated sales for 1966 were estimated at $45 million.

▪ ABC Inc. board of directors last week announced a 40-cent dividend for the first quarter. The dividend was declared on each share of outstanding common stock payable March 15, 1967, to holders of record on Feb. 24, 1967.

BROADCAST ADVERTISING



Mr. Brandvein

Jack H. Brandvein, with Ted Bates & Co., New York, elected VP and appointed administrative assistant to creative director.

John Milligan, director of television art department at Cunningham & Walsh, New York, named VP.

Edmund F. Johnstone, executive VP of Kastor, Foote, Hilton & Atherton, New York, joins The Chalmers Co., Beverly Hills, Calif., as senior management officer effective March 1. Name of agency will be changed to Chalmers-Johnstone Inc.

Clinton E. Frank, chairman, executive committee, Clinton E. Frank Inc., Chicago, elected director-at-large, American Association of Advertising Agencies, New York. He fills unexpired term of **Stuart Watson,** previously with Interpublic Group and now president, Heublein Inc., New York.

Mr. Goss

Donald C. Goss, VP-account supervisor at Ketchum, MacLeod & Grove, New York, named VP-account supervisor for LaRoche, McCaffrey and McCall, that city.

Robert M. Lehman, VP, director of merchandising-promotion and account supervisor at Tatham-Laird & Kudner, New York, joins Frank B. Sawdon Inc. there as VP, director of marketing and account supervisor.

Lyle H. Polsfuss, VP-advertising and merchandising for Green Giant Co., Minneapolis, named VP-marketing.

Stewart B. Eakin, account executive at Morton & Stanton Advertising, Portland, Ore., named partner. Firm name will be changed to Morton, Stanton & Eakin.

Robert H. Perez, midwest sales manager, CBS Television Stations National Sales, Chicago, named midwest director of sales and responsible for 21-state area including Detroit and St. Louis.

John Garfield, account executive with Lang, Fisher & Stashower Inc., Cleveland, named associate media director-broadcast at Griswold-Eshleman Co., that city.

Mayer R. (Mike) Levinton, research manager, Television Advertising Representatives, New York, joins Edward Petry & Co., same city, as group research manager.

Charles I. McCarty, with Brown & Williamson Tobacco Corp., Louisville, Ky., appointed advertising manager.

Blake Byrne, TV account executive at Edward Petry & Co., New York, appointed general sales manager of KPTV(TV) Portland, Ore.

Bob Walton, local sales manager for WRBL-TV Columbus, Ga., named general sales manager. **Don Nahley,** account representative at WRBL-TV, named local and regional sales manager.

Mr. Werts

Mr. Kull

Robert Werts, account group head, and **Walter Kull,** account supervisor, with BBDO, New York, named VP's. **Charles A. Rockefeller,** account supervisor with Paul Klemtner & Co., New York, joins BBDO there as account supervisor.

Paul Kagan, manager, press information, CBS owned radio stations, New York, appointed to newly created post of manager of sales development for WOR-FM, that city. **Jim Kelly,** account executive with WOR-TV, named account executive for WOR.

Jan Bennett, with WTOD Toledo, Ohio, appointed merchandising manager.

John Robert Wright, general manager of WMAX Grand Rapids, Mich., joins CBS Radio network sales, New York, as account executive. **Lee Leicinger,** manager of research and development for WBZ-TV Boston, joins CBS Radio network sales, Detroit, as account executive.

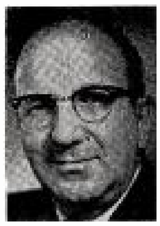
Mr. Connelly

Martin F. Connelly, sales manager of WNEW-TV New York, named VP.

Alex R. Findlay, with major market TV sales division, All Canada Radio & Television Ltd., Toronto, station representative, appointed director of TV sales, New York office. He succeeds **R. L. Bickerton,** who was transferred to headquarters' sales division, Toronto.

Weber Thomas, regional account supervisor for Gardner Advertising Co., St. Louis, named manager of new branch of Mace Advertising Agency at Suite 187, Meadows Building, Dallas.

Zim Barstein, in charge of promotion for television division of John Blair & Co., New York, appointed administrator, advertising and promotion for WNBC-AM-FM New York.



Mr. Dennis

Edwin L. Dennis, sales manager of KMBC-TV Kansas City, Mo., named VP of sales.

Richard McCarthy, news director of WBAZ Kingston, N. Y., appointed local sales manager.

Arthur Gordon, with National Time Sales, New York, named assistant sales manager of WNJU-TV Linden-Newark, N. J.

Ralph McCasky, previously TV account executive with Adam Young Inc., Peters, Griffin, Woodward and RKO General Broadcasting/National Sales, all Chicago, appointed account executive for Metro TV Sales, that city.

Robert A. Wolf, previously with Doyle Dane Bernbach and D'Arcy Advertising, joins Carl Ally Inc., New York, as media supervisor.


Mr. Stewart

Donald Stewart, senior VP and creative director for The Fletcher Richards Co., New York, joins VPI, division of Electrographic Corp., that city, as executive producer and director. **Betty Vaughn,** PR director for Sandgren & Murtha Inc., New York, named advertising and PR director for VPI, that city.

Gerald Orstman, with Barrington Inc., New York, market consulting firm, joins J. M. Mathes Inc., same city, as research supervisor.

William H. Peltier, freelance TV producer and formerly with Leo Burnett Co., Chicago, joins Arthur Meyerhoff Agency there as account executive.

Jack Bray, with media department, Cunningham & Walsh, New York, joins market division, Blair Television, same city, as account executive. **Dick O'Donnell,** account executive, moves from Blair's office in New York to Boston as general manager there. He succeeds **Bruce Pattyson,** who has resigned to join Ingalls Associates Inc., Boston, advertising agency.

Chuck Barry, manager of Los Angeles sales office for KEZY Anaheim, Calif., joins KLAC Los Angeles as account executive.

Joseph V. Ragni, with KPLR-TV St. Louis, appointed account executive.

Royce Richards, with WSIX-AM-FM Nashville, appointed account executive.


Mr. Fischer

Robert C. Fischer, VP with Grey Advertising, New York, named associate creative director.

Peter Mayer, with Reuben H. Donnelley Corp., Chicago, joins sales staff of WLKE Waupun, Wis.

Lynn Kraniak, with Kenyon & Eckhardt Inc., New York, appointed to PR division of Beals Advertising Agency, Oklahoma City.

Perry Bruskin, director of several plays including "Me and Thee," "The Hostage," and "Billy Liar," joins Savage-Friedman Inc., New York, as producer/director.

Dolores E. Friedman, assistant director of *The Mike Douglas Show*, joins Firestone & Associates Inc., Philadelphia, as associate producer.

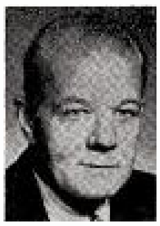
Gary Moggio, with Gardner Advertising Co., St. Louis, joins television sales staff of Avery-Knodel Inc., that city.

MEDIA

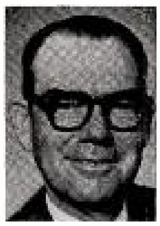

Mr. Love

Dan Love, general manager of KHFI-TV Austin, Tex., elected executive VP and general manager of KHFI-AM-FM-TV.

Robert E. Benson, executive assistant to Harold S. Geneen, chairman and president of International Telephone & Telegraph Corp., New York, elected VP.


Mr. Hanna

Robert B. Hanna, VP and general manager of General Electric Cablevision Corp., Schenectady, N. Y., retires after 38 years service with GE. After World War II Mr. Hanna became manager of GE's WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y., post he held for nine years. He served as member of board of directors of National Association of Broadcasters during period he was with GE's broadcasting stations.


Mr. Chambers


Mr. Rembert

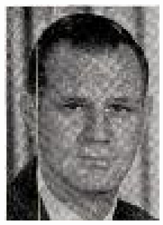
Jas. F. Chambers Jr., president of The Times Herald Printing Co., which owns and operates KRLD-AM-FM-TV Dallas-Fort Worth, elected company's chief executive officer and publisher of *Dallas Times Herald* following death last month of John W. Runyon, board chairman and publisher (BROADCASTING, Jan. 23). **Clyde W. Rembert,** president of KRLD-AM-FM-TV, also named new board chairman of printing company. **Albert N. Jackson,** VP and board treasurer, elected vice chairman of board and chairman of firm's executive committee. **Felix R. McKnight,** executive VP and editor, named co-publisher in addition to his posts of editor and secretary. **Robert L. Jensen,** previously VP, secretary and controller, elected executive VP and treasurer.

Hugh Johnston, station manager of WDUZ Green Bay, Wis., elected VP.

Harry R. Lipson, VP and general manager of WJBK Detroit, named general manager of WPBN-TV Traverse City, Mich., and WTOM-TV Cheboygan, Mich. Both WPBN-TV and WTOM-TV are Midwestern Broadcasting Co. stations.

Ray Grant, station manager of KJEO(TV) Fresno, Calif., named general manager.

Steve Brunt, assistant manager of WTOB Winston-Salem, N. C., named general manager.


Mr. Martin

William T. Martin, formerly with KATC-(TV) and KLFY-TV, both Lafayette, La., appointed general manager of KSMB(FM), that city.

Al B. Stetson Jr., with KDOT Scottsdale, Ariz., appointed manager.

Gary Greene, on news staff of NBC, appointed station manager of KLXA-TV Fontana, Calif.


Mr. Hallett

L. B. Hallett, VP-operation, United Transmission Inc., (subsidiary of United Utilities Inc., multiple CATV operator) named president, succeeding **Raymond M. Crockett.** Mr. Crockett becomes VP-general manager of United Telephone Co. of Northwest, UUI subsidiary, and is scheduled to be named president later. **C. William Stanley,** UTI systems manager, named VP of UTI.

Warren R. Carmichael, operations director at WEEL Fairfax, Va., named station manager.

Harold A. Christiansen, business manager for KTTV(TV) Los Angeles, named VP.


Mr. Jay

John N. Jay, manager of WABQ Cleveland, appointed general manager of WABQ and WXEN-FM, that city.

Marie Merrifield, office manager of KYLE-FM Temple, Tex., named assistant station manager.

Hope Camp, attorney for law firm of Gilbert, Nissen & Irvin, Beverly Hills, Calif., joins ABC as assistant director of labor relations and legal affairs, western division.

Fred Cige, credit supervisor for CBS-owned television stations, joins Metropolitan Broadcasting division of Metromedia Inc., New York, as credit collections manager. **Mary Ann McGann,** assistant business manager with Metro Radio and Metro TV Sales, New York, appointed business manager of Metromedia's WCBM-AM-FM Baltimore.

PROGRAMING

Joseph F. Greene, sales manager for Peter M. Robeck & Co., New York, appointed eastern division sales manager for 20th Century-Fox Television, that city.

Pierce Burgess, production manager at WEEL Fairfax, Va., named program director.

P. Richard Horky, communications and training coordinator for Hammermill Paper Co., Erie, Pa., named VP of Radco Associates Inc., new subsidiary of Regional Broadcasters Inc. (group owner) located at 2030 Pine Hollow Blvd., Sharon, Pa. In his new post Mr. Horky will develop company-sponsored radio programs for improving employe and community relations.

Rainer Rauhut, floor director for KING-TV Seattle, named associate director. **Francis Guidos,** production executive, joins KING-TV as producer-director.

Dick Romaine, previously with RKO General and Embassy Pictures Television, joins Official Films Inc., Los Angeles, as western sales manager.

Wayne Coy Jr., producer and assistant to program director of noncommercial WETA-TV Washington, appointed director of operations and production.

Mr. Baily

Mel Baily, program director of WNEW-TV New York, named VP.

William A. Schwing named president of Sports Telecast, Rochester, N. Y., division of Hockey Telecasting Inc. Other officers named: **William Norway,** executive VP; **Don Friedman,** executive VP and secretary; and **Pete Brown,** VP.

Mark Hathaway, production manager of KPIX(TV) San Francisco, appointed assistant director of broadcast services at Brigham Young University, with responsibility for operation and production activities of noncommercial KBYU-TV Provo-Salt Lake City.

Ray Junkin, VP and general manager, Screen Gems (Canada) Ltd., Toronto, joins Trans-Lux Television Corp., as general sales manager.

Jay Nader, chief accountant, ABC Films Inc., New York, appointed business manager.

George Williams, music director at WTRY Troy, N. Y., appointed program director.

Donald E. McDaniel, producer-director for WBTV(TV) Charlotte, N. C., named producer-director of Jefferson Productions, that city.

Jack Reynolds, music director of WWTC Minneapolis, named director of operations.

Lee Fowler, with WTOD Toledo, Ohio, appointed operations director.

Richard Ulrich, with WBAZ Kingston, N. Y., appointed operations manager.

Sonny Ledet, with KDAV Lubbock, Tex., appointed program director. **Jim Poteet** named operations manager.

Mr. Davidson

John W. Davidson, southeastern division manager for Warner Brothers Television, New York, named eastern division manager for WBC Program Sales, that city. Mr. Davidson will open WBC Program Sales office in Atlanta.

Slavko Vorkapich, Hollywood movie director, and his son, **Edward Vorkapich,** with Libra Productions, join Filmex Inc., New York, as staff consultant and director/cameraman, respectively.

Neil Warner, musical director for musical "Man of La Mancha" joins creative department of Music Makers Inc., New York.

Warren Rosenberg, previously with Trans-Lux Television and Screen Gems Inc., appointed account executive for Embassy Pictures Corp., New York.

Jack E. Siadek, with Teen-Age Fair Inc., Hollywood, named to newly created post of promotions director.

Charles M. Powell, national exploitation manager for Columbia Picture Corp., New York, named national publicity manager, replacing **Bud Rosenthal,** who leaves company to enter independent production.

NEWS

Bob Allen, assistant news director of Long Island Network radio news, Merrick, N. Y., named news director, replacing **Tom Lague,** who joins staff of WINS New York.

William Hartnett, with WDHO-TV Toledo, Ohio, appointed news editor at WOWO Fort Wayne, Ind. **Irwin Brown,** newsman with KYW Philadelphia, joins staff of WINS New York. **Mary Ann Martin,** from WTCN-TV Minneapolis-St. Paul, joins news staff of KYW. WOWO, KYW and WINS are all Westinghouse Broadcasting Co. stations.

Bob Myers, with WEEL Fairfax, Va., named news director.

Theodore McDowell, WMAL Washington, named to head wire study committee of AP Radio-Television Association. Regional representatives on committee named are: **Walter W. Hawver Jr.,** WTEN(TV) Albany, N. Y., East; **Barney Miller,** KNX Los Angeles, West; **Al Crouch,** WBRZ(TV) Baton Rouge, South; and **Rod Gelatt,** KOMU-TV Columbia, Mo., Central.

Robert Chandler, manager of program administration for CBS News, New York, appointed director of operations for CBS News Election Unit.

Grant Price of WMT Cedar Rapids, Iowa, named president of Northwest Broadcast News Association and **Paul Morsch,** WKBH and WKBT(TV) La Crosse, Wis., named president-elect. Other officers elected: **Dick Gottschald,** WDIO-TV Duluth, Minn., VP; **Gordon Kilgore,** KDTH Dubuque, Iowa, recording secretary; and **Keith Jacobs,** WSAU Wausau, Wis., treasurer.

Jim Simpson, with Marathon Oil Co., Findlay, Ohio, appointed editorial director of WJBK-AM-FM-TV Detroit.

Al Taylor, assistant news director for KDAY Santa Monica, Calif., joins news staff of KLAC Los Angeles. **Philip Green,** reporter for KFWB Los Angeles, joins KLAC as mobile reporter.

Stan Atkinson, producer, writer and director for Wolper Productions, joins KTVU(TV) Oakland-San Francisco as anchorman and executive producer of station's *10 O'Clock Report* program.

Mr. Miller

Dean C. Miller, national radio news manager for UPI, Chicago, appointed assistant promotion manager at UPI headquarters in New York.

Robert Zraik, with WTOD Toledo, Ohio, appointed news director.

Alex Drier, newsman for KTTV(TV) Los Angeles and newscaster on ABC Radio, also named commentator for WTTG(TV) Washington.

Robert Vainowski, producer-director, appointed editorial assistant for KCBS San Francisco. He replaces **Bill Dorais,** who has switched to on-air news responsibilities.

Gordon Seifferman, with WAII-TV Atlanta, and **Don Bridges,** with WTVJ(TV) Miami, join news department of WAGA-TV Atlanta.

Tom Field, with WEWS(TV) Cleveland, also named to news staff of WDBN(FM) Medina, Ohio.

Tony Calabro, with WABC-TV New York, appointed newsfilm supervisor.

Mike Ahern joins news staff of WISH-TV Indianapolis.

Vic Fergie, with KDB Santa Barbara, Calif., joins news department of KCOY-

TV Santa Maria, Calif.

Bill Diehl, with WTOP-AM-FM-TV Washington, joins news staff of WNEW New York.

John Surrick Jr., assistant news director of WMAR-TV Baltimore, named to Maryland Governor Agnew's personal staff as assistant PR officer.

FANFARE

Reg Cox, radio-television editor for *Brockton* (Mass.) *Enterprise*, appointed publicity director of WHDH-AM-FM-TV Boston, replacing **Joseph Costanza,** who becomes executive producer for WHDH-TV.

Jim Denyer, publicist for ABC-TV West Coast, elected president of Broadcast Promotion Guild, newly formed group at ABC radio and television and KABC-AM-TV Los Angeles, which have petitioned National Labor Relations Board for decertification of former labor representation group, National Association of Broadcast Employes and Technicians.

EQUIPMENT & ENGINEERING

Mr. Anderson

Richard J. Anderson, staff engineer for KTTV(TV) Los Angeles, named VP and chief engineer.

Kenneth White, with KGVO-TV Missoula, Mont., and **Leonard Schafer,** with KXLF-TV Butte, Mont., named transmitter engineers at KCOY-TV Santa Maria, Calif. **Jim Reunea,** with KOAG Arroyo Grande, Calif., and **Stan White,** with KSCO Santa Cruz, Calif., join engineering staff of KCOY-TV.

Mr. Kelly

William D. Kelly, chief engineer of WNEW-TV New York, named VP.

George F. Davis, maintenance supervisor at noncommercial WTTW(TV) and WXXW (TV) Chicago, appointed chief engineer for WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y.

Henry F. Sheppard Jr. and **Raymond G. Hurd,** with WCCO-TV Minneapolis-St. Paul, named assistant studio engineers. **Gerald King-Ellison** named assistant transmitter supervisor. **Francis Kettler** appointed supervisor in charge of video tape.

Carl J. Myers, senior VP and manager of engineering, WGN Continental Broadcasting Co., retires April 1 after lifetime career of pioneering in broadcast communications. He joined WGN in 1925. Mr. Myers will continue as technical consultant for five years. **Ralph F. Batt,** engineer and building manager of broadcast center at WGN, becomes manager of engineering succeeding Mr. Myers.

Syd Rose, regional director for 13 western states of National Association of Broadcast Employes & Technicians, and **Harry G. (Woody) Schlegel,** director of network affairs for union, removed from their posts. Both were prominent in one-day work stoppage of some 650 members of Local 53, NABET, Jan. 9 at ABC.

Mr. Wurz

Wallace F. Wurz, chief engineer for KMBC-AM-FM-TV Kansas City, Mo., named VP in charge of engineering for KMBC-TV.

Jerry E. White, district manager, Anaconda Wire & Cable Co., St. Louis, appointed manager of labor relations, New York office.

ALLIED FIELDS

Mahlon W. (Ed) Edmonson, VP and television sales manager, Paul H. Raymer Co., New York, joins A. C. Nielsen Co., same city, as account executive on staff of Nielsen Station Index.

Peter Sevareid, son of Eric Sevareid, CBS News correspondent, joins Washington law firm of Fisher, Wayland, Duvall & Southmayd.

Saul Jeffee, president of Movielab Inc., and **Mortimer Becker,** national counsel of American Federation of Television and Radio Artists, named first chairmen of new entertainment and communications division of United Jewish Appeal of Greater New York.

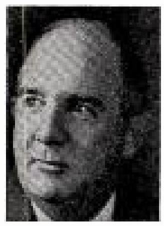
INTERNATIONAL

Robin Scott, assistant head of presentation, BBC-TV's first service, London, named head of BBC radio's "Light Program," succeeding **D. E. Morris,** who retires shortly. Mr. Scott's duties will include running the new national pop music service (known unofficially as Radio 247) which begins transmission early next autumn.

Peter Reilly, who resigned in January as host of Canadian Broadcasting Corp.'s public affairs program *Sunday*, joins CBC's feature and special events department.

DEATHS

Aubrey L. Ashby, 80, former VP and general counsel of NBC (1929-47), died on Feb. 14 in Menlo Park, Calif. Mr. Ashby was a close working associate of Brigadier General David Sarnoff, board chairman of RCA, and is credited with having set up early organization of NBC, consisting at that time of Red and Blue networks.



Mr. Pill

Howard E. Pill, 67, investment broker in recent years who founded WSFA (now WHHY) Montgomery, Ala. in 1929 with late former Governor Gordon Persons, died Jan. 23 in Montgomery after long illness. Mr. Pill had operated WSFA for 23 years before it was sold in 1953. He had also been VP of WDAK Columbus, Ga., and had owned stations in Foley, Bay Minette and Geneva in Alabama; at West Point, Ga., and Meridian and Hattiesburg, Miss., and had interests in television stations at Macon and Columbus, Ga. He was president of Alabama Broadcasters Association in 1949 and had been member of National Association of Radio Pioneers. Surviving are his wife, Margaret, and two daughters.

Frank W. Kelly, 58, who retired last May as manager of WBEN-FM Buffalo, N. Y., died Feb. 4 in Kenmore Mercy hospital, Kenmore, N. Y., after long illness. Mr. Kelly had been announcer and technician at WHAM Rochester, N. Y., for 11 years before joining WBEN in 1938. He is survived by his wife, Margaret, three sons and two daughters.

Mr. Timlin

Joseph F. Timlin, 61, who retired as executive VP of Branham Co., New York, in 1961, died of cancer Feb. 8 at Doctor's hospital in Washington. Mr. Timlin had been with Branham Co. (now Advertising Time Sales) for 25 years. Surviving are his wife, Betty, and daughter.

Arthur C. Farlow, 62, senior VP of J. Walter Thompson, Chicago, died Feb. 10 at Passavant Memorial hospital in Chicago. He had been with JWT for nearly 40 years and with firm's Chicago office since 1950. Mr. Farlow is survived by his wife, Dorothy, and three daughters.

Louis Goldstein, 61, local sales manager of WBAZ Kingston, N. Y., died suddenly Feb. 10.

Theodore G. Belote, 54, director of radio and television at Princeton Theological Seminary, died of heart attack Feb. 12 at his home in Princeton, N. J. He is survived by his wife, Marie.

Milton Marmor, AP foreign correspondent, died at Nairobi Airport in Kenya on Feb. 11 enroute to London following vacation in Africa.

PROFESSIONAL CARDS

Service Directory

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 9 through Feb. 15 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—megacyles. 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

APPLICATION

Elmira, N. Y.—WENY Inc. Seeks UHF ch. 36 (602-608 mc); ERP 186 kw vis., 37.2 kw aur. Ant. height above average terrain 589 ft.; ant. height above ground 241 ft. P. O. address: Mark Twain hotel, Elmira 14901. Estimated construction cost $246,440; first-year operating cost $100,000; revenue $125,000. Geographic coordinates 42° 01′ 55″ north lat.; 76° 47′ 02″ west long. Type trans. Townsend TA-15-AT. Type ant. GE TY24D. Legal counsel Dow, Lohnes and Albertson; consulting engineer Lohnes & Culver, both Washington. Principals: WENY Inc. is licensee of **WENY-AM-FM Elmira. Donald M. Simmons**, president, **Howard L. Green**, executive vice president, **John T. Stethers**, vice president and **Myron W. LaBarr**, secretary-treasurer (each 25%). Ann. Feb. 10.

FINAL ACTIONS

Augusta, Ga.—Harbinger Broadcasting Co. Broadcast Bureau granted UHF ch. 54 (710-716 mc); ERP 575 kw vis., 87.1 kw aur. Ant. height above average terrain 650 ft.; ant. height above ground 509 ft. P. O. address: 757 Third Avenue, New York. Estimated construction cost $773,850; first-year operating cost $340,000; revenue $340,000. Geographic coordinates 33° 30′ 23″ north lat.; 81° 57′ 44″ west long. Type trans. RCA TTU-30A(LA). Type ant. RCA TFU-30J. Legal counsel Cohen and Berfield; consulting engineer A. D. Ring & Associates, both Washington. Principals: **Harbinger Broadcasting Co.** is partnership between **Harcourt, Brace & World Inc.** and **Harman-Slocum Publishing Inc.** Partnership is limited for purpose of applying for, constructing and operating UHF-TV stations in Augusta, Ga. and Salt Lake City. Harcourt, Brace & World Inc. presently has on file applications for CP's for new TV's in Portland, Ore., Denver and Phoenix. Harman Slocum is majority stockholder of Home State Broadcasting Corp., applicant for CP for new AM in St. Louis. **William Jovanovich** is president of Harcourt, Brace & World Inc. and **James Milholland Jr.** is president of Harman-Slocum Publishing Co. Inc. Action Feb. 8.

Norfolk, Va.—Edmund D. Baydush. Broadcast Bureau granted UHF ch. 29 (680-686 mc); ERP 245 kw vis., 49 kw aur. Ant. height above average terrain 330 ft.; ant. height above ground 350 ft., P. O. address 4128 Edinburgh Drive, Virginia Beach, Va. Estimated construction cost $403,341; first-year operating cost $208,000; revenue $315,000. Studio and trans. locations both Norfolk. Geographic coordinates 36° 51′ 17″ north lat., 76° 17′ 31″ west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Everett D. Johnston, consulting engineer Lohnes and Culver, both Washington. Mr. Baydush is 1.26% stockholder of WLPM Suffolk, Va.; president and director of WGNI Wilmington, N. C., and secretary-treasurer of B&B Holding Corp. Action Feb. 10.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Dr. Marvin H. Osborne for CP for new TV broadcast station to operate on ch. 40 in Jackson, Miss. (Doc. 16894). Action Feb. 10.

OTHER ACTIONS

■ Review board in Homewood, Ala. television broadcast proceeding, Docs. 15461, 16760, 16761 and 16758, by memorandum opinion and order denied petition for review of adverse ruling of hearing examiner, filed Dec. 12, 1966, by Birmingham Television Corp. (WBMG). Board member Kessler not participating. Action Feb. 10.

■ Review board in Homewood, Ala., Docs. 15461, 16760 and 16761, television broadcast proceeding, granted petition filed Feb. 13 and extended to Feb. 23 time to file oppositions to petition to enlarge issues filed Jan. 31 by Birmingham Television Corp. Board member Kessler not participating. Action Feb. 15.

■Review board in Washington TV broadcast proceeding (Docs. 16088-91), granted petition filed on Feb. 9 by T.C.A. Broadcasting Inc., and extended to Feb. 16 time to file reply to exceptions to initial decision released Dec. 7, 1966. Board member Nelson absent. Action Feb. 13.

■ Review board in Chicago television broadcast proceeding, Docs. 15668 and 15708, granted petition filed Feb. 10 by Chicagoland TV Co. and extended to March 10 time within which to file exceptions to initial decision. Action Feb. 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Feb. 8, in proceeding on TV applications of Bay Broadcasting Co. and Reporter Broadcasting Co., both San Francisco, granted motion of Reporter Broadcasting Co. and rescheduled hearing from Feb. 13 to March 28, and scheduled other procedural dates (Docs. 16678, 16831).

■ Hearing Examiner David I. Kraushaar on Feb. 8 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., denied motion for leave to take depositions forthwith filed by applicant Alabama Television Inc. (Docs. 15461, 16760-61, 16758). On Feb. 9 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., scheduled hearing sessions on anti-trust issues on Feb. 27 and ordered subpoenaed witnesses to appear (Docs. 14368-72, 14444-46). On Feb. 10 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., continued without date hearing presently scheduled for Feb. 13 (Docs. 15461, 16760-61, 16758).

■ Hearing Examiner Jay A. Kyle on Feb. 8 in proceeding on TV application of Maxwell Electronics Corp., Dallas, granted applicant's petition for leave to amend and accepted tendered amendment reflecting changes in the officials of corp. (Doc. 16389). On Feb. 9 in proceeding on TV application of WLCY-TV Inc. (WLCY-TV) Largo, granted petition to intervene filed by Hillsborough Broadcasting Inc., permittee of WTSS-TV (ch. 28) Tampa, both Florida, and participation of petitioner is limited to adduction of evidence in respect to issue No. 5 (Doc. 17051). And in proceeding on TV applications of WTCN Television Inc. (WTCN-TV) Minneapolis, et al., rescheduled hearing from April 10 to March 13, (Docs. 15841-43, 16782-83).

RULEMAKING PETITION

St. Petersburg, Fla., **Hubbard Broadcasting Inc.**—Requests institution of rulemaking proceeding to allocate UHF ch. 36 to Fort Myers, Fla. Ann. Feb. 14.

RULEMAKING ACTION

■ Commission adopted notice of proposed rulemaking looking toward amendment of its table of television assignments to assign UHF ch. 57 to Hazard, Ky. This action was taken in response to a petition by Hazard Television Inc., which stated that if channel is assigned, it will file application for authority to construct and operate a new UHF in Hazard. Action Feb. 15.

CALL LETTER APPLICATIONS

■ White River Radio Corp., Lawrence, Ind. Requests WURD(TV).

■ *ETV of Northwest Pennsylvania Inc., Erie, Pa. Requests WQLN(TV).

CALL LETTER ACTIONS

■ Charles Vanda, Henderson, Nev. Granted KHBV(TV).

Existing TV stations

FINAL ACTION

KDTV(TV) Dallas — Broadcast Bureau granted mod. of CP to extend completion date to Aug. 2. Action Feb. 9.

OTHER ACTIONS

■ In response to letter from counsel for KAKE-TV & Radio Inc. (KAKE-TV) Wichita, Kan., and its satellite KUPK-TV Garden City, commission advised that rules require each station to be identified separately and it would not, therefore, be permissible for station identification to be made by a parent station for both itself and its "satellite" station when "satellite" is rebroadcasting the programing of parent station. Commissioner Johnson dissented. Action Feb. 8.

■ By memorandum opinion and order, commission denied petition of Mark Twain Broadcasting Co. (KHMO) Hannibal, Mo., to reconsider its action of Nov. 4, 1966, refusing to move reserved ch. *12 from Iowa City, Iowa, to location approximately 40 miles to northeast so that ch. 12 could be assigned to Hannibal, Mo., also. Commission concluded that requested reconsideration was not justified. Action Feb. 8.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Feb. 9 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., granted petition to amend filed by applicant Birmingham Television Corp. (WBMG) to reflect changes in broadcast interests of one of its stockholders (Docs. 15461, 16760-61, 16758).

■ Hearing Examiner Jay A. Kyle on Feb. 9 in proceeding on application of Lamar Life Insurance Co. for renewal of license of WLBT(TV) and Auxiliary Services, Jackson, Miss. granted motion of Broadcast Bureau and continued hearing from Feb. 27 to May 1 in Jackson. (Doc 16663).

RULEMAKING ACTION

■ FCC adopted notice of proposed rulemaking to move ch. *46 from West Point to Williamsburg, and to move ch. *63 from Bluefield to Wytheville, both Virginia. Both channels are reserved for use by educational television broadcast stations. These changes are proposed in lieu of proposal by Virginia State Advisory Council on Educational Tele-

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 15

	ON AIR Lic.	ON AIR CP'S	NOT ON AIR CP's
Commercial AM	4,095[1]	13	83
Commercial FM	1,555	47	260
Commercial TV-VHF	478[2]	17	24
Commercial TV-UHF	92[2]	27	123
Educational FM	295	5	27
Educational TV-VHF	60	7	6
Educational TV-UHF	41	8	47

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 15

	VHF	UHF	Total
Commercial	519	250	769
Noncommercial	73	96	169

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

[1]In addition, two AM's operate with Special Temporary Authorization.
[2]In 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.

vision for additional educational TV assignments in Williamsburg and Wytheville. Action Feb. 8.

CALL LETTER APPLICATIONS

■ *KETC(TV) St. Louis ETV Commission, Millbrook-St. Louis, Mo. Requests KETC-TV.

New AM stations

APPLICATIONS

Austell, Ga.—South Cobb Broadcasting Co. Seeks 1600 kc, 1 kw-D. P. O. address: 5877 Spring Street, Austell 30001. Estimated construction cost $19,462; first-year operating cost $30,000; revenue $35,000. Principal: Martin L. Lamar, president. Ann. Feb. 9.

Watkins Glen, N. Y.—Montour Falls Broadcasting Corp. Seeks 1500 kc, 0.25 kw. P. O. address: 8047 Edgewater Avenue, Baltimore 21206. Estimated construction cost $10,423 and $22,039; first-year operating cost $32,380; revenue $36,000. Principals: Duane Cornett, president (49%) and Erway Broadcasting Corp. (51%). Mr. Cornett is chief engineer of Erway Broadcasting. Erway is licensee of WAYE Baltimore. WSEB-AM-FM Sebring, Fla. and applicant for UHF in Baltimore. Ann. Feb. 15.

FINAL ACTIONS

Estes Park, Colo. — Maurice J. DaVolt. Broadcast Bureau granted 1470 kc, 500 w—D. P. O. address: c/o Richard Hildreth, Munsey Bldg., Washington, D. C. 20004. Estimated construction cost $1,867; first-year operating cost $15,241; revenue $25,000. Mr. DaVolt is sales consultant for Denver housing builder, was president and general manager of KLAK Lakewood, Colo., until 1961. Action Feb. 8.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Emmet Radio Corp. for CP for new AM at Estherville, Iowa, on 1070 kc, 250 w, directionalized, condition (Doc. 16699).

■ Commission gives notice that Dec. 15, 1966 supplemental initial decision which reaffirmed in all respects basic initial decision of June 6, 1966 looking toward granting application of WQIZ Inc. (WQIZ) for CP for standard broadcast station to operate from Saint George, S. C., on frequency 810 kc, with 5 kw power, daytime only; conditions; and denying application of Franklin D. R. McClure, Jessie Claude Casey, James H. Satcher and Van E. Edwards, Jr. d/b as Edgefield-Saluda Radio Co. (WJES) for CP for standard broadcast station to operate from Johnston, S. C., on frequency 810 kc with 1 kw power, daytime only (Docs. 16340-41), became effective Feb. 3 pursuant to Sec. 1.276 of rules. Action Feb. 15.

OTHER ACTIONS

■ Review board in Pine Bluff, Ark., standard broadcast proceeding, Docs. 16529-30, granted pleas for leave to amend, filed Dec. 21, 1966, by James J. B. Scanlon (KCAT) to extent that time for filing exceptions to initial decision is extended to March 13, 1967, and denied pleading in all other respects. Action Feb. 10.

■ Commission waived Sec. 1.569(b)(2)(i) of rules and accepted for filing an application of TransFlorida Radio Inc., Bartow, Fla., for a new daytime AM to operate on 1130 kc, with 1 kw power. Action Feb. 15.

■ Review board in Windemere, Fla., standard broadcast proceeding, Doc. 16922, by memorandum opinion and order denied motion to enlarge issues, filed Dec. 6, 1966, by American Homes Stations. Action Feb. 10.

■ Review board in Houma, La., standard broadcast proceeding, Docs. 16826-7, granted joint request for approval of agreement filed Dec. 5 by Branch Associates Inc. and Ascension Parish Broadcasting Co; approved agreement; dismissed application of Branch Associates Inc.; granted application of Ascension Parish Broadcasting Co., with condition, and terminated proceeding. Action Feb. 15.

■ Review board in Everett, Pa., standard broadcast proceeding (Docs. 15942-3), board members Nelson, Pincock and Kessler adopted decision granting application of Kenneth W. Ferry tr/as Beacon Broadcasting Concern for CP for new daytime only standard broadcast station to operate on 1110 kc at Martinsburg, Pa., with an operating power of 1 kw; conditions; and denying application of Dennis A. Sleighter and Willard D. Sleighter (WWDS), Everett, Pa. Action Feb. 10.

■ Office of opinions and review on Feb. 8 granted petition of Broadcast Bureau for extension of time to March 3 within which to file exceptions to second supplemental initial decision in Smithfield-Newport News, Va. AM proceeding in Docs. 13243, 13248. And granted petition of chief, Broadcast Bureau, for extension of time to Feb. 21 within which to file responses to application for review in proceeding on application of Tuscarawas Broadcasting Co., New Philadelphia, Ohio (Doc. 15430).

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Feb. 10 in proceeding on AM application of Fox River Broadcasting Co., Oshkosh, Wis., rescheduled hearing from Feb. 20 to Feb. 13 (Doc. 16824). And in proceeding on AM application of Rice Capital Broadcasting Co., Crowley, La., granted applicant's petition for leave to amend regarding financial matters (Doc. 16785).

■ Hearing Examiner Millard F. French on Feb. 8 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co., all Lorain, Ohio, continued without date hearing presently scheduled for Feb. 8 (Docs. 16876-78). On Feb. 10 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co., all Lorain, Ohio, scheduled further hearing for Feb. 15, 1967 (Docs. 16876-78). And in proceeding on AM applications of Fine Music Inc. (WFMI), Montgomery, Ala. and Tennessee Valley Broadcasting Inc. and Rocket City Broadcasting Inc., both Huntsville, Ala., granted request of applicant Rocket City Broadcasting Inc., and extended time for filing oppositions to applicant Tennessee Valley's petition for leave to amend from Feb. 10 to and including Feb. 24 (Docs. 17058-60).

■ Hearing Examiner Isadore A. Honig on Feb. 14 in proceeding on AM applications of Du Page County Broadcasting Inc., Elmhurst and Central Du Page County Broadcasting Co., Wheaton, both Illinois, continued without date hearings scheduled for Feb. 21 and March 7, 1967 (Docs. 16965-66).

■ Hearing Examiner H. Gifford Irion on Feb. 9 in proceeding on AM applications of KWEN Broadcasting Co., Port Arthur and Woodland Broadcasting Co., Vidor, both Texas, granted petition for leave to amend filed by Woodland Broadcasting Co. to reflect a principal stockholder's residence and occupation (Docs. 14597, 15203).

■ Hearing Examiner Jay A. Kyle on Feb. 8 in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., rescheduled hearing from April 17 to March 20 (Docs. 14755-57).

■ Hearing Examiner Forest L. McClenning on Feb. 14 in proceeding on AM applications of L & S Broadcasting Co., Jacksonville, N. C., et al., granted petition for leave to intervene filed by Seaboard Broadcasting Corp. and made it party to proceeding (Docs. 17148-50).

CALL LETTER APPLICATIONS

■ Victor A. Leisner, Thurmont, Md. Requests WTHU.

Existing AM stations

FINAL ACTIONS

WGMA Hollywood, Fla.—Broadcast Bureau granted renewal of license. Action Feb. 9.

WDOG Allendale, S. C.—Broadcast Bureau granted CP to increase power from 500 w, to 1 kw; condition. Action Feb. 10.

WAZS Summerville, S. C.—Broadcast Bureau granted CP to increase power from 500 w, to 1 kw; continued operation on 980 kc—D; condition. Action Feb. 10.

KEVA Evanston, Wyo.—Broadcast Bureau granted renewal of license. Action Feb. 10.

OTHER ACTIONS

■ Commission waived Sec. 73.702 of rules and authorized operating schedule of international broadcast station WNYW of Radio New York Worldwide Inc., New York, on specified frequencies from March 5 to May 7. Action Feb. 15.

■ Office of opinions and review granted petition by Broadcast Bureau for extension of time to March 2 to file responsive pleadings to petition by Western North Carolina Broadcasters Inc. for reconsideration and grant in proceeding on its application for renewal of license of WWIT Canton, N. C. (Doc. 17050). Action Feb. 13.

■ Commission waived Sec. 1.569(b)(2)(i) of rules and placed in line for processing in normal course, application of Tacoma Broadcasters Inc., Tacoma, Wash., to change operation of KTAC on 850 kc from 1 kw—DA-N, unlimited time, to 1 kw-N, 10 kw-LS—DA-2. Action Feb. 15.

ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on Feb. 9 in proceeding on application for license renewal of KHAI by Royal Broadcasting Inc. and CP application of KHAI Inc., for new AM facilities, both Honolulu, scheduled further hearing for March 22 (Docs. 16676-77). And in proceeding on AM application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J., ordered that hearing examiner who presided shall associate with and receive assistance from other hearing examiners of commission in preparation of his initial decision. Chief hearing examiner made effectuation of this order dependent upon the consents of all parties to proceeding (Doc. 16050).

■ Hearing Examiner Isadore A. Honig on Feb. 13 in proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy (WIGL) Superior, Wis. et al., scheduled oral argument on "petition for leave to amend" filed by D.L.K. Broadcasting Inc., to follow hearing conference on Feb. 17 (Docs. 16476-78).

■ Hearing Examiner H. Gifford Irion on Feb. 8 in proceeding on applications of Brandywine-Main Line Radio Inc. for renewal of licenses of WXUR-AM-FM Media, Pa., changed hearing date of March 21 to further prehearing conference on same date (Doc. 17141). On Feb. 13 in proceeding on applications of Brandywine-Main Line Radio Inc., for renewal of licenses of WXUR-AM-FM Media, Pa., denied telegraphic request of American Council of Christian Churches to become party in proceeding (Doc. 17141).

■ Hearing Examiner Jay A. Kyle on Feb. 7 in proceeding on AM application of Stokes County Broadcasting Co. (WKTE) King, N. C., rescheduled prehearing conference from Feb. 10 to Feb. 21 (Doc. 17143).

■ Hearing Examiner Forest L. McClenning on Feb. 10 in proceeding in matter of revocation of license of Quality Broadcasting Corp. for WKYN San Juan, P. R., et al., scheduled further hearing conference for Feb. 21 (Docs. 15139-41).

■ Hearing Examiner Chester F. Naumowicz Jr. on Feb. 9 in proceeding on application of Northwest Broadcasters Inc. (KBVU) for renewal of license and CP application of Bellevue Broadcasters (KFKF), both Bellevue, Wash., et al., scheduled prehearing conference for March 9 (Docs. 16609-10). On Feb. 14 in proceeding on AM application of Western North Carolina Broadcasters Inc., Canton, N. C., for renewal of license of WWIT, denied petition of applicant for continuance of prehearing conference scheduled for Feb. 17, (Doc, 17050).

■ Hearing Examiner Elizabeth C. Smith on Feb. 7 in proceeding in the matter of revocation of AM license of Santa Rosa Broadcasting Inc., Milton, Fla., scheduled further prehearing conference for April 11 (Doc. 16674).

FINES

■ The Commission issued notice of apparent liability to WAUC Broadcasting Co., licensee of WAUC Wauchula, Fla., in amount of $500 for operator and logging violations. Action Feb. 8.

■ Commission issued notice of apparent liability to Radio Broadcasters Inc., licensee of KFLY-AM-FM Corvallis, Oreg., in amount of $4,000 for violation of operator rules, operating both above and below authorized power and other violations. Action Feb. 8.

CALL LETTER APPLICATIONS

■ WNAC, RKO-General Inc., Boston. Requests WRKO.

■ WCNS, Keyes Corp., Canton, Ohio. Requests WNYN.

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

Phoenix—*KAET(TV) (ch. 8), $88,-709 for expansion and improvement. Other funds provided by Arizona Board of Regents will bring total to $177,418.

Duluth, Minn.—*WDSE-TV (ch. 8). $101,145 to Duluth-Superior Area Educational Television Corp. for expansion and improvement. Total project cost $254,497.

Las Vegas—Channel 10. Clarke County School District will receive $365,610 to activate new VHF. Total project cost $731,220.

Allendale and Florence, S. C.—Channels 14 and 33, respectively. South Carolina Educational Television Commission will receive two grants totaling $383,654 to activate new VHF and UHF. Total project cost $774,620.

Brookings, S. D.—*KSDS-TV (ch. 8). $292,637 will be received by South Dakota State University in cooperation with South Dakota ETV Association to activate new VHF. Total project cost $550,945.

Roanoke, Va.—Channel 15. $466,000 to activate new VHF will be received by Blue Ridge ETV Association Inc. Total project cost $1,071,924.

Lakewood Center, Wash.—*KPEC-TV (ch. 56). $32,304 for improvements will be received by Washington State's Clover Park School District No. 400. Total project cost $114,236.

New FM stations

APPLICATIONS

Bakersfield, Calif. — Thunderbird Broadcasting Co. Seeks 107.9 mc, ch. 300, 50 kw. Ant. height above average terrain 474 ft. P. O. address: 406 Chesterday Avenue, Bakersfield 93301. Estimated construction cost $27,150; first-year operating cost $20,-300; revenue $21,000. Principals: Alvis Edgar Owens Jr., president (48%). Gerard T. Hill (26%) and Doris M. Griffiths (26%). Ann. Feb. 9.

Augusta, Ga.—Broadcasting Associates of America Inc. Seeks 102.3 mc, ch. 272, 3.0 kw. Ant. height above average terrain 280 ft. P. O. address: Carolina Spring Road, North Augusta, S. C. 29841. Estimated construction cost $24,535; first-year operating cost $12,000; revenue $43,000. Principals: H. C. Young Jr. (87½%) and Jerome Glaser (12½%). Mr. Young is 100% owner of WENO Madison Tenn., 70% owner of WYAM Bessemer, Ala., 87½% owner WGUS North Augusta, S. C. 75% owner of WSHO New Orleans and applicant for new FM in New Orleans (75%). Mr. Glaser is 25% owner of WYAM and 12½% owner of WGUS. Ann. Feb. 3.

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. Principal: Dale Cowle, president and treasurer. Ann. Jan. 31.

Hannibal, Mo.—Mark Twain Broadcasting Inc. Seeks 92.9 mc, ch. 225, 50 kw. Ant. height above average terrain 494 ft. P. O. address: 413 Broadway, Hannibal 63401. Estimated construction cost $45,613; first-year operating cost $30,000; revenue $30,000. Principals: Jerrell A. (99%) and Evelyn M. Sheppard and James F. Jae Jr (each ½%). Mr. Sheppard owns 99% stock of KHMO Hannibal, 99% stock of KLIK Jefferson City, sole owner of KWIX Moberly, Mo. and KRES-AM-FM-TV Grand Junction, Colo. Ann. Feb. 9.

*Lincoln, Neb.—Union College Inc. Seeks 88.1 mc, ch. 201, 10 w. Ant. height above average terrain 139.6 ft. P. O. address: 3800 South 48th Street, Lincoln 68506. Estimated construction cost $5,450; first-year operating cost $7,000. Principals: To be administered by board of trustees. Ann. Feb. 14.

Norton, Va.—Radio Wise Inc. Seeks 106.3 mc, ch. 292, 0.70 kw. Ant. height above average terrain 565 ft. P. O. address: Progress building, Norton 24273. Estimated construction cost $8,034; first-year operating cost $8,000; revenue $10,000. Principals: R. B. Helms, president. Ann. Feb. 9.

Victoria, Tex.—Sound Distributors Inc. Seeks 95.1 mc, ch. 236, 38.8 kw. Ant. height above average terrain 155 ft. P. O. address: Tower Life building, San Antonio, Tex. Estimated construction cost $35,000; first-year operating cost $30,000; revenue $35,000. Principals: Charles W., president and treasurer (70.5%) and William D. Balthrope, secretary (23.5%), et al. Mr. C. W. Balthrope has majority interests in Camel Co., licensee of KAML Kenedy-Karnes; Gulf Business Music Inc., licensee of KZFM(FM) Corpus Christi, and Sound Distributors Inc., licensee of KEEZ(FM) San Antonio, all Texas. Mr. W. D. Balthrope is manager of Texas Wired Music Inc., executive of Sound Distributors Inc. and executive vice president and stockholder of Gulf Business Music Inc. Ann. Feb. 13.

FINAL ACTIONS

*Richmond, Ky.—Eastern Kentucky University. Broadcast Bureau granted 50 kw, ch. 205, 88.9 mc. Ant. height above ground 181 ft. P. O. address: c/o James Harris Eastern Kentucky University, Richmond 40475. Estimated construction cost $58,019; first-year operating cost $27,000. Funds appropriated by 1966 Kentucky General Assembly. Commonwealth of Kentucky controls Eastern Kentucky University. Dr. Robert R. Martin, president and administrator board of regents, John Sullivan, coordinator radio section. Action Feb. 8.

Morgan City, La.—Tri City Broadcasting Inc. Broadcast Bureau granted 96.7 mc, ch. 244, 2.50 kw. Ant. height above average terrain 185 ft. P. O. address: Box 889, Morgan City 70380. Estimated construction cost $32,600; first-year operating cost $38,000; revenue $22,200. Principals: Warren J. Fortier (29.1%), J. Edwin Kyle Jr. (27.3%), Dr. William Barletta (11.5%), Louise S. Lee (7.3%) and six others, none over 4.5%. Tri City Broadcasting is licensee of KMRC Morgan City. Action Feb. 10.

*Vermillion, S. D. University of South Dakota.—Broadcast Bureau granted 89.9 mc, ch. 210, 0.01 kw. Ant. height above average terrain 73 ft. P. O. address: Vermillion. Estimated construction cost $4,935; first-year operating cost $6,000. Principals: Martin P. Busch, director of *KUSD-AM-TV Vermillion, owned by University of South Dakota. Action Feb. 10.

Sherman, Tex.—Charles L. Cain. Broadcast Bureau granted ch. 244, 3 kw. Ant. height above average terrain 190 ft. P. O. address: Box 417, Sherman, Tex. Estimated construction cost $22,234; first-year operating cost $15,900; revenue $24,000. Mr. Cain has 34% interest in KELR El Reno, Okla. Action Feb. 10.

INITIAL DECISION

■ Commission gives notice that Dec. 14, 1966 initial decision which looked toward granting application of Eastern Long Island Broadcasters Inc., for CP for new FM to operate on ch. 221 at Sag Harbor, N. Y. (Doc. 16033), became effective Feb. 2 pursuant to Sec. 1.276 of rules. Action Feb. 9.

OTHER ACTION

■ Office of opinions and review granted petition by Northwest Tennessee Broadcasting Inc., for extension of time to March 3 to file responsive pleadings to application for review of review board's action of Feb. 1 in FM proceeding (Docs. 16655-6). Action Feb. 14.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 6 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on FM applications of Max M. Blakemore tr/as Cherokee Broadcasting Co., Murphy, N. C. and Robert P. Schwab tr/as Fannin County Broadcasting Co., Blue Ridge, Ga.; scheduled prehearing conference for Feb. 28, and hearing for March 22 (Docs. 17086-87).

■ Hearing Examiner Isadore A. Honig on Feb. 13 in proceeding on FM applications of KLRA Inc., KAAY Inc. and Valley Corp., all Little Rock, Ark., granted "petition to accept appearance" filed by KLRA Inc., and notice of appearance filed therewith accepted (Docs. 17070-72).

RULEMAKING PETITIONS

Stephenville, Tex., Dixie Stations—Requests institution of rulemaking proceedings to allocate ch. 252-A to Stephenville and ch. 244-A to Eastland. Ann. Feb. 14.

RULEMAKING ACTIONS

Santee. Calif., David R. Feldman and Associates—Denied amendment of rules so as to add ch. 257(A), 99.8 mc La Jolla Calif. to table of FM broadcast channel assignments. Ann. Feb. 14.

Cleveland, Superior Broadcasting Corp.—Denied amendment of commission's table of assignments in following manner: Cleveland from: 3, 5, 8, 19, *25, 61; to 3, 5, 8, 19, *25, 43 and Lorain, both Ohio, from 43 to 61. Ann. Feb. 14.

CALL LETTER APPLICATIONS

■ Meroco Broadcasting Co., Meroco-Greeley, Colo. Requests KGRE(FM).

CALL LETTER ACTIONS

■ Seashore Broadcasting Corp., Toms River, N. J. Granted WOBM(FM).

■ B.F.C. Inc., Cincinnati. Granted WEBN-FM.

Existing FM stations

FINAL ACTIONS

WRUN-FM Utica, N. Y.—Broadcast Bureau granted CP to install new dual polarized type ant.. ERP 100 kw. Action Feb. 8.

WAGY-FM Forest City, N. C.—Broadcast Bureau granted CP to change ant.-trans. location to Cherry Mountain, 1.5 mile north of Hollis Rd., 8 miles northeast of Forest City, increase ant. height to 890 ft. Action Feb. 10.

WDVR(FM) Philadelphia—Broadcast Bureau granted mod. of CP to change studio and remote control location to 10 North Presidential Blvd.. Bala Cynwyd, Pa.. increase ERP to 9.9 kw, and decrease ant. height to 490 ft. Action Feb. 10.

*WSMC-FM Collegedale, Tenn. — Broadcast Bureau granted mod. of CP to increase ERP to 79 kw. Action Feb. 10.

(*Continued on page* 86)

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

Experienced broadcaster to move into management of established Texas daytimer by 1-May. All applicants thoroughly checked. Must know announcing and sales. Box B-76, BROADCASTING.

New England—general manager, established AM/FM station in growing area. Sales, management and technical experience required. Full responsibility delegated with opportunity to grow. Send complete resume on confidential basis. Box B-180, BROADCASTING.

Opening for young aggressive branch studio manager. Sell and handle news and special events. Five figure potential. Midwest. Box B-184, BROADCASTING.

Wanted general manager to emphasize sales on fulltime station in beautiful New England college town. Must be #1 salesman, understand retail promotions and like autonomy. Modest salary, good incentives. Send detailed resume, personal and business references to Box B-209, BROADCASTING.

Sales manager: Top Chicago-area station. Send resume to WNMP, Orrington Hotel, Evanston, Illinois 60201, or call (312) 475-1590.

Sales

Salesman—1st phone-announcer. Daytimer. Western Penna. Salary, Commission, expenses. Group ownership. Box B-85, BROADCASTING.

$10,000.00 per year and more will be yours if you are a solid radio salesman who is accepted by this outstanding midwestern medium market radio station . . . and believe it or not its FM. This is not background, low overhead, "Mickey Mouse FM" but aggressive well programed professional stereo radio. We promote heavily, have excellent ratings. It may be just what you're looking for. Send full resume to Box B-121, BROADCASTING.

Young man—prefer college background—any selling experience helpful. Strong, single. Midwestern radio station. Box B-150, BROADCASTING.

Salesman for top 5 kw AM, Phoenix, Arizona. Station number two in adult audience. Guarantee, liberal commissions and top fringe benefits. No floaters we check thoroughly. Complete resume required. Box B-178, BROADCASTING.

Salesman for key North Carolina market, 5000 watt station, country & western format. Four station market. Man selected must have proven record in local sales and sales management. Prefer someone between age of 25 and 40 with at least five years in radio sales. Good salary plus commission arrangement. Background resume, references, and photo. Box B-182, BROADCASTING.

Sales manager-assume responsibility, rebuild image. Idaho medium market offers salary, commission, override, command sales crew, make $800 to $1000. One of best opportunities in area in front running C&W network station for sober, promotion minded, radio lovin' guy who can get the job done. Part ownership possible. We're moving! Our destination—your future! KWIK Radio, Pocatello.

"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.

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.

Major midwest market station needs good 1st phone announcer. Box B-67, BROADCASTING.

Major southeastern radio station needs man for nightly talk interview-telephone show. You should be exciting rather than controversial; intelligent instead of flamboyant. Send tape, resume, and salary requirements. Box B-88, BROADCASTING.

Tired of the city? Vermont station needs "wide awake" morning man who is also good with news. Good salary for right man plus many benefits. Send resume to Box B-98, BROADCASTING.

Make the major Michigan market with C/W music. Good commercial delivery, strong voice, production conscious. M.O.R.'s, wouldn't you rather switch than fight. Box B-109, BROADCASTING.

Announcer for Maryland AM-FM operation. Some experience preferred. Evening shift. Send tape, resume. Box B-126, BROADCASTING.

Opportunity for announcer with first class ticket to get started in radio. Radio station located in the beautiful Eastern Shore of Maryland about to lose its first class operator. We present an exciting opportunity for a first class beginner to learn the radio business. Salary open. Please send tape, resume and photo immediately to Box B-135, BROADCASTING.

Announcer-salesman $100.00 wk. sales 15%; opportunity to make $125-150 week. Send photo, resume, tape. Box B-164, BROADCASTING.

Experienced announcer with strong approach for 5 kilowatt, full-time modern Country and Western Station. Send tape and details including salary to Box B-190, BROADCASTING.

Wanted: Sports announcer, baseball—five and recreation, football, hockey, etc. Also radio & TV sports shows. Good opportunity, ideal living conditions. Rocky Mountain, west. Dominant station. Send references, tapes, pix, resume to Box B-224, BROADCASTING.

Pennsylvania metro station looking for an animal to work at night. First class ticket a must. Top 40 is our specialty. Send tapes to Program Director, Box B-226, BROADCASTING.

Pennsylvania station looking for morning man. MOR—affiliated with Mutual. No Floaters. Send full resume. Box B-228, BROADCASTING.

Alaska's top AM expanding into FM-TV. Openings for announcers and newsmen. Natural, unaffected delivery and mature, rich, good-music voice required. Professionals only; no beginners. Excellent pay. Airmail photo, experience, tape and references to: KHAR, Pouch 7-016, Anchorage.

Country DJ for well established afternoon show in one station market. Approximately $400 monthly depending on experience. Ideal mild, mountain Arizona climate. Endorsed third phone necessary. Call Kenneth Ferguson, Manager, KHFH, (602) 458-4313.

Announcers—(cont'd)

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.

Immediate opening for experienced announcer. Opportunity in sales. A good small midwest market. Excellent salary plus commission. Call manager, Ralph Meador, KLEX, 816-259-3232.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

First class required in license, character and ability for fulltime Christian AM station. KWIL, Albany, Oregon.

Lovely community to work in. Announcer with first phone needed. No maintenance. Salary open. Community station—up to our ears in area service. Prefer serious, sharp applicants with at least two years experience. Call Len Ellis, WAKE-AM (FM soon). 219-462-1554, or write and send tape to Box 149, Valparaiso, Indiana.

Opening in the near future . . . morning man at WCLO, Janesville, Wisconsin. Humor, some gimmicks and/or voices . . . Must be in good taste. Bright sound but not rock. Send auditions and resumes to Capps Sutherland, Program director, WCLO, Janesville, Wisconsin.

Announcer. Night man with third ticket. Good music. Production ability desirable. A bright individual who will take time to prepare his news and music will be selected at this 5 kw station. Many employee benefits. WCOJ, Coatesville, Pennsylvania.

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.

Need immediately—Top 40 DJ—good pay, growing market, tremendous opportunity. Send resume and tape to Manager, WJAK, Jackson, Tenn.

First phone announcer. Adult, middle of the road programing. Medium size market. Send audition tape, and salary requirement to Program director, WKBZ, Muskegon, Michigan 49443.

Experienced announcer needed immediately at Pennsylvania daytimer. Opportunity in sales. $100 to start. Car necessary. Pleasant format. Air-conditioned studios. Call WMBT Radio, Shenandoah, Pennsylvania, 717-462-2759.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in the 4th largest market playing the world's most beautiful music. Approximately $100 a week to start. Call 215-CH 8-4900 or, Send tape and resume to John Beaty, Station Manager, WQAL, 1230 E. Mermaid Lane, Phila. Pa. 19118. All tapes will be returned.

Excellent opportunity for individual with flair for recorded production and bright air presentation at leading contemporary group operation. Must have third phone. Rush tape and resume to Bill Quinn, WTLB, Utica, N. Y.

Announcer—morning man with personality for good music station. Must be experienced. Salary plus talent, some TV possible. Play-by-play sports helpful. Contact Ed Huot, WTRC, Elkhart, Indiana.

Help Wanted—Announcers

Continued

Announcer, a spiritual man with 3rd ticket. Immediate opening. WTUG, Tuscaloosa, Alabama. Experienced man phone collect 205-759-1204.

1st phone announcer for AM-FM—75 miles from New York City. We're under new management. Our opening is now. Call 516-727-1570 collect.

Morning announcer with third class ticket for successful central Wisconsin station. Experience preferred, good starting salary. Phone manager 715-832-1629.

Upper Michigan MOR needs 3rd phone DJ, news. Salary open, depending on experience. Call station manager 906-341-2024.

Need 1st phone announcer . . . Will accept beginner . . . No maintenance . . . Company benefits . . . Year round sunshine . . . Resort living plus a chance for advancement. Call area code 305-743-5563. P.S. This is a chain station.

Technical

Experienced Engineer-Announcer to become chief. Daytimer. Two tower. Excellent equipment. Ohio. Box B-84, BROADCASTING.

Immediate opening. 1st or 3rd class board operator for Chicago area station. Steady. Box B-159, BROADCASTING.

Engineer-announcer, capable of maintenance, opportunity for sales 15%, guarantee $115-125 week. Send photo, resume, tape. Box B-165, BROADCASTING.

Transmitter engineer, experience helpful but not necessary. No announcing, good working conditions for Midwestern 5,000 watter. Box B-191, BROADCASTING.

Metropolitan area directional daytimer going FM wants experienced first class engineer. Strong on maintenance, some construction experience. Good salary and growth opportunity. Send complete resume, salary required to Box B-197, BROADCASTING.

Chief engineer needed for Southern California station, with experience with 15 kw FM transmitter, studio gear and complete automation system and background music on SCA. Must be capable of background receiver maintenance automation, tape music transport and transmitter maintenance. Our chief engineer of many years standing leaving for Japan, so rush applications to Fred Rabell, Radio Station KITT, U. S. Grant Hotel, San Diego, Cal.

Chief engineer for directional Christian fulltime AM with FM application. KWIL, Albany, Oregon.

Transmitter engineer, Experience helpful, but not necessary. W.A.M.D., Aberdeen, Md.

Wanted for western New York and western Pennsylvania. Licensed 1st or 2nd class radio telephone to work on microwave equipment. Write New York Penn Microwave Corp. 35 W. William Street, Corning, New York 14830. Call 607-936-3034.

1st phone experienced audio recording and FM or AM radio. Quality operation in stable environment. Contact: Chief Engineer. University Broadcasting Services 202 Dodd Hall, Florida State University, Tallahassee, Florida.

NEWS

Authoritative newsman. 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.

Milwaukee Metro area. Presently employed wanted for stand by list. Preplan you advancement. All positions. Confidential. Mail only Box A-292 BROADCASTING.

Experienced newsman to gather, write and deliver local news and handle special events. Progressive station in rapidly growing Maryland area. Good salary and fringe benefits. Tape and resume to Box B-127, BROADCASTING.

News continuity director to oversee air product of all news operation—major market. Send qualifications, salary requirements to Box B-195, BROADCASTING.

NEWS—(Cont'd)

Newsman—strong voice—work board, all news operation—major market. Send tape, salary requirements and resume to Box B-198, BROADCASTING.

Openings soon for news director and newsman for top station in large market. Must be experienced and authoritative. Send tape, resume and photo to Box B-215, BROADCASTING. Rock format . . . brand new facilities.

Newsman—Young hustler with "beat" coverage experience. Must have authorative 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 newsman. Excellent station, market, climate, opportunity and working conditions. Send tape, resume, and complete info to Station Manager, WDBO, Orlando, Florida.

Serious-minded young man wanted for gathering, writing, airing local news on team with excellent reputation. Must have good voice, some experience or journalism training. No jocks need apply. Good future with Straus Broadcasting group. Send tape, resume to: Phil Tucker, News Director, WTLB, Utica, New York.

Commentators—newsmen for Westchester-New York metro area. Bright, creative writers, dynamic readers. Community involvement. Excellent benefits, salary. Newsmen with imagination. Share in traumatic growth. Tapes: Mr. William O'Shaughnessy, V.P., WVOX, Pershing Sq., Bldg., New Rochelle, N. Y. 914-636-1460.

Newsman: Will train beginner or take experienced man. Tape, resume to Box A, Brookfield, Missouri, or prepay call to Kurt, 816-258-4477 days.

Major east, suburban wants strong voice, first preferred, for early-morn key slot. Some spot; all details first reply. Immediate. Rush to Box 608, Mt. Kisco, N. Y.

Production—Programing, Others

Audio-visual/broadcast advertising director—This is a key post in a rapidly growing midwest agency (not Chicago) committed to boosting audio-visual, radio and TV billings substantially in 1967. The man chosen will be delegated major responsibility for departmental functions. Approximate age range desired 28 to 35. Job includes creative, production, dealing with station and film suppliers, etc. An able 7-man copy staff will back up his efforts as needed. Like we said, this is a key post and calls for a full-fledged key man. If you think you're our man, write fully in confidence and state starting salary required. Box B-175, BROADCASTING.

Veteran owner/manager is looking for alert, knowledgeable young married radio pro ready to move up to career opportunity as full responsibility PD/operations manager of his model new up-tempo MOR AM-FM station in 100,000 north central college city. Must be sober, solvent, educated, self-motivated, community-minded gentleman, first-rate airman with production-music-detail expertise, willing to put forth maximum effort for $8,000. If you can measure up, send me your name, phone number, to Box B-124, BROADCASTING.

Program director, assistant manager with first phone wanted by new station just outside Yellowstone. KIGO, St. Anthony, Idaho 83445.

Production firm with station affiliation has opening for imaginative "Take Charge" production man. Create and voice commercials for top-flight clientele. Excellent production facilities. Enough broadcast duties to keep in touch. Medium community close to big city. Unlimited future for right man. Stability and maturity essential. Resume, picture, tape showing voice and production abilities. Sound Ad Productions—WIMO, Box 526, Winder, Georgia 30680.

RADIO

Situations Wanted—Management

Educated, experienced sales, programing, thorough knowledge, understanding modern-day radio—family man. 30's, seeks GM position, buy-in arrangement. Consider only full authority financially stable organization, or bring in capital for control. Minimum $14,000.00, percentage net. Currently employed—no hurry, awaiting right opportunity. Prefer Southwest, consider any area. Box B-157, BROADCASTING.

Situations Wanted

Management

Want to get shot at? Then you want to be a leader! Key to leadership in MOR & good music is program directorship, warm, bright, alive! I'm your man. Available soon! Box B-173, BROADCASTING.

General manager. Exceptional ability, background. Contract. Autonomy. $15,000 +. Box B-176, BROADCASTING.

16 year broadcast veteran . . . presently television station manager . . . experience all phases radio-TV . . . air personality . . . sales . . . management . . . first phone . . . mature. Box B-192, BROADCASTING.

General manager-can turn your station into a money maker. Expert in sales, programing, and news. Backed by a proven record, will consider best offer. Box B-206, BROADCASTING.

Vice president of an advertising agency seeks to get back into first love—Radio has been my main background before going into the agency business. Size of market or area does not matter. Strong in management and sales. $16M or good incentive program. Box B-207, BROADCASTING.

Engineering . . . Well versed in all phases AM-FM radio. Successful background in small group operation in technical and operational management. Mature, married, family. Box B-217, BROADCASTING.

Sales

Sales manager. South only. "Good music" format preferred. Box B-158, BROADCASTING.

Commission salesman available, radio, yellow pages experience, 36. Midwest, west stations. Box B-222, BROADCASTING.

Situations Wanted—Announcers

Sportscaster-play-by-play wants challenge. Real pro-8 years experience. Seeks opportunity with sports minded operation. TV and/or radio. Last three years pro baseball. Young, aggressive wants step up with future. Excellent talk-interview. Dedicated. Excellent background in broadcasting. College grad. Let's talk! It's the opportunity and future. Box B-79, BROADCASTING.

Announcer. Desire slot at top-40 station. First phone. Some experience. I want a chance more than money. Will relocate. Box B-92, BROADCASTING.

I'm stagnating here. College grad., 28. Mature voice, wit, responsible. Five years top-40, MOR. West coast only. Box B-110, BROADCASTING.

$200 wk—Creative top-forty jock !!! Box B-130, BROADCASTING.

Experienced news-sports director . . . Sportscaster . . . DJ . . . Draft-exempt. . . . Available immediately. Box B-142, BROADCASTING.

DJ, Announcer, newscaster, experienced, unmarried, willing to relocate. Box B-143, BROADCASTING.

Announcer, newscaster, 3 years experience. Family, tight board, salesman, want to settle permanently. Not a floater or prima donna. Box B-174, BROADCASTING.

Ten years experience. Well "phased" announcer. Professional voice. Must move up. Prefer area between Chicago and east coast. Box-185, BROADCASTING.

Announcer/DJ (top 40), authorative newscaster. Third phone. Good voice. Ambitious. Draft exempt. North Atlantic states. Box B-193, BROADCASTING.

21 years old—good personality—Broadcasting School grad—3rd ticket—ambitious with desire to learn—Top 40 format preferred—draft exempt. Box B-196, BROADCASTING.

That FM sound—from pop to classical can be found with this young dj-announcer recent announcing school graduate, 3rd class endorsed, draft exempt. Looking for a start in the broadcasting field. Box B-199, BROADCASTING.

Experienced announcer-newsman-dj. Masters degree, endorsed third. Relocate for right money. Box B-203, BROADCASTING.

Situations Wanted—Announcers

Continued

Female, announcer, DJ, newscaster desires position in Puerto Rico, West Indies or Mexico. 3rd endorsement. Box B-208, BROADCASTING.

One year's experience. Some college, third, draft deferred. Box B-211, BROADCASTING.

First phone—Top 15 markets, PD & DJ, 10 years, top 40, middle road, modern country. Call Jack, 214-824-8720. Write Box B-212, BROADCASTING.

I'm a nut—love top 40—and nights. Military complete. Single, 21, want southwest Ohio. 3rd. Now in small market. Write "Mike Room" Box B-219, BROADCASTING.

Negro dj. 3rd phone, tight board operator. Some experience, will relocate. Box B-220, BROADCASTING.

Pro announcer, mature, stable, veteran, family, college, mild weather. $150. Box B-221. BROADCASTING.

Announcer, beginner MOR, New England area, preferably Connecticut. Third—Broadcast school graduate. Available immediately —Call after 6 p. m. 203-323-8704 or write Box B-225, BROADCASTING.

DJ announcer. Chicago vicinity. Will consider relocating. Beginner, single, draft-exempt. Third endorsed. Broadcast graduate. Top forty or MOR or FM. E. Misiora, 2332 W. Cullerton St., Chicago, Illinois (60608). Area code 312-CA 6-7376.

DJ/news announcing. Negro female, single. 3rd class endorsed. Beginner looking for that lucky break. Graduate of two broadcast schools. Extensive training in control board operation, DJ shows, news announcing. Willing to relocate. Resume & tape on request. Retha Phillips, 726 LeSalle Dr., Dayton, Ohio 263-1898.

4 years at present station. Ready to move up to progressive group operation MOR in southwest. 3rd ticket, excellent newscaster. Knows music. Ambition: Management in future. Available immediately. Box 1243, Winter Haven, Florida.

Draft exempt beginner desires position in radio. 3rd class, money not as important as opportunity. Gary Major, 1320 Congress, Saginaw, Michigan. 48602. Phone (517) 754-8316.

Country DJ and announcer country music only. 3rd endorsed. Family man. Also plays several string instruments. Joe Reeves, 173 S. Garth, Hannibal, Missouri.

Tom Stanton, 1st phone no maintenance, 7 years experience. 3 years station. Can type. 1007 McClusky Rd., Jerseyville, Ill. 618-498-5126.

Negro personality, DJ, staff announcer, control board operator, time salesman, copywriter, with 1st class FCC license, rock 'n' roll, pop, spiritual. Ready to travel. Freeman Harris, 739 Broadway, N. Y., N. Y. 10003.

Versatile announcer DJ, MC radio, TV and entertainment background. Subtle humor. Family man steady, 33, wants permanent position where professional ability and creativity are recognized. Bill Darwin, 3236 Duke St., Kalamazoo, Mich. 49001.

Technical

Nineteen years experience chief engineer, manager, sales announcer. Desire Southwest Coastal. Family man, must have permanency. Box B-95, BROADCASTING.

Available. First phone. AM directional-TV transmitter experience. Preferably west, Herbert—303-275-5754.

NEWS

Top rated news director. Award winning, hard working. Presently number one in number one suburban market. Seeking move up to major market. 8 years solid news experience. Strong on management ability, documentaries, politics, and all phases news operation. Salary presently in five figure bracket. Would consider Radio-TV combo. Prefer east, but will look at all offers. Send full details first letter. Box B-201, BROADCASTING.

Situations Wanted—News

Continued

News director, Midwest medium market, desires to join news staff of major market station. Box B-210, BROADCASTING.

Newsman, Experienced. College graduate. Good gathering and writing. Box B-216, BROADCASTING.

Production—Programing, Others

Male copywriter. Ten years solid sell experience, radio and TV. Box B-154, BROADCASTING.

Programing . . . Morning/mid-day personality. Six year pro. Currently employed. $150. Box B-194, BROADCASTING.

TELEVISION—Help Wanted

Sales

Group owned station in upper midwest, three-station market, needs aggressive sales manager. Will administer local and regional sales dept. and national sales. Must have ability to guide and direct salesmen in all phases of local and regional sales plus working with national representative. Guarantee plus percentage. Excellent potential for advancement. Please send resume and photo to Box B-131, BROADCASTING.

Announcers

TV station in top ten market is looking for the most talented young man in the country to host daily dance party show. The man we want must be humorist—showman—salesman—with excitement. Opportunity knocks. Send publicity, background info & video tape if possible to Box B-170, BROADCASTING.

Technical

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.

Mid-east coast metropolitan area VH television station has openings for two studio engineers with first class telephone license. Experience desirable but not essential. Salary negotiable. Write Box B-179, BROADCASTING.

Chief engineer needed for established small market. Midwest UHF. Heavy local origination, with emphasis on V.T.R. Starting salary $170.00 per week. Box B-181, BROADCASTING

Established group-owned TV station in the southeast has opening for video operator with first class license and potential for growing into administrative duties assisting the Chief Engineer. This is a position with an aggressive fast-growing company and has excellent possibilities. Send resume to Box B-187, BROADCASTING.

Immediate vacancy for first class engineer. Excellent working conditions and fringe benefits. Prefer experienced man. Will consider recent first ticket graduate. Excellent opportunity for the right man. Contact: Dick Vincent, Manager, KCND-TV, Pembina, North Dakota. 701-825-6292.

Experienced studio operators, first class license required; State experience and salary requirements. Chief engineer, KCRL, 1790 Vassar Street. Reno, Nevada 89502.

Rapidly expanding non-commercial television station needs additional experienced first phone engineer. Call or write William Leutz, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. An equal opportunity employer, will give consideration for employment without regard to race, color, creed or national origin.

Man with 1st class FCC license for studio switching and transmitter operation. Permanent position with unlimited opportunity for advancement. Contact chief engineer, WBJA-TV, Box 813, Binghamton, New York 13902.

Help Wanted—Technical

Continued

Boston's educational TV with latest sophisticated equipment needs a good ear! If you can handle music productions, multi mike pickups, are technically qualified, you're our man. All others need not apply. Send resume to Francis Abramowicz, WGBH-TV, Boston, Mass.

Broadcast technician with 1st class license for medium size, midwestern radio-television operation. Full color TV operation provides lots of challenge for both technical and production talents. Write or phone 216-782-1144, W. P. Williamson, Sr., WKBN Broadcasting Corp., Youngstown, Ohio.

Technicians—Immediate openings for two persons holding 1st class FCC license. Job consists of maintenance and operation of TV studio color and black and white equipment. Some prior related technical experience preferred. Starting salary $130 per week with automatic increases to at least $171 in two years, plus an excellent group life and health insurance program, tuition reimbursement, pension plan, and liberal vacation. Send confidential resume to R. B. Wehrman, Chief Engineer, WLW-D, 4595 South Dixie Highway, Dayton, Ohio. An equal oportunity employer.

Needed immediately—2 engineers for major market independent UHF. Positions consist of operations and transmitter maintenance shifts. 1st ticket. If qualified and interested, call Ken Kendall at WMET-TV, 301-542-1021.

Transmitter engineers: Just 50 miles will separate you and the beautiful fish-filled fun-filled Northwoods country of Wisconsin when you come to work for Channel 9 in Wausau. Many other colorful advantages too. Call John Gort at 715-842-2251 and ask him to finish painting the picture for you.

If you hold a first class radio-telephone license and have had experience with television transmitters. VTR, and microwave you will fill excellent employment opportunities with the Donrey Media Group. Forward resume to Personnel P.O. Box 1359, Ft. Smith, Arkansas. Equal opportunity employer.

NEWS

Experienced news film reporter, south Florida TV station. Immediate opening. Solid journalism 16 mm color mag-stripe, editing background only. State minimum starting salary. Box B-218, BROADCASTING.

Newscaster—South Florida station. Immediate opening. Strong professional delivery. Working newsman with newswriting, production experience. Send VTR audition. Box B-223, BROADCASTING.

We are looking for a versatile hard working, TV newsman. Desire experience—16mm, Stil, SOF and air work. Contact: Sid Bozarth, News director, WPTA, Fort Wayne, Indiana phone 219-483-0584.

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.

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.

Left-handed weathercaster, right-handed sports play-by-play man, ambidextrous technical directors, any-handed program director, announcers and assorted other hands in all departments for new million watt, well-equipped, UHF, major market, east. Send all replies, in confidence, to Box B-105, BROADCASTING.

Program-promotion director needed by leading network station. Should be competent to direct fifteen man department. Please send full resume in confidence to Victor H. Sterling, General Manager, WPTA, Fort Wayne, Indiana, zip code 46808.

TELEVISION

Situations Wanted—Management

General manager, just turned 42. College degree. Thoroughly experienced every level as: administrator, sales manager-salesman (national and local) and director of programing, 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

TV conversation show host available. Late night "Kup" type or daily program wanted. Radio telephone talk okay too. News background includes two tours as Vietnam correspondent. Don't be afraid of local programing! Talk to me. All replies confidential. Box B-149, BROADCASTING.

Highly competent TV personality-announcer. Network experience. Trained in all facets. Tired of freelance. For those who desire quality, send your requirements and salary available. You will receive a complete brochure. Box B-205, BROADCASTING.

Commercial on camera announcer. Reliable —Family—versatile. Seeking major market. VTR available. Box B-227, BROADCASTING.

Technical

Engineer, experienced with video tape, microwave, transmitter and studio equipment. Box B-81, BROADCASTING.

NEWS

TV-radio newsman, 30, married, B.A., presently employed major market, seeks greater responsibility, challenge. Box B-123, BROADCASTING.

Newscaster—Two years radio, experience talk show and TV documentary. Now radio beat reporter, 300,000 market. Seeks switch to TV or radio-TV combo. M.A. broadcast journalism, 25, married, draft exempt, sharp writer, photographer. Desires more responsibility. Box B-204, BROADCASTING.

Production—Programing, Others

Experienced cameraman with first phone desires change. Prefers midwest. Box B-125, BROADCASTING.

141 pounds of photo/assistant, artist material. Immediate service. Inspection privileges. Production background. Box B-177, BROADCASTING.

Young woman, degrees in business and broadcasting, desires production, promotion or administrative assistant position requiring writing ability. Southeast preferred. Box B-200, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted to buy: Used UHF channel 21 antenna. Also for sale: UHF RCA channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N. C.

Have cash for used 1 kw FM transmitter. WCOF—Immokalee, Florida.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliax, 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.

FOR SALE—Equipment

Continued

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.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

New—used towers, ground wire available. P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

Transmitter resistors; 1 x 4 inch cartridges. 15 megohms at 1 ma. Brother Matthew. Christian Brothers High School, Quincy, Illinois. 62301.

G.E. 35 kw LB transmitter, complete with spare tubes and spare parts. Excellent condition. Channel 2, 5 bay G.E. antenna needs reharnessing. (2) RCA TK-41 complete color chains in use only 6 months, Box B-172, BROADCASTING.

1, two tower phaser, 1 antenna coupling unit, 1 remote reading RF ammeter with diode sample, 1 lighting isolation choke. Box B-186, BROADCASTING.

For sale—1 used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box B-188, BROADCASTING.

Ampex VR 1000A two heads excellent condition $9,500. Call or write Ward Bledsoe, KERO-TV, P. O. Box 2367, Bakersfield, Calif. 805-327-1441.

Black and white processor—Filmline, model R-15-TC, 16mm negative or positive. Fully automatic daylight operation, 1½ years old. Some spare parts, 2 replenishment tanks. Call or write: WFRV-TV, Green Bay, Wisconsin.

RCA 5 kw. FM transmitter, 3 years old, excellent condition. Best offer. WNUF-FM, 404 North Ave., Pittsburgh, Pa. 15209.

FM transmitter: ITA 7.5 kw, FM-7500B, Excellent condition with new final tube, $6,500.00 G.E. 10 kw FM amplifier, BF-3-A, $2,500.00. Box 609, Lebanon, Tennessee.

Paging Transmitter: Dollar 250 watt AM, 35.58 mcs. Latest model never used. Cost $2,850.00, sell $1,650.00 or swap for 250 watt broadcast band transmitter. Box 609. Lebanon, Tennessee.

GB Electronics—410 Meadow Lane, Oreland, Pa. 19075. Phone 215-TU4-8075, TU-7-4310. Equipment for sale: Like new TG2 sync generator with gen lock and change over switch $2,000. RCA TK-60 $11,000. Black & white camera cable $1 per ft. TR22 tape machine—Ampex 1000C $22,000. 2 way base station mobile phone, new $500, used video tape 1 hr. 90, ½ hr. $45.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, $5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickiee" 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.

Comedy material. Original, terrific. Listings, dime. Frankel, P. O. Box 983, Chicago 60690.

WOR's Barry Farber talk show now available for syndication. Already successful on 18 stations. Special syndication rate makes program a "must" buy. Syndicated Features, Box 121, Times Square Station, New York, 10036.

Tape duplication—high speed—for educational or news and fine music programing—distribution service. Daily or weekly continuous contracts desired—fast service from Washington, D. C. Write Box B-166, BROADCASTING.

Miscellaneous—(Cont'd)

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.

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 16 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—KEIR-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 subsitute, 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.

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—3123 Gillham Road, Telephone WE-1-5444. Classes begin March 13—April 17—May 22—June 26—July 31—September 5—October 9—November 13. For details and reservations write to home office, R.E.I., 1336 Main Street, Sarasota, Fla.

INSTRUCTIONS—(Cont'd)

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class Feb. 27. Most experienced personalized instruction and methods. Lowest costs-finest accommodations available close-by. Call or write: Don Martin School. 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Keep working. Get FCC first phone commuting to northeast Florida night classes now forming. Lowest prices, guaranteed results. Box B-189, BROADCASTING.

Help Wanted

INTERVIEWING NOW! !
BRIGHT YOUNG PEOPLE NEEDED

New Radio Broadcaster expanding and growing—Northern and Southern California stations need:

1. Newsmen
2. Ad. Lib. Interviewers
3. Creative Copy-Salesmen
4. Producers
5. D.J.'s

Ambitious men and women with Big League abilities, only.
On-air personalities send tape and resume to: Larry Grannis
Sales and Executive personnel send resume to: Don Estey
Davis Broadcasting Company, 3101 W. 5th Street, Santa Ana, California

Announcers

BIG CLU has an opening for:

BIG d.j.
BIG pay
BIG deal
Send BIG tape

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

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Remittance enclosed $ 2/20/67

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NEWS DIRECTOR

to assume full responsibility for total news operation of Top Rated East Coast Station. Must be mature, a good reporter, writer & administrator. Able to utilize fully: mobile unit, beeper telephones, etc. Excellent salary and incentive plan plus complete benefits with rapidly growing chain. Send resume, (including salary requirements), picture, and off air tape to:

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Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of broadcast equipment. Sell top line of electronics equipment primarily to AM, FM and TV stations. Leading company with history of high profit and rapid growth.
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Send resume to:

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RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

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RADIO CORPORATION OF AMERICA

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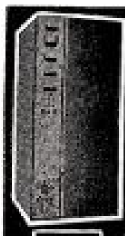

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CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
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HAPPY BIRTHDAY

I'm 3 years old and my parents want to sell me. I'm a full-time station in a small middle-Atlantic market. I'm priced for quick sale. No brokers please.
Box B-183, Broadcasting.

CALIFORNIA

Very desirable 1kw daytimer. One roof operation located excellent growth and living area. South central coast city.
$180,000 with terms.
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FOR SALE:

Successful, growing, long-established local radio station on ideal frequency. Single station market with remote studio nearby in town of comparable size. Both county seats. Excellent modern equipment, remote controlled transmitter. Well staffed, rich Iowa markets. 4 acres land at transmitter site. Principals only. Reply to:

Box B-213, Broadcasting.

(Continued from page 81)

OTHER ACTIONS

KBOB(FM) West Covina, Calif.—Broadcast Bureau waived Sec. 73.210(a) of rules and granted mod. of license to extent of permitting relocation of main studio beyond corporate limits of West Covina, at 751 Echelon Ave., City of Industry. Authority to become effective upon notification by licensee to commission that operation has commenced from new studio. West Covina station identification to be continued. Action Feb. 10.

RULEMAKING PETITIONS

Columbia, Ky., Tricounty Radio Broadcasting Corp.—Requests that table of FM assignments be amended to include FM ch. 265A for Columbia, Ky. Ann. Feb. 14.

New York, Columbia Broadcasting System—Requests institution of rulemaking looking towards amendment of commission's rules, which relate to station identification requirements for standard and FM broadcast stations, so as to: (a) eliminate requirement of making station identification announcement when to do so would interrupt single consecutive public affairs, religious or instructional program, or concert, or any type of production, and (b) provide that a station identification announcement required by rules made within five minutes of time specified in rule will satisfy requirement of identification announcement at such specified time, regardless of type of program material adjacent to such announcement. Ann. Feb. 14.

RULEMAKING ACTIONS

La Mesa, Calif., William C. Wade, Clay H. Duncan and Charles N. Duncan, d/b as Le Mesa Broadcasters—Denied institution of rulemaking proceeding so as to allocate FM ch. 297 to La Mesa. Ann. Feb. 14.

■ Commission, by its Broadcast Bureau, granted following requests for extension of time to file comments and reply comments in FM rulemaking proceeding (Doc. 17095): Camel Co. (KAML), Kennedy-Karnes and Sound Distributors (KEEZ[FM]), San Antonio, Tex., as to San Antonio proposal: comments from Feb. 13 to Feb. 20, replies from Feb. 24 to March 10; WAEW-FM Crossville, Tenn., as to Crossville proposal: comments from Feb. 13 to Feb. 28, replies from Feb. 24 to March 10, and Kenneth Watkins and James J. Buquet Jr. as to Thibodaux proposal: comments from Feb. 13 to March 15, replies from Feb. 24 to March 27. Action Feb. 13.

CALL LETTER APPLICATIONS

■ WCNO(FM), Keyes Corp., Canton, Ohio. Requests WNYN-FM.

DESIGNATED FOR HEARING

■ By order, commission designated for hearing application of Joseph M. Arnoff and Maurice H. Gresham, d/b as San Fernando Broadcasting Co., San Fernando, Calif., for license to cover CP which authorized new FM, KSFV, at San Fernando. Issues relate to apparent technical violations, failure to file certain documents with commission, and unauthorized transfer of control. Action Feb. 15.

FOR SALE—Stations—(Cont'd)

La Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

N.E.	small	daytime	$100M	terms
S.W.	small	fulltime	115M	nego
Gulf	medium	fulltime	170M	29%
S.E.	medium	profitable	135M	29%
N.E.	suburban	daytime	650M	terms

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

Translators

ACTIONS

Carbondale, Ill., Paducah Newspapers Inc.—Broadcast Bureau granted CP for a new VHF TV translator to serve Carbondale, to operate on ch. 10, by rebroadcasting programs of WPSD-TV, ch. 6, Paducah, Ky. Action Feb. 7.

St. Cloud, Minn., Hubbard Broadcasting Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve St. Cloud, to operate on ch. 70, by rebroadcasting programs of KSTP-TV, ch. 5, St. Paul. Action Feb. 10.

■ With waiver of Sec. 74.732(e)(1) of rules, commission granted application of Aztec Non-Profit TV Association Inc., Aztec, N. M., for new VHF translator station on ch. 8, to serve Aztec by rebroadcasting programs of KGGM-TV (ch. 13), at Albuquerque. Action Feb. 15.

W02AG Brevard, N. C.—Broadcast Bureau granted CP to change trans. location to route 2, 1.2 miles from center of Brevard. Action Feb. 8.

W09AG Franklin, N. C.—Broadcast Bureau granted mod. of CP to change trans. location to Allman Knob, highway 23, 2.1 miles south of Franklin, change trans. Action Feb. 8.

CATV

APPLICATIONS

Tri-County Cable Television Co.—Requests distant signals from WPIX(TV), WOR-TV, WNEW-TV and WNDT(TV) all New York to Salem City, Upper Penns Neck township, Pennsgrove borough, Pennsville township, Mannington township, Elsinboro township, all New Jersey. Ann. Feb. 9.

Newchannels Corp. — Requests distant signals from WPIX(TV), WOR-TV, WNEW-TV and WNJU-TV, all New York; CKWS-TV Kingston, and CJOH-TV Ottawa, both Ontario to Fulton, N. Y. Ann. Feb. 9.

OTHER ACTIONS

■ By order, commission amended its order of investigation into CATV channel service tariffs of telephone companies by including threrein recently filed Tariff F.C.C. No. 1 of Columbia-United Telephone Co. (Docs. 16928, 16943, 17098). On Jan. 17, Columbia-United Telephone Co., an affiliate of United Utilities System, filed its first CATV channel service tariff, and this tariff presents substantially same questions which are at issue in consolidated CATV tariff investigation. Commissioner Bartley abstained from voting. Action Feb. 8.

■ By memorandum opinion and order, commission dismissed without prejudice a number of pleadings challenging various aspects of CATV channel service tariffs which have been filed by telephone companies pursuant to order of commission. In doing so, commission pointed out that consolidated investigation and proceeding which it has instituted with respect to lawfulness of all of CATV channel service tariff charges, regulations, classifications and practices is adequate to permit parties to various pleadings to be heard concerning their objections thereto (Docs. 16933, 16934, 16935, 16029). Commission amended its order in consolidated case to permit Teleprompter Corp. and Manhattan Cable TV Service to intervene threrein with respect to their contention that New York Telephone Co. has not complied with Sec. 214 of act (Docs. 16928, 16943, 17098). Commissioner Bartley dissented in part and concurred in part. Action Feb. 8.

■ By order, commission dismissed as moot request for temporary waiver of Sec. 74.1103(f) of rules, filed by Pacific Video Cable Co. and Mission Cable TV Inc., operators of CATV systems at El Cajon, Calif. Action Feb. 15.

■ By memorandum opinion and order in Doc. 16865, commission denied petitions of Video Service Co., Atlanta, and Danville Community Antenna System Inc. in Danville, Ill., for reconsideration of commission's memorandum opinion and order, released Sept. 26, 1966. Latter document had vacated prior grants of, and designated for hearing, applications of Video Service Co. for microwave facilities to be used to relay signal of WGN-TV Chicago to Danville Community Antenna System Inc.'s CATV system in Danville, which is located in 73rd television market. Commissioners Bartley and Loevinger dissented; Commissioner Johnson not participating. Action Feb. 15.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules, filed by Macomb Cable TV Inc., owner and operator of CATV system in Macomb, Ill. Commissioner Bartley dissented and issued statement; Commissioners Cox and Loevinger concurred. Action Feb. 15.

■ By memorandum opinion and order, commission designated for hearing the request of Kansas State Network Inc. (KSN) licensee of KCKT-TV Great Bend, Kan., a semi-satellite of KARD-TV Wichita, concerning proposed CATV systems within its coverage area. Since area involved does not receive full network service off-the-air, an interim operation of three network stations and one educational station is being allowed for three systems in Russell, Hays and Great Bend, Hoisington and Larned, Kansas, respectively. Commissioner Bartley concurred in part and dissented in part and issued a statement; Commissioner Cox concurred in result; Commissioner Loevinger concurred. Action Feb. 8.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules, filed by Teleprompter of Liberal Inc., owner and operator of CATV system in Liberal, Kan. and Teleprompter Transmission of Kansas Inc. Commissioner Bartley dissented and issued a statement; Commissioner Loevinger concurred. Action Feb. 15.

■ By order, commission dismissed, pursuant to Sec. 1.111 of rules, petition by Fuqua Industries Inc., for reconsideration of order designating for hearing applications by Cosmos Cablevision Corp. for authority to operate CATV system in North Augusta, and by Aiken Cablevision Inc., in Aiken, both South Carolina (Docs. 17056-7). Commissioner Johnson abstained from voting. Action Feb. 15.

■ By memorandum opinion and order, commission granted in part petition filed by Video Vision Inc. for waiver of Sec. 74.1107 of rules to permit it to carry distant signals of WNOK-TV and WOLO-TV, both Columbia, S. C., on its CATV system in Lancaster, S. C., located in Columbia, South Carolina TV market and Charlotte N. C. TV market, which are ranked 83rd and 30th, respectively. Commission denied remainder of petition for waiver of Sec. 74.1107 of rules with respect to distant signals sought to be imported from Greenville, Spartanburg and High Point, and set proposal for hearing. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Cox concurred in part and dissented in part; and Commissioners Loevinger and Johnson concurred. Action Feb. 15.

■ By order, commission dismissed as moot "petition for waiver" of carriage and program exclusivity requirements of Sec. 74.1103 of rules filed May 31, 1966, by Hinton Television Corp., owner and operator of a CATV system at Hinton, W. Va. Action Feb. 15.

ACTION ON MOTIONS

■ Hearing Examiner Millard F. French on Feb. 8 in proceeding in the matter of cease and desist order to be directed against Twin County Trans-Video Inc., owner and operator of CATV systems in Ormrod, Freemansburg and Greenawalds, all Pennsylvania, granted petition to intervene filed by Westinghouse Broadcasting Co. (Doc. 17064).

Ownership changes

APPLICATIONS

KALF and KMND(FM), both Mesa, Ariz.—Seeks transfer of control from **Leopold Ackerman** to **Maricopa County Broadcasters Inc.** Principals: **Curgie W. Pratt** (80%) and **Sheldon A. Engel** (20%). Mr. Pratt is president and business manager of KALF and stockholder, officer and director of Central Arizona Television, applicant for CATV system. Mr. Engel is stockholder, officer, director and general manager of KALF and is stockholder and director of Central Arizona Television. KMND(FM) is under construction. Ann. Feb. 9.

KOY Phoenix—Seeks transfer of control from **KOY Broadcasting Co.**, **John R. Williams**, et al., to **Southern Broadcasting Co.** Principals: **Earl F. Slick** (22.21%), **James W. Coan**, chairman of board and assistant treasurer (12.43%). **John G. Johnson**, president (11.28%) and **Albert L. Butler Jr.** (11.95%), et al. Southern Broadcasting and Mr. Johnson have 50% interest, and vice president, respectively, in **Jefferson Cablevision Corp.** (CATV). Indvidual stockholders named have had no other broadcast interests than connections with Southern Broadcasting, owner and operator of **WSGN** Birmingham, Ala., **WTOB** Winston-Salem, **WGHP-TV** High Point, both North Carolina, **Birmingham Television Corp.**, permittee of **WBMG(TV)** Birmingham, Ala., applicant for ch. 64 in Cincinnati and applicant for ch. 31 in Stockton, Calif. Consideration $1,900,000. Ann. Feb. 13.

KYND Tempe, Ariz.—Seeks assignment of license from **Black Diamond Broadcasting Co.** to **Buck Owens Broadcasting Inc.**, a corporation, for $30,000 plus assumption of liabilities. Principal: **Alvis E. Owens Jr.** is sole stockholder of applicant. He also owns 48% stock in **Thunderbird Broadcasting Co.**, owner of **KUZZ Bakersfield, Calif.**, 100% shareholder in **Buck Owens Productions Co.**, owner of **Buck Owens Enterprises** and **Blue Book Music** and 51% stockholder in **OMAC Artist Corp.** Ann. Feb. 13.

KGMS Sacramento, Calif.—Seeks assignment of license from **Capital Broadcasting Co.** to **KULA Broadcasting Corp.** Upon consummation of assignment of KULA Honolulu (granted Feb. 3) to Hercules Broadcasting Co. of Hawaii Ltd., it is proposed to merge Capitol Broadcasting Co. into its wholly-owned parent company, KULA Broadcasting. (BROADCASTING, Feb. 13). Ann. Feb. 9.

WCCC-AM-FM Hartford, Conn.—Seeks assignment of license from **Greater Hartford Broadcasting Inc.** to **Elektra Broadcasting Corp.** for $325,000. Principals: **Ernest Tannen**, executive vice president and **Elektra Corp.** (each 50%). **Jac Holzman** is president, majority stockholder and chief administrative officer of Elektra Corp., which produces and manufactures phonograph records; director of **Elektra Records, U.K. Ltd.**, a subsidiary; president and majority shareholder of **Nipper Music Inc.** and **Dyna Corp.**, music publishers, and vice president of **Half Moon Productions**, now dormant. Mr. Tannen is owner of **WDMV Pocomoke City, Md.**; president and 50% stockholder of **WYRE Annapolis, Md.**, and president, director and sole stockholder of **Radio Del-Val Inc.**, **WEEZ Chester Pa.** Ann. Feb. 9.

WXBR Cocoa Beach, Fla.—Seeks assignment of license from **Stereo Broadcasting Corp.** to **Radio Fitchburg Inc.** for $65,507. Principal: **Norman Knight** (100%). Mr. Knight is sole stockholder of corporate licenses of following stations: **WEIM Fitchburg**; **WSRS(FM) Worcester**, and **WSAR Fall River**, all Massachusetts; **WTSL Hanover**; **WTSV-AM-FM Claremont**; **WHEB-AM-FM Portsmouth**, and **WGIR-AM-FM Manchester**, all New Hampshire. He also has 100% stock of **Knight Sales**, **Knight Management Corp.**, 80% of **Pike Productions Inc.**, 100% of **Ohio Outdoor Advertising Corp.** and 95% of **Caribbean Communications Corp.**, formed to own and operate CATV systems in United States and Virgin Islands. Ann. Feb. 13.

WFAB Miami-South Miami, Fla.—Seeks transfer of control from **United Broadcasting Co. of Western Maryland Inc.** to **United Broadcasting Inc.** Principal: United Broadcasting Inc. is wholly owned by **Richard Eaton**. Following dissolution of assignor, all stock of licensee, United Broadcasting Co. of Florida Inc., now held by United Broadcasting Co. of Western Maryland Inc. will be held by assignee. No consideration. Ann. Feb. 15.

WEEF-AM-FM Highland Park, Ill.—Seeks assignment of license from **North Suburban Radio Inc.**, **H & E Balaban Corp.**, **Bon Family Corp.** and **Nan Radio Corp.**, a joint venture, d/b as **Radio Station WEEF** to **North Suburban Radio Inc.** and **H & E Balaban Corp.**, a joint venture, d/b as **Radio Station WEEF**. Application seeks acquisition by North Suburban Radio Inc. and H & E Balaban Corp., of interests in joint venture now owned by Nan Radio Corp. and Bon Family Corp. (each 2.5%). Consideration $1,125 to Nan and $1,125 to Bon. Ann. Feb. 14. See WIL-AM-FM St. Louis and KBOY-AM-FM Dallas.

WSIV-AM-FM Pekin, Ill.—Seeks transfer of control from **F. F. McNaughton** to **W. Dean McNaughton** (40% before, 51% after). No consideration. Ann. Feb. 15.

KCMB-FM Wichita, Kan.—Seeks assignment of license from **James F. Kramer** to **Kansas State Network Inc.** for $88,500. Principals: **George M. Brown**, president, **Donald Sbarra**, vice president, **Daniel M. Moyer**, secretary-treasurer, et al. Mr. Brown has interest in storage company, ice and fuel company, ice delivery company, cold storage company, real property rental concern, savings and loan association, fishing and rental tools; president of **Area TV Inc.**, which owns physical facilities of **KOMC (TV) McCook, Neb.** and **Tri-City Television Inc.**, which owns physical facilities of **KGLD(TV) Garden City, Kan.**, and is president and director of **Nebula Productions Inc.** Mr. Moyer is attorney and has interest in property rental company, well drilling company and is secretary-treasurer of Area TV Inc. and Tri-City Television Inc. and secretary-treasurer-director of Nebula Productions Inc. Mr. Sbarra is vice president of Area TV and Tri-City Television and is vice president and director of Nebula. Assignee is licensee of **KARD-TV Wichita**, **KCKT(TV) Great Bend**, **KGLD(TV) Gar-**

den City, all Kansas. KOMC(TV) McCook, Neb. and UHF translator at Salina, Kan. which has application pending for channel change. Ann. Feb. 9.

WIL-AM-FM St. Louis—Seeks assignment of license from Radio Station WIL, a joint venture to Radio Station WIL, a joint venture. Application seeks two separate transactions relative to joint venture which is licensee of WIL-AM-FM. First concerns resignation of Simon Zunamon as trustee of three trusts and succession of Herbert Schoenbrod as trustee of same. Second transaction concerns purchase of interests of Nan Radio Corp. and Bon Family Corp. (each 2.5%) by other joint venturers in licensee: each such venturer is acquiring such percentage of interests now owned by Nan and Bon in proportion to interest that purchasing joint venturer has at present. Principals in assignee are: Radio Station WIL, a joint venture consisting of H & E Balaban Corp., Atlantic Brewing Co., Herbert Schoenbrod as trustee of Epstein Family trust, N, D, S and as trustee of Schoenbrod's trust, Schoenbrod Corp., Lois Schraeger as trustee of Schraeger Family trust and Barbara Fink as trustee of George Fink trust and Sphinx Corp. Consideration $11,000. Ann. Feb. 14. See WEEF-AM-FM Highland Park, Ill. and KBOX-AM-FM Dallas.

WAUB-TV Lorain, Ohio and KAUB(TV) Houston—Seeks transfer of control from Robert S. Benjamin and Arthur Krim, et al. stockholders of United Artists Corp. to Transamerica Corp. Transferee is offering, on terms and conditions to exchange for each outstanding share of common stock, $1 par value, of United Artists Corp., either ½ share of Transamerica common stock and ⅛ share of $4.80 convertible preferred stock or, in alternative and at option of each offeree, one share of Transamerica common stock. United Artists Broadcasting Inc. is wholly owned subsidiary of United Artists Corp. Ann. Feb. 15.

WIOI New Boston, Ohio—Seeks transfer of control from D.H. Dillard to New Boston Broadcasting Corp. Principals: Mr. Dillard desires to withdraw from broadcasting. Charles R. Maillet, transferee, is general manager of station. Consideration $19,000. Ann. Feb. 13.

KIHR Hood River, Ore.—Seeks assignment of license from Oregon Washington Broadcasters Inc. to Columbia Gorge Broadcasters Inc. for $100,000. Principals: Paul E. Walden (51%) and Jean Reed (49%). Mr. Walden is employee and general manager of KODL The Dalles, Ore. and is owner and operator of cherry orchard. Mr. Reed is employee of Oregon State Welfare Commission. Ann. Feb. 15.

KBOX-AM-FM Dallas—Seeks assignment of license from Radio Station KBOX, a joint venture, to Radio Station KBOX, a joint venture. Purpose of application is to seek aproval for purchase of 5% interest in this joint venture now owned by Elmer Balaban, a trustee under Tex Revocable Trust, by other joint venturers each purchasing a part of this 5% interest in proportion to its present interest. Principals in assignor are: H & E Radio Corp., Atlantic Brewing Co., Julius Epstein as trustee under Steven David Epstein Irrevocable Trust, Maurice Schraeger, Herbert Schoenbrod, Herbert Schoenbrod as trustee under Steven's trust, Dan's trust and Kay's trust, Eli E. Fink, Barabara Fink as trustee under George Fink trust. Consideration $22,000. Ann. Feb. 14. See WEEF-AM-FM Highland Park, Ill. and WIL-AM-FM St. Louis.

KEND Cheyenne, Wyo.—Seeks transfer of control from Richard N. Jacobson, deceased, to Harry M. Jacobson and Jerome S. Boros, executors and trustees. Principals: Mr. Jacobson is partner in Adler, Coleman Co., New York stock exchange specialists. Mr. Boros is attorney and has informal option on file to acquire all stock of WSFR Sanford, Fla., owned by his mother, Margaret Boros, who has been officer and director of that station. Ann. Feb. 9.

ACTIONS

KSUN-AM-FM Bisbee, Ariz. — Broadcast Bureau granted transfer of control from Jacks Williams to Arlo Woolery. Principal: Mr. Woolery will buy stock in Bisbee Broadcasters Inc. of which he is president. Consideration $3,000. Action Feb. 8.

KTOT Big Bear Lake, Calif.—Broadcast Bureau granted assignment of license (acquisition of negative control) from William Booth d/b as Big Bear Broadcasting Co. to C. R. Cheek, trustee. Bankruptcy proceeding. Action Feb. 10.

KLOM-AM-FM Lompoc, Calif.—Broadcast Bureau granted assignment of license from Lompoc Broadcasting Inc. to Communications Corp. of America for $85,000. Principals: Meyer (Mike) Gold and Sylvia Gold (each 25%) and David E. Jacob (50%). Mr. Gold is owner of KLUC Las Vegas and is applicant for new TV in Boulder City, Nev. Mrs. Gold is secretary and director of Boulder City Television Inc. Action Feb. 9.

KFRW Quincy, Calif.—Broadcast Bureau granted voluntary assignment of CP which authorized new FM to Wonderland Broadcasting Co. Principals: Richard G. Anderson, Benjamin L. Bell, R. Murray Mattice and Thomas E. Newell (each 25%). Stock transfer. Action Feb. 8.

WICC Bridgeport, Conn.—FCC granted assignment of license from Connecticut-New York Broadcasters to Connecticut Broadcasting Inc. for $2,050. WPIX Inc. (100%), which is owned by News Syndicate Co., Inc., New York and Tribune Co., Chicago. No officers or director owns any of shares of WPIX Inc., licensee of WPIX-AM-FM-TV New York. They are: F. M. Flynn, chairman of board, R. W. Clarke, vice chairman of board and Fred M. Thrower, president, et al. Action Feb. 8.

WERT-AM-FM Van Wert, Ohio—Broadcast Bureau granted voluntary assignment of license from Van Wert Broadcasting Co. to WERT Inc. Principals: Raymond Kandel, president (50%); John J. Coté, treasurer (50%); Chester Finn, esq., secretary; Robert Entley, vice president and Coté Inc. (50%). Mr. Kandel is realtor and owns 99% of WKLC-AM-FM St. Albans, W. Va., 33⅓% of WMON Montgomery, W. Va., and 98% of KYVA Gallup, N. M. Mr. Coté has interests in Coté Inc., grocery stores, restaurant, insurance agencies and Kanawha Cable Television Co., licensee of CATV in St. Albans, W. Va. Mr. Finn is lawyer, realtor, assistant secretary of Coté Inc., and 5% stockholder in St. Albans CATV, Mr. Entley is vice president and general manager of St. Albans-Nitro Broadcasting Co., licensee of WKLC-AM-FM St. Albans and 10% stockholder of St. Albans CATV. Coté Inc. (Messrs. John J. and Joseph L. Coté) is 100% owner of WKLC-AM-FM, KTUC and KFMM-FM, both Tucson, and WOHP Bellefontaine, Ohio. Consideration $185,000. Action Feb. 8.

WSNJ-AM-FM Bridgeton, N. J.—Broadcast Bureau granted transfer of control from Russell S. Henderson, individually, to Russell S. Henderson, Louise H. and Ervin F. Foster, as family group. Principals: Mr. Foster is assistant secretary, assistant engineer and announcer at WSNJ. Eastern States Broadcasting Corp. is permittee. Consideration $50,000. Action Feb. 10.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Feb. 15. 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.

■ Concord, Calif.—Western Communications Inc., owned 80% by the *San Francisco Chronicle*, which owns KRON-TV San Francisco, and 20% by Newhall Land Co., has been granted a 20-year franchise. The city will receive 5% of the annual gross receipts or a minimum of $5,000 the first year, $8,000 the third year, $11,000 the fourth year and $12,500 thereafter. Installation will be free for charter subscribers; a $9.50 deposit that will be refunded as two-months' service fees after six-months will be charged to other subscribers. Monthly service will be $4.75, to be reduced to $4.65 after 6,000 subscribers. Other applicants were General Electric Cablevision Corp., Tele-Vue Systems Inc., Colorvision Cable Co. and State Video Cable Inc.

Delano, Calif.—The city council has passed an ordinance providing for the granting of 20-year CATV franchises and is accepting applications until March 14, 1967. The ordinance sets the franchise payment at 5% of the annual gross receipts or a minimum of $1,200.

Marin county, Calif. — Clearview Cable, now serving San Anselmo, Fairfax, and Mill Valley, was granted a franchise to extend service into Sleepy Hollow, Woodacre and the east and west sides of Mill Valley, including Strawberry. Sausalito Community Television System received the franchise to extend north of that city to Waldo Point.

Union City, Calif.—Phipps Enterprises has applied for a franchise. Installation would be from $10 to $20 with a monthly charge of $4 to $6.

Medicine Lodge, Kan.—Martin Rinke, owner of Rinke Appliance and TV Center; O. Mills, local attorney; Ralph Dickey, owner of Dickey Appliance Co., all of Medicine Lodge, Kan., and Jesse Osburn, owner of the CATV system in Ashland, Kan., have each applied for a franchise.

Olathe, Kan.—Community Antenna T.V., Chicago, has applied for a franchise. The city would receive 5% of the annual gross receipts. Installation would be $15 with a $5 monthly charge.

Chicopee, Mass.—Pioneer Valley Cablevision Inc. (multiple CATV owner), Video Enterprises Inc., Chicopee Antenna Co., and Gerald Gardner have each applied for a franchise.

■ Marlboro, Mass.—The Boroughs Cablevision Co. of Marlboro has been granted a nontransferable franchise.

■ Philadelphia, Miss.—Seemore TV Inc. has been granted a franchise.

Cortland, N. Y.—Continental CATV Corp, a subsidiary of Viking Industries, Hoboken, N. J. (multiple CATV owner), has applied for a franchise. Installation will be $25 with a $5 monthly charge. Cortland Video Inc. currently holds a franchise.

■ Bristol borough, Pa.—Telemax of Lo-Bux Inc., Levittown, Pa. (Pat Deon and John S. Zettick, owners), has been granted a franchise. Monthly charge will be $3.50 to $4.75. Other applicants were the Bulletin Co., publisher of the *Philadelphia Bulletin;* Telesystems Corp., Glenside, Pa. (multiple CATV owner), and Bucks County Cable Television Inc.

■ Derry borough, Pa.—Highland Cable TV Inc., Latrobe, Pa., has been granted a 10-year franchise. Installation will be $10 with a $4.25 monthly charge. Company will pay a minimum annual fee of $1,000 or 5% of gross revenues from 1,200 subscribers; thereafter, 10% of gross revenues over 1,200 subscribers. Another applicant was WHJB Inc., Greensburg, Pa.

■ Haverford township, Pa. — Suburban Cable TV, Philadelphia, a subsidiary of Triangle Publications Inc. (group broadcast owner), has been granted a franchise. Installation will be $25 with a $5 monthly charge. Company will pay a minimum annual fee of $20,000 plus 5% of gross revenues, and will offer 11 channels.

■ Middletown, Pa.—Telemax of Lo-Bux Inc., Levittown, Pa. (Pat Deon and John S. Zettick, owners), has been granted a franchise. Monthly charge will be $3.50 to $4.75.

■ Henderson, Tenn.—Mr. Joel Clayton, a local businessman, has been granted a franchise. Monthly service charge will be approximately $5.

Amarillo, Tex.—H & B Communications Corp. (multiple CATV owner) has applied for a franchise. The city would receive 2% to 3% of the annual gross receipts. Installation would be $15 with a $5 monthly service charge.

Freeport, Tex.—The city council has approved a 20-year nonexclusive ordinance, which provides the city revenue of $500 a year or 4% of the annual gross receipts, whichever is greater. Applications from Brazosport Cable TV Inc. and King Broadcasting Co., Houston, have been filed.

Jasper, Tex.—East Texas Cable Television Inc., a subsidiary of multiple-CATV-owner Time-Life Broadcast Inc., has applied for a franchise. The city would receive 3% of the annual gross receipts. The maximum installation charge would be $15. The corporation plans a 12-channel system.

■ Emporia, Va. — Peninsula Broadcasting Corp., owner of WVEC-TV Hampton-Norfolk, Va., has been granted a 15-year franchise. The city will receive a minimum of $2,100 or 6.15% of the annual gross receipts, whichever is greater. Installation will be without charge for the first six months and $9.95 thereafter. The monthly service charge will be $4.95. A 12-channel system is planned. Jefferson-Carolina Corp., nultiple CATV owner, had also applied.

■ Leesburg, Va.—Frederick Cable Vision Co. has been granted a five-year franchise. The city will receive the largest of three possible formulas: 1% of the monthly subscriber fees; guaranteed $500 per year, or 8% of the net profit per year. Further, each of these formulas increases each year: the first goes up 1% each year; the second up $250 per year, and the third up 1% each year. The monthly charge was estimated at $5.

Representing one capital in another

THE area contains some of the most colorful, some of the most influential, some of the most dynamic tenants of any piece of real estate in the country. Its landmarks are names that evoke instant recognition from even the most provincial out-of-towner—Broadway, Central Park, Madison Avenue, Times Square.

It goes by different names. It's sometimes known as "the silk-stocking district." It's also the nation's broadcasting and advertising capital. It's pointed out that within its boundaries sit the headquarters of ABC, CBS, Mutual, NBC, NET and Overmyer. And in that same area dominated by the Empire State Building, with all its transmitters above, are such important groups as Time-Life, Corinthian, Capital Cities, Westinghouse, RKO General, Metromedia, Cowles, Hearst, top-flight New York independent broadcasting stations, and the headquarters or important branch office of almost every station rep and advertising agency of any consequence.

Any salesman, routeman, newsman or policeman will tell you it's murder to cover. But whatever its characteristics, problems and rewards, they're the responsibility of Representative Theodore R. Kupferman (R-N.Y.) to handle before Congress. To him this area is home and the 17th Congressional District—his constituency.

Well Suited for Role ▪ And if the area is well-known as a communications and advertising center, its choice of Representative Kupferman to ride herd over its affairs in Washington seems logical. He has spent his entire adult life in the fields of entertainment and public affairs. And until his election to Congress in 1966 to fill the unexpired term of New York Mayor John Lindsay, he had interest in WTSA Brattleboro, Vt., WLOB Portland, Me., and WMVY Pensacola, Fla.

His association with the entertainment field was quite accidental, he explains. While at Columbia Law School he became interested in copyright problems and wrote a paper that won a special ASCAP award, was later cited by the U. S. Supreme Court and marked the beginning of his lifelong interest in copyright law. Although he had gone to law school in preparation for a career in politics, he joined the legal department of Warner Bros. At that time, Warner Bros. was considering obtaining a television property, and Mr. Kupferman was involved in its preparation for a broadcasting application.

From there he joined the legal staff of NBC where he worked from 1951 to 1953. He now feels that he might still be with the network if some friends had not influenced him to become general counsel for Cinerama Productions Corp., a post he held until 1960.

As well as having been a professor of law at New York Law School, he has also been president of the Federal Bar Association of New York, New Jersey and Connecticut, a member of the board of trustees of the Copyright Society of America and a member of the International Radio and Television Society.

He is still a sought-after speaker, guest and adviser to many copyright and entertainment organizations. He notes that the day he arrived in Washington after being elected to his seat, he spent lunch with a member of the staff of the congressional committee considering the still-pending copyright revision bill.

WEEK'S PROFILE

Theodore Roosevelt Kupferman—Member of House of Representatives, Republican representing New York's 17th District; b. May 12, 1920, New York City; DeWitt Clinton High School; City College of New York, BS (Phi Beta Kappa), Columbia Law School, LLB; law secretary to presiding justice of Appellate division of New York Supreme Court, 1948-1949; member legal department, Warner Bros. Pictures Inc., 1949-1951; member legal department, National Broadcasting Co., 1951-1953; general counsel, Cinerama Productions Corp., 1953-1960; assistant and adjunct professor of law, New York Law School, 1959-1964; counsel and legislative assistant to Minority Leader of New York City Council, 1958-1962; appointed to fill remaining term of Minority Leader of Council, 1962; elected to council, 1962; re-elected to council, 1965; elected to fill house seat vacated by John Lindsay, 1966; re-elected, 1966; m. Dorothee Hering, 1957; children: Ted Jr., Stephanie.

Maintains Interest ▪ But he says his substantial communications and advertising constituents aren't very demanding but that he still maintains an active interest in the problems of the industry. However, at the moment he is not considering trying for a seat on a committee that would directly handle industry affairs, such as the Commerce Committee.

He tries to maintain an independent attitude concerning the affairs that come up in his district and in Congress. This, he says, is in keeping with the nature of his district, which he calls "the most independent-minded district in the country," and in keeping with a family heritage. This relationship traces back to an old family friend who was active in the Bull Moose Party of another independent-Republican, Theodore Roosevelt, for whom Mr. Kupferman is named.

His continuing active participation in lifelong interests now also takes the form of articles for various professional journals. In a recent article he makes a forceful and eloquent defense of the broadcasting industry against possible governmental restriction in editorializing or news coverage. He compares broadcasters with John Peter Zenger, colonial printer who risked his livelihood to publish a denunciation of a New York governor and provided a landmark case for freedom of the press. He also cites newspaper monopolies in many cities that have not hesitated to exercise their freedom to comment on controversial issues and notes that in many instances broadcasters provide the only alternative to this monopoly-newspaper opinion.

His analysis concluded: "Newspapers are not necessarily as restrained or as fair as broadcasters have been. It is sometimes hard to distinguish news from opinion in newspapers. On the other hand, broadcasters label theirs and even provide time for rebuttal.

"Shall you shake the shackles and bring broadcasting to full partnership as a medium of communications and free speech or shall you remain as the courts have considered the recording, just a mechanical purveyor and not an intellectual conception. John Peter Zenger risked his liberty to print the truth, but a jury of his peers acquitted him and made new laws for future America. Broadcasters may risk property, but those interested in the future of a responsible democracy will defend their right to express opinions."

EDITORIALS

Publicity on film

THE television specialist on the staff of Ronald Reagan, the new governor of California, has contributed a useful phrase to the idioms of television journalism and political publicity. She has described a couple of the governor's television films as "news handouts."

As reported in BROADCASTING last week, Governor Reagan, since taking office, has made two short films of roughly two-minute duration and one live 15-minute TV address. The films were distributed to all stations in the state. Not all stations played them.

In characterizing the short films as handouts, the governor's television aide, Nancy Clark Reynolds (who is on leave from her reporter's job on KPIX [TV] San Francisco), has used an apt choice of words. Television editors in California ought to react accordingly.

The handout, or publicity release, that emanates from all offices of government is a necessary part of the machinery of contemporary journalism. Occasionally it may contain information of genuine value to the public.

But handouts also will invariably omit any information that is likely to cast doubt on the divinity of the issuing officer. No respectable news medium swallows handouts whole. The professional way is to check the handout for accuracy and other sources for other angles to the same story.

The "television handout" ought to be treated like any other kind. Conscientious television journalists will judge Mr. Reagan's films as they would a Mimeographed news release from him or any other official.

Not the broadcasters' burden

IN its issue of Feb. 17 *Life* editorialized in favor of the Carnegie Commission's plan for "public television," but with a demurrer to its fiscal recommendations. *Life* proposed that federal financing ought to come not from an excise tax on television sets, as the Carnegie Commission (with one dissenting member) has recommended, but from a franchise tax on commercial broadcasters or a tax on television advertising.

Life was not the first to say that the commercial broadcasters ought to support the noncommercial broadcasters, and it will not be the last. The *Life* view is shared by a number of interests, not excluding the television set manufacturers. But *Life* has performed a service at this point of the developing debate by outlining the rationale that will inevitably be used again and again in attempts to put the burden on the broadcasters or their advertisers.

"A tax on sets," said *Life*, "would fall directly on the consumers—the audience. It would seem more logical to insist that those who are profiting most should share the burden. That could be arranged by imposing a franchise tax on commercial television channels, or a tax on the advertising billings that support them.

"Commercial television stations have a priceless stock in trade—monopoly control of an air channel that belongs to the public. The public has never been paid for it. A tax on commercial operations to support Public TV would be a means of extracting revenues from the airwaves owned by all, to reach that part of the audience that is now substantially ignored."

This sort of argument has a superficial appeal, but it loses its persuasiveness upon study. *Life* assigns a tangible value to the television channels themselves, as though they had been constructed at public expense, like the interstate highway system. What *Life* overlooks is that the television channels are nothing more than mathematical divisions of a natural phenomenon, the spectrum, which man neither did nor could create and cannot alter.

Life is echoing an old refrain when it says that the "airwaves" are "owned by all." It is the favorite refrain of anyone who wants to justify governmental control of broadcast programing or profits. The refrain is catchy, but it doesn't mean anything.

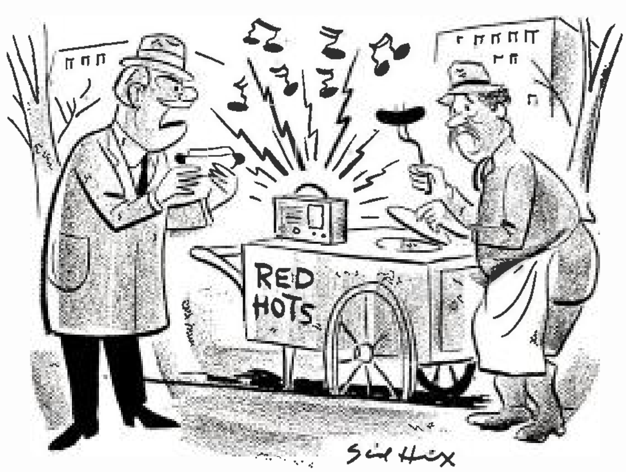
The "airwaves" themselves are merely arbitrary traffic patterns to prevent collisions of signals. They contain no traffic until a broadcaster turns a transmitter on. To say that the public owns the airwaves is to say it owns nothing at all.

It is true of course that only one station may operate on, say, channel 2 in New York if intolerable interference (which would make the channel useless) is to be avoided. But, as *Life* fails to mention, there are many other stations elsewhere that may operate on the same channel 2 and many other stations in New York on other channels. When *Life* uses the word "monopoly" to describe the single occupancy of a given channel in a given location, it may be technically correct, but it also implies an economic monopoly that simply does not exist.

Absent a real value in the spectrum, meaning there is nothing there for the public to own, and absent the grant of a true economic monopoly in television broadcasting, there is really no justification for *Life* to conclude that the public ought to be paid for the use of television channels. There is less justification for *Life* to imply that the public has received no benefit from commercial broadcasting.

Does *Life* see no benefit in the profusion of entertainment and information that television has distributed to more people than had ever been reached before by any other medium? How does *Life* explain the wholly voluntary purchase of television sets by more than 90% of all American homes? Why is total viewing still rising in this country?

There is no more reason to ask broadcasters or their advertisers to support a system of noncommercial TV than there is to ask *Life* and its advertisers to support the little magazines that are of too limited appeal to pay their own way. (And if *Life* wants to talk of public subsidies as a reason for putting the arm on commercial TV, it ought to keep in mind how much money it saves by shipping its copies by second-class mail instead of first-class.)



Drawn for BROADCASTING by Sid Hix

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The Late Al Tighe

completes the KSTP COLOR TV news and sports day at Midnight, Monday through Friday with a final wrap-up of the important events of the day.

In the clear, concise and accurate style of all KSTP-TV news reporting, Al Tighe brings you up to the minute with final sports scores, weather reports and highlights of news events. Depending on the happenings of the day, AL TIGHE NEWS will run from 15 minutes to half an hour.

For further details, contact a KSTP COLOR TV representative or your nearest Edward Petry office.

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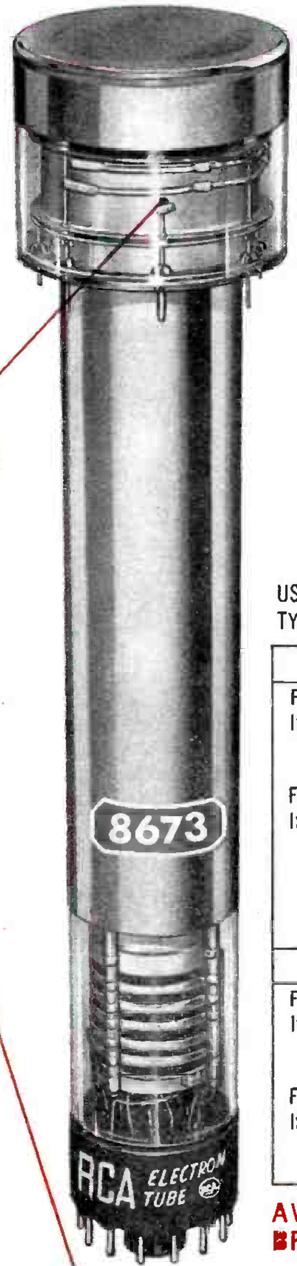
for color and black and white, the new family of RCA image orthicons with a *big difference here* that *shows up big here*



Now RCA brings you the "BIALKALI PHOTOCATHODE" in the new RCA-8673 and -8674 Image Orthicons. This major engineering innovation has greatly improved compatibility with its non-stick target, maintaining resolution and sensitivity over an extended tube lifetime and improving performance of *existing* color or black-and-white cameras. A simple change in a resistor chain provides proper voltages for a trio of these new Bialkali Photocathode Tubes. Wide-range, the 8673 and 8674 fit spectral requirements of all three channels ... eliminating the need for another tube type for the blue channel.

Another big difference: the re-designed image section provides reduced distortion and freedom from "ghosts." These new tubes are available singly or as matched sets—a trio of 8673/S or 8674/S types for color service... types 8673 and 8674 for black and white. Main construction difference is in the target-to-mesh spacing. The closer-spaced 8673 enhances S/N ratio for quality performance under sufficient illumination. The 8674 has greater sensitivity under limited illumination. For complete information about the new RCA Bialkali Photocathode Image Orthicons, ask your RCA Broadcast Tube Distributor.

RCA Electronic Components and Devices, Harrison, N.J.

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For black & white pick-up, If you're now using ...	You can replace with:
4513 7513 7513/L 8093A 8093A/L	8673
UNDER LIMITED LIGHTING LEVELS	
For color pick-up, If you're now using ...	You can replace with:
4415S 4416S	8674S
For black & white pick-up, If you're now using ...	You can replace with:
7293A 7293A/L	8674

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